perous country newspapers set the

Buties Notices

FOR SALE-One and three-quert-

taken at once. J. C. LEVER. or E

FOR RENT

and bath, with garage. Corner Con-

DAY YOUR GAS BILLS

month and save discount

4 Wings Three Birds

EMPIRE GAS & FUEL CO.

Milo W. Waldorf, of Hornell, and

a reliable business man of that city

killed three male Mongolian phos-

sants on one of the days that they

. The kill was made in the presence

of three witnesses. The party were

proceeding along a highway when

they observed two flocks of phee-

sants strutting along a fence. Gue

flock was coming directly toward

them. They followed the fence until

they reached a ditch and entered

out of the car and into the Beld

He spied two male heads—one was

tooking for enemies in one direction

and the other was surveying a point

Mr. Waldorf fired. Two females

took wing and flew away. Mr. Wel-

dorf walked over to a fluttering male

that he had also knocked down the

second bird. He picked him up and

was startled to behold a third.

of which had fallen from the shot.

—He picked him up and observed

Drawing a bead on the two heads

n the oppossite direction.

About this time, Mr. Waldorf was

Al could be hunted with one shot.

With One Shot

on or before the 20th of

Alter and Church streets. Andover.

HOUSE FOR RENT-Right rooms

STEARNS.

WHO RUNS THIS (Centinued From First Page.) The Appeal of Local News

by minted, well illustrated; they look of his readers do know them.

'This is a farmer's newspaper. Local news, personals—news, in for city folk?

which caught my eye as I picked up page announcement of a local drug- liance of most of them. to pick a dozen rural papers at ran- day." Just that, but everybody who loveliness fade," he says, as he of comes to the country newspaper, dem from the pile of today's mail, knows Herman and Dorothy is in- ters rouge, powder and performe to from syndicates, in the form of The first thing noticeable is that they terested, and the editor assumes, the daughters of the mule-buying paper printed on one side with misall look well; they are cleanly, clear. rightly enough, that a large number farmers! Men's golf knickers and cellaneous text matter, the other s prosperous even before one opens Next is the Hollansburg (Ohio) fertilizers, silk stockings, gasoline, printed on the press of the country bon to the advertisements. They News. Holisusburg has 262 inhabit dresses—everything you see adver- paper. The editor has complete conso not look a bit like the sort of tants; the News has 275 circulation. tised in the city papers and a good trol of his paper when he uses plate

secuntry papers which vanished, with First column, a meeting of the Food many things that it would not pay matter, which he does not have when the historic "tramp" printers, who Club, at which various ladies gave to advertise in the city, produced them, many years ago. demanstrations of such modern and The Fermer's Main Reliance Here is a copy of the Carthage practical matters as "Ways of inter- The farmer no longer has to rush entire paper at home, buying their (N. Y.) Republican-Tribune, on top esting a child to drink milk;" mak- his crops to market and take whatof the pile. Twenty-eight pages, this ing custards, cottage cheese, egg- ever the forestallers and regraters Leadership, and the Country Editor trowded with advertising, and nog, cookies; "every-day courtesies." offer. He can hold for top prices, as The various Schools of Journalism, sypographically as attractive as if it Are these the wives and daughters an advertisement in the Frederick especially those at Columbia and the were a city daily instead of a coun- of the comic-paper farmer? They (Okla.) Press suggests: "While we State Universities of weekly published in a village of are not! They are the families of are prepared to huy your wheat if Missouri, Wisconsin, Illinois and 4,500. Next under my hand is the real farmers, who drive to the movies you want to sell, we are in good posi. Michigan, give a great deal of at I Feeder, of Eariville, La Salle Coun- on baloon tires. And over here, is tion to atore it if you do not care to tention to the problems of the small IT My. Illinois. "Why cannot Earlville the last column of this same paper, sell on the present market."

build and maintain a golf course?" is Arthur Brisbane's editorial. .In

mort, about people and things with The Observer, of Centerville hind its failure. You may rely upon and display of advertising copy, and which they are acquainted and in (Maryland), 61 years old (of which it, if there had been substantial una- this is reflected in the greatly which they are therefore interested a Baltimore paper says: "There is nimity among the farmers in favor proved appearance of the general) that is the backbone of the countrol not a better newspaper in Mary- of the plan as projected, it would run of country papers. There is a try newspaper, always has been, and land"), comes to the top with a have been carried thru; but here are markedly higher level of editorial be. The city paper can- variety of advertising that goes not compete in this field of news. long way to answer the question, men of their respective farming press of America as a whole; and Its readers have too little in com- "What does the farmer buy?" Mules communities, pointing out that few this, I believe, is largely attributable.

