

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

VOL. XX, NO. 1.

FOR THE WEEK ENDING FRIDAY, JAN. 2, 1925.

At the Copy  
\$2.00 Per Year

## REVIEW OF THE CHIEF HAPPENINGS DURING YEAR 1924

### EUROPE ON ROAD TO ECONOMIC RECOVERY

#### History of the Important Events of Year at Home and Abroad.

Many events of great moment marked the year 1924. First of these in importance undoubtedly was the formulation, adoption and putting into operation of the Dawes plan for the payment of German reparations and indirectly the financial and economic regeneration of that country and Europe generally. The success of this scheme means much for the entire civilized world. Having been devised mainly by Americans, it adds to the prestige of America.

Wars were few and not especially important internationally. The outstanding ones were the civil war for the control of the government of China, the attempt of Spain to conquer the rebellious tribesmen of Morocco, the suppression of a rebellion in Mexico and a long drawn-out revolutionary movement in Brazil. There were also several of the always-to-be-expected internecine conflicts in Central America. On the whole Mars had rather an idle year. For a time the alarmists talked of war between the United States and Japan over the Japanese exclusion clause in the new American immigration law, but the crisis was passed safely, for the time at least.

Great Britain experienced the novelty of being under a Labor government which was fairly successful until it got tangled up with the Russian soviets, whereupon it was ousted. The Conservatives winning the parliamentary elections by large majorities Stanley Baldwin again became prime minister. During the first quarter of the year the soviet government of Russia won recognition from almost every important country except the United States, but the soviet leaders continued to recede from their Bolshevik principles. Socialists captured the government of France and Herriot became premier. President Mustapha Kemal of Turkey and Dictator Mussolini of Italy were subjected to severe attacks from political opponents and were forced to more liberal attitudes.

In the United States the biggest event of the year was the national election, together with the sensational Democratic convention which resulted in the nomination of John W. Davis and Charles W. Bryan, and the independent candidacy of Senator La Follette and Senator Wheeler on a radical platform. Despite the oil reserve scandal that had led the Republican administration open to attack, the voters of the land, by a plurality of about 10,000,000, decided that Calvin Coolidge should continue in the presidential office, with Charles Gates Dawes as vice president. During the long months of the campaign business in the United States had languished, but immediately after the election it revived rapidly, and at the same time there began a considerable boom in securities on the stock exchanges.

### INTERNATIONAL AFFAIRS

When the year began the matter of German reparations was still foremost among the problems awaiting settlement. The commission of experts appointed by the reparations commission and headed by Gen. Charles G. Dawes of America began its work January 14 with the examination of Germany's capacity to pay. It functioned rapidly and with precision, formulated what has been known as the Dawes plan, and submitted its report on April 9. Two days later it was accepted by the reparations commission, and on April 15 it was approved by the German and British governments. Belgium, Italy and Japan accepted it on April 20, but France, mainly for political reasons, withheld approval for the time being. On July 15 Owen D. Young of San Francisco accepted the position of fiscal agent of the Dawes plan, and the same day the allied powers met in London to discuss the details of the scheme. Later they agreed to send a delegation to the conference resulting in the completion of the plan. France promised to provide the Ruhr within a year, and almost immediately began to send military and civil forces out of the region. The London agreement was ratified by the parliaments, the German Reichstag passed the bills necessary for the operation of the plan and the pact was formally signed on August 20. It was the only scheme yet put forward upon which the various nations could agree, and its adoption was hailed the world over as the beginning of the regeneration of Europe.

## THE WAY THAT A SMALL TOWN MAY COME INTO ITS OWN



from the  
**Publishers of Andover News**  
to Every One, a Happy and  
Prosperous New Year

Germany began making payments under the Dawes plan on September 2. Next day Seymour Parker Gilbert, a young American financial expert, was appointed agent general of reparations, and on October 10 the big loan to Germany was offered to the world. It was promptly heavily subscribed in most countries. German industry responded instantly and the smooth and efficient operation of the Dawes plan seemed assured.

Several attempts were made during the year to forward the further reduction of armaments by agreement, but nothing definite was accomplished until September, when Prime Minister MacDonald of Great Britain submitted to the League of Nations his plan for an international agreement for security, arbitration and disarmament. The discussion was heated, and Japan refused to adhere because the plan prohibited wars based on internal policies of nations. Her delegates did not conceal the fact that they were referring especially to the Japanese exclusion clause of the American immigration law, which already had caused protests from Tokyo and boycotts and threats against Americans in Japan. They insisted the agreement must provide that any nation might ask the league to arbitrate internal affairs of any other nation, and the league assembly yielded to them and adopted the protocol with such amendment. Assent of the legislative bodies of all member nations of course was requisite, and as time went on it became evident this could not be obtained. The British parliament, it was believed, was almost certain not to agree since Canada, Australia and New Zealand were bitterly opposed.

In October Great Britain and Turkey were at sword's points over the old Mosul oil fields dispute, but they submitted the matter to the League of Nations council, which ordered the status quo be maintained for the present.

Sir Lee Stack, sirdar of the Egyptian army and governor general of the Sudan, was murdered by Egyptian nationalists in November. The British government, swiftly moving warships and troops to strategic positions, demanded an apology, indemnity of \$2,300,000, punishment of the assassins, and most important, concessions concerning the Sudan and the great irrigation project there. Premier Zogolli, Pasha Fezai and Zivar, his successor, yielded to the demands. The root of the trouble was the control of the Sudan, which was claimed by both nations.

Great Britain's war debt to the United States was funded on a basis generally satisfactory, and late in the year France began negotiations to fund her debt to us. The British government at once announced that if France or any other nation that was in debt to Britain paid the United States, she would expect to receive payment from them in proportion. This checked the proceedings for the time. Poland already had arranged for the funding of her American debt.

The Irish Free State registered with the League of Nations the treaty with England by which it was granted its measure of independence, but in December the British government proposed against this action, asserting that the league had nothing to do with arrangements between nations of the world.

### Falls Down Stairs Breaking His Neck

Hornell, Dec. 29.—George L. Langley, who gained international fame a few years ago, when accepted by Charles Dana Gibson, in an international search for "The Gidson Man," was found dead this morning at 10 o'clock in his Canisteo home.

Mr. Langley resided with his mother, Eliza E. Langley, at 22 Russell street. When she retired last night, the son was not home. This morning she visited his bedroom and noticed that his bed had not been occupied. She found him at the foot of the stairs with his neck broken. Mrs. Langley's hearing has been badly affected for some time and she did not hear her son's fall. The door leading to the upstairs floor of the home was open and

there was other evidence, such as the disarranged carpet, showing how the fall to death had been made.

Mr. Langley was 48 years old. He was an artist of recognized ability and spent several years in New York city. As a window trimmer, he was unequalled. A window decorated by him was awarded first prize in Chicago, Ill., some years ago at an international gathering.

Mr. Langley was widely known in Hornell, Canisteo and vicinity. He had been employed here since he returned from New York and made many friends.

Coroner M. G. Burch was summoned this morning and made an investigation. He issued a certificate of accidental death.

### The Liquor Supply Is Very Dangerous

Syracuse, N. Y., Dec. 30.—Marc Buckland, chief of the Federal dry enforcement staff in the Syracuse district, which includes more than 20 upstate counties and who tomorrow will be succeeded as chief by Robert D. Angell, Cape Vincent, stated today that in his four years as a member of the enforcement organization he had never seen bootleg liquor "so universally bad as it is on the eve of this New Year's celebration."

"Regardless of what bootleggers or saloonkeepers or anybody else

may say, I don't believe there is a case of really pure liquor in Syracuse this season," Chief Buckland continued. "The art or science or whatever you call it of counterfeiting the appearance of good liquor has progressed so far that the bootleggers can fake anything well enough to fool nine out of ten people. It takes a chemical analysis to show up the fraud."

"People," the retiring chief said, "are inclined to discount warnings against poison liquor, especially from law enforcement sources, but such a warning is certainly needed."

### Independence Meetings Were Successful

The "Week-End Gospel Mission" held in Independence Seventh Day Baptist church, last Friday to Sunday evening was a very successful and helpful evangelistic effort.

Pastor A. C. Ehret of Alfred delivered seven strong and winning evangelistic sermons. Pastor W. M. Simpson of Alfred Station conducted a children's meeting in the afternoon of each day and Mr. Neal D. Mills, an Alfred University student, assisted in the young people's meetings and with special music.

Thirteen signed decision cards to become disciples and followers of Jesus. Some of these will join the Independence church. Many others indicated their re-consecration to Christ.

This is the first of several such "Week-End Gospel Missions" the Seventh Day Baptist pastors of this part of the state hope to conduct this winter and spring.

Clyde Jordan of Bolivar, received a bad scalp wound while working on his oil lease on Jordan Hill. A piece of iron fell from a derrick, striking the boy.

### Grim Tragedy

Amid the pleasures of Christmas came the horrible tragedy at Hobart, Oklahoma, where 33 men, women and children were burned to death, when a small school house was destroyed by fire Christmas Eve. The program was finished and presents were being distributed by Santa Claus, when the cotton batting on his sleeve caught fire from a lighted candle on the tree. The flames spread quickly and in an incredible short time the building was a seething mass.

The teacher, Miss Florence Cary Hill, with heroic courage, sacrificed her life, working until she fell, passing the younger children out of a window too small to admit an adult. One family, father mother and five children, clasped arms around each other and perished together. It is one of the saddest instances of Christmas tragedies on record.

