One Hundred Twenty-seventh Condensed Quarterly Report

OF THE

ANDOVER STATE BANK

ANDOVER, N. Y.

As rendered to the New York State Banking Department close of business

NOVEMBER 14, 1925

RESOURCES		LIABILITIES	
Loans and Discounts	$133,872.46	Capital Stock	$ 25,000.00
Bonds	167,936.71	Surplus and Undivided Profits	59,963.93
Real Estate Mortgages	49,201.98	Deposits	314,222.61
Overdrafts	113.79	Unearned Discounts	1,000.00
Real Estate	3,000.00	Reserved for Taxes and Interest	6,140.84
Accrued Interest	4,119.20		
Cash and due from Banks	48,083.24		
	$406,327.38		$406,327.38

J. M. BRUNDAGE, President
A. D. FULLER, Cashier
FRANK S CLARK, Vice Pres.
R. O. SNYDER, Asst. Cash.

DIRECTORS

C. E. Brown, J. M. Brundage, Frank S. Clark, A. D. Fuller, Henry Horan, W. F. O'Connell

PERSONALS

Mrs. George Vickers was in Hornell, Monday.

George Dean was in Belmont on business, Monday.

Grayden Davis of Wellsville was a caller in town, Sunday.

Leo DeRemer is in New York this week on business.

M. A. Crandall was a business visitor in Buffalo, Sunday and Monday.

Rev. F. A. Hassold attended the ministers' club meeting in Hornell, Monday.

Mrs. E. W. Cable was a guest of Mrs. G. W. Driscol of Wellsville, Saturday.

Mrs. J. H. Colgrove of Canaseraga was a week-end guest of Mrs. Applebee.

John DeCo[illegible] called on Akron, Ohio, Thursday morning on the death of his sister.

Master Edward S. Baldwin is spending a few days on the farm with his uncle.

Mrs. Archie Y[illegible] is visiting at the home of her father, Mrs. Ed. J. Sweet of Hornell.

Mrs. Ann [illegible] of Hornell was guest at the Fusher home from Thursday to Monday.

Mr. and Mrs. Clare Dean of Hornell were Sunday guests of her mother, Mrs. Ellen Walsh.

Emmet D[illegible] came from Jersey to pass Thanksgiving with his mother, Mrs. Maude Dean.

Mrs. Padden was a recent caller on her daughters, Mrs Kinnerney and Mrs. Baldwin at Hornell.

Mrs. Robert Moran and son of Walton are visiting her mother, Mrs. Ellen Casey, Wednesday.

Richard Harder returned to New York, Sunday evening, to resume his studies in New York University.

John Dascalaki left Monday for Detroit where he will spend a few days visiting relatives and friends.

Mrs. Edith Milligan spent Thanksgiving at the home of her daughter, Mrs. Ralph Wickwire of Belmont.

Mr. and Mrs. Ernest Milligan of Tonawanda, N. Y., spent Thanksgiving at the home of her parents.

Mr. and Mrs. E. J. Pierce were in Almond last Sunday.

Mr. and Mrs. W. N. Rice passed Thanksgiving in Whitesville.

W. F. Smith of Olean passed Sunday with Andover relatives.

A. L. Rogers was a guest at the home of his sister, Mrs. O. G. Whitcomb of Belmont, over the week-end.

Mr. and Mrs. J. F. Smith and family of Bradford, Pa., were Thanksgiving guests of Andover relatives.

Miss Mildred Binney of Hornell spent Thanksgiving with Miss Mary Guinn and remained over the week-end.

Editor J. Harvey Backus was in Wellsville, Saturday afternoon, to attend the funeral of Editor Willard Barnes.

Mrs. Edward Walsh was called to Canisteo, Saturday by the serious illness of her cousin, Miss Frances Clarkson.

P. T. Padden of Long Valley, N. J., was a guest of his parents and other relatives during his Thanksgiving vacation.

Prof. W. W. Palmer, wife and children of Niagara Falls, were Thanksgiving guests of Mr. and Mrs. George Vickers.

Mrs. Jane Collins returned home a week's visit with the family of her son, Mr. and Mrs. Raymond Guinn at Port Jervis.

