

EDITORIAL AND FEATURE PAGE



Once more we hang up a new calendar. An old year dies and a new year is born. It is invoice time. It is time to measure profit and loss, failure and success. All check up accounts. What has been gained or lost in the material things of the world. Have we enriched or impoverished our spiritual resources? Whatever we have done with the closing year is done. None of us can rewrite the story. But a new chance is given to all to make the story of the new year what they will.

We live in a country that was built upon the principle that all men are created equal. The dyspeptic mind has been disposed to repudiate that doctrine, contending that education and opportunity are after all for a privileged class. However, this may seem, the makers of our government denied no man the right to initiative and enthusiasm. Whoever shall use these tools can pack his way into any privileged class if there be such.

Begin the New Year by warming up an idea or an ideal. Light the wick of enthusiasm.

Emerson says that enthusiasm is the passing from the human to the divine. The Greek word for enthusiasm signifies God within us.

Go to it. Let our resolves be DO rather than don't. The fulfillment of resolutions will save disappointment, regret and remorse.

THINK, CONGRESS, THINK

THE secretary of war is asking congress to enact a law whereby General Pershing may be retained on the active list of the army after he reaches the retirement age in September, 1924. To do this a special bill would have to be passed in the isolated case of General Pershing, or that clause of the existing law requiring retirement at the age of 64 would have to be amended or nullified, thus retaining officers indefinitely who have political influence sufficient to prevent retirement.

The secretary asks this preference for General Pershing on the basis of his services in the World War, and it is far from our desire to cast any reflections upon those services.

But it occurs to us that there are other generals who served in the war with distinction, whose services were of inestimable value to our country, who are physically fit and mentally alert, and yet who have since the war been retired from the service because they have reached the age of 64.

If it is right to retain General Pershing in the service after he reaches the age of retirement, for the good of our country, as the secretary says, then it is equally vital that these other valorous and distinguished officers who have been retired be restored to the active list of the army and retained in the service—for the good of our country.

Many major generals who commanded fighting divisions in the great war have since reached the age limit and been promptly retired, as the law requires. No estimate can be placed upon the tremendous value of the experience and lessons learned by them at the cannon's mouth. They are too immeasurably great to be sacrificed, to precious to be cast aside, too vitally necessary to our future security to be swept into the discard.

If we need the continued services of General Pershing we are equally in need of the services of these other distinguished and efficient leaders, who performed so nobly in wresting victory from certain defeat.

It is cardinal principle of the army to be fair an just in all things, and General Pershing, as its head, would, we think, be the last to ask discriminatory legislation in his own behalf.

Congress should be just to these other gallant officers, or leave the law as it stands.

GOING AND COMING

THE old year fades away, and the god of time ushers in infant of 1924.

The years come, and they go, and are seen no more, but they leave a heritage that even time itself can not efface.

In 1923 we have had our ups and downs, but they have been principally ups. Business has been reasonably good, employment has been plentiful, and contentment has been close to general in its scope.

In next years the approach of a presidential election has meant uncertainty, unrest, and a considerable degree of commercial and financial apprehension, if not stagnation.

The coming election has produced no jolt or jar. It seems to have had no appreciable effect, except to convince the public that our systems of government is so sound it approaches the unshakable—a Rock of Gibraltar among the nations of the earth.

Legislation is required to relieve certain classes of our citizens from apparent injustice, but that is a matter that will undoubtedly be regulated by the new congress.

Everything considered, the outlook is bright—very bright.

Be an optimist, and its brightness will not be dimmed.

POLITICAL

THE presidential campaign is in full swing, with politicians scurrying in every direction in the interest of their respective favorites.

In the republican camp the open arena fight seems to be between President Coolidge and Senator Hiram Johnson of California.

In the midst of the background stands a towering sphinx in the person of former Governor Lowden of Illinois, silent as the grave, but with millions watching intently his every move.

In Pennsylvania Governor Pinchot is openly waging war on the president. He, too, is a potent possibility.

Others have ambitions, some are visible, but few have achieved any degree of prominence in the present race.

It is a merry fight in the republican camp, with the victor yet to be named.

Democratically speaking, the two outstanding personages are former Secretary of the Treasury William Gibbs McAdoo and Senator Oscar W. Underwood.

Both are so strong in their party it is difficult to predict who will be the democratic standard bearer.

One thing, however, seems morally certain in this presidential campaign. The mantle of leadership in both parties will fall upon political giants who are known by their deeds, and not merely thru the praise of campaign orators and spellbinders.

We have nothing to fear, whichever way it goes.

Our tears for the departed year. Our smiles for the new one that has come. But remember the poor and needy at this holiday time, as God in His mercy has remembered you.

Rude Rural Rhymes

REVELATION

If I should prove that there were no God, nor lasting life with the clod, I hope I'd do my daily chore exactly as I did before, my labor neither light nor scant, to earn and spend, to plow and plant. Yet much I fear that I would trip and from the rugged pathway slip, for life would have no meaning to it without a God to help us thru it, without some vision far and sweet to urge along our halting feet some voice within to guide and cheer, some faith to overmatch our fear. O line by line and bit by bit the Hebrew sacred books were writ. And tho the prophet and the saint saw goodness mixed with human taint, they builded better when they knew, from age to age Jehovah grew, until at last no longer dim, God's Fatherhood was seen by him who of all men best understood the fact of human brotherhood. Not once for in Palestine, and not alone to Israel's line, but still to every man and nation God speaks a patient revelation. No monarch in a high pure heaven but of all life the working leaven, a comrade by our side to stand so close that we may touch His hand. The good old Quaker faith is right; still shines for us the Inward Light. Still to our hearts the Spirit saith deep things of duty, life and death.