TOUCH THEATRE touch their pocket-books or their newspapers. The count religion. But they can be radical The count WEŁLSVILLE, N. Y.

SATURDAY, DECEMBER 12 THE LOVER OF CAMILLE" inew thing that has made the voice such as the editor of a city paper of the big that has made the voice of the big that has made the With Monte Blue and Marie Prevost

¿ Sunday and Monday, Dec. 13 and 14 ROD LA ROCQUE in

"THE COMING OF AMOS"

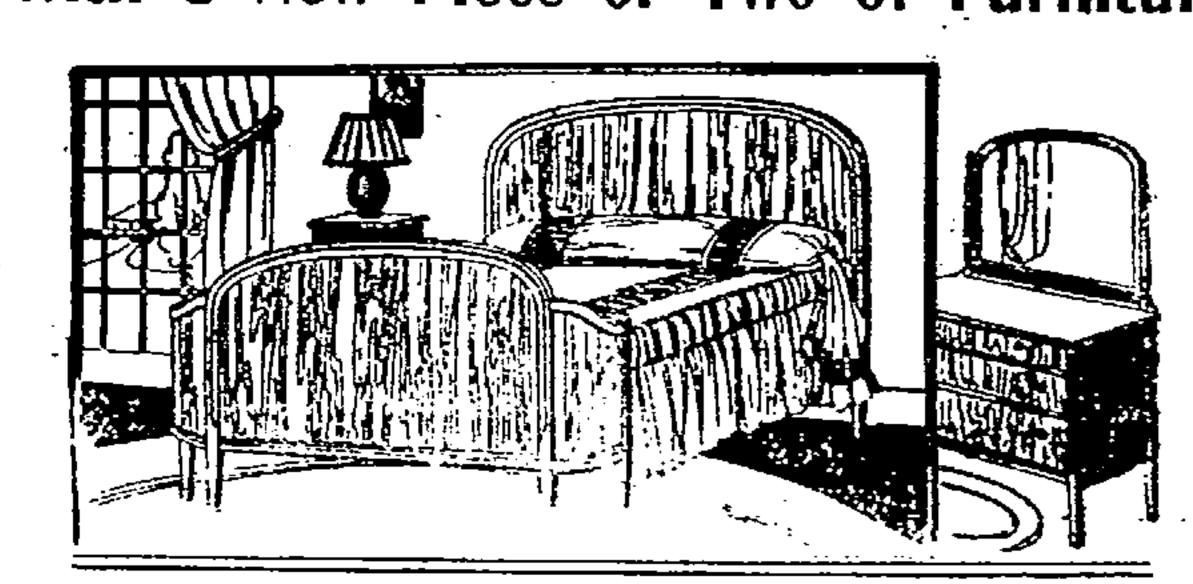
Tuesday & Wednesday, Dec. 15 & 16 is fare and progress. They have their CONSTANCE TALMADGE in "THE GOLDFISH"

. Matinees Daily at 2 P. M.

ÉBRIGHTEN AND CHEER THE HOME At Christmas Time and

With a New Piece or Two of Furniture 智"

Ever Afterward



The Most Enduring Gift One Could Bestow F

Apart from an unusually fine display of staple in where the stronger paper absorbs the weaker. There is likewise a tenevery-day furniture, our big department affords op- H dency to establish new small-town portunity for wide selection of those extra and oc- H newspapers. At the beginning casional pieces which are always most acceptable fill more weekly papers listed than in as gifts. Among them we suggest End Tables— I the previous year, 39 of them where Spinet Desks—Distinctive Hall or Bed Room Chairs 5 -Night Stands-Mantel Mirrors-Floor and Bou- F dior Lamps, etc.