Mr. and Mrs. N. C. Scoville and son, William J., of Seneca Falls, were week-end guests at the home of her father, J. D. Cheesman.

Miss Loretta Harrington of Genesee Normal and Rose Harrington of Wellsville spent Thanksgiving with James M. Dean and family.

Mrs. Frank Rauscenbach and daughters, Mrs. W. K. Richardson and Mrs. A. D. Fuller were business visitors in Hornell, Tuesday.

Mrs. John Flannigan of Hornell spent Tuesday with her aunt, Mrs. Margaret Garvin, who is ill at the home of Mrs. James Dean.

Mrs. Jennie Rhinevault who came from Berkley, Mass., to visit relatives and friends in Andover, is passing the week in Belmont.

Mr. and Mrs. John Saxton, Mr. and Mrs. Harland Pease and two children, Betty and Muriel were guests of R. A. Pease, Thanksgiving Day.

Mr. and Mrs. G. W. Cummings and son, Wallace were in Shinglehouse, Pa., Thursday, where Mr. Cummings has accepted a job in the silk mill.

Mrs. A. C. Frisbey, Mr. and Mrs. Arthur A. Porter and Mr. and Mrs. Milton J. Gray were Thangsgiving guests of Mrs. Fred Fassett of Wellsville.

Mrs. Thomas O'Connor and daughters, Marion and Helen and Donald Gardner of Wellsville were callers at the home of Mr. and Mrs. Frank Dean, Friday.

Mr. and Mrs. J. R. Williams, Mr. and Mrs. J. W. Brundage and family, Mr. and Mrs. Edward Cable and family were Thanksgiving guests of Mr. and Mrs. F. A. Williams.

Mrs. Clifford Cleveland and daughters, Norma and Mary Louise of Richburg, were guests last week, at the home of her parents, Mr. and Mrs. Henry Baker, corner Maple and First streets.

—Fire of unknown origin destroyed one building and damaged three others in Eldred. Saturday, entailing a loss of over $35,000. F. L. Rhodes' variety store and dwelling on the second floor were completely destroyed, the Fred Shields' accessory store and a garage owned by S. R. Hazen were severely damaged.

Talented Violinist Coming to Auditorium

The Auditorium presents on Saturday evening, December 12th, in addition to the regular program, Mr. Carl Baker, violinist, direct from a vaudeville tour in California, Florida and the Southern states.

Mr. Baker was for many years bandmaster in the United States navy and was in the thick of fray in the Mexican campaign and World War. The Portland, Maine "Press Herald" of November 17th, states: "Mr. Baker handles the king of instruments with rare skill, and it was clearly demonstrated at his appearance last evening that the majority of the public appreciate a real musical treat."

There will be no advance in prices.

Badly Burned

Miss Ella Riley was severely burned, Monday morning, while getting ready to do the family washing. Just as she started with a teakettle of boiling water, her foot slipped on the linoleum and the whole kettle was poured over her body, enabling serious burns.

She is being cared for at the home of her sister, Mrs. W. F. O'Connell, but is critically ill.

The Allegany County Bible School Association

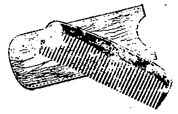
The County Bible School Association in Co-operation with the State Sunday School Association has arranged for Five-Day Standard Training School for all Allegany county S. S. teachers. It will be held in Wellsville, February 14-19, 1926.

Highly successful schools have been held at Wellsville in former years and this school promises to surpass those of other years. An excellent teaching staff of five members is being secured.

Rev. Walter L. Greene of Andover is director and Dr. T. Basil Young of Albany is Dean.

SAVE with SAFETY at your Rexall DRUG STORE

Do You Need a Good COMB?



In our assorted stock of high grade hard rubber combs, you will be able to find just the style and size you are looking for. Ladies' Combs, Men's Combs, Bobbed Hair Combs, Barbers' Combs, Handbag Combs, Pocket Combs, Little Combs, Big Combs. Let us show them to you. Reasonable prices.

J. D. CHEESMAN & CO.

The Rexall Store

ANDOVER NEW YORK

Practical Christmas Gifts

All those features you seek in a Christmas gift will be found in our collection of lovely wearing apparel for women and misses. Settle your Christmas problems in the most satisfactory and practical way, by giving mother, daughter, sister or wife a gift from Cannon's Store, where you may select those perplexing gifts in a surprisingly short time.

Here you will find the season's latest models in Coats and Frocks, in a variety of styles and colors—at a price to suit every shopper.

Also a complete stock of dainty, feminine accessories, to delight the heart of every woman.

THINGS SHE'LL LOVE!

TRAVELING CASES
DRESSING CASES
GLOVES
BLANKETS
TOILET SETS
LINENS
STAMPED ART GOODS
UMBRELLA
VANITY CASE
PERFUME
HOSIERY
SCARF
KIMONA
NEGLIGEE
BEADS
BATHROBE
PURSE
BLOUSE
SWEATER
BATH TOWELS
BEADED BAGS
SILK UNDERWEAR

James P. Cannon Company

Open Monday, Wednesday and Saturday Evenings

The Best Christmas Present!

A RADIO

One that will operate a horn and cost little for upkeep, is the "Best Christmas Present"

I have these in the FREED-EISMANN ATWATER KENT and RADIOLA

For which I am an authorized dealer

Frank Graves

F. L. BLOSS Corner Grocery

NEW BUCKWHEAT FLOUR

A nice plate of pancakes, made from our new Buckwheat Flour, will start you off right every morning.

-!- -!- -!-

We also have A A Pancake and Pillsbury's, both prepared Pancake Flours. With a pitcher of our Pennock's Maple Syrup your breakfast is complete.

Fresh Breakfast Cereals of All Kinds.

Prompt Delivery F. L. BLOSS Right Prices

Arvin Heaters for Ford Cars, Trico Automatic Windshield Wipers, Sparton Horns

PIERCE'S GARAGE

ANDOVER, N. Y.

Fountain of Youth

Our Best Attention and Service Always at Your Command.

Don't neglect our line of Park & Tilford's Chocolates—also Booths', Romance and Johnsons'.

We are adding to our home-made line of Chocolates every day.

Marshmallows, coated with Milk Chocolate 50c lb.

Milk Chocolates, coated clusters of delicious and healthful raisins—40c per lb.

Milk Chocolates coated Peanut Clusters ... 40c lb.

Our Tobaccos and Cigars are Sold at a Saving to the Consumer.

We have just installed a Cream Separator and separate our cream daily, thus insuring you of a fresh supply of whipping cream at all times.

On Saturday and Sunday—a one pound box of Chocolates and one pound of Home-Made Chocolates for—$1.00.

The Fountain of Youth

HARRY DREVAS, Prop.

Cash & Carry Grocery

We Have a Few Specials While They Last

25c Cut Wax Beans	15c
Refugee Beans	10c
Pink Salmon, 18c or	2 for 35c

B. C. WILLIAMS

Open Every Night Except Tuesday and Friday

Annual K. O. T. M. Meeting

Annual election of officers of K. O. T. M., at their rooms over the village hall, tonight, (Friday), December 11. This is a very important meeting and all members should be present.

TEN PAGES TODAY

ANDOVER NEWS

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

DECEMBER HATH XXXI DAYS
Peace on Earth and Good Will Are the Proper Things This Month, The Turquoise is the Stone.

VOL. XL. NO. 50. FOR THE WEEK ENDING FRIDAY, DEC. 11, 1925. 5c the Copy $2.00 the Year

WHO SAID ANDOVER IS LOSING OUT?

Exceeded in Population Only by Wellsville, Cuba and Bolivar.

According to the report sent the News this week by Florence E. S. Knapp Secretary of State, the village of Andover has made a gain of nineteen inhabitants in the last five years, but the Town of Andover sustained a loss of twenty-four.

This places the Village of Andover fourth in the number of inhabitants in Allegany county, being exceeded only by Wellsville, Cuba and Bolivar. The latter shows a nice growth, but Wellsville, has a loss of 143 and Cuba a loss of 234.

The secretary of State's report follows:

Albany, Dec. 7.—The Village of Andover has shown a population gain during the last five years, as the 1925 census figures announced this week by Florence E. S. Knapp, Secretary of State, credit the village with a population of 1,151, as compared with 1,132 back in 1920, a gain of 19. In 1915, the village had a population of 1,154.

Allegany county, according to the 1925 census figures, has 36,815 residents, or 27 less than it had five years ago. This decrease is very small when compared with losses sustained by the county in population during other five-year periods. The county has not gained in population since between 1900 and 1905. From 1905 to 1910 there was a loss of 1,845 followed by another 1,196 while from 1915 to 1920 there came a drop in population of 3,574.

Comparative figures for the villages and towns follow:

Villages	1920	1925
Alfred	598	663
Almond	440	463
Andover	1,132	1,151
Angelica	972	962
Belmont	1,021	1,021
Bolivar	1,146	1,385
Canaseraga	651	637
Cuba	1,611	1,496
Fillmore	502	491
Friendship	1,026	1,139
Oramel	123	146
Richburg	351	381
Wellsville	4,996	4,853

The population of 440 given Almond and 502 credited Fillmore is of the time of the incorporation of these villages following the 1920 census. The population of Belmont is identical with that of five years ago.

Towns	1920	1925
Alfred	1,269	1,314
Allen	524	508
Alma	643	700
Almond	1,121	1,176
Amity	1,843	1,876
Andover	1,809	1,785
Angelica	1,502	1,421
Belfast	1,279	1,268
Birdsall	464	452
Bolivar	1,979	2,272
Burns	1,214	1,176
Caneadea	1,183	1,193
Centerville	668	643
Clarksville	770	774
Cuba	2,395	2,369
Friendship	1,788	1,904
Genesee	911	979
Granger	590	557
Grove	602	548
Hume	1,701	1,585
Independence	1,028	1,056
New Hudson	663	600
Rushford	1,118	1,003
Scio	1,062	1,036
Ward	400	320
Wellsville	6,171	5,986
West Almond	416	411
Willing	755	821
Wirt	974	1,076

Healthographs

The present measles epidemic should be a lesson to Andover.

The epidemic reached its utmost possible limits.

We had no mumps epidemic because, tho we had a case in the village, it never exposed the school.

We had no diphtheria epidemic because parents were watching for signs of the disease and because of the supervision at school of a physician.

We may have a scarlet fever epidemic if precautions are not taken.

Scarlet fever is prevalent in parts of our state.

Once more, let it be repeated—**Parents—Do not allow children with the slightest illness to attend school until your physician assures you it is not a contagious disease; and teachers, send home such indisposed children until they return with a physicians certificate to the effect that their condition is not contagious.**

—H. G. STORNER, H. O.

SCIENCE USED TO LOCATE OIL

Newest Methods Found Successful in Salt Down Fields of Gulf Coast.

The trial and error method, by which practically all of the world's oil wells have been discovered, is being eliminated to a considerable extent in the salt dome fields of the Gulf Coast area thru use of two instruments which, based on thoroly sound scientific principles, actually accomplish the results that old Indian mystics used to claim for the hazel wand.

Unfortunately, or perhaps happily for the general welfare of the oil industry and the conservation of our oil supplies, these comparatively certain methods for determining the presence of an oil deposit are applicable only to those fields where salt domes exist in the subsurface structure. For it is the cap rock covering the salt dome that makes possible the use of the seismographic method; and it is the salt dome itself which is responsible for success attained by the Eotvos torsion balance.

The foromer method was developed by a German professor and has been used quite successfully by the Gulf Refining company. The instrument is similar to the ordinary siesmograph which determines the location of earthquake shocks, but it is built along less substantial lines to make it portable. It is set up randomly in wildcat oil territory. A charge of dynamite is placed several feet below the surface of the ground at some distance from the instrument and fired.

Artificial earth waves set in motion by the "shot" pass thru the cap rock of a salt dome usually composed of gypsum with much greater speed than thru ordinary earth and rock strata. Should a salt dome happen to be located anywhere in the vicinity between the instrument and the spot where the "shot" was fired, its existence will be visible in the seismographic records which the instrument makes. Generally oil sands are found along the sides of a salt dome, or in some cases the cap rock itself is porous and contains oil.

The second instrument, known as the Eotvos torsion balance, is a highly complicated mechanism and somewhat less successful, but it is slowly coming into use in this country. It was invented by Baroh Roland von Eotvos, professor of physics at the University of Budapest, and is produced by the Eotvos Geographical Institute there.

It operates on the principle of a gravimeter and indicates the approximate location of a salt dome when moved from place to place in an undeveloped oil field. First to employ it in connection with search for oil and gas were the Whiteall Petroleum Corporation of London, and the American Petroleum Corporation, in the United States.—Bolivar Breeze.

To Build Addition To Alfred Gym.

Alfred, Dec. 4.—Proposals are under way for the erection of a large addition to the new gymnasium, which when completed will rank with the foremost modern and fully equipped buildings of the state. The present section of the gymnasium erected at a cost of $17,000 is undergoing final touches and will be ready for the first basketball attraction of the season shortly after the holidays. The features include a permanent basket-ball court, a cinder track, jumping pits, shot-put circle and portable bleachers accommodating 2,000 people, to be set up on the track. The track and jumping pit are temporary, being a portion of the track to be installed in the contemplated addition.

The addition will be 120 by 55 feet, two stories high and completed at a cost of $83,000. The ground floor provides sufficient room for the remainder of the indoor track, making eight laps to the mile instead of fourteen; men's locker rooms and showers; women's locker rooms and showers; girls' basketball court; general gymnasium floor; heating apparatus and possibly offices and a trophy room.

The second floor will be given to lecture rooms, offices and a trophy room. The permanent basketball floor may be sectioned and arranged to be hoisted to the ceiling when not in use, thus providing an indoor field for football practice.

The cost of the present structure has been paid for by a bond issue, and the corner stone for the building will be laid at Commencement time in June.

She's 100 Percent. Are You?

BUY THESE LITTLE HEALTH SEALS AND SAVE LIVES.

RULES FOR BURNING SOFT COAL

State Trying to Educate Those Who Will Have to Use Bituminous Coal.

(1) Start fire similar to domestic anthracite, using lumps. After small-starting fire is thoroly ignited, continue to add coal until there is a good body of fire on grate. Before adding fresh fuel, push some of burning coal to back or side of fire, to get nearest smoke pipe vent. Do not completely cover fire with new coal. Build a bed of fire 10 to 14 inches deep.

(2) Large lumps should be broken before firing, as lumps about the size of the fist give best results.

(3) When starting fire all drafts should be open, with check draft closed.

(4) Study carefully the proper adjustment of the chimney, ash pit and feed door dampers. Usually it will be found that:

(a) When firing fresh fuel the smoke pipe damper must be left open; check draft damper closed; feed door damper open; and ash pit door and damper closed.

(b) The ash pit damper should be opened after firing to start up fire, open slightly during the day, and shut at night or when firing fresh coal.

(c) When fire is well started, ash pit damper should be adjusted, chimney damper nearly closed and check draft damper opened to an amount determined by experience.

(d) Adjust feed door damper after fire is burning well as found best by experience.

(5) Preliminary to firing a heavy charge of fresh coal, adjust draft to get good kindling fire, break up coke that may have formed on surface of fire with poker. Push part of burning coal to that part of fire box nearest vent to smoke pipe. DO NOT COVER ENTIRE BED OF BURNING FUEL WITH FRESH COAL AS PILOT FLAME SHOULD BE KEPT VISIBLE TO IGNITE GASES GIVEN OFF BY THE BURNING FUEL.

(6) Fine coal should be used on top of fire. This coal is very valuable for banking purposes.

(7) Shake grate seldom and stop as soon as light appears at bottom.

(8) Do not allow ashes to accumulate in ash pit. A partly filled ash pit interferes with proper draft and destroys grates.

(9) To avoid coal dust bituminous coal should be well wet down before being put into the cellar. The front of the pile should be kept moist by an occasional sprinkling of water. Damp coal prevents excessive gas and smoke when firing.

(10) The same general combustion rules apply to the use of commercial run-of-mine size of bituminous coal. Using fine coal alone, build up a fire by adding not more than three inches of fresh fuel at a time, until fuel bed about 10 inches thick has been obtained; then fire a larger charge to hold the fire for a long period. Always leave some red coals exposed to ignite valuable gases given off from fresh fuel.

Entertained at Bridge

Mrs. Ethel Rogers entertained at bridge luncheon, Saturday afternoon December 5th. Those attending from out of town were: Mrs. William Kellogg, Miss Miner Slater and Miss Ellen Young of Greenwood; Mrs. Luther Probasco and Mrs. Don White of Whitesville.

CITY HIGH SCHOOL FOR PROHIBITION

The Buffalo Catholic Union Tells This Interesting Story.

Prof. G. J. Raynor, principal of the Alexander Hamilton high school of Brooklyn, sent the following statement dated July 5, 1925, to A. J. Davis of the Anti-Saloon League of New York: "The attendance at this high school varies from 3,000 to 1,000. We have some 52 student organizations. I am personally or by representative present at practically all of their social functions, and for the past four years there has not been a single instance of observable violation of the prohibition law by any of these young people. About a year ago a New York newspaper man asked for permission to take a straw vote in the senior class, composed of 234 young men, to ascertain how many of them were in favor of a modification of the Volstead law. The vote was taken without comment; it stood 229 against modification, and 5 for modification. The paper did not publish the results; evidently this was not news. For many years our teachers maintained a voluntary relief fund supplying milk and other food for boys who came to school in the morning without any breakfast. We frequently bought shoes and overcoats in winter to relieve distressing cases. It was not unusual for small, dazed-looking boys to admit that they had had nothing for breakfast but beer. Since prohibition the voluntary relief fund has been discontinued, and we have not seen for years any boy coming to school in the morning showing the appearance of insufficient nourishment. For three winters we have had no cases of boys needing shoes or overcoats. Build into the next generation a sterling American, moral conscience and a grade of intelligence that shall be as far above the liquor traffic as we believe the present generation to be above the slave traffic."—From the Buffalo Catholic Union.

Rude Rural Rhymes

Home Sweet Home

This truth some poet has expressed, "The winds blow east the winds blow west, but each one likes his own home best." A friend of mine to learn their ways, traps little dicky birds and jays. That he may know when next he sees them, he paints them red before he frees them and gives each one a numbered band, a check when next they come to hand. He thus has learned that birds don't roam, in search of insects, far from home, and those once banded near his shack, tho they may take a southern tack, in later years come winging back. Likewise the writer of this poem, so be he could, would stick at home. If, like the birds, that bald old crank wore number bands upon his shank the scientist would find his traces years over year in wonted places, where he can work and play with Jim and Hannah cooks to meet his whim; for nature sheds her richest bounty on Ithaca in Tompkins county. The black men in the Austrial bush, the brown men of the Hindu Kush and further south in Malabar, all think their homes the best there are. It's lucky all mankind, I wot, are satisfied with what they've got else they might try to buy my lot, and likely start to raising hell because I do not want to sell. —BOB ADAMS

—Send the News for Christmas.

WHO RUNS THIS COUNTRY OF OURS?

John H. Perry Tells of the Growing Influence of the Rural Press.

Reprinted From the American Review of Reviews Nov. 1925.

[Local newspapers have always been more influential and numerous relatively in the United States than in other countries. But, in view of the more recent expansion of the daily press of the great cities, it is worth while to ask whether the country newspapers are holding their own as regards numbers, character, and influence. In response to our inquiries, Mr. Perry, in the present article, gives us an encouraging view of the status of local journalism. As president of the American Press Association, which represents a large number of co-operating country newspapers as a business agent, Mr. Perry has exceptional sources of information. He has had wide experience as owner and publisher of daily newspapers, and is able, therefore, to write without undue bias.—THE EDITOR]

* * *

The next time the Inquiring Reporter stops you on the corner and asks: "Who really runs the United States?" do not answer—according to your temperament and prejudices—"The Interests," "The Politicians," or "God knows!"

The correct answer is: The Country Press.

The force that controls this country of ours, in the long run, is the rural editor, in his capacity as spokesman for sixty million Americans who live and earn their living on the farms and in the villages and towns of 5,500 population or less.

