A Great New Business

NE of the newest sciences which we have with us is:

U the science of advertising. And advertising has a

treally come to be a science. It is no longer conducted it.

in a haphazard way. Men of brains and ability have a

o the public as well as to the advertiser.

unfed it and have evolved plans which bring about-

" grea est amount of good thru advertising, benefit;

not yet fully appreciate this good, however, is evi-

lies and great transportation systems impress us when A

we come in personal contact with them, the president

aid but we have not yet come to appreciate the great

business which greets us thru the advertising pages in

'even the most casual examination must point out

ome a great business.

the newspapers and periodicals of the country. Yet

is, the president added, that advertising has now be-

By creating a demand and stimulating business,

It raises, too, the standard of the products which in

When a lawyer says he's going to win, take his

and for it, because any way the case goes he can'th

Practical Knowledge

Both these men work with other elements. They

So many men make this mistake. They believe

Death Wins

won The patient, a young salesman, stricken with

When paralysis first attacked the patient's lungs,

Tho lacking in some of the spectacular features,

the doctors found that by applying pressure to the ab-

dorsen in steady beats a faint spark of life could

mai tained. They soon tired in their endeavor to pro-

the attempt to save life in this manner was similar t

Jup the task, two at a time, in 15-minute shifts.

dvertising tends to reduce prices and the cost of liv-

there is no longer any doubt about its general benefit.

But, as yet, few of us realize its tremendous import-

It is pleasing to know that men everywhere are

In a recent address, President Coolidge pointed to III.

ANDOVER NEWS

PUBLISHED WEEKLY By J. HARVEY BACKUS & SON OUR KEYNOTE: "If There is Not a Way, Cut a Way."

beginning to appreciate the great part for good which ladvertising plays in our everyday life. That we dolk desired by the fact that only a small percentage of the Subscription Rates \$2.00 potential advertisers avail themselves of its assistance.

, the fact that we are still apt to place too low an esti-I mate on the subject of advertising. Mammoth factor-),



Contempt for Law

for law. It is perfectly natural for everyone to faapprove nullification of those which abridge his sup-In the first place, there are too many laws, and in I work on the farm can be done in eleven days with the next place the law isn't applied always with equal machinery. Hearing of this prediction, a farmer asks in the next place the law isn't applied always with equal machinery.

force upon the poor and the rich. There will never how Mr. Ford proposes to produce a litter of pigs in be the respect for law that there should be until we eleven days. He might also inquire how a crop of corn, wheat or oats could be raised in eleven days. have the same laws for everybody. Doheny and Fall were acquitted of a charge of There are many ways farmers might increase their conspiracy to defraud the United States government income. Farmers will not gain much practical knowlout of naval oil leases. A few days after they were edge from men like Ford who never ran a farm; nor freed by a jury, the United States supreme court, with- from Thomas A. Edison, whose inventive genius is not in out one dissenting vote, restored the oil leases to the in the direction of making things grow in the earth, or government. The court opinion held in effect that of producing animal life. fraud had been practiced in transferring the leases to Doheny when Fall was secretary of the interior. Yet are recognized as successful men. They are in truth n it er has to pay the penalty for this palpable viola- benefactors. Accomplishment in one's own line of endeavor, however, does not qualify one for becoming

Judge Clarence Dearth of Muncie was impeached expert in every other. by the Indiana house of representatives for misusing his power as circuit court judger. The senate concurred that they are endowed with some sort of supernatural 11. in the house action, with only one vote against pro-[power to impart information on any subject, no mat-], ceeding with the trial. There was only one vote in the ter how technical, if they have succeeded in their own house against the impeachment.

tion of the law.

The proceedings were brought under a law of 1897 Farmers should seek knowledge in farming from which provides that the governor shall appoint a suc- man who have had practical experience as farmers and cessor to the impeached official. In this instance, the from those who have by actual use of a theory proved [[]] judge is defiantly remaining in office, transacting busi- that it can be made to work. Men in other lines of his ness in his court daily, and the governor of Indiana endeavor do this and farmers are doing it more than refuses to comply with the law by appointing a suc- ever before.

