TO OUR CUSTOMERS There Are Many Of You

That we appreciate your patronage, your loyalty and steadfastness, fully as much as you appreciate the help we have at times been able to furnish you, goes without saying

However, we want to take this public method of thanking you for past patronage and, with full coufidence that this patronage will continue, we pledge you our best endeavors in the future as you have had them in the past.

Wishing you an increased measure of Happiness and Prosperity for the Year 1914, we are Sincerely yours.

Money to Loan on Approved Collateral Interest Paid on Special Certificates of Deposit.

day, and a very pleasant caller

the News Office.



Raymond Snyder was in Hornell, Monday night.

visitor Saturday. P. J. Gallagher of Salamanca, was " in town, Monday.

in Hornell, Tuesday. Frank Gallagher was home from Black Creek, Monday.

Henry Garvin was a business visitor! in Wellsville, Monday... Leo Snyder was a business visitor Mrs. S. W. Conley. in Wellsville, Tuesday.

Miss Caroline Reinhard was a caller in Wellsville, Saturday, Edson Langworthy was a caller in ly ill the past week. Hornell, Sunday evening. Miss Leona Hunt passed Saturday

with friends in Wellsville. Mrs.. MaeG reen was the guest of Burdick of Coneville, Pa Wellsville relatives. Wednesday. ing on Andover friends this week. Franklin Cannon is home from New and other relatives this week. York to pass the Christmas vacation.

Paul Manion of Wellsville, was a tained at dinner, Sunday, Rev. and 5 business visitor in Andover, Tuesday, Mrs. Randall, Miss May Randall, Mr. Mrs. C. T. Rogers and Miss Illa and Mrs. John Strait and Miss Hope Brown were callers in Hornell, Saur- Strait.

Mrs. George Mead, of Wellsville, Friing in the Genesee Conference Quarinterest indicate your attitude? Mrs. L. C. Sterner and Miss Wini, held there.

Miss Helen Richardson of Hornell, heating plant in the News Printing was calling on friends Wednesday House for Porter & Richardson, the and Thursday.

a pleasant call. Mr. and Mrs. Beni. Musto were in life. Brundage is being greatly benefit. Andover from Saturday to Monday .- jed by the change. Canisteo Times.

Mr. and Mrs. C. W. Lews of Alfred poultry men from Andover to walk of Station, were among the out-oftown with prizes from the Allegany-Steuber shoppers in Andover, Tuesday, R., L. O'Donnell, of Syracuse, was it White Leghorns, being awarded Andover, Thursday night, guest of his on cock; 2nd on pen. Later Mr. Bulbrother, Dr. C. W. O'Donnell. Mrs. John Donigan of Friendship being second on display...

has been the gues of her daughter, Mrs. F. W. Burrows, this week. Supervisor A. D. Howe of Whites non a Hornell Monday night: Mr. Sylvia Mourhess, Wednesday night. Mrs. H. B. Williams, Mr. and Mrs. 10:00 sharp. Don't forget this. Attorney and Mrs. C. L. Earley Clark Rogers, Mr. and Mrs. F. W were week-end visitors of relatives, Burrows, Mrs. E. J. Loughlen, Mrs.F and friends in Oramel and Belfast. I. Bettinger, Misses Minnie Clair L. F Stillman of Buffalo,. was a Flora Bundy, Mary Snyder, Caroline business visitor in Andover Wednes- Hincher and Raymond Snyder.

Eat Collins' Bread Seldom Equalled Never Excelled

Bulk Sauer Kraut and Dill Pickles Grape Fruit, Cranberries a Buckwheat Pancake Flour

Canned Goods of all kinds

Try our Cream Salad Dressing

AUTOMUBILE SUPPLIES

Poultry Show in Hornell, on S.

The following guests from Andover'

BAPTIST CHURCH

Rev. W. H. Randall, Pastor Morning service 10:30. Sunday School 11:45.

