

THE ANDOVER NEWS

A PROGRESSIVE FAMILY NEWSPAPER, FOR ALLEGANY COUNTY PEOPLE, IN POLITICS INDEPENDENT, BUT NEVER NEUTRAL

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FOR WEEK ENDING JANUARY 29, 1915.

CHILDREN'S COUGHS — CHILDREN'S COLDS BOTH ARE SERIOUS

When one of your little ones shows symptoms of an approaching cold, Dr. Bell's Pine-Tar-Honey acts quickly, and prevents coughing worse. Very healthy lungs, loosens the bronchi, and restores the system. It is 25c. at your Drug Store to-day.—Advertisement live for Sores.

Practical Talk on Advertising

E. H. Burritt of the Burritt Department Store, Le Roy, N. Y., Before W. N. Y. P. N. A. On Successful Advertising.

E. H. Burritt, who gave the following concise, practical and thoroughly applicable paper before the mid-winter meeting of the Western New York Newspaper Publishers' association at Rochester, is one of the Burritt company, who operates a large department store at Le Roy. His paper was based upon actual practice rather than theory, the company having used an average of three columns of advertising matter weekly for the past four years, with excellent results and a splendid increase in business.

Mr. Burritt's paper was conceded by the large number of editors and publishers present to have been the best delineation of advertising ever presented before the organization.

In a very large measure, the future of the country merchant will be determined by his ability to grasp the idea of the great importance of the right kind of advertising, in such weekly papers as may be available. He has been extremely slow to see the direction from which comes his greatest opportunity. He has wasted vast sums



E. H. BURRITT.

of money on what he has called advertising, perhaps, feeling that he was helping build up the town by supporting the home paper through its advertising columns or by considering that newspaper advertising is one of the most serious evils that had worked its way into the program of operating a retail store. Today you will find many country merchants using the same copy several weeks in succession and complaining that advertising does not pay. We believe this is due to laziness fully as much as to ignorance. It takes a carefully prepared copy to be worthy of publication once; very few are worth repeating.

Not infrequently, you will see advertisements that make you think the author is advertising to make a reputation for himself by trying to be funny. Jokes have their place, but it is not in the copy that is written to sell merchandise. Others believe that the sensational advertisement is the one that brings best results. True, this kind may get some business, but it is not the kind that will bring permanent results.

Those who appreciate the value of advertising that rings true have been eased with the nation-wide effort that is being made to stamp out untruthful advertising. If you tell a customer over your counter the absolute truth year after year he has confidence in you and will stand by you with his patronage. This holds good in your advertising as well, and a community will read your copy as a matter of education as well as interest, to the end that they will later buyers on account of the truth.

Information found week after week. If there is ever any doubt, give the public the benefit. In doing so, year after year, you will unconsciously build a reputation that will give you greater financial stress than a bank account.

The sporadic advertiser becomes quickly discouraged and will tell you that newspaper advertising does not pay. The hardest rock in a stone quarry is not broken by a few mighty blows, but yields only after a continuous and steady stroke by the patient worker. The same principle holds good in advertising. The one who does thorough and continuous advertising week after week and after years will win. This does not mean that he will al-

ways use the same size space, but that he will have something interesting for his customers 52 times during the year.

Much advertising space is wasted through lack of vital knowledge about the thing you are trying to advertise. "Know your goods" is an old but very important truth. The advertiser very frequently makes the mistake of trying to make flowery language hide his ignorance of the thing he is trying to sell. After thoroughly knowing his goods he should condense his thoughts as much as possible, making each statement clear beyond a doubt.

Great help can be found by the close study of some of the best mail order catalogs, in which the description is so clear that you can almost see and feel the quality of the merchandise offered.

The electros have their place in newspaper advertising, but they are most frequently used to one extreme or the other, too few or too many, too large or too small, for the copy. The editor or manager who knows his business can give many helpful suggestions along this line.

We believe that many owners of weekly papers make a grave mistake by putting so much time and effort into trying to sell the merchant extra large space during the holiday season. This is the time when the patient does not need a large dose. Try and give it to him when business is dull and trade conditions are slow. He will then realize much more on his investment.

A much closer co-operation between the merchant and editor would be of great benefit to both. The quality of advertising that appears in a paper has much to do with its influence and success as well as its real worth to the advertiser. The time will doubtless come through this close co-operation that practically all of the available advertising space in country newspapers will be used by local advertisers: The merchants and the farmers of the community. Our interests are so interwoven that the closer we co-operate the better the results will be for all.

Briefly, we have been thinking of the necessity of advertising in the country press, of change of copy, avoiding jokes or sensationalism, truthfulness, spasmodic advertising, waste of space through lack of "knowing your goods," clearness and conciseness, use of electros, co-operation between the editor and advertiser.

There is one other very important step that must be taken in order to get the most out of advertising in the local paper. It is that of window and store trimming. These should be carefully planned, so as to pull with the advertising at the same time that the copy gets into the hands of the prospective customer.

WHO'S THE BOSS?

Once upon a time a youth who had commenced to navigate the sea of matrimony went to his father and said, "Father, who should be boss, I or my wife?"

Then the old man smiled and said: "Here are 100 chickens and a team of horses. Hitch up the horses, load the chickens into the wagon, and wherever you find a man and his wife dwelling stop and make inquiry as to who is the boss. Wherever you find a woman running things leave a chicken. If you come to a place where the man is in control, give him one of the horses."

After 79 chickens had been disposed of, he came to a house and made the usual inquiry.

"I'm the boss o' this ranch," said the man.

"Got to show me."

So the wife was called, and she affirmed her husband's assertion "Take whichever horse you want," was the boy's reply.

So the husband said, "I'll take the bay." But the wife didn't like the bay horse, and she called her husband aside and talked to him. He returned and said, "I believe I'll take the gray horse."

"Not much," said Missouri. "You'll take a chicken."

LUCY STONE CLUB

The Lucy Stone Club will meet with Mrs. Frances Teasdale, Tuesday afternoon, Feb. 2nd.

Birthday party in honor of Susan B. Anthony and Dr. Anna Howard Shaw.

Hostesses, those whose birth-month is February.

The well advertised store is, necessarily, a partly-new store every day. Changes take place in stocks quickly—the new crowd out the old at every turn.

THE ANDOVER HIGH SCHOOL

Conducted under Supervision of Prin. L. C. Stamer, Faculty and Pupils.

PREACADEMIC REGENTS REPORT

- Arithmetic**
 Mary Smith 100.
 Monica Padden 92.
 Mildred Whitcomb 91.
 Paul Whitcomb 91.
 Inez Yeomans 90.
 Camilla Joyce 90.
 Doris Livermore 82.
 Laura Stuart 80.
 Mary Joyce 79.
- Ambrose Mitchell 78.**
 Lovina Osborn 75.
- Elementary English**
 Rodney Robinson 85.
 Monica Padden 75.
- Writing**
 Rodney Robinson 85.
 Monica Padden 78.
- Spelling**
 Laura Stuart 96.
 Inez Yeomans 92.
 Mary Baker 84.
 Lovina Osborn 81.
- Reading**
 Rodney Robinson 92.
 Mary Joyce 80.

ACADEMIC HONORS FOR SECOND QUARTER

These marks indicate the teachers estimate of the pupil. In classes where there are no honors, the lightest estimate is given:

- Pi. Geom.**
 Carl Clarke 96
 Agnes Taylor 94
 Muriel Earley 94
 Cecil Hoard 94
 Harold Emery 93
 Reva Clarke 90
 Ruth DeRemer 90
- Algebra**
 Reta Slocum 95
- Physics**
 Lenora Dean 74
 English I
 Shirley Crandall
 Latin II
 Lela Slocum 93
 Howard Hann 91
- English II**
 Lela Slocum 90
- English III**
 Eloise Clarke 98
 Muriel Earley 97
 Reva Clarke 92.
 Anna Farley 91
 Mark Boyd 91
 Frances Beebe 91
 Paul DeRemer 90
- English IV**
 Paul DeRemer 92
 Lenora Dean 91
 Bertha Livermore 92
 Bernice Meade 91
 Regina Raufenbarth 90
- Latin III**
 Muriel Earley 97
 Agnes Taylor 93
- Latin I.**
 Helen Folsing 92
 Lucile Cole 90
- English Grammar**
 Eloise Clarke 99.
 Muriel Earley 99.
 Reva Clarke 95.
 Agnes Taylor 94.
 Carl Clarke 92
- English History**
 Frances Beebe 98
 Lenora Dean 93
 Cecile Hoard 93.
 Paul DeRemer 90
- American History**
 Muriel Earley 99.
 Lenora Dean 92
- Ancient History**
 Regina Raufenbarth 93
- German I**
 Sela Slocum 95
 Lucile Cole 93
- German II**
 Eloise Clark 99
 Agnes Taylor 96
 Frances Beebe 96
 Tom Lynch 95
 Reva Clark 90
- Biology**
 Eloise Clarke 96
 Edith Hann 95
 Rodney Robinson 94
 Mary Boyd 92
 Mary Smith 92
 Walter Perry 91
 Hildred Rogers 90
 Monica Padden 90
- Drawing II**
 Lela Slocum 91
 Shirley Crandall 91
 Ruby Snyder 90
 Veronica Hylead 90
- Drawing I**
 Shirley Crandall 92
 Edith Hann 90
 Isabell Feely 90
 Rodney Robinson 90
- Drawing III**
 Bertha Livermore 91
 Lenora Dean 90

ASKS GOV. WHITMAN TO INVESTIGATE.

Anderson Declares the Excise Law in New York City is Not Enforced on Sunday.

New York, Jan. 25.—Charges that the administration of the Police Department in New York City constitutes a case of official anarchy and that it is apparent that Mayor Mitchell has not the slightest present intention of even trying to compel the Police Department to enforce the excise law on Sunday, are contained in a letter sent today to Governor Whitman by William H. Anderson, State Superintendent of the Anti-Saloon League of New York. The letter asks the Governor to investigate the conduct of the Police Department with special reference to the violation of the State law against the sale of liquor on Sunday and to ascertain whether the conditions warrant the removal of Police Commissioner Arthur Woods from office.

Mr. Anderson enclosed affidavits covering more than 700 places on main thoroughfares throughout the city which he said had been found open yesterday.

MRS. ELIZABETH BASSETT

One of Andover's aged and most respected mothers, Mrs. Elizabeth Bassett, was called to the land beyond, early Tuesday morning, after a brief illness, of about sixteen hours aged 83 years. Her death was caused by a natural wearing out of the human organs, not from any defined disease and the end came peacefully, just going to sleep.

Mrs. Elizabeth Reading Bassett was born March 19, 1832. She was married to John C. Bassett Sept. 30, 1850, who preceded her in death nearly six years. Nearly all of their lives were lived in this vicinity. For many years they lived and raised their family on the old "Bassett Homestead" in the town of Independence. In 1882 they moved to Alfred, N. Y., in order that their children might have the advantages of better school privileges. In 1892 they came to this village, where the remainder of their life was passed.

Mrs. Bassett was an every day christian woman. She was a member of the Independent Seventh-day Baptist church. The beautifying influences of a pure religion were spread over her life and character as spotless and charming as was ever possessed by any of the noble women who have lived and died during the ages that have gone. Such a life is a blessing and a benediction to all within the sphere of its influence and the death of such a one is a misfortune as well as an irreparable loss to the home circle. It is difficult to pay a fitting tribute to the memory of so noble a woman—one whose every day life was embellished by the most charming and lovable attributes of her sex. A perfect lady at all times and under all circumstances. She seemed born to inspire the love and respect of all who were so fortunate as to be acquainted with her.

Mrs. Bassett leaves four children to mourn a mother's loss. Henry K. Bassett, who lives on the old homestead in the town of Independence; T. Eugene Bassett, of Oswego, N. Y.; T. R. Bassett, of Andover, N. Y., and Mrs. Elizabeth B. Carpenter, of Georgetown, S. C. She also leaves an aged brother, John Reading, of Ringoes, N. J., a sister, Mrs. Mary Green Bassett, of West Union, and a half-sister, Mrs. G. W. Probasco, of Flemington, N. J.

Impressive funeral services were held at the late home, on Center street yesterday morning, Clyde A. Ehret, pastor of the Andover Seventh-day Baptist church, officiating, after which all that was mortal of this grand old lady was tenderly conveyed to Independence where she rests by the side of her devoted husband.

SAMBO'S KNOWLEDGE

Sambo was sure nuff mistaken about his mouth as he lay stretched asleep on the Mississippi boat with his tongue hanging out like a pink plush pad. A mischievous doctor sprinkled it with powdered quinine. Sambo awoke and hollered for a "doctah." A neighboring loafer said: "What's the matter? Do you know what's the matter with you, Sam?" "Suttin'ly I knows; mah gal's busted."

An aged German and his wife were much given to quarreling. One day, after a particularly unpleasant scene, the old woman remarked with a sigh: "Vell, I wish I vas in heafen!" "I wish I vas in a beer-garden!" shouted her husband.

"Ach ja," cried the old wife, "always you try to pick out the best for yourself."

Top of "B. B." Column for results.

The Cost of Potato Products

State School of Agriculture at Alfred Gives a Careful Estimate of Cost of Potato Growing in Southern N. Y.

The Field Crops Department of the State School of Agriculture at Alfred University, Alfred, N. Y., has been making an exhaustive study for several years of potato growing in the Southern counties of the State. The importance of potato production in Southern New York and the large amount of labor required to grow the crop makes it essential that the farmer should know something of the expense of growing a field of potatoes. Two advantages of keeping cost records are that the operator of the farm may know whether a certain crop is paying as well as some other, and that the farmer by having the items of cost before him may study means of reducing expense.