Room-size and Scatter Rugs in Free Within a Radius of 50 Miles.

Our spacious first floor bristling with Christmas Goods, and Gift Buyers are multiplying as the 第

Nockwell Frost

"The Big Store with the Affiliated Bnying Power.

Wellsville, N. Y.

ladies' bathing suits; fire insurance, side to be filled with local news

he uses ready-print. The more prostown editor and publisher. A large 7

Some professional "friends of the proportion of their students have is the way in which the editor intro- a country paper? Brisbane? Why farmer" are greatly concerned, as had experience on local country pa duces a leading first-page article, not? Seventeen hundred country I write this, over the failure of the pers; many of them edit or publish Extiville has a population of 1,012; papers run every week the work of farmers' national co-operative grain- country papers while carrying on 17 the Leader's circulation is 1,275, this most widely read editorial writ- marketing company to carry out its their university courses. Much er. Did you think he wrote only undertakings, and profess to see the tention is given to typographical exsinister hand of "the Interests" be cellence, make-up, the preparation a half-a-dozen country papers, spokes- excellence observable in the country farmers understand the project, as to the influence of the schools of yet, sufficiently to feel "sold" on it. journalism upon the young men and F are conservative, these readers women who are now the editors and of the country press, in matters that publishers of so many of the country But they can be radical The country editor of today has a

a enough in politics when their public standing in his community and a rel servants let them down. They look to the country editors that of the banker, the doctor, or for leadership, and the country edi- the minister; perhaps a little of all tors have made their leadership ef three. He has a personal relationfective by organizing. That is the ship and contact with his readers I I of the rural press effective organican never hope to attain. The big zation; it is also what has made the newspaper is edited impersonally. publishing of country newspapers perforce, for the accidental fraction

of city people who may happen t County, district, state, and nation- get hold of any particular issue. The al press associations, with 90 to 100 country weekly is edited personally, per cent. attendance at their meet for the entire community within its ings, speak with authority and must circulation limit. The result is be listened to. They have learned different type of journalism in every City journalism is founded upon "foreign" business at rates that will fairs and church socials, their breed, pay; and they have discovered that ing associations and farmers' insti-Evenings at 7 and 9 . a good paper can command a fair tutes, their births, marriages and

· rate not only from its local mer- deaths; the emphasis is upon the

er of the national magazines Still more read a farm paper of one sort or another. For the news upon which they base their opinions, upon which in turn they determine their votes, they rely more and more upon their local newspapers. Every reader can read everything in his local paper with interest and most of them do. They prefer! all the things for which they spend Mooney of Temple, Okla., who does

I the national distributors are finding! it out, and using the rural press and the rural dealers more extensively! Looking back over the last quarter-century, one may notice several ! newspapers. There is an inclination toward consolidation-not a co-oper-1925, for example, there were 97

there was no newspaper before. In general, there has been a decrease in the number of country newspapers since 1900. Then there I were 14,000 weekly and semi-weekly newspapers, as against about 11. 000 today. There has, however, been ! a large increase in the number of' dailies. In 1900 few communities of less than 20,000 population were! regarded as large enough to sup-

port a daily, while now scores have thriving daily papers. I set on an intertype or linotype may chine and printed on a modern highspeed press, both driven by electric but they are not typical.

mon. They must be fed on sensa- for sale: "Kate and Dolly." "Phode portant adjunct of every country pet by know the bear they tions, not with paragraphs like thin, and Tobs, and so on. A half- per, but it is no longer the main re- spaced for many the state of the last the la which caught my eye as I picked up page announcement of a local drug- liance of most of them.

the Lake City (Minn.) Leader: gist featuring a popular tooth-paste The use of "ready-print" is de- lette that politicisms and Big Busi-"Herman Heinbockel and Dorothy and shaving cream. Another drug, clining, while the "plate" business is new must reckon with him the An may bring of the for I faterrupted, the writing of this Weeks motored to Rochester Fri- gust's advertisement: "Don't let your increasing. Ready-print is what conduct of this pation's government that second-head

HANDSOME

This December Clearing Sale of Coats brings to you a wonderful buying opportunity for saving, in the matter of selection, and the extra wear you will get from your Coat.