Y. P. S. C. E. 6:15. The federated meeting of the churches will be held in the Presbyterian church, at 7:15. Bro. Williams / is making a special effort to give us a Christmas sermon that will make us remember what Christmas is. Come and catch the very spirit of

The mid-week Prayer Meeting will [7] the held on Thursday evening at 7:30. This is one of the church services that every member should attend.

PRESBYTERIAN CHURCH

Hamilton B. Williams, Minister. Sunday morning, Dec. 21st, he min-Robert Mingus was taken very ill istef will bring a Christmas message with an attack of acute indigestion to his people. This occasion will be while in town on business, Thursday. a fitting time for every person in the Postmaster and Mrs. W. F. O'Con- congregation to be present. The time nel and little daughters, Gertrude and of good cheer—there's inspiration in Cecelia, were Hornell visitors, Satur- numbers. The church of God, dedicated to His worship, devoted to the Mrs. Addie Coleman was the guest service of humaniy., will be a holier Mrs. H. W. Ward was a Wellsville of her daughter, Mrs. Chas. Fay of place if it is filled with—people. Wellsville, from Sunday until Wednes

The Sunday School is reparing Christmas exercises, and as this is a Rev. W. H. Randall and R. A. great event for the children, it will Pease accompanied W. S. Clark to be complimentary to them for adults the Hornell Sanitarium, Monday after to be present.

The Young Peoples' meeting, Sun-Charles Lane of New York, came to day evenings, at 6:30; has become a Andover Saurday, to visit his father, very pleasant hour-interesting, inwho is ill a the home of Mr. and spiring. Every boy and girl responding to roll-call with a passage of scrip-Wm. Lane of Honeoye, Pa., who has ure, speaks well for futures. A mind placen visiting at the home of Mr. and filled with the word of God will be a Mrs. W. D. Conley, has been serious-lamp to the feet of others.

Mrs. Nancy Burdick left Tuesday to ated meeting will be held in the Pres visit her daughter, Mrs. Lydia East byterian church. At this hour Mr. ! man at Bells Run, Pa., and son, Chas. Williams will bring a special theme Mrs. W. W. Miller came from Buf- four churches. There will be a feato the attention of the people of the Jesse Swink of Springville, was call falo Friday, and has been the guest ture in the musical program of pleasof her sister, Mrs. R. B. Burrows, ing interest. The organist will begin to play at 7 o'clock, an extra pre Mr. and Mrs. Richard Smith enter-

A Proposition For a Vote taken whether or not to continue or Mrs. Timothy Baker visited Mr. and mont each evening this week, assist- would you vote? Does your present

> J. B. Randall of Sharon, Pa., is in METHODIST EPISCOPAL CHURCH! (Andover this week remodelings the

> > Rev. F. M. Baker, Pastor,

itette, at the special meetings being! Think this out—and lend a hand!

Pateirk O'Poyle of Wellsville, was Mr. and Mrs. J. M. Brundage are at Christian Calendar that stand milestones in the progress of civiliz- and Primary Departments will receive decived in Andover to the effect that ation, but they all fade into insignif- a gift from some member of the dicance when we come year by year to church or congregation. the anniversary of the day that has The Epworth League Bible Class David Bullard was also one of the meant more to the world than all the meets each Monday evening in the others combined. Another might hav parsonage, and is greatly interesting brought to pass the things that were a goodly number of Leaguers, who . lone by a Columbus or a Washington have joined the class. for a Lincoln, but no one could have Members of the Epworth League

pland received a box of fine cigars as attended the recital by Franklin Can- honor.

ville, was the guest of his sister, Mrs. and Mrs. John E. Cannon, Rev. and day will begin with Class meeting at be in charge of C. A. Robinson. The At 10:30 morning worship. Here is ing in Revival services, with the Gena day in the midst of the Holiday esee Conf. Quartette. season when we may turn thoughts and our hearts heavenward the church. lest we forget the real significance of the season. The sermon them ϵ !