### Card of Thanks

We wish to express our thanks to those who have been so kind in the sickness of our little girl and to the King's Daughters and also the Ladies of the Ku-Klux Klan.

### A LESSON WELL WORTH LEARNING

#### What Happened to Gridley Before it Woke up is Happening to All Small Towns

By W. L. BUTLER  
(From FORBES MAGAZINE—Issue of Dec. 1, 1924, Reprinted here by special permission of Mr. E. C. Forbes, Editor.)

Gridley admits that it has 1,700 people—men, women and children—and that 4,000 more live within a 10-mile radius; and that it is located right in the heart of a very rich country in Northern California; and that the buying power per capita is unusually high. But there was a fly in the ointment.

Most of the store buildings in town were erected thirty or forty years ago when wheat fields covered the landscape in every direction and dirt roads, impassable in winter, were the main arteries of transportation. Times changed. Wheat fields were turned into peach orchards, vineyards, rice fields, dairy ranches, alfalfa fields—all abundantly watered by ample irrigation. The automobile came. Trunkline, paved highways took the place of dirt roads. Most every family, since it could afford the price, bought an automobile and took "little journeys" to the larger cities twenty, thirty and sixty miles away. A new world opened up to the residents of this district. They discovered in the larger cities, new and modern stores, with beautiful show windows and well displayed merchandise, very obliging sales people, and some good buys in merchandise.

Keeping Trade at Home They had never before journeyed more than a few miles from home, but now the frequent trips to the big towns compelled them to compare the modern stores with the general country stores that had been so common in Gridley for so these many years.

They felt that the little country stores didn't measure up—not that they couldn't, but the simple fact was, they didn't.

These "little journeys" increased from once a month to once a week, and oftener. The Gridley storekeepers lamented that there was no town loyalty in their fellow citizens. They tried, without much success, to foster a Trade-at-Home movement, but the procession to the larger cities increased in size and frequency.

Just what happened to the country storekeepers of Gridley has already happened or is happening to the storekeepers in ten thousand small towns all over the country.

A long, rangy, brainy man, Jim Ownby, president of the Chamber of Commerce and an ex-banker, who had invested a goodly portion of his fortune in real estate and buildings a dozen years back in the town of Gridley and in farming land round about, saw the handwriting on the wall—that either Gridley must wake up and meet this new competition or ultimately go out of business and in that case his buildings would serve as "belfries for the bats" and

the grass would grow green in the streets of Gridley.

He told the plight of Gridley to Richard Neustadt, manager of the Retail Merchants' Association of San Francisco and asked him for a solution. The answer was quick, sharp and decisive.

"Your merchants must either do a better job of merchandising or go out of business. They can no longer keep general country stores and get by. Get a merchandising engineer on the job and carry out his recommendations."

#### The First Move

Jim Ownby can both think and act. The merchandising engineer made a thorough examination of the trading territory; estimated the buying power of the district and the business that should be done; determined the amount that was being spent outside of Gridley every month by the citizens of the district (\$30,000 per month); investigated every retail business in town; secured a complete statement of assets, liabilities business done, etc., from every merchant; made a thorough survey of stocks, buying and selling methods, sales people, finance, show windows, merchandise display, marking rates, expense budgets, turnovers, advertising—in fact everything that could have any bearing upon the subject.

A complete balance sheet of the town was made up. The facts of merchandising, or lack of it, were studied and it was found that the merchants had spent for the preceding year, 3.5 of one per cent. for advertising, when they should have spent three per cent. Many slow turnovers were discovered, due to bad buying and poor methods of selling—some stocks turning only one and one-half times per year when they should have been turned over four times.

With the facts before him, the engineer analyzed and made recommendations; first, to this merchant on buying, to another on marking rates, and to another on model stocks. He made plans for co-operative advertising, and suggested improvements or betterments in almost every store in town.

Beautiful show windows, however, are of little permanent value unless the man back of them understands the principles of merchandising; so he set up a merchandising school, and had all the merchants meet him one night per week for thirteen weeks, when they discussed finance, marking rates, predetermined net profit, expense budgets, advertising, selling and sales people, merchandise display, etc.

Another school of selling and service was conducted for the sales people and many merchants joined.

Stores were remodeled, many buildings were repainted, show windows were modernized, repainted and relighted, the old-fashioned porches were abolished by mutual consent and down-to-the-minute accounting and merchandising records were set up for those who needed them. Sales quotas, buying quotas, model stocks and price lines were established. A general housecleaning of "dead lines" took place. Schedules of net profit, expense, sales and buying were set up and the definite responsibility placed upon every store owner or manager to keep up to schedule—for this was to be a community effort in better merchandising.

#### An Appeal on Merit

Never once have these merchants (Please turn to last page.)

FULL LINE OF  
Canvas & Leather  
Work Gloves  
Priced Right

MRS. C. W. WILLIAMS