"January Sales" have never given you such advantages as this Sale presents-prices have never been reduced to so low a level, and every Coat is characterized by that high quality and style to which our patrons are accustomed.

In bringing this Sale to your notice we wish to make it plain that it is not a sale made up of makers' "odds and ends," "undersize" or "misfits," but clean, perfect garments that carry the ERLICH label as a warrant for correct style, expert tailoring, dependable fabrics, prime furs. and satisfactory service.

In telling you of this sale, we do not employ spectacular advertising, misreprsent value, or quote unreasonable comparative prices, but we do tell you that each Coat is radically reduced in price so that a better Coat can be bought at a lower price.

Take advantage of the splendid variety

own syndicates, supplying news and features comparable to the best of the city papers, their co-operative advertising agencies for obtaining goings of common-place people, their HORNEI L. N. Y.

"Where What You Buy is Good."

MAGAZINES

Appreciated Thru the Entire Year

Nothing could be a more appropriate Christmas Gift than a year's subscription to His or Her Favorite Magazine.

cals published, and can give you the lowest possible prices.

GIFT CARDS FURNISHED FREE

SUBSCRIPTION AGENCY J. HARVEY BACKUS & SON

storici hospital at Wellsville. Mr. of Duffy Hollow and was taken to hold its regular meeting next Wed- fore the accident. the hespital on Wednesday preceed- needay evening. December 16th, at ing his death and underwent an the home of Mr. and Mrs. Howard Bolivar Man Killed By Fall The body was taken to Penn Yan favorite Magazines at the News of pot street. Price very reasonable if What is locally known as the "Old officers and a good attendance is de-Mincher Farm," was recently sold by sired. as owner, Jay Burdick. The build- Mr. and Mrs. Wm. Pease and son Bragins hospital, Olean, December ing and the adjacent flats came into Willie, were guests of Mr. and Mrs. | 4th, from injuries received when he over, while the hillside portion was day. added to the farm of Walter Down-

ably be their last crop of hay from Pease remained there for a few Mr. Burdick's maternal homestead. | days. Mr. and Mrs. C. Lee Richardson Mr. and Mrs. Maynard Scott and accompanied by Mr. and Mrs. Frank son, Liewellyn of Belmont.

versary of Mr. and Mrs. Arthur Rich. day. ardson of Bolivar. George Guinn is looking after his day guests of Mr. and Mrs. Freestock for a few days.

business in Wellsville on Wednes- Mr. and Mrs. George Lewis,

appreciated by the people of this afternoon. hamlet. No doubt they do. The Mrs. Charles Updyke of Andover ads and desserts.

Our little settlement does not feel Wittie, Raymond Briggs. isolated from the world on account of its size. Almost every farmer barn and he has first-hand communi-the entire year. cation from the large cities, market reports , musical treats, jazz or grand opera during the long win-

Independence

Mr. and Mrs. W. J. Potter were Wellsville shoppers, Friday. Miss Mary Etta Spicer is enter-' taining the measles this week. Mr. and Mrs. S. W. Clarke were' in Wellsville. Friday on business. Mr. and Mrs. Carl V. Clarke returned Saturday, from a two weeks

Mrs. R. A. Clarke also Cleon and Mrs. John Illig were in Wellsville. Friday attending a Home Bureau Miss Carrie Lewis is home from;

Andover this week, with the measles Mrs. John Bishop returned from Andover, Monday. Mrs. Floyd Clarke entertained the Home Bureau members and their

Barney Mills

Frank Chapman is some better at time of writing. Norman Tracy was in Andover or Friday, having dental work done. Mrs. Floyd Heselton spent last week with her sister Mrs. George Lee of Wellsville.

trip to Knoxville on Saturday. Mr. and Mrs. Jackson and Miss Wellsville one day last week. Wallace continues Mrs. Anna bout the same. Howard Deck and Charles Tracy spent the week end at Geneseo.