The governor has been advised that the law under which the proceedings were brought does not apply in but every woman has a way of her own. It is another example of the ease with which opinions regarding laws may be provided, to suit any Is it any wonder that contempt for law is so com- THE eyes of the people of the country were turned,

mon? The average person is not concerned about it. I recently, toward a little room in a hospital in Evans-Everyone wants his pet laws enforced, but as for the ton. Ill., where for more than 108 hours man held remainder of them, it makes no difference so long as slight edge in a battle with death, which eventually they do not affect his well being. The contempt for law will grow so long as this at- Landry's paralysis, was kept alive with "borrowed titude exists among the people. No one seems to want life" pumped into his body by 57 friends who volunto de anything about it and no one seems to care.

tions, and that he didn't have anything to do with picking his dad.

Where the Money Goes

THE people of this country have about \$10,400,000,- cave a few years ago. This episode gripped the imag-000 invested in foreign countries. When European ination of people and hourly bulletins describing the nations consider this fact, they may resent the effort rescue attempts were eagerly sought after. being made to collect debts due America as a result! of the war. They fail to recognize the difference. cases, as it always will in the end. Man has devised Money loaned to allied powers to prosecute the war many ingenious ways, as illustrated in the Evanston was from the government-belonged to all the people. incident, to prolong life, but able and wise as scientist Money invested in foreign securities is lent by individ- and surgeon may be, death cannot be cheated of its toll Baptist church.

Foreigners may reason that if there is so much capital available in this country, America does not need to be repaid. Unfortunately, however, the capital that [26, which was doubtless a surprise to his friends, is represented in foreign investments cannot be used to You'd naturally expect a man of that age had had redeem liberty bonds or meet U. S. Treasury Certifi- chough wrong numbers. cates when they fall due.

To the credit of Europe, it must be said that she has not borrowed much in this country since the war. Of the total lent since the war, only about \$2.500,000,- lour-tenths just to see how the hero eventually 000 has been invested in Europe. Investments in our lumphs. hemisphere are nearly three times that much. And -World, Latin-America has two-thirds, and Canada near-

ly all the rest. The Latin-American share, too, isn't concentrated in Mexico, as many Americans seem to imagine. That

country has a little over a billion of our capital. The in South Africa, but here in Andover we'll have to be J rest is spread all over, from Nicaragua to Tierra del content with rushing to work every morning. So American savings are being used to develop

and enrich America—all the Americas—rather than by and watch a man try to start a stalled automobi' the continent for which our people poured out their on a country road, treasure during the war. That is as it should be. Thus America has become a money reservoir for the continents, and as a consequence, what is going on elsewhere socially and politically, as well as in an eco-pictures.

and instead of diminishing, it has continued and ir

some phases grown since. This is but natural for trade

of that's going to have his feelings hurt.

-change between nations.

nomic sense, is bound to concern the people of this country more and more. Information about foreign affairs took on new interest when the war broke out, on a paved road at 60 to 75 miles an hour.

taking up smoking because they think it is up-to-date.

There's a gold rush in Nevada and a diamond rush

follows loans and trade has a bearing on all inter-feet in the air should try a want ad.

tant when man and animals will talk to each other. When that time arrives, there's a barking dog we know

with it the additional privilege of doing as you please. make them.

New Spring Footwear



The smartness of our footwear is due to the \$5 trimness of its ankle lines—the grace of its last and the newness of its design.

Many models are displayed, in a variety of colors and materials. There are Pumps, strapped models, step-in styles, Sandals and Sport Oxfords, in patent leather, kidskin, suede, satin and calfskin. Two and three-toned effects to match the Spring \$7

New Walk-over Oxfords for Men, in Tan or Black Calf

Other Oxfords for Men \$2.95 \$3.95 \$4.50 Children's Patent Leather 4-eye Lace Ties

Misses' Patent Leather 4-eye Lace Ties RUBBER BOOTS \$2.95 \$3.95 \$5.00

Ball Brand, Buddy and Goldseal Brand

A Smart Shoe for Every Occasion and at a Price You Can Aftord to Pay.

Cannon Company

Men's and Ladies' Wear

OUR CHURCHES

M. E. CHURCH

Rev. A. W. MacDougald, Pastor Sunday morning service at 10:30 long the young man's life and his friends came to take o'clock, with message by the pastor. Sunday school at 11:45 o'clock. Union Sunday evening service at the attempted rescue of Floyd Collins from a Kentucky | church.

FIRST BAPTIST CHURCH Rev. J. H. Seely, Pastor 10:30, preaching. The point of similarity is that death won in both 11:45, Sunday school.