Bible School at 12 M. Two new Friday afternoon, Dec. 19th. classes have been formed. The Delta! Alphas, composed of young ladies, and taught at present by Mrs. Baker, A and a class of young men, who call A Food Sale, under the auspices of themselves the Live Wires. Any the Baptist Church, will be held at young men between 15 and 20 are cor the Lynch store, Saturday, beginning dially invited to join the Live Wires. at 10 o'clock. They will try to make it interesting -

for all new comers. At 4 o'clock the Junior League will FOR SALE Four Columbian Wyanmeet.. Seals are being awarded for dotte Cockrels, full bloods, F. M. memory work. The children should Baker. be present at each session.

Epworth League at 6:15. Leader: Reba Burrows. Topic: "How can I than a package of engraved cards and make a Glad Xmas for those who the plate. Call and get prices at the have made many glad Christmasses News office. At 7:15 federated service at the

Presbyterian church. Mr. Williams Center street, cheap. Andover Real announces a Special Christmas Pro- Estate Co. H. Stephens. sance, and a spirit of expectancy. Prayer Meetings on Thursday evenings are for all who need this quiet! LOST—Swivel Clevice, between r hour of prayer, and there are none S. Conley's and Andover. Leo. Hunt That can afford to remain at home FANCY-And Work Aprona. For The Sunday School has recently Sale Saturday afternoon and even dames.

elected officers for the new year and ing, at Trainers'.

Why the First One Who

THE BIG EXHIBITION DOLL IN OUR WINDOW HAS BEEN NAMED, THE NAME ENCLOSED IN AN ENVELOPE AND SEALED. AND THE FIRST PERSON WHO GUESSES THE CORRECT NAME GETS HER.

EVERY 25c PURCHASE

ENTITLES YOU TO A GUESS, AND THE NAME, WHILE NOT A COMMON ONE, HAS A FAMILIAR SOUND TO ALL; 80 GUESS HARD.

THIS GUESSING CONTEST WILL BEGIN SATURDAY MORNING. DECEMBER 20th, AND CLOSE TUESDAY NIGHT, DEC. 23rd, AND THE WINNER WILL BE NOTIFIED WEDNESDAY, THE DAY BEFORE CHRISTMAS.

IF NO ONE GUESSES THE CORRECT NAME THE PERSON. HAVING IN THE MOST GUESSES, WILL GET HER.

PURCHASERS MAY GUESS FOR ANY ONE THEY CHOOSE, 80 YOU GIRLS WHO WANT HER REAL BAD, BETTER GET BUSY AND HAVE YOUR FRIENDS GUESS FOR YOU.

WRITE THE NAMES ON PAPER, SIGN YOUR OWN NAME, OR THE NAME OF THE PERSON FOR WHOM YOU WISH YOUR: GUESS TO COUNT, ENCLOSE IN AN ENVELOPE AND SEAL. GUESSES WILL BE ALLOWED ON CASH PURCHASE ONLY.

Don't Overlook Our Candy Sale CHOCOLATE CREAMS, PEAUNT BRITTLE, JELLY, BEANS AND

MIXED CANDIES ALL AT 10c PER POUND.

BAKER BROTHERS!

THE BIG CHRISTMAS STORE

starts off with encouraging signs at BLOSS BROTHERS' GROCERY If on Dec. 25th, a vote was to be every department. 108 were in attendance last Sunday.. C. A. Robinson Rev. F. M. Baker has been in Bell abolish churches and Religion—how the efficient Sup't., who was reelected by the Quarterly Conference last , week, is planning improvements that undoubtedly result in a better!

school than ever. The Christmas tree exercises will! be held on Christmas Eve, in th supper part of the church. The children are at work this week and will There are many birthdays in the have something that will interest all as who come. Every child in the Junio

taken His place whose birthday we will meet at the church on Friday are soon to celebrate. Let the spirit evening of this week to finish work of His life pervade the day and direct on a quilt that is to be sent to the course of the celebration in His Deaconess Home in Buffalo, for some of the poor of the city.