The cost of growing four different fields of potatoes in Southern New York on the same farm and during the same year was as follows:

| Items of cost. | Field 1. 4 acres | Field 2. 13 acres | Field 3. 5 acres | Field 4. 9 acres |
|--|-------------------------------------|-----------------------|-----------------------|--------------------------------|
| Seeds @ \$.70 | \$56.00 | \$32.50 | \$49.00 | \$95.50 |
| Fertilizer 2-3 of 500 lbs. per acre | 2-9-10 \$25.00 per T. \$16.67 | 2-8-10 \$54.17 | 2-8-10 \$37.50 | 1-8-1 \$21.12 T. \$25.34 |
| 1-3 of fer-charged to next crop. | | | | |
| Cutting seed 10c per bushel | \$8.00 | \$18.20 | \$ 7.00 | \$13.50 |
| Sorting seed 1 1/2c per bushel | \$1.20 | \$ 2.75 | \$ 1.95 | \$ 2.02 |
| Shoveling seed to prevent sprouting | \$.48 | \$1.10 | \$.42 | \$.81 |
| Other man labor @ 15c per hour | \$40.35 (269 hrs.) | \$74.35 | \$38.25 (255 hrs.) | \$52.20 (348 hrs.) |
| All horse labor 8c per single horse hour | \$32.32 (404 hrs.) | \$66.88 (836 hrs.) | \$33.68 (421 hrs.) | \$47.36 (592 hrs.) |
| Depreciation of tools | \$33.47 | \$11.17 | \$ 4.34 | \$ 7.81 |
| Interest on value of land @ \$50 per acre-5% | \$10.00 | \$32.50 | \$12.50 | \$22.50 |
| Cost per acre not sprayed | \$42.12 | \$29.87 | \$36.75 | \$33.84 |
| Cost per acre sprayed | \$47.12 | \$34.87 | \$41.75 | \$38.84 |

The above records were kept by Mr. Howard Wells, of Rossburg, New York. Mr. Wells who is at present a farm bureau manager in New Hampshire kept careful records of the time and the results are reliable and practical. The expense given placed the potatoes on the barn floor from which they were afterwards drawn to the station, a distance of four miles at an expense of 5 cents per bushel. The average yield was 186 bushel per acre, the average cost per acre being \$35.64. Thus the total cost per bushel for growing and storing

was 19.5c per bushel. Adding to this the cost of marketing, the total cost was twenty four and one-half cents per bushel. At the present price of potatoes this does not make a large gain, but it has paid a man wages, has paid all other expenses and leaves a small margin of profit.

It will be noticed that the cost per acre is appreciably less on the largest field. The cost of crop production per acre on the general farm can be reduced by working larger fields. Tear down the old fences, secure the land where the fence stood and save time of turning around in the small fields.

SWARINGE-ROLLINS

A quiet wedding took place at McKinney, Tennessee, Wednesday, Jan. 30, when an Andover business man took to himself a wife in the presence of about twenty of the bride's friends. Married by the Rev. Edgar McCoy, pastor of the Cumberland Presbyterian church, E. B. Rollins, of Andover, N. Y., and Lillian M. Swaringe, of McKinney, Tenn.

The bride and groom came to Andover Saturday, where Mr. Rollins in addition to his stock farm owns a prosperous feed store on West Center Street. The "News" extends congratulations.

SENIOR BENEFIT

The Saturday night Picture Show will be a benefit for the Senior Class in the High School. Special features by the "Cupid Chorus," and a vocal solo by Harold Brainard.

CHANGED BUSINESS LOCATION

Mrs. Della Porter Has Removed From Olean to Cleveland, Ohio

The Olean Herald says that Mrs. Della Porter, corsetier, who conducted an establishment in the Metropolitan Building for over three years, recently closed out that business to embark in a similar one in Cleveland, Ohio. During her residence in Olean, she has enjoyed a lucrative business, and her patrons greatly regret her removal.

The change was made because of the splendid inducements offered Mrs. Porter. Her location in Cleveland will be in the center of Euclid Avenue, which is one of the best in the city.

Mrs. Porter left Andover Sunday night to begin her work in her new location.

Read the classified ads.

BETTER

THAN EVER
PRICES NOT HIGHER

RO-BRO

THE MOST PERFECT GAS MANTLE

INVERTED PRICE 15c
2 for 25c UPRIGHT

E. W. WILLIAMS

Groceries • Crockery • Feed

All Goods Guaranteed and Prices the Lowest