Christian Endeavor

SEVENTH-DAY BAPTIST Rev. Walter L. Greene, Pastor with sermon by the pastor. Bible school following the church

If the per capita apportionment of library books six-tenths of a book, as claimed, we'll take the last i ual Discernment." who smoked a pipe and some of our flappers are er.

PRESBYTERIAN F. A. Hassold, Minister

During the pastor's leave of sence the following supplies have the human breast—greed. been arranged by him: March 27.—Rev. A. C. Ehret Another good way to study expression is to stand Alfre April 10 .- Dean Norwood of Al-The growth of an oyster is depicted in motion ire April 17, Easter Sunday, the pas-

tor will resume his services Sunday school at 11:45. They go especially well with an al mashed rutabagas. The corn any of these vegetable combinations. The United States Department

NO COMPROMISE WITH LIQUOR

The liquor business is like a deadly serpent. It is about as easy to regulate or to make legal as 1 is to tame a hyena.

It is essentially a wild beast. It is unfortunately aligned with conviviality. Man people seem to think that getting drunk is a joke and the consumption of alcohol is amusing. They speak con

doningly of the use of whiskey by the youth. Many people, and especially those engaged in we sterian church will be held in the King's Daughters of the Presbyterpropoganda, do not realize the deadly end of this peri It is an own brother to murder, hold-ups, burglary are of both groups are requested last Friday. Mrs. Youmans

Sabbath services at 2:30 p. m., smuggling and thuggism. I man engaged in the business of enforcing the law of prohibition takes his life in his hands, for those in the Devotional meeting Friday even-liquor business do not hesitate to kill when it is neces It embraces not only low brow thugs, but million

aires and social leaders. While the common people have declared for the church. The pastor of this church abolition of alcohol there are many who are determine to go on with their consumption of liquor.

The efforts of the convivially inclined and thos who think that their personal liberty has been interfere with are influenced by one of the strongest passions

It is difficult to enforce any law when the breaking of that law is backed up by human passions. The law against arson, murder, adultery and theft are thousan of years old, yet they are constantly violated no matt what their evil effects.

The law against the use of liquor is aimed at greatest curse and greatest cause of crime that huma

vegetable meal in such combinations degradation of youth and the damage to business have d up solidly for prohibition, while against the prof

Agriculture will tell you how to holy business will be doing a great service.



IF YOU PAY BY CHECK YOU NEVER PAY TWICE

If you open a checking account here and make a rule to pay everything by check you will avoid stake a drop. Next we will h the danger of paying bills twice. The cancelled [wondering how we can dodge

The safety afforded by keeping your money in t bank instead of in your pocket or desk, is also to - pose; he has found it and will fol-

We are glad to open small checking accounts.

MAIL CLOSING

LOCAL

ird Day, April 8th.

The annual meeting of Rebekah District No. 1, will be held at Belpostoffice will close every mont. April 6th. at 6 o'clock, excepting Satur-Miss Augusta Will has returned when it will remain open until to her place in the B. C. Williams ! grocery after a weeks absence from JOHN COMMON, P. M.

ville fell on the floor last week, injuring her hip. Mrs. Heselton is Rev. A. W. MacDougald is taking WAPPENINGS. Olean two days each week in an efort to forstall an operation. Mrs. George Barrett, who has stvere attack of influenza and compli-

a severe attack of quinsy.

Entre Nous Club, Tuesday evenod, Hornell, Thursday afternoon. Benefit of St. James Mercy hospi-Cattaraugus supervisors are considering the construction of a con *crete road which would reduce the

Four sea gulls have arrived nually to inhabit the Canisteo river the regular meeting of Anna spring but one of the quartette put . McArthur Chapter, O. E. S., next in an appearance.

the state highways

George Derx of Angelica mitted to the amputation of his leg come of an injury sustained by Mr.

e King's Daughters of the Pres- The afternoon division of Mrs. Erwin D. Baker, hostesses.

Remember April Second

That is the day our Big Spring Sale will begin and last for two weeks

Some of the Money-Saving Prices

100 quality Hardwood Cloths Pins25c Heavy Canvas Gloves, 25c value, 2 pair for ... 35c Lisk Heavy Galvanized Wash Tubs, \$1.25 val., 89c Royal Rochester 14-quart Pails, 50c value 39c All Hard and Chocolate Candy, per pound 15c Watch out for the hand bills. They will tell more of the story.