On Sunday next the services of the The Prayer Meeting this week will pastor is absent in Belmont, assist.

> W. C. T. U. The Womans Christian Temperance

Union will meet with Mrs. Backus, BULK

FOOD SALE

For Sale -

Nothing nicer for a Christmas gift For Rent.

MISCELLANEOUS.

FRESH XMAS CANDIES AND NUTS IN BULK Also Beautiful Xmas Boxes of Assorted Candies - - at All Prices

Fresh Groceries Arriving Daily Deliverys Promptly Attended

> BLOSS BROTHERS MAIN AND GREENWOOD STS

WE WOULD SUGGEST # THAT YOU MAKE "THIS STORE" "YOUR" HEADQUARTERS"

Not only for X-mas Purchasing, but for a central point to B leave your bundles and parcels while shopping elsewhere. If you are in doubt, just what to get for X-mas, rememat ber that we carry "Everything in Footwear"; as Shoes and "

Slippers always make practical and acceptable gifts. WE'RE OPEN EVENINGS

GARWOOD SHOE CO. # Open Evenings WELLSVILLE Opp. Hotel Fassett #

FINE BOX

HEADQUARTERS FOR ICE CREAM AND THE BEST GRADE CANDIES

GET YOUR ORANGES, GRAPE FRUIT, NUTS, FIGS, DATES, Etc., AT WARD'S

SMOKER'S MATERIALS

XMAS CIGARS

Coming==a Line of Canary Birds and Cages FRESH GOODS AT REASONABLE PRICES

Andover

VOL. XIV. NO. 52. STATE CERAMIC SOCIETY

to further the development of the

Try our "B. B. B." column.

Improve it.

Talk about it,

Trade at home.

Be public spirited.

Tell of its business men.

Take a home pride in it.

others as they help you.

Louisiana, Maryland, Massachusetts, class matter is as follows:

advertise to help yourself.

Remember it is your home.

Tell of its natural advantages.

Trade and induce others to trade there.

When strangers come to town use them well.

Support your local institutions that benefit your town.

Look ahead of self when all the town is to be considered.

Help your public officers to do the most good for the most

Don't forget you live off the people here, and you should help

Don't advertise in the local paper "to help the editor," but

thereof up to 8 ounces, and extending has been no investigation.

first pound and 4 cents for each ad- 2nd Color Bearer-Miss Mary White

the classes of incorporat. Russell as a world's authority on the gree, Monday evening, Dec. 29, 1912.

In still other Probibition question, and leads them

OFFICERS OF EDWARD

Conductor-Mrs. Alice Randolph

Organist---Mrs. Bell Doran

The News \$1.00 per year.

Lodge No. 558., F. and A. M., 3rd de-

B. B. Hann, W. M.

(Alfred Press Club) IJUIIIUI amic Society was effected here recent

ceramic industry and the solution of Build up a Prohibition Or- tion and concerted action of the practical and scientific ceramic workers! oznization that They Claim of the entire State, is the project of

Will Finish Tammany. Washington, D. C.-With a special Alfred University, and Professor 1 commission to build up an organiza. T. Montgomery, formerly of the Burtion in New York capable of coping eau of Standards at Pittsburg, Pa

Superintendent on January 1. This move on the part of the Anti- fred. Saloon League of America is virtually the first step looking to practical participation in national politics, with

New York, as a war base. -stration here in support of a demand perience with stores in this city. for National Prohibition under an mendment to the Federal Constitu-

Under the leadership of Mr. Ander son all Temperance forces in Maryland have virtually abandoned the local option campaigns in progress and there the present demand is for State wide prohibition.. This same move will e made elsewhere and its ultimate significance wil be found in the unification of all the temperance and moral reform organizations of the entire country on the single issue of Nation-

At a secret session of the National

Committee of the Anti-Saloon League of America, held at Raleigh, here the entire political situation in New York was thoroughly canvassed and the decision was that New York would mark the last stand of the liquor interests and that nothing; could be gained by longer deferring the inevitable fight to a finish there. Mr. Anderson was consulted as to bis own availability for the great! work proposed and he protested |against taking up the work in New York until after he had been able to complete certain matters in process! in Maryland. It was pointed out to him that present political conditions In New York amount to a political crisis from the viewpoins of the League and that it was good politics to begin the constructive work planned at this time. New York now has more saloons than 36 States, and each of these establishments is a Political headquarters of greater or in ess importance. One-half of all the saloons in the United States are in New York, Illinois, Pennsylvania and Mow Jersey and in each of these

States the returns show that corrupt Politics and vice amanate to a great degree from these saloons. It was of the sale of liquor for beverage able to fourth-class mail matter, on Cashier of the First National Bank Orange Smith, Dr. John Common, Mr. Anderson. He at once arranged Kansas, North Dakota, Georgia, North that on and after March 16, 1914 books estate, covering a large sum, and it is Snyder, Henry Stephens and J. Har- a fair house. The caste was well his affairs in Maryland, submitted his Carolina, Mississippi, Oklahoma, Ten-shall be embraced in mail matter of understood no accounting has been vey Backus. resignation to take effect January 1, nessee and West Virginia, the States the fourth class, fixing the rate at made thereon. He was interested in 1914, and will at once move to New having an aggregate population of 1c per each two ounces or fraction other financial affairs in which there York and there undertake the work 14,685,961. of building up a practical political or | The Legislatures of thirty-one other regular zone rates to those of more ganization within the religious denom. States (Alabama, Arizona, California, weight. Inations and reform organizations Colorado, Connecticut, Delaware, Flor- The order for changes in weight

which will give Tammany a real bat. ida, Idaho, Illinois, Indiana, Kentucky, limit and postage rates for fourthwith years of experience in Chi. tana, Nebraska, New Hampshire, New of weight of parcels of fourth-class are: eago and in Baltimore. He is a build. York, Ohio, Oregon, Rhode Island, mail, for deliery within the first and President-Mrs. Addie G. Coleman organizations and a most cour-| South Carolina, Texas, Utah, Vermont second zones, shall be increased Senior Vice Pres.—Mrs., Flora I. Mo A steoms contestant, but above all else Virginia, Washington and Wisconsin from 20 to 50 pounds, and in the 3rd, her. k a builder. In Illinois he built have by law prohibited the sale of in- 4th, 5th, 6th, 7th and 8th zones, from Junior Vice Pres.—Mrs. Sarah Br the largest branch of the Anti-Sa- toxicating liquors in certain classes 11 to 20 pounds. Heague in America, and through of political sub-divisions, prohibition The rate of postage on parcels ex- Chaplain—Mrs. U. W. Stratton the largest sums of money becoming operative whenever a major- ceeding 4 ounces in weight in the 3rd Paid into the treasury of the ity of the electors in a regular or 4th, 5th, and 6th zones shall be as Treasurer—Mrs. Flora C. Deming organization. In Maryland, after hav. special election indicate by the vote follows: been transferred from Chicago, he that they wish the provisions of the Third zone—six cents for the first Ass't. Cond.—Mrs. Carde Green. an organization that eclipsed law to apply. Under the operation of pound and 2 cents for each additional Guard—Mrs. Anna Stephens in money-raising per capita the laws in these States, 26,446,810 pound or fraction thereof. Save the practical politicians of people under prohibition by legislative Fourth zone—Seven cents for the 1st Color Bearer—Mrs. Nellie Gilder hational parties the struggles of enactment.