West Greenwood Mr. and Mrs. Freeman Rogers were shopping in Andover, Wed-

Fred Brown of King Hill was this place, Monday, on business. Mr. and Mrs. Howard Scribner and son of Greenwood. Mr. and Mrs. Clifford Caffery and son, Robert, of King Hill, spent last Sunday with Mr. and Mrs. George Caffery. Bert Loomis and John Swarts were business callers in Andover on

Wednesday. Elwin Wheaton and his mother. are moving on the Joe Monroe farm near Canisteo. Louise Caffery has been working

for Mrs. Willis Scribner of Christian

. special school meeting was held! at the school house. Tuesday evening, Bert Loomis was elected trustee. Mr. and Mrs. Fred Conrad and daughter. Bernice were callers Andover. Wednesday.

George Mullen of Freemont has been visiting relatives in this place the past week. to Greenwood last Saturday. i. Comfort is moving his family

from Reville to the Hurst farm of

Mrs. Fred Brewster and family were in Andover on business, [] Ar. and Mrs. Flay Pease and son ordon, were callers in Hornell, last

wation sale at the Hurst farm, Wed-

David Cabb of Wellsville was in-

of Lindber Inferred to that Ford coupe, attempted to cross without moving the caps. Tivate crossing between Dake street and the Ward Annex in that village.

Clinton Lamberton, aged 32 years of Bolivar, a riz builder, died at

Homespun Yarn

the possession of Con Lynch of And- Raymond Collins at Wellsville, Sun. fell 35 feet from a derrick to the floor. His beed and face were ter-Mr. and Mrs. Flag Pease and son, ribly lacerated, both wrists broken Gordon, were Sunday guests at the and an x-ray executation revealed During the week Jay Burdick and home of her parents, Mr. and Mrs. a fractured skull, He Hved three his son, Carl, pressed what will prob- James Wellace at West Union. Mrs. days after the accident,

Bloss of Andover on Saturday last, guests of Mr. and Mrs. John Briggs | weather gives no excuse for a wintry attended the silver wedding anni- and family from Saturday until Sun- disposition, Mr. and Mrs. Ray Bessett, Mr.

Brown gravy for veal or lamb Lloyd Mead is confined to the and Mrs. Ross Woodworth and son particularly good if a little tart jelly house with an attack of measles and Wilson and Merrit Osmin were Sun. is added to

Burgie Scott of Wellsville, called Charles A. Bruen District Euper- money. Make your ewn—the state 12 15-81 Burgie Scott of Wellsville, called Charles A. Bruen District Super-on former neighbors on Thursday. intend, was a pleasant caller at our college of home economics has a bul-letin telling how. Ask for H 135. Independence ralled at the home of Cranberry felly can be cut into Our Elm Valley store should be Mr. and Mrs. John Briggs, Sunday any number of funciful shaves to

make an attractive garnish for salproprietor carries a stock of general spent a few days last week at the merchandise, gas and oil with prices home of Mr. and Mrs. Wm. Pease. Meringue may "shed tears" becorresponding to those of larger Perfect spells for last week were: cause too much sugar has been used. stores. Stowell is one of the boys, Virgil Slaght, Gertrude Briggs. Ger. For pies the correct proportions are ald Hyland, Louise Rogers, Richard from one to five tablespoonfuls of

sugar to each egg white. -Magazines make a Christmas Round heeled electric irons prehas his aerial from the peak of the present that is appreciated thruout vent rips and tears when the weekly

Choose here and save.

What a Wonderful Gift for the Home

A Living Room

SUITE--\$198

grade jacquard velour—best spring construction-

Davenport, Chair and Fireside Chair. Think as har

and long as you will, we do not believe that any oth-

er gift will impites you as being so thoroughly de-

sirable and satisfying as one of our marvelous living

Other Living Room Suites

Adroom Bench-French and American Walm

\$72.00 up to \$475

A luxurious overstuffed suite, upholstered in high-

ANDER NEEDS. PRIDAY, DEC. 11, 1925. Mos Million at Welleville | is getting a new from will do well to

receist of a letter from E oberts of Buffalo, general prohibi-Erie train No. 7. The men, driving it possible to clean the drain board