AT THE NEW DAY-LIGHT HARDWARE

GREENWOOD STREET Next Door to the Post Office with boy friends last week.

make a large set of drilling tools, died at his home in Oil City recently at the age of 83 years.

Blessed is he who has found hi

tubers in New York City. ises to be one of the musical treats. James Guinn is convalescing from

Come to the Presbyterian church ville, are planning to celebrate Old next Tuesday night and enjoy

of the serious ill- I RICHARD BARTHELMESS in:-Railroad, enjoyed a fine banquet Packard, who is in a hospital with

> arrester is hooked up. If necessary, phone me and I will attend to it for you. This will then RICHARD DIX in:take care of your insur-

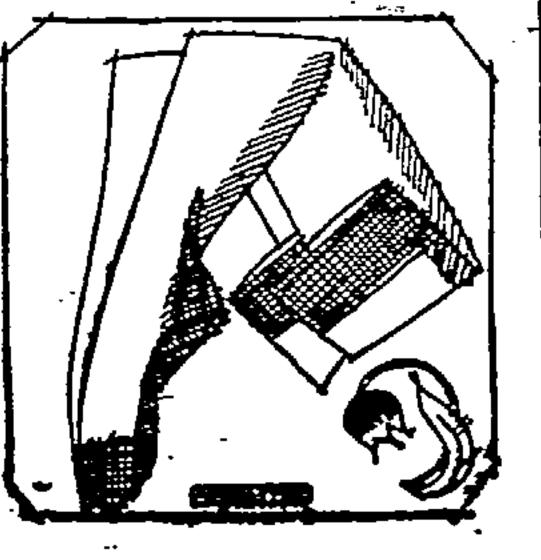
ANDOVER, N. Y. Phone 2105

Friday and Saturday Specials

Mrs. Fanny Heselton of Whites-Toilet Soap, 4 for been ill for two weeks with a se- Two large bottles Ritter's Ketsup25c

B. C. WILLIAMS

With





This Stocking is one of the best values we have ever offered in Ladies' Hosiery. It has all the features of the higher-priced Hose, yet only costs one

All the popular colors mosphere, Blush, Moonlight, French Nude, Shell Grey, White.

We invite you to come i examine this Stocking. Compare it with any Hose you have ever bought for a dollar. We believe that you will agree that this is a real value.

"Rowe's Prices Are Low Prices"

Try Our New BRAZIL and PECAN 5c CANDY BARS

10c per pkg. . 30c per can 🏋 🔭 Fancy Canned Peaches .30c per jar Limburger Cheese (in glass) .9c per loaf . . 30c per sk. 👍 Five lb. sacks Graham Flour . 52c per lb. ; Hand Dipped Chocolate Drops 25c per lb. 🛊

Green Vegetables Friday and Saturday

We Deliver

eyes. See the new improved fixtures. The inter-connected power plants of

And so, your electricity is cheap. It is

the biggest bargain you buy. Use it freely.

"RANSON'S FOLLY" A drama of a daring young soldier in the days of

> Educational Comedy "EASY PICKIN" Fox News Reel. 10 and 25c I

The Home of First-Class Pictures

Saturday, March 26th

with Dorothy Mackaill

the Flaming West.

Sunday, March 27th

"THE QUARTERBACK"

A rousing foot ball story of College Days. Universal Comedy "GEORGE IS IN LOVE" Reel of Travel Stories.

Wednesday, March 30 HERBERT RAWLENSON in:-"THE MAN IN BLUE"

with Madge Bellamy

Andy Gump Comedy "THE BIG SURPRISE"

Week Day Shows 7:30 and 9:00 One show Sunday at 8:30 Comedy and Travel Stories will be shown before and after the feature picture on Sunday.



tosave

ON'T strain your eyes reading by a poor light when right lighting costs less than one cent more a day.

Use light freely-enjoy our cheap electricity. Ask your electrical dealer about the new-type inside-frosted bulbs, that shed a soft even glow-so easy on your

the Buffalo, Niagara and Eastern Power System help to make it possible for electricity to come to you at the lowest



NIAGARA, LOCKPORT AND ONTARIO POWER CO. a unit of Buffalo, Niagara and Eastern Power Corporation