

ANDOVER NEWS

PUBLISHED WEEKLY
BY J. HARVEY BACKUS & SON

OUR KEYNOTE:

"If There is Not a Way, Cut a Way."

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MEMBER



For a Better Andover

HE THAT is chief is he who serves others. By serving others he exalts himself. And above all others he comes to be loved. This applies to the loftiest philosophy that has been evolved from the experience of humanity. It is an old rule, to be sure, but none the less applicable in Andover or elsewhere.

The beauty of it is that the rule is quite as sound economically and practically as it is morally and ethically.

Economically it fits Andover's needs like a glove. Andover doesn't stand by itself. It couldn't begin to do so. No more can Andover grow by itself any more successfully than a man can lift himself by his boot-tops. Andover fundamentally is a trade center for the rural country surrounding it. A market and commercial center for this section. It will grow big and important and wealthy step by step, with the similar growth of the territory which it serves and upon which it depends.

If our farmers grow in prosperity and happiness and develop more wealth, Andover, their trade center, will have its full share in that prosperity. If this great trade territory, surrounding Andover for ten miles or more, lags, if its opportunities are neglected, if its resources are undeveloped, if it is allowed to suffer by unusual policies, then Andover will lag and suffer likewise.

And so it is that the biggest boosters for Andover in the future will be the men and women who are doing most for the surrounding trade territory. They will fight for political justice, for agriculture; they will suggest and advance means for making agriculture more profitable; will encourage dairying and intensive farming; they will study and make use of the many useful helps that our wonderful colleges of agriculture supported by state aid, are offering to the farmers; they will work for better roads for the farmers, and not for the tourists, and see that they are built where the farmers want them and not for the city chap, exclusively to wear out with his limousine. On the other hand, they will try to open new avenues for employment; be evangelists of understanding, co-operation and good will; they will try in every way to make Andover thousands of new customers, actual and potential, a happy, prosperous, progressive and contented people.

To the extent that Andover citizens and others strive to this same end, success to Andover will depend and it will flourish.

Every farm in all this territory that is made more productive and better paying, counts for a better Andover.

As well as new industries located, every new, pure bred herd of cattle or hogs, every new dairy, every new flock of poultry, every road that is improved—all alike are contributing to build up Andover.

This is all an old truth. It is even an obvious truth. Unfortunately, as with some other things that are both old and obvious, there is a tendency to overlook it or to minimize its importance. We are prone to look inward much and outward little. We cultivate intensely the small part of Andover's territory that lies within the village limits. No less intensively should we give attention to the welfare and the interests of that much larger and more important part that lies miles and miles without the village limits.

The essence of it all is that we must encourage and assist the surrounding territory and make the interest and welfare of the territory our interest and welfare.

It is becoming increasingly difficult to find an audience without a fair sprinkling of bald heads.

Nothing Unattainable

THE average American community can become whatever it wants to become.

This truth was uttered recently by a public speaker in discussing the possibilities of civic organizations.

The fact that there are few limitations on development of a city or town has been demonstrated so many times that it scarcely needs reiteration.

But it has to be re-emphasized to refresh the memories of those backward citizens who are pessimistic and have nothing but gloomy forebodings of the future.

Communities improve industrially by supporting and encouraging the industries within her own borders, and agriculturally by lending moral support to projects that will better the condition of those engaged in farming.

It has long since been proved a poor policy to offer large bonus either in cash or favorable sites, to pull industrial establishments away from other places.

If we have the thing that an industry wants, no inducements will be required. It will come if assured of the proper kind of treatment.

Any community can attain any reasonable goal with the right attitude on the part of its citizens and hearty co-operation of everyone.

A good borrower is never broke.

Grossly Exaggerated

WHEN the report came to Mark Twain that he was dead, he said that the story was greatly exaggerated.

The same was true about the advance reports regarding the severity of the winter of 1924-25. The "long-range" forecasters let us in for about everything that a particularly bad winter could offer.

One "prophet" said the winter would "set in early and last long," and another predicted an average of one cold wave a week, with a prolonged and dangerous series of cold waves running late into spring.

The "hit and miss" predictors missed most of the time, a review of the outstanding characteristics of the winter just passed, very plainly reveals.

The winter began late and ended early and never was very severe. Not until the middle of December did severe weather begin in Montana and other northern boundary states, whence it spread to other parts of the country.

The cold wave remained until after Christmas, although in the Atlantic Coast states and Florida and the east gulf states, the mean temperature for December was above normal.

In three-fourths of the total area of the country, the January mean temperature was above normal and below in the remaining two-fifths. Higher temperatures prevailed the last week of January and most of February throughout practically the whole country, with the exception of the last two days of the month.

Snowfall was below normal in most sections, but it remained for February to provide the weather that completely upset the dope bucket. The "prophets" of last summer prophesied weekly cold waves. The records show not a single widespread cold wave during the month, and with a very small number of purely local cold waves.

February temperature was almost equal to the warmest in 55 years, which was a monthly mean temperature of eight degrees above normal.

Thus, at every turn the "long distance" forecasters have been made ridiculous, and we will continue to take our weather as it comes and not as served by the prognosticators.

Philadelphia boys caused damage of \$47 and were sentenced to 47 spankings each. Sparing the fine and applying the rod is one way of reducing the crop of boy bandits.

The Sun Comes Back

OLD SOL may scorch us and cause us to complain in mid-summer. But he is in fact, the world's best friend, and we are more glad to welcome him back, in these days of early spring, when he raises earlier each morning and sets later each evening, bringing longer daylight, renewed fertility and outdoor pastimes.

Although the short days of winter are not very popular, the curtain of early dark serves its purpose and shuts out distractions that keep us from self improvement and away from our means of livelihood. In winter people find time to read and enjoy social intimacies. The cold weather stimulates energy and more can be accomplished.

In spite of these advantages, the return of the sun presaging a change of seasons brings a thrill of anticipation. Those who fret under the July sun are captivated by thoughts of work in the garden and on the lawn, and of long and pleasant journeys to distant points in their machines.

It is not surprising that there were once sun worshippers, for the departure of the sun seemed like the defeat of life. His return was the victory of light and fertility.

There is something majestic about the procession of the seasons. It gives us confidence in the universe and makes us feel that planting time and harvest, day and night, summer and winter, shall not fail, but each shall perform its share of service for the welfare of humanity.

When a fellow feels blue and out of sorts and thinks he doesn't know much, he can always take comfort in the fact that no one else does.

Gardens

THE approach of spring—some call it spring—brings with it thoughts—and much talk—of gardens.

Everyone aspires—that is, most everyone—to be able to point to a plot of ground, carefully laid off, with the proud boast, "that is my garden."

Gardening pays from whatever angle it is considered. The economy of home grown vegetables was demonstrated in the days of the war and many people then got the garden habit to such an extent that they now regard it a part of their life routine.

The value of vegetables as food, especially for children, has proved an incentive to gardening and has increased the interest of many people in growing much of their own foodstuffs.

The benefits are not alone in foods produced, but in the exercise gained for the gardening is stimulating in both body and mind. Spading the ground and working it, preparing the seed beds and sowing and planting provide a form of exercise that is most helpful and diversified.

Sliding stairs that pull out of ceilings have been invented to save floor space, but no one has been able to pull the money for the grocery bill out of the air.

The speed rate and the death rate not only go hand in hand; they lock arms.

The cross-word puzzle has demonstrated the old truth that it pays to be square.

Barber shops never appreciated the value of mirrors until the bobbing trade got started.

By the time June nights arrive, the popular song of that name will be out of date.

Some of us are not able to understand how the women folks occupied their time, before they began looking after their bobbed hair.

Why is it poor folks always regard their rich relatives as stingy?

More famous last words: "If you want to do the driving get up here under the steering wheel."

**NOW SHOWING
Men's Spring Hats**



\$4

\$5

Nothing gives a man that "dressed-up feeling" like a new hat in spring. We are now showing all the new grays, browns and lighter spring tones. They are the famous Aetna hats which means QUALITY with STYLE—They are selling at the same low price. \$4 and \$5.

Better be fitted this week and ready to "step out" the first soft, warm, springy Sunday.

WALK-OVER OXFORDS FOR MEN

Good-fitting, good-looking and the right shade in tan, also in black.

"Legion"



"Pal"



SPECIAL

Men's brown Goodyear Welt Oxfords, Blucher cut or plain bal.

James P. Cannon Company

OPEN WEDNESDAY AND SATURDAY EVENINGS

Did You Ever Stop to Think.

THAT advertising is the shortest route between buyer and seller.

THAT advertising is the route that saves everyone money. It serves business concerns well and enables the public to quickly fill every need.

THAT now is the time to speed up business.

THAT quality, well advertised, will bring profitable results.

THAT well advertised lines are good because their makers make them good.

THAT handling well advertised lines makes friends for a business. Their persistent advertising carries with it the guarantee that they are as represented. The public recognize them as the best value for their money.

THAT persistent advertisers never cut quality to cut prices. They keep to a standard that assures satisfaction.

THAT modern business concerns concentrate their efforts on offering the public better quality. Their aggressive policy of using the printed page is what makes their business better.

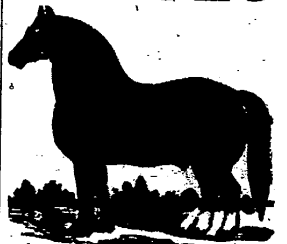
WIN BETTER BUSINESS WITH THE WINNERS. WINNERS WIN BY PERSISTENT ADVERTISING.

SUCCESS COMES FROM SATISFYING OLD CUSTOMERS AND WINNING NEW ONES.

—E. K. Waite, Secretary, Shawnee, Okla., Board of Commerce.

You are the logical buyer of something advertised today.

CAR OF HORSES



Thursday, Mar. 26

Received another carload of those good Iowa Horses

Among them are a good many matched pairs of farm and draught horses, weighing from 2,400 to 3,900.

We also carry a full line of Heavy Double Harness

Thacher Bros. HORNELL, N. Y.

MAKE YOUR APPEAL

to the public through the columns of this paper. With every issue it carries its message into the homes and lives of the people. Your competitor has his store news in this issue. Why don't you have yours? Don't blame the people for seeking to his store. They know what he has.