

THE ANDOVER NEWS

PUBLISHED WEEKLY

BY J. HARVEY BACKUS & SON

Our Keynote: "If There is Not a Way, Cut a Way."

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WHAT INTERESTS PEOPLE?

A BOY of four years stood on a sidewalk, while his nurse pointed out an aeroplane which was soaring in the clouds.

The boy glanced at it, then lowered his eyes and spied a puppy across the street. In an instant he was tugging at the nurse's hand, trying to reach the dog.

Everything was new to the boy. He saw nothing wonderful in the aeroplane. It had never occurred to him that a man should not fly. He had seen birds fly. Why should not men fly?

To him a puppy dog was more wonderful, more interesting than an aeroplane.

A great Indian chief was taken from a reservation in the West to New York City, where he was shown all the wonderful sights — the subway, the elevated, Brooklyn Bridge, the imposing skyscrapers, the telephone, the elevator, the electric lights and the countless other improvements of the last generation.

The Indian had never before been in contact with modern civilization.

After a few days of sightseeing he was asked to tell what was the most wonderful thing he had seen in New York.

He pointed to the water faucet.

The old chief — who had often crossed the desert with parched throat, who had seen strong men die for the want of a cup of water — was most impressed by the ingenuity which had made it possible for the white man to turn a faucet and fill a glass with cool, pure water.

There is an explanation of the boys' interest in the puppy, the Indian's interest in the water faucet.

One magazine editor paid another very successful newspaper editor a large sum of money to tell him "what interests people."

The editor who was on the receiving end of the money transaction wrote back: "Every man is interested first of all in himself."

He was right.

People are interested most in what best satisfies their self-interest — their selfishness.

The dog interests the boy because he can play with it. A lad of four can see more immediate fun in playing with a curly-haired puppy than in turning summersaults in cloud banks. The nurse, on the other hand, tired of the drab monotony of seeing that little boys are not run over by automobiles, would like to experience the thrill of flying. Some day we all expect — to fly — that is why we grown-ups like to watch others fly.

The old Indian knew that water was more necessary than even food. In his outdoor living he saw no need for subways, suspension bridges, hotels and telephones. Not one of them satisfies his selfishness. But the idea of a never-ending supply of water — to be able to turn a tap and see the sparkling fluid gush forth — that was the answer to a lifelong dream.

We are all salesmen in some way or other. To be successful in any undertaking it is necessary for us to sell the other fellow our product, whether it be merchandise, service or that.

In selling the closer we can bring our proposition and the other fellow's self interest, the easier the sale.

On the same principle that a four-year-old boy would rather play with a dog than watch an aeroplane, our customers are generally more interested in the proposition that contains our answer to the problem, with which they battle, than to those that have never come within their horizon.

Many fine words were written about the Christmas spirit, and it is possible a few of them may have been put in practice.

Moral courage is commendable, but business courage is what the country needs this year. Pull out the throttle and let 'er go.

Hit the pace in January. Keep it up until December. You will go far and accomplish much, and make 1922 a year of profit.

"Pay as you go" would be commendable, but its universal adoption would present a cruel side. It would condemn a lot of collectors out of their jobs.

Professional writers are in the habit of serving up a lot of "don'ts" at this season of the year. But let's hope they don't.

If we continue the pace it will be only a matter of a few years when the pure minded person will be ashamed to admit it.

Still, it is but natural that the men of other countries should think their own women the most beautiful. They have not seen ours.

Altho submarines were not scrapped, there is some comfort in the knowledge that they will be confined to the deep. Few of us will ever get too close.

Too often the test of friendship is a willingness to be used.

Friendship is precious as long as you can turn it to account.

It takes a wise man to make a fool of himself intentionally.

It's a terrible jolt to the optimist to find himself holding the bag.

When a fellow's sins find him out he is generally willing to stay in.

No, it isn't the short skirts that are becoming popular. It's what they reveal.

If you won't want to be known as a nuisance, don't run around with a grievance.

The shortest sermons are often most effective. They have a chance to sink in.

A really brave man seldom offers excuses. Facts are sufficient warrant for his action.

It may be true that the late war has many lessons to teach, but school is not in session.

A man should never refer to his wife as the "old woman." It gives away his own age.

Mortality in this country is on the decrease, except in cases where some fool steps on the gas.

Some people keep a light burning in their room at night in order to be able to see in the dark.

To be popular you should listen to the troubles of others. They have no time to waste on yours.

Beware of the stranger who effusively offers you his hand. He wants you to put something in it.

If our public men could write their own histories this country would be overwhelming with wise ones.

True, the eyes of the world are centered upon Washington, but we suspect they are beginning to ache.

It's easy to tell a lie, but sometimes it is mighty hard for a fellow to square himself by telling another.

Don't allow the other fellow to value your own time. He might embarrass you by overshooting the mark.

When you get tired of reading about the arms meet at Washington you might try making them meet at home.

"It's an unhappy man who marries these days," wails a local philosopher. In that case they should marry women instead.

Don't punch the fellow who calls you a fool. The retort courteous would be to thank him for acknowledging you as his brother.

The attorney general of the United States is out gunning for the professor again. A perfectly harmless form of pleasant amusement.

It is considered quite offensive now to refer to a man of wealth as a millionaire. They object to being classed among the common herd.

Whenever we have to hop from in front of a speeding car we feel just like putting that bird in front of a car and not giving him time to hop.

