#### ANDOVER NEWS

PUBLISHED WEEKLY By J. HARVEY BACKUS & SON

**OUR KEYNOTE:** 

"If There is Not A Way, Cut A Way"

Brightening Skies

by a better banking situation, by a belief that the panic are normally healthy. and fear and difficulties of the past three years have at last taken a turn for the better.

that taxes are coming down or are down.

Already prices of farm products are moving upward. Hogs and cattle have advanced—the wheat and a little more water than his body needs. Those, how-the black raspberries and purple corn, the cotton and tobacco crops that are now, or ever, who suffer from either heart or kidney diseases canes, cut back the lateral branches soon will be, under cultivation, will sell for more should not over-indulgence in water. money than has been true for several years past. Dairy

products are also on the upward trend. better days for the farmer mean better days for the igm towns. It means more sales for the merchants, more work for the carpenters, the bricklayers, the garages -better times for all including the publishers, who have "carried on," who have maintained the standing, the quality, the price of their publications and the adlishers' Auxiliary.

IN HIS inaugural speech, President Roosevelt outlined kind charitableness. some of the important things which he hopes accomplish during the coming months. It is a fine no provisions are made for rent by the institutions furprogram that is intimated and every citizen earnestly nishing the funds yet the landlord may be refused aid hopes that it can be carried thru in a forceful manner. from the same resources beause he owns property. and banking system of which we have already seen payments promptly not to mention insurance, upkeep "I have made a number of inquiries and felt the results of his first step in carrying out ac- and other exenss incidental to owning property. tion along this line. The complete suspension of all to the banking institutions of the country.

ing of labor. Men would be taken to jobs and put to salary to the man who depends on a position for his the job of defending their country during the war.

speculation is important for any investment is specu-lout of it in some way or other. mate business enterprises and wildcat speculation. only by careful planning and action.

of transportation, public utilities and national com-both persons be right. It is all a matter of different to munications are to come under national planning and viewpoints in so many instances. supervising.

are a part of Roosevelt's new program to restore norcountry go with him in the success of the program.

the man who refuses to take advantage of you when his associates. he has a chance.

#### Tolerance

TEGARDING any matter upon which opinions differ, ever, they know no other standards. M we are much like the three blind men who were big and flat like the side of a mountain. The third happened to get hold of his tail and said that he was Nobody likes a knocker, but he generally enjoys state college has no authoritative long and slim like a snake. Of course none of them himself.

So, instead of wrangling among ourselves as the three blind men did over what the elephant was like, how much better it would be to get together and com- THE cheapest thing in the world is courtesy yet it repare notes from our different viewpoints on any ques- turns big dividends to the man or woman who intion on which we may seriously differ.

be respected, even as we would have our own respect-sider it in its true importance. ed. The spirit of tolerance will bridge many chasms, level the rough places in our pathways, and lift us bit of effort and occasionally a bit of time. The time above the whirlwind of contention. It opens the win-and effort it takes, however, never amounts to much dow to the sunlight or harmony, it closes the door in and certainly is nothing in comparison to the great The Andover News the face of dissension, and lights the fire on the hearth benefits of the courtesy they create. of peace and happiness.

#### Plan Your Work

THE salesman can profitably outline his work, his position calls, for the day or the week, and thereby save

The business executive of course, realizes that the necessity for definite planning is all that makes his job possible. He is expected to map out the work to any effect on the coming season's home run crop.

### Thirst, Not Enough

More than 70 per cent. of the weight of the hu-

a body is largely accomplished thru water.

of the fluid taken in thru foods.

tion brought about by increased but sound currency, drink from six to eight glasses of water a day if you per time to prune raspberries and ment inspector named Samuel Wil- girls, members of the 4-H forestry Drinking water with one's meals represents no strawberries do you recommend?" hazard at all. On the contrary, it may be an appro- Professor G. W. Peck says: "For -

There is a belief that the government's credit is priate time in which to consume a glass or two. How- red raspberry, cut back canes not again safe, that our national budget will be balanced; ever, using water to wash down unmasticated food is length, cut out the weak canes and a belief, and in many sections and states, a knowledge, not desirable, since that throws an extra burden upon leave about ten to twelve canes to the digestive system.

Better days for the farmer lie just ahead, and presence of women, it isn't so much courtesy as hero-three years old. The best quality

### Landlords Hit Hard

ceives less sympathy and appreciation. His income is rieties of strawberries, in order of down and his taxes high. In many cases his income ripening: Claremont, Bouquet, Wilhas been completely stopped through inability of his liam Belt, Parsons, New York, Mar-President Roosevelt's Program tenants to pay, yet they are allowed to stay on in the shall, Cato, Culver, Chesapeake, Joe, property in hope of ultimate payment or through The Premier, or Howard 17, is con-

If the tenants in a property are living off charity, His most important promise concerned the banks And he is expected to meet his taxes and mortgage Professor Bristow Adams s

banking activity for the few days proved a life-saver represents work and thirft on the part of the landlord, and other unusual seeds and plants Another notable point in his plans is the proposi- make his own living. When his rents are cut or stop- Special Crops, published at Skaneation to put men back to work, partly by direct recruit ped it means the same as the cutting or stopping of '

Landlords deserve a lot of sympathy and appre- a new dairy product called dairy tween city and country. This will be difficult but will meather the adverse conditions of the past year or two Roosevelt promises to put an end to speculation

#### Honesty

He will spare no effort in raising the prices of TONESTY is so often a question of personal opinion. and his opinions are likely to differ from those of others to 75 per cent. fat. according to his own personal code. What one person . considers honest may be a bit doubtful to another, yet which can be adjusted by tightening

altruistic. Yet there is always an accepted standard of right in the business world which every person must or in cooking in place of butter. The only kind of a friend that really counts is live up to if he retains the recognition and respect of looks more granular than butter but

Even gangsters have their code of honor which the butter bill." lives, yet we would hesitate to accept their standards prepared by the department of dairy of right and wrong. In dealing with one other, how. industry which tells how the spread)

trying to determine just what an elephant was like others. Consider their views and opinions before we One felt his leg and said that he was round and tall brand any as dishonest or unfair. It may be that they like a tree. The second felt his side and said he was are as much right as we if the true facts are known.

#### Courtesy Costs But Little

vests in it. But regardless of its cheapness and its The honest convictions of others should always great value to any individual, there are few who con-The only cost whatsoever of courtesy is just

Consider your friends and acquaintances and see

how many of them have made courtesy pay. You will probably find the number lamentably outstanding in their character, personality and business and social Courtesy pays big dividends in what we generally

time and much lost motion. The worker at the bench term success. It likewise creates within the individual can have a well defined idea of his work, so that he a certain sense of satisfaction in the thought that he may go smoothly from one operation to another. The makes friends and is liked because of his courteousness, housewife can create a mental program of the day's Courtesy always comes back abundantly in prowork and save much time and needless effort in execu-portion to the way in which it is extended to others. Try it and see.

We wonder if the cut in baseball salaries will have the cut in baseball salaries will be considered by the cut in baseball salaries will have the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in baseball salaries will be considered by the cut in



One cannot judge the water needs of the body many questions as you like but make States and Great Britain. At Troy, bread and cookies, or on griddle THERE is a breath of returning confidence, of better merely by the sense of one's thirst. The drinking of each one a separate communication. States and Great Britain. At 1roy, bread and cookles of the property of the sense of one's thirst. The drinking of each one a separate communication. N. Y., on the Hudson, a commissar-cakes and waffles. iat named Elbert Anderson, of New

THERE is a breath of returning confidence, of better water is as much subject to habit as are the other prices and more business, in the air. It is a condidictary practices. In consequence, it is advisable to F. D. R. asks: "When is the pro- York, had a store yard. A governgooseberries? What varieties of son, who was always called "Uncle clubs, have reforested nearly 6.500 Sam," superintended the examina-lacres in the past eight years.

each four feet of row. Do this be-The healthy person may, with perfect safety, drink fore growth starts in the spring. For

six to ten inches and remove all weak canes. For gooseberries, cut out the weak one-year-old growths) fruit is grown at the base of the of the two and three-year-old. the older wood is pruned out each प poor landlord has probably suffered as extensive- year, the bushes are renewed with