It is not necessary to take the writer's word for it. Ask any politician whom you know well to tell you the truth. Ask any representative of "the interests"—big city bankers, for instance, or presidents of great railroad or industrial corporations.

The politician, if he is above peanut size, will tell you that he worries little about what the city papers say; but let even half-a-dozen country weeklies in his home state or district open up on him, and he pulls down the lid of his desk in Washington, Springfield, St. Paul, or Jefferson City and takes the next train home to see what it is he has done to make the farmers sore.

The Big Business man, if he is big enough to be entitled to the designation, will tell you that his business is good or bad, depending on how the country press like the way it is run; and that what those country people are thinking he finds out by reading, or having others read for him, what the country papers are saying.

If your contacts and point of view are so exclusively urban that this state of things seems to you like a case of the tail wagging the dog, and you are moved to cry out at the injustice of rural domination, consider a few facts, which your Big Business friend knows and may have told you.

Purchasing Power of the Farmer

Did you know, for example, that 72 per cent. of all automobiles are bought by folk who live in communities of fewer than 5,000 population? They are not all Fords, either; a good half of all the higher-priced cars go to the farmers and villagers who look to the country weeklies for their news, and who back up the country editors in their efforts to co-ordinate politics and business to the needs and desires of the country people. Incidentally, they buy a few other things besides automobiles.

Silk stockings, for instance, and they wear them rolled, the same as on State Street or Broadway. It surprised and puzzled the correspondents of some of the big city newspapers who "covered" the Scopes trial at Dayton to discovere that country girls bobbed their hair and were otherwise indistinguishable, externally, from their city cousins; that rural youth had the same penchant for Oxford "bags" as any urban "cake-eater." Fundamentalism and vanity cases had, somehow, seemed incompatible!

Big Business knows that the country not the cities, is the great market. Thirteen billion dollars is a lot of money. It is more than half the Great War cost us, including our loans to the Allies. But that is what the farmers of the United States spend every year for things which have nothing to do with the cost of raising their crops—according to William H. Woodin, who qualifies as a Big Business man by being president of the American Car and Foundry Company. That is about $2,000 a year for each of the six and one-half million farm families.

I have been trying to suggest the economic and social background against which the country editor performs his job of running the United States of America. He has a majority of the people and a majority of the wealth of the country behind him. Is it to be wondered that politicians listen when he has something to say?

Our Modern Country Editor

And if I have suggested a different farmer from the straw-chewing "by heck" caricature of the stage and the comic papers, please try to picture a country editor equally far from the down-at-the-heels, wolf-at-the-door rural philosopher, setting up his own editorials under a kerosene lamp and the stimulus of a corn-cob pipe and a whiskey bottle. In that character fiction and the movies still envisage him; pictures and often lovable, but not the typical country editor of today.

Oftener than not he has a university degree. Increasingly he has taken the journalism course which in the land-grant universities, especially, is focused much more upon the needs of the country editor than those of the city newspaper man. He sets his paper on a slug-casting machine that cost him $3,000 or more, and he probably has two or three of these. He prints it on a power-driven press that takes the paper from the roll at one end and delivers completed, folded papers at the other; that press and its equipment stand him $10,000 or more. In other words, he is a business man, a capitalist with $20,000 or so invested in his manufacturing plant.

To be sure, there are still many country papers, and some excellent ones, that have no such equipment or investment; but there are many more in which the plant is far more extensive. I believe a fair average of the investment in the country printing offices today is nearer $20,000 than $10,000; and the editor-owner is quite as likely to pay himself a salary of $75 or $100 a week and take out several thousands a year in profits besides, as he is to struggle along an a pittance.

More than 7,000 country papers, published in every corner of the country, come into the offices of the week. I do not know where or how American Press Association every it would be possible to get a clearer picture of what the country is reading and thinking, what the country people are doing and what they are buying—of what the Constitution calls "the state of the Nation," in fact—than is afforded by these concrete exhibits of rural tastes and tendencies. Merely to scan them at random is an education.

(Continued on Page Eight)

Full Line of SELZ BOOTS and RUBBERS

Wool and Cotton Socks

MRS. C. W. WILLIAMS