lives during his nine years' ac. In three other States (Arkansas, ditional pound or fraction thereof. 3rd Color Bearer—Mrs. Mertie Trow-In Baltimore. His progress in lowa and South Dakota) the Legisla- Fifth zone—Eight cents for the bridge The York must of necessity be slow tures have enacted laws placing all first pound and 6 cents for each ad. 4th Color Bearer—Mrs, Fannie Backu: this bearings. He will sections of the State under prohibi- ditional pound or fraction thereof. Patriotic Instructor—Mrs. Martha Orwith him to the work practical tion except in political sub-divisions are more or less familiar where a majority of the electors in- first pound and eight cents for each Dresent situation throughout dicate that they do not wish the pro- additional pound or fraction thereof. York State and a definite plan of vision of such law to apply. In these will be mapped out which three States there are 3,693,201 people ition legislation, thus adding to the of the entire religious and moral — In the States of Wyoming and New territory. Mr. Anderson ranks with

the the sale of liquors in all sections ton, Johns Woolley and Howard H. the Anti-Seloon Louise. States the Legislatures have arbitrar all as a practical politician of the shows that absolute problettion ily pieced certain areas under probib- constructive type.

ly. This society, whose purpose is

Charles K. Binns, Director of the New York State College of Ceramics at

League in Maryland, has been trans- dick, Sec., and Treas., of Wellsville. | Weight, will greatly increase the ad- whereabouts.

and farm and factory products. with them in advertising. You may post matter which prevents loss to of \$14,590. test this statement by your own exthe sender, for a very trifling fee.

Postmaster O'Connell is in receipt a wife and two daughters who are County. of the new rules modifying the limit prominent. of weight and rates of postage applic-

HOW TO TREAT YOUR TOWN

ing it Cheap and Efficient. Mr. Morgan failed to appear at the

Mr. Morgan, in adition to being |

TECHNICATIONS

tional Bank, Short \$14,500

Jamestown, N. Y., Dec. 23.—It was

Weightat Less Money, Mak- of \$14,500. Before he left the city, h purchased a revolver and cartridges.

assume the responsibilities of State will be here, since the only ceramic ple, making parcels post cheap, ex- President of the bank, F. F. Clifford, the citizens of Friendship were very College in the State is located at Al- peditions and efficient. It is becom- there was a substantial shortage in generous with their invitations, including the best carrier of merchandise the cash. A national bank examiner ing not only the Members of the give his store some distinctive charwas called in and last night a formal Board, but County Officials, some of acter of its own? Fortunes have As soon as a store begins to com- Besides being a cheap way of ex- statement was made by the directors the leading politicians of all parties been made by men who have succeedpete with other stores in value-giving pressing, the government has in oper- to the effect that Morgan was missing from the various towns in the County ed in identifying a business with and in service, it begins to complete ation a system of insuring parcels and his accounts showed a shortage and newspaper men generally. The some individual idea.

Mr. Morgan is 60 years old and has as could well be chosen in Allegany

officially announced last night that! Edward Morgan, for 28 years Cashler technical problems by the organiza- On and After January 1 Par- of the big Kent estate and influential of the First National Bank, Trustee Friendship Citizens Prove cels Post Will Carry More socially and otherwise, is missing, and the bank's books show a shortag

bank Saturday to open the vaults. It The new orders of the Postoffice was then discovered he had gone splendid banquet to the Members of game and gave his very best to the with Tammany in a straight-out battle

The State officers are C. Forrest tage on certain classes of parcels the best control of the Board of Supervisors, who were team. His only weakness was a preagainst the saloon, William H. Ander. Teft, Pres., of this place; T. D. Teft, bost matter and extending the limit of his family and holding the adjourned session of the pensity to high tackling." Son, Superintendent of the Anti-Saloon Vice Pres., also of Alfred; P. W. Burwords will arouse in the saloung the autourned session of the Saloon Vice Pres., also of Alfred; P. W. Burwords will arouse in their village, The headquarters of the society vantages of this service to the peo- A hasty examination convinced the it was called a "Supervisors banquet"

by the following notice which ap-

Their Hospitality by Giving season. He always was good for a Sumptuous Layout to Su- running through a broken field was pervisors and Others.