R. J. J. asks: "Will you please tell

A Buttery Butter Substitute P. L. H. asks: "I understand that H. J. Brueckner of the department of dairy industry says: "The

ter substitute but is different from

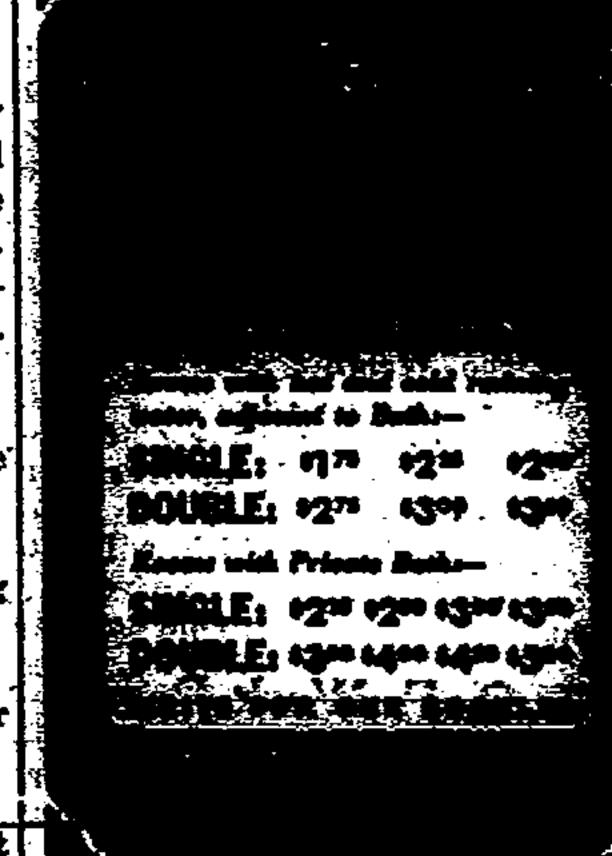
cooler than 85 degrees Fahrenheit

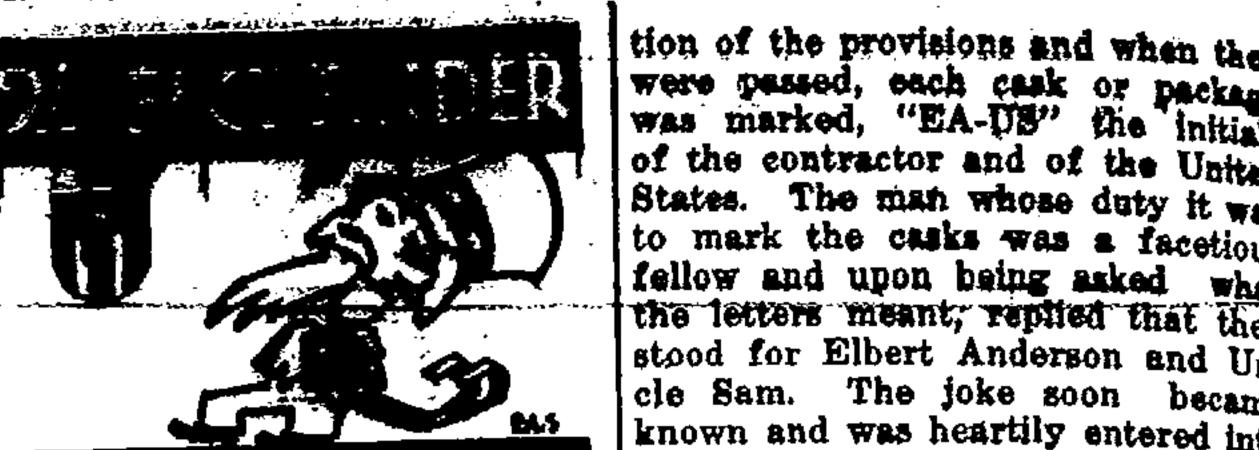
offers a satisfactory way to save on

Mrs. W. W. S. asks: "Is the ----reatment for gray hair effective o.