We are pledged not to let out a whisper regarding the latest engagement, but there was nothing said but shouting it to the housestops. Guess!

Apparently our crop of local bachelors survived the lonesomeness of Christmas without a wife to fondle and caress. But we still have hopes that some day little Cupid will take them by the hand and lead them to a gentle and lasting captivity.

GEO. VICKERS DOING WELL.

George Vickers, Andover milkman, underwent a successful operation for appendicitis, at St. James Mercy Hospital, Hornell, Monday. Mr. Vickers has been in poor health for a number of months, and his many friends are pleased to hear of his now a speedy recovery.

JAMES P. CANNON CO.

2 Bargain Days! Friday and Saturday February 3rd and 4th

Throughout the Clothing and Shoe Stores we will sell many lines at special low prices.

Here are a few:

Table with 2 columns: For Men and For Women. Lists various clothing and shoe items with prices, such as Men's Gunmetal Lace Shoes, Women's 4-buckle Arctics, etc.

James P. Cannon Company

CLOTHING Store Open Every Monday, Wednesday and Saturday Nights SHOES

Mr. Business Man!

DID YOU KNOW That there are Mutual Fire Insurance Companies in New York State that have more money to their outstanding insurance liabilities than any Stock Fire Insurance Company in the United States? ... DID YOU KNOW That insurance with these same Mutual Fire Insurance Companies is just as safe, reliable and dependable in case of loss as with any Stock Fire Insurance Company in the United States? ... DID YOU KNOW That these Mutual Fire Insurance Companies have saved their policyholders thousands of dollars in premiums during the past twenty-five years? ... DID YOU KNOW That some of these Mutual Fire Insurance Companies are paying ten per cent. dividends to their policyholders on all classes of property except farms and special hazards? ... DID YOU KNOW That the premium rates of these Mutual Companies are much less than the so-called board rates of Stock Companies? ... DID YOU KNOW That this money is worth just as much to you in your OWN pocket as it is to a Stockholder of a Stock Company in HIS pocket? ... DID YOU KNOW That the correctness of the above Statements may be very easily verified by the examination of the annual reports of the various companies now on file at the office of the New York State Insurance Department, Albany, N. Y.? ... DID YOU KNOW THIS! That this same reliable, dependable, economical, desirable, safe and sane Mutual Fire Insurance is now on sale at the offices of the

SADLER & FARLEY AGENCY

Suffin Block Wellsville, N. Y. Suffer Block Oneas, N. Y.

Vertical text on the right edge of the page, including 'SERVICE - What Does it mean?', 'The Bu...', 'JESSE S. PHILLIP...', 'F. W. BURROWS...', 'ERWIN D. BAKE...', 'Foreign Advertising Rep...', 'THE AMERICAN PRESS...', 'MAILS CLO...', 'East', 'West', 'Train No. 7', 'The Post Office cl...', 'Mondays, Wednesdays a...', 'and 6 o'clock Tuesdays a...', 'and Fridays.', 'W. F. O'CONN...', 'Reportor...', 'Lynn Hammond is...', 'the Vickers milk route.', '36c supper S. D. Ba...', 'next Tuesday night. C...', 'Edw. Scott, of Bel...', 'three red foxes, near B...', '26th.', 'A sleigh load of y...', 'from Alfred visited the...', 'day evening.', 'The dates for the...', 'have been decided upon...', 'ber 12, 13, 14 and 15th.', 'They say that by s...', 'tobacco smoke is not...', 'frogs, but who wants t...', 'Mrs. Joseph H. Ru...', 'years old, fell on the w...', 'of her home at Angelle...', 'her leg.', 'Pastor A. C. Ebre...', 'night for Berea, W. Va.', 'by the serious illness of...', 'Alfred Sun.', 'Mrs. George A. Be...', 'ivar, sustained a compo...', 'of the left arm Jan. 21...', 'on the walk.', 'The Inasmuch Soci...', 'E. Church will hold a t...', 'at the home of Mrs. Em...', 'Monday evening, Feb. 6...', 'Calvin Stocum and I...', 'are the jurors named f...', 'for the term of Coun...', 'convene at Belmont, Fe...', 'John DeRemer is a...', 'two-weeks vacation fr...', 'quities. His son is deliv...', 'on Route 3, during Mr.', 'absence.', 'E. D. Crandall &...', 'ivar, have purchased...', 'Burdick of Little Gene...', 'eighth interest in the...', 'lease at Clarkville.', 'The National A...', 'League have started a...', '10,000,000 recruits to t...', 'movement of the Leagu...', 'Dr. D. H. Kress, of W.', 'President.', 'Floyd Scott has l...', 'meat market in Cuba a...', 'his family for that vill...', 'day. May success atten...', 'Mr. Scott is a good mar...', 'Cuba people will find his...', 'business man.', 'Cuba, Jan. 22. — Roy...', 'of William Taylor, of...', 'who was accidentally sho...', 'ing Tuesday morning.', 'died from the result of...', 'the following Friday af...', 'ceased was 16 years of...', 'Over 100 people we...', 'a greater number seri...', 'at Washington, D. C.', 'when the roof of the K...', 'Motion Picture Theatr...', 'The heavy weight of sno...', 'to be accountable for the...', 'The "Red Schoolbo...', 'birt No. 7, East Vall...', 'stroved by fire Wednes...', 'week. The fire was dis...', 'a. m., and appeared to...', 'in the woods. The', 'to old land was buyin...', 'ed in 1844. The', 'by C. C. B.', 'the school'