The citizens of Friendship served a hard aggressive football in every Thursday evening of last week.. Whil GVING A STORE DISTINCTIVE

assembly was in fact as cosmopolitan One man calls his place the "Blue

Former District Attorney Joseph ion. Among those who responded to toasts were, Hon... Ebenezor Norton. Judge Elba Reynolds,- W. H. Cran. Quality store" and spreads the im-

Reynolds. While the toastmaster, put a ban' of the "orators" could not let such a golden opportunity pass without a lit tle slap at their political opponents, of very great pleasure to all who were privileged to be in attendance. The political thrusts intended to make the other fellow feel like 30 cents, realize the source from whence pains and skill are used in producing they came, and seemed to enjoy the:

free publicity given. Judge Reynolds in his remarks i made the statement in substance as!

"Talk about high cost of living and woman suffrage, while I am willing that women should vote, if they would take a market basket on their and go out and do a little shopping, a their mothers used to do, instead ordering the merchant to deliver spool of thread or a package of soda,'

high cost of living than they possibly could do with their ballots." The citizens of Friendship are to be congratulated upon the success of their banquet. Landlord Hodnet.

the New Friendship Hotel was the this array of facts that determined purposes has been adopted by Main, and after Jan. 1, 1914, and providing was a Trustee of the Alonzo F., Kent W. Burrows, W. E. Snyder, Herbert played Thursday night, Dec. 18th, to

DENNIS-REDMOND

Miss Florence Redmond and Leon-

easily the star back field man of the gain of five to twenty yards and his spectacular. He followed interference in good shape, kept feet well and was a hard man to tackle. He played

TERMS . One Dollar the Year.

ANDOVER PRODUCES ANOTHER

(Alfred Press Club)

I peared in the last issue of the Fiat

[Lux, the official paper of Alfred Uni-

"Brainard, '17, at left-half was

Five Cents the Copy

GOOD FOOTBALL PLAYER

How shall the progressive merchant

, store," or the "Red store." He will paint and paper on those colors, use in stationery, in every way donnect the color idea with his place, sticks in the public mind .. Another man names his place the

pression that special pains are taken visors, Assemblyman elect Ferry and to buy only first grade goods. Others Attorneys J. S. Phillips and Elden appeal to the note of cheapness, some (identify their places with well grown. makers of goods. Almost any idea of on politics right on the start, several this kind faithfully carried out is ef-

Probably the results are best when these individual ideas are directly related to the goods offered for sale irather than to the mere exteriors of he store. Some men have made a remarkable success by pushing ahead some little specialty, giving the pubfell flat, as all had good sense enough lic the idea that superior knowledge.

Most merchants do well to specialize in certain lines. The moment people get to buying one of these leaders. they will try other things from the

Isame place.. No man can thus individualize his store without advertising. It takes lots of hammering to lodge an idea in the public mind. Once that idea is located, it is equally hard for the oth-

er fellow to drive it out. Tell the people persistently enough that you have devoted special efforts to reach perfection in a certain line. they would do more to help lower the The time will come when they won't buy much in that line until they see

what you are doing.

L'CAPTAIN RACKETT"

DREW FAIR HOUSE. The Home Dramatic Club, in the benefit for the Hook and Ladder Com-Supervisor pany, "Captain Rackett," staged inder the management of Roy Engle. chosen and did excellent work, showing the thorough training given them

by Mr. Engle. The company deserved a larger ard Dennis, of Greenwood, were unit-house which no doubt would have ed in marriage Thursday. December, been given them had it not been for and Mrs. James Redmond, on Green-our townspeople have been so busy The newly elected officers of Ed- wood Hill. Rev. Daniel D. Redmond, The company go to Greenwood Anderson is a practical politic- Michigan, Minnesota, Missouri, Mon- On and after Jan. 1, 1914 the limit ward Seaman Relief Corps No. 155 uncle of the bride, performed the where the play will be reproduced,

hristmas Landv

I have a large variety of choice Candies Nuts and Fruits for the Holiday Trade.

I will save you momey on these goods.

We Deliver all Orders Promptly Phone 6181

Crockery a Feed Groceries