Professor Murial Brasie says "The information about hair treatment. best and safest to consult a reput able physician about the problem.







YOUR UNCLE SAM

al Uncle Sam, died in Troy in 1854

Uncle Sam and before

the country. Mr. Wilson, the origin.



WE GUARANTEE: Absolute satisfaction with Nectar Teas. Try them. If they do not please-we will cheerfully refund your money. Drink tea it's good for you!

Scratch Feed Daily Egg 100 lb. bas 9.8c Spread Rajah Sandwich-without meat pf. jar 15c Peanut Butter Sultana 2 lb. jar 19c. Fancy Rice sunnyfield 2 pkgs. 9c

FRESH: Every Wednesday and Friday HOT CROSS BUNS generously dotted with raisins. pkg. of 12 10c well browned, fluffy, light and

Hormel Soup Vegetable 2cans 29c N.B.C. Wafers Snowflakes pkge. 17c Baking Powder Quaker Maid (b. can 17c Laundry Starch A&P 3 lb. box 15c Cigarettes Luckies, Chesterfields pack 10c

Look What 5c Will Buy PEANUT BUTTER SULTANA 4 oz. jar 5c RAJAH MUSTARD . . 4 oz. jar 5c ---SALAD DRESSING RAJAH SANDWICH SPREAD RAJAH 3 oz jar 5c NECTAR TEA ORANGE PEKOE 2 oz. pkg. 5c CAMPBELL'S BEANS CAMAY OF IVORY SOAP . cake 5c PALMOLIVE SOAP

The Superlative Never - Fail

HECKER'S FLOUR

24½ lb. sack 6 3 C

FANCY PRODUCE FRESH CUT SPINACH 3 to peck 17. NAVEL ORANGES small size 2 doz. 25c BANANAS 5 fbs. 23c CAULIFLOWER Snow White large head 17c

By R. E. SHAFF

date on some things. But Bolty, fatal step that carried him over the street. low hook, line and sinker." spring into the waste basket. He rocks on the other side.

window. He watched the heat waves rest on the end of a beautiful pink radiating from the pavement come flowering bush that grew out from crash. There he raised himself wavering up the long high avenue the other side, slanting towards his a sitting position, calling out the of buildings that reached as far as side of the crevice. He got his net The next instant there was made his way down the dark hallway to his net. that had seen him come and go for Darkness was upon him and there at him closely.

years. The afternoon rush was on he sat and tried to plan out how to

seemed that it was going to and turned this over in his mind turned out as he expected, well, no some time, finally picking up

up against the wall.

proved that it was dirt cheap and

grew in the back lots.

try, the butterfly flying steady now, separated it from the closest pur- even before Watts had uttered

the mad chase but one by one they out with feeling, "I'm afraid you Every foreign diplomat who has he had turned back until now there have paid too high a price for that," been in Washington since General that had kept in the lead suddenly his hour of triumph? He should be His unfailing courtesy and natural la. threw up his hands and fell face slapping his back and dancing with dignity never failed to impress all) breath and it was with a struggle With a gesture towards the yellow bye to Eddie Savory. That cannot he that he was keeping in the lead. emperor still fluttering in the net be said of every white man who has ran with astonishing ease Watts spoke. His voice still carried held office in Washington. increase the pace, as he noted that "While you have been running No finer gentleman, no abler

He was in a smooth pasture land yegg. A little of your time spent in at the age of 49 put an end to a now, shead in the distance looming his behalf might have saved him." hills that were studded with trees "But his sister," Chilson broke in, and large rocks. The emperor seem- "they had each other." ed to be tired. It had gradually Again that terrible note crept into years an editor of World's Work, slowed down until now he kept up the other's voice. "But your daugh author of half a dozen books, French with it easily though it was too high ter chose to elope last evening with Strother attracted the attention of