—BOB ADAMS.

The Andover News

PUBLISHED WEEKLY

BY J. HARVEY BAGGUS & SON

OUR KEYNOTE:

"If There is no Way, Cut a Way."

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Editorial

Education brings us better light to see better ways and find the inner values.

How The Billboards Fail

The same principles apply in selling a cake of soap, a phonograph or a sewing machine as apply in selling the League of Nations or any idea calculated to affect foreign or domestic legislation. The people must be told about the article, they must be convinced that it is worthy, they must be stimulated to interest and moved to a determination to buy or to demand action.

In these days the recognized principle factor in selling is advertising. It is the only means of reaching the people. All of which brings us to the question of the kind of advertising that is most effective. Of course, there always will be some difference in opinion, but it is enlightening to note that the strong advocates of billboard appeal run to cover quickly when they have a desire actually to sell.

Quite apart from the unsightly aspect of the billboard, it seems strange that when its supporters wish to sell the people an idea with a view to bringing about beneficial legislation they see at a glance the billboard is a failure. When the large corporations want to really sell an idea they proceed as a rule to engage a press agent, or a "director of public relations." Then a drive is made to get their story before the public through the news columns of the newspapers. This is not always attempted because the corporation likes to get advertising without paying for it. The policy often is adopted because the corporation realizes that only newspaper advertising has a definite selling power.

The people to whom the corporations wish to sell their ideas are the same people to whom the corporations wish to sell their merchandise, and the same selling principles apply. Is it not strange that thinking men should in such circumstances adopt rules of advertising so diametrically opposed as the newspaper and the billboard?

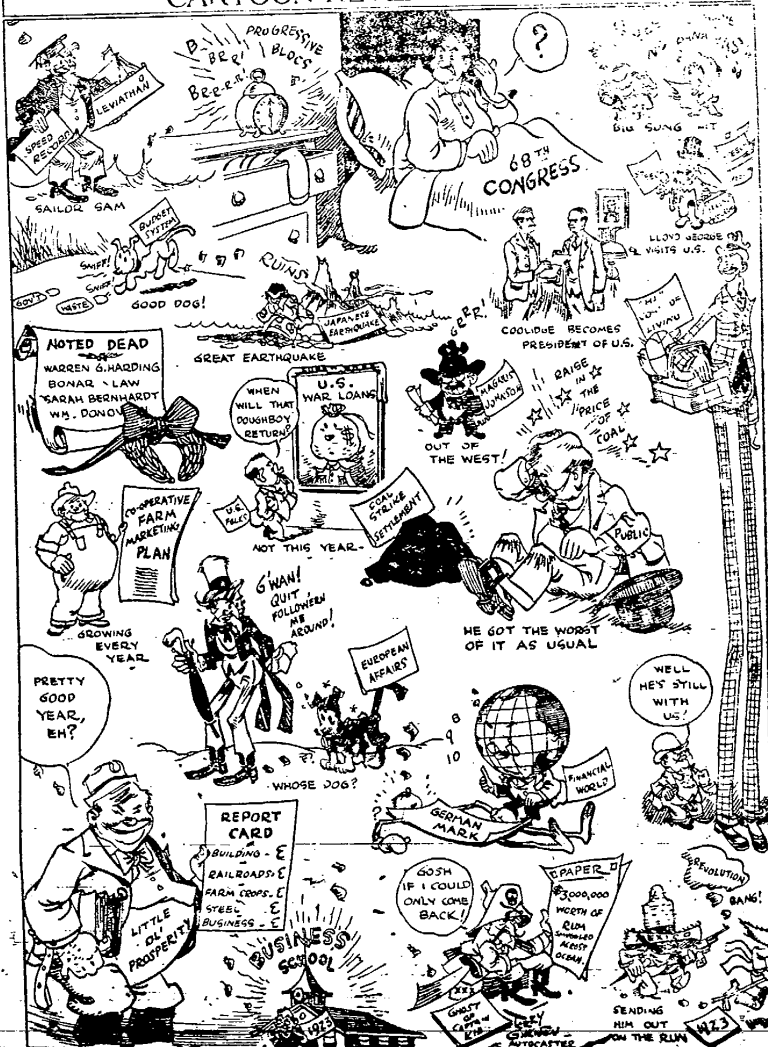
The more thoughtfully conducted corporations tell their stories over their signatures in paid advertising appeal, recognizing the force of frank and open statement that can stand the light of public investigation. There are enough of the others left, however, who still cling to the old time poster idea of advertising, just as there are homes today that resent the installation of modern plumbing and hang on to the old time pump and bucket.

The billboard is an economic waste. It is thrust under the nose of a suffering public with its garish designs and half finished message. Instead of being taken into the home as a friend it is resented as an intrusion on public privacy and a menace to the public landscape. Newspaper advertising will stand the acid test as against the billboards any day in the week for any purpose.

Somewhere we have read that if poverty is the mother of crime, want of space is the father. Whether this is true or false, certain it is that the off-spring is illegitimate and uncomfortable.

Doctors don't advertise. Ethics prohibit, and leave the field open for the quacks to unload fake nostrums on the suffering public. No wonder the Frenchman asked what is an ethic?

CARTOON REVIEW OF 1923



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