and horses sold from \$1.00 to \$9.00. The engine stalled and the cor —Louis B. Shaw, aged 88 years up of a big rum ring near New York over R. D. 2. dence which helped in the rounding Rew equinment. John Bishop, A A 5, 1925, at the Jones Mebospital at Wellsville. Mr.
Laire School District
bankment. Cobb is survived by a
st the home of his son, Harry P.
wife and two children, Prenyen, it Shaw, in Beliver, Nov. 30. Mr.
the state who is filling to the fullest equipped, including heater. Guy S Gorman has been a lifelong resident The West Greenweed Grange will is stated, was married the day be- Shaw, during the Civil War served degree your oath of office." in company I, 83ed Vol. Infantry,

Sheriff Page Praised

180 North Main St.

from the

The Gift that brings beauty and comfort into

The Whole Family Will Delight In

New Dining Room

SUITE--\$140

A French walnut suite of peautiful matched woods

Many families are clubbing together and getting

-8 pieces-oblong table, 60-in. buffet, host chair

something really substantial for the home as a

other. This is a happy thought, as all may enjoy a

Other Dining Room Suites

\$185 up to \$450

Christmas gift, rather than a few small gifts for each

and fire-side chairs, upholstered in tapestry,

the home and joy to every member of the family? It's the most

useful, practical and lasting gift of all. The demand for this sort of

gift is greater than ever this year and it is concentrated at this store

because our quality and modest prices mean extraordinary value—

gift like this.

\$85.00 to \$54.00 Table Lamps

When you come here shopping for your Greceries, you have a choice of the highest quality food-stuffs at all times.

Yet choosing this place to buy is practicing economy

WILLIAMS

CF BABCOCK CO. In Contract Our Deferred 114-118 Main Street Hornell, New York

a' urnitur = "

hristma

Announcement

A renewal of activity in preuatal and preschool health work is anticianta's Choice pated for the New Year. It is planned to hold consultations

ed, including graduate nurses, so that the work may be carried on as ef-

ficiently as possible. is resolved that a mother shall receive as much advice and benefit from her visits subsequent to the first, as she wishes; that is, that and interest in the cases. t is urged that mothers will seriously consider the prevatal aspect

of these consultations and its advan-

tage in decreasing both maternity

Notice to Creditors

Pursuant to an order of Hon. Bernard B. Ackerman, Surrogate of the County of Allegany, notice is hereby given to all persons having claims against the estate of F. M. Lee, late of the Town of Alfred, N. Y., deceased, to present the same with proper vouchers thereof to the undersigned, at Baker Brothers Hardware, Andover, N. Y., on or before the 10th day of May, 1926. Dated November 5, 1925. ARLING R. BAKER

Notice to Creditors

Pursuant to an order of Hon. Bernard B. Ackerman, Surrogate of the County of Allegany, notice is hereby given to all persons having claims against the estate of Chancey Wit ter, late of the Town of Andover, N. Y., deceased, to present the same with proper vouchers thereof to the undersigned Executor, at his residence in the Village of Burdett, N ., on or before the 3rd day of May,

Dater October 23, 1925. MELVIN A. GREEN,

"Say it With Flowers" and say it with **OURS**

QUALITY ASSURED All our Cut Flowers and

Plants are delivered direct from our Greenhouses Absolutely Fresh

MRS. GUY WOOD

C. G. James & Some

AXMINISTER, BRUSSELS and WILTON VELVET Furniture, Rugs and other Bulky Goods delivered

merry day draws near.

Bountiful and attractive displays of Handker- H the surviving paper to serve its conchiefs, Gloves, Silk Hosiery, Silk Underwear, Pocket is stituency more efficiently. The typi-Books-Under-arm Bags, Art Linens, Fancy Towels, E cal country newspaper of today is Blankets, Bed Spreads, etc.

All Ladies' Coats and Dresses at reduced prices. Come to the County's Biggest Store to do your hers still using primitive equipment, Christmas shopping and you will not be disappoint-

> printing both sides at once from the anticipating development into

Something That Will be

We are agents for all Magazines and Periodi-

THE ALLEGANY

months and the second of the s