when they do loosen up, they swal- brink without trying to warn the What a fool he had been to chase youth. It was getting dark now, so this elusive thing after all. Surely between the palms of his short, just outside the narrow defile that not nearly as lovely as it looked. ent institution. chubby hands, then watched them separated him from the trees and Remorse took the place of joy over near the door and stepped to the watch the fluttering insect come to He dropped to the street with

the eye that blazed forth its warn-that had been dropped and gauged rush of air on his face and someone "Where's Ted?" His wife looked

and he let the others carry him along go about getting this prize. It sud- where you should be, instead of as he made a subway car. He used denly dawned on him that when he falling from your chair in your to fight the subway rush with the had purchased the net years ago the sleep. Those mining men are here rest of them but he now tried to man had demonstrated to him that and they are waiting to see you. relax, let the others do the fighting, there was some way in which the Something about a yellow emperor. If this deal came thru as it now handle might be made longer. He They told me you would know.

at home that I never knew I had."

banners of Denmark and Switzer-

STROTHER . his death a loss h.

A native of Missouri, a news-

fill the empty space in the corsome sparse grass and he pulled himempire, red, white and black, with
ner of the cabinet, yet they had
self back to safety.
the swastike, or hooked cross, im-

The emperor was his at last!

He would ask Watts to come ho.

was going. Thinking to set every- under Secretary of State Hamilton-thing right he held up his prize, Fish, in 1869. Eddie is 77 years old "Isn't this some prize, Watts?" now. He has served faithfully under The look that came over the oth-121 different Cabinet officers but his a spurt of speed and a hundred feet er's face made Chilson's anger rise legs are getting rheumatic, so help

"Chilson," his friend's voice rang his civil service pension. What had come over his friend of Grant was President knows Eddie L Chilson's ire began to rise. who came in contact with him.

race. Soon he found himself run- been shot to death, caught rifling a ever lived than French Strother, in the company of a common whose sudden death in Washington paper man in California, for many

too many suckers take the bait not why warn him? If the youth fell ing loose from its beautiful wings. The reason for this is that there helenges as the commercial sovings rectangled to the south state of the commercial sovings are the commercial sovings.

the resources of the powerful par-I have never been able to see any '|should not permit branch banking on the Canadian plan. Certainly lfour years, with small banks failing the present system is a poor one.

More than three quarters of a years ago are giving 1933 in New olic church members in New York the shipping. He wiped the perspir- but it was too great to reach with gers. Lights flashed on. There he hundred million dollars on deposit saw puzzles, marble games, par- Episcopal. sat on the living room floor.

titled to banking facilities has them. interest regularly.

to be a pretty good judge. Chilson over the brink perhaps he himself has been so busy collecting coin in his small way that he is not up to date on some things. But Rolly fatal ston that the pattern are mitting individuals to carry as large rected in New York every day.

The reason for this is that there balances as the commercial savings rected in New York every day.

Watts spoke again: "Besides, in your case, you had plenty of every-thing." Chilson started on up the date on some things. But Rolly fatal ston that there balances as the commercial savings balances as the commercial savings balances as the commercial savings.

An effort was made last week to your case, you had plenty of every-thing." Chilson started on up the date on some things. But Rolly fatal ston that there balances as the commercial savings.

An effort was made last week to your case, you had plenty of every-thing." Chilson started on up the should done branch banks hourself. so that the smallest community en- every depositor gets his 2 per cent

More and more college men are joining New York's police force.

There are nearly a million beds SAVINGS . . in Postal banks Parlor pastimes of 50 and 75 There are 1,733,954 Roman Cath-

## RUBY M. AYRES

## Starts in Next Week's Issue of THE ANDOVER NEWS

You've all read Ruby M. Ayers' Stories---Now Read This

Does Love Change?

Barbara said "YES" Pauline said "NO" What Do You Think?

# SONG of SALES



OMEBODY once defined architecture as frozen music. The building of an advertisement is, in a manner of speaking, an architecture of ideas, using three basic materials: words, pictures and space. . . . The art of composing an ad consists in employing all three materials in harmony, building up to a crescendo in sales. . . . You've got the idea to sell, we have the space and the pictures. Let's get together as a band and compose some ads that sing! Phone 242 and we will bring proof sheets of cuts