



## CONTESTED ELECTION IS A GOOD THING!

An Editorial

A contested election is the backbone of this great Democracy of ours. When we reach the point of indifference where we allow a mere handful of people select a slate of Officers, it would seem as if Democracy is fast ebbing away.

Thus we are glad to see that the Voters of Andover will at least be able to have a choice in electing 2 out of the 4 candidates for Village Trustee in the coming Village Election.

**BE SURE and GET OUT and VOTE — for the CANDIDATE of YOUR CHOICE!**

## WHO READS NEWSPAPER ADS?

"Who is the reader of newspaper advertising?" is a question asked by Dr. S. S. Talbert, chairman of the Journalism Department of the University of Mississippi.

"This is not a hypothetical question," Dr. Talbert continues, and the rest of the article points out.

Research agencies have found some of the answers to the question during a quarter of century study:

He, is likely to be more intelligent and more literate than people who respond to other advertising.

He, is likely to have more money to spend than other people.

She, is over 80% of the women about to go ~~gloriously shopping~~.

~~—He, is nearly every man considering the purchase of automobiles, trucks or tractors.~~

If she is older, she gives advice on food, electric appliances, sewing and parties.

If she is a teen-ager, she sits at the phone looking for dates, snacks, and sneakers.

If he is a teen-ager, other than a bit of clothing shops, cycle shops, and sport stores.

The newspaper reader is someone to hang for a house to rent, or someone trying to rent a house.

He, is a lawyer looking for a typist, or a typist looking for a job.

He, is a tycoon looking for a Cadillac, or a sales man looking for a tycoon.

He, is a boy looking for a puppy, or someone with a litter of mongrels needing homes.

—He, is a builder looking for a loan, or a banker looking for an investment.

He, or she, is the whole local community with unsatisfied wants and needs.

And, to this, We Fervently say **AMEN!**

## THE ANDOVER NEWS

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## 50 YEARS AGO

March 16, 1917

J. H. Backus, Publisher

James McDonough, who has been with his Company, the 174, of Buffalo, on the Mexican Border returned home Tuesday after ten days visit with his parents, Mr. and Mrs. Wm. McDonough.

Mrs. T. J. Walden, 54, died at her home on Second Street, Friday, March 9th. Her husband three sons, two daughters and her mother survive.

It became known this week that the firm of Baker Brothers, hardware dealers of this village, had purchased the Tucker & Line hardware business of Wallace, N. Y., and will run it in conjunction with the Andover Hardware.

The Calhoun Clothing Company are moving into their old stand in the Vars Building on Greenwood St.

Mr. and Mrs. Neal Forness moved their household goods to Salamanca Friday where Mr. Forness is employed.

F. R. Emery and son have gone to Crittenden where they have taken the contract for drilling several water wells.

Mr. and Mrs. Carrol Richmond were called to Andover by the death of her mother, Mrs. Walden Saturday.

## 40 YEARS AGO

March 18, 1927

J. H. Backus & Son, Publisher

Mr. Ella B. Tucker of Kalamazoo, Mich., formerly of Andover, died Thursday, March 9th. Interment was in Kalamazoo.

Miranda F. Rogers, 87, of Greenwood, died Saturday, March 12th. A daughter and two brothers survive.

About 40 Rebekahs and Odd Fellows, paid a birthday surprise to Mrs. E. A. Mullen Monday evening. Cards, music and refreshments were enjoyed.

Some very fine maple sugar has been made by local farmers this year. The first sold by our merchants at 40¢ a pound.

Mrs. Ida Jones of Elm Valley died Friday, March 11th. Burial was in Valley Brook Cemetery.

Mrs. L. S. Bassett of Independence was in Andover Sunday and Monday to visit her brother, Frank Bloss.

Mrs. Ella Casey returned from Hornell Sunday where she had been passing the week at the home of her son, John Casey.

Thomas McLighe of New York City was a visitor in Andover the first of the week.

Norman Folsing of Andover is assisting O. A. Potter and son of Independence during sugaring.

Ephraim Wallace is moving from the Frank Nobles farm in Shovel Hollow to Tip Top where he has taken a farm.

## 30 YEARS AGO

March 12, 1937

J. H. Backus & Son, Publisher

Mrs. Jane Updyke, 82, died at the home of her son, Fred Updyke of West Union Thursday, March 11. Two daughters, two sons, three sisters survive. Interment was in Independence Cemetery.

Ronald Hoagland of Canadice, N. Y., has leased and taken possession of the John Green Gas Station in Elm Valley.

Mr. and Mrs. Fay Brown and daughter, Mary, and Miss Edna Smith R.N. of Corning, spent the week-end with their parents, Mr. and Mrs. Fred Smith.

Mrs. M. C. Moran and F. K. Elliott of Cleveland, Ohio, spent several days last week at the home of their brother and uncle. Mr. and Mrs. Edward Kilbane and other relatives in Andover and vicinity.

Mr. and Mrs. Jay Bunt moved from the Wm. Mullen farm to their home in Andover Monday. Albert Stewart will work the farm the coming year.

J. Murray and family of Wellsville have moved into the Charles Dodge house in Elm Valley.

Mrs. Frank Nye of Independence is visiting her daughter, Mrs. Leonard Pliske at Orchard Park for a week.

## GREENWOOD NEWS

Grace Young, Reporter

Mrs. Jay Bangs received word Friday that her brother, Marine Cpl. Clifford B. Cole, 21, was injured March 7 on a search and destroy mission with Headquarters Squadron, 12th Marines, Third Marine Division, near Dang Ho Vietnam. He received fragmentation wounds to the right shoulder, leg and hand. He is a graduate of G.C.S., the son of Mr. and Mrs. Stanley Cole of Canisteo. He was transferred from several hospitals and it was understood he called his parents Sunday from

Japan. He expects to return to Vietnam.

Stanley Smith, son of Mr. and Mrs. Charles Smith of Rexville, enlisted in the Air Corp and went to Buffalo Wednesday expecting to be sent to Lackland Air Force Base, Texas. Stanley is a graduate of G.C.S. and Alfred Ag Tech.

Mr. and Mrs. Lloyd Chaffee attended the Hardware Convention held at Grossinger's in the Catskills last Monday and Tuesday. (Continued on Page Four)

## Look Your Best FOR EASTER



The right look, rain or no rain.  
The Poole by London Fog.

When the fog rolls in or the rain comes down or the sun shines, slip into your London Fog Maincoat.\* This style—the Poole, weather-resistant in exclusive Calibre® Cloth (65% Dacron® polyester, and 35% combed cotton) backed by Third Barrier Construction in the shoulder. Tailored impeccably with split shoulder, single breasted, center vent styling... loaded with London Fog® exclusives. It's a coat that belongs everywhere. Except the closet. In a selection of sizes and colors.

Natural — Olive — Blue-Coal and Brown  
\$37.50

Others From \$32.50 up

# TOM KINNEY

30 Broadway

Hornell