

ALL NEXT WEEK

The New

DILLON OUTBOARD MOTORBOATS

WILL BE ON DISPLAY
At OUR SHOWROOMS

NO BOAT ON THE MARKET EVEN APPROACHES
THESE BOATS IN BEAUTY, CONSTRUCTION
OR PERFORMANCE.

Be sure and see them at the

ANDOVER GARAGE
90 MAIN STREET : ANDOVER, MASS.

W. J. MORRISSEY
Taxi Service
Auto Bus Parties — Weddings
Funerals
General Jobbing and Trucking
Telephone 59
PARK ST., ANDOVER, MASS.

LAWRENCE CO-OPERATIVE BANK
NEW SERIES FOR
FEBRUARY
NOW OPEN.
Applications for LOANS Wanted
Depository at the
ANDOVER NATIONAL BANK

HOT BED SASH
To start the young plants early. We furnish Glass of all kinds. Windows and
Doors in Stock or made to order. Mirrors resilvered.
W. F. TAYLOR & SONS
638-640 ESSEX ST., LAWRENCE Delivers in Andover PHONE 6470

CHRYSLER -- FRANKLIN
Used Car Special Sale THIS WEEK!

C. W. DILLON
15 OXFORD ST., LAWRENCE : : PHONE 24522

Where Shall I Send My LAUNDRY?
Judge your laundry from the quality of its service and
work — Ours will warrant your inspection and be the
answer to your question.
ANDOVER STEAM LAUNDRY
POST OFFICE AVENUE : : : : PHONE 110



Ram's Head Fabric
GUARANTEED ALL-WOOL
Fast-Dyed and
High Quality
American Woolen Company
This label appears only
on clothing made from
guaranteed all-wool cloth

When You Buy a Suit —
You want a suit that looks good, fits right and gives you lasting
service.
Lasting service depends upon the cloth. Only good all-wool fabric
will wear well and hold the style that has been tailored into it.
Demand Ram's Head Fabrics. They are guaranteed all-wool of high
quality. Look for the label on the suit—the guarantee is on the
label.

American Woolen Company
Ram's Head Fabrics
Styles that set the Style
Offers the choice of the widest variety of colors and weaves in the world

WEEKLY TRADE REVIEW

BOOST ANDOVER — LIVE IN ANDOVER

ANDOVER GARAGE COMPANY SECURES FRANCHISE FOR ATTRACTIVE LINE OF OUTBOARD MOTORBOAT

Lawrence Manufacturer Turns Out Craft Distinguished for Speed, Seaworthiness, Beauty,
Comfort and Handling Ability — Visitors Invited to Local Showrooms Where
They May Become Acquainted With Various Services Offered

Outboard motorboating is fast taking its
place as one of the most popular present-day
sports, and there is no better place for it to
become most popular than right in this sec-
tion of New England with the many lakes and
ponds that abound in this vicinity.

Its popularity has been confined largely to
the wealthier class as the cost of equipment
has been such that it was beyond the reach of
Mr. Average Man. The manufacturer who
could make a quality boat that was seaworthy
and at the same time have it present an ap-
pearance that would make its owner proud
of it has opened for himself a field that will
bring much pleasure to the man who has a
cottage at one of our lakes but who felt Out-
board Motorboating was beyond his fondest
hopes.

The Andover Garage company has secured
the franchise for a line of Outboard Motor-
boats that are priced right, attractive in ap-
pearance, and most seaworthy. In addition to
these qualities they have captured trophies,
which are on display at the Andover Garage
company this week, to show that the boats
are capable of giving all the thrills that
abound in this new and popular sport.

These boats are manufactured by the
Dillon Boat Works of Lawrence and have the
same reputable qualities that have made this
section of the Merrimack Valley known the
world over.

Dillon boats are noted for their speed,
seaworthiness, beauty, comfort and handling
ability. The following is a description of their
latest model; a fifteen-foot nine-inch five-
passenger runabout for use with either out-
board or inboard motor. This boat sets a
standard never before attained in a boat of
this type. Nothing on the market even ap-
proaches it in beauty of line, construction or
performance. No matter how much you pay
you cannot get better. The large twenty to
thirty-foot runabouts selling at many times
their price are no better built than these
boats. They are finished like a piece of fine
furniture with deep upholstered cushions
that you can sit back in and ride in utmost
comfort; high freeboard that gives you that
added sense of security; plate glass windshield
with bronze supports, nickeled, a windshield
that really protects your guests; bronze
nickel-plated bow plate, combination running
light, mooring bit, and last but not least a
positive rack and gear type of steering gear
that gives you positive control. This new

runabout will give you speeds up to thirty-
five miles an hour. You can hold her open in a
chop that will make a twenty-six footer slow
down. It will bank perfectly on a turn, in fact
it will do anything that any of the larger in-
board motor boats will do and in most cases
do it better. Once you see it perform and have
a ride in it you will not be satisfied until you
own one. The Andover Garage company has
one of these new boats on display. See it now
so that you can get your order in early and be
assured of yours when you want it.

Any additional information can be secured
from the Andover Garage company and an
inspection of the models on display is offered
to our readers this week and next. You will be
surprised at the prices for so fine a boat.

The Andover Garage company are keeping
abreast of modern merchandising methods by
offering to the people of this community not
only a complete garage and repair service,
which includes auto body work and painting,
but also carry a full line of the latest develop-
ments in radio, the popular Sparton radios.
Mr. C. A. White the treasurer of the organi-
zation extends a cordial invitation to visit
their showrooms to all, that they may be-
come better acquainted with the various
services his company can render.

Advertising Can Render Great Economic
Service in 1930

Babson Park, Florida, February 14, 1930.
Well directed advertising can do more than
any other one factor to hasten economic
recovery in the United States. 1930 offers the
advertising business both a challenge and an
opportunity. The challenge is two-fold; first
to the business man who advertises, and
second to the advertising man who prepares
and directs his campaigns. Business men must
have the courage to maintain their advertis-
ing appropriations in the face of the present
business recession. The time to advertise is
when sales are hard—contrary to the general
practice of advertising chiefly when business
is good and sales are easy. The advertising
man on the other hand, must have the courage
to cut out all unnecessary frills and to
make his copy produce direct results. The
business man has the right to expect that his
advertising brings in some definite orders as
well as build up goodwill. Those who manage
advertising must bear this in mind. Also they
must cut out all waste and extravagance, and
make every dollar count. Of course, some
forms of institutional advertising cannot
bring immediate results, and this, of course,
does not mean that they should be discon-
tinued. In general, however, advertising
should pay as it goes.

Advertising likewise, offers two-fold op-
portunities; first it enables individual busi-
ness men to meet effectively the unusually
severe competition of the present period, and
second it renders the country a great econ-
omic service. The value of wisely directed
advertising in overcoming sales' resistance is
too well known and too fully proven to re-
quire further comment. From a purely sel-
fish standpoint it pays to keep up one's
advertising, as thousands of individual
experiences have proven. The general econ-
omic benefits to the country as a whole,
however, are just as real, but are not so
generally recognized.

Advertising Can Render Great Economic
Service in 1930

Estimates place the cost of advertising
about three per cent of the cost of goods
which people consume. As a matter of fact
advertising has reduced prices rather than
increased them. It has done this by making
possible mass production and mass distribu-
tion. You cannot have one without the other.
Machinery brought us mass production, but
only through advertising have we achieved
mass distribution. Standardized package
goods could never have been marketed and
hence never produced on the present wide
scale, had it not been for advertising. The
reduction in costs resulting from large scale
production of standardized articles is passed
along to the consumer in the form of lower
prices. Hence, instead of being a factor to
increasing the cost of living, advertising has
been one of the most potent factors in re-
ducing it. At the present time when there is
considerable unemployment, it is, of course,
essential that living costs be kept at as low a

level as is consistent with reasonable profits.
Efficient advertising will greatly help to do
this.

Valuable in Creating New Uses and New
Industries

We hear much today about the machine-
made-unemployed. This is a real problem.
Labor-saving machinery has thrown many
men out of work. Yet no one will deny that
such machinery is necessary, and will in the
long run reduce the cost of living. In the re-
adjustment period, however, when these men
are walking the streets looking for jobs, the
crying need is for new industries in which
they can be employed. Advertising has been
largely responsible for the growth of our new
industries, including radio, new foods, rayon,
cellulose products, and many others. It will
continue to develop new industries, and also
to promote new uses for the products of
existing industries. All this means additional
employment for those who are deprived of
their jobs either by business depression or by
the introduction of labor-saving machinery
and methods. Hence by assisting employ-
ment, advertising gives a vital impetus to
business progress.

Financial Advertising Will Grow

Only within recent years have banks,
insurance companies, investment bankers,
and other financial institutions entered the
advertising field on a large scale. 1929 saw
more of this type than ever before. I expect
this sort of advertising to grow rapidly for
two very good reasons. First, reputable
investment houses have waded up to the fact
that they must present their story of sound
investment or else the public will continue
to be the easy prey of fraudulent stock pro-

(Continued on page 8, column 1)

KENNEALLY WELDING COMPANY
ELECTRIC WELDING ACETYLENE WELDING
BRAZING CUTTING
Portable Equipment
ANDOVER, : : : MASSACHUSETTS

COCKROACHES
are dangerous to your health. Call us and we will positively guarantee to
rid your premises of these pests. All transactions strictly confidential.
Lawrence Window Cleaning Co., Inc.
499 ESSEX ST., LAWRENCE, MASS. : : DIAL 20787

E. M. TEICHERT & SON
Painters and Decorators
OFFICE 22471 — RES. 31642
5 WILMOT STREET, : : LAWRENCE, MASS.

LIGHT AND HEAVY TRUCKING FURNITURE AND PIANO MOVING
GEORGE S. CARLETON and SONS
All Loads Insured 24 Hour Service — Dealers in Wood and Kindlings
Prices Right
51 PARK STREET, : : ANDOVER, MASS. : : TELEPHONE 51-M

195 Broadway, Lawrence Tel. 24457
ALFRED P. WEIGEL
CATERER and FOOD SHOP
Try Our "Banquet Brand" Mayonnaise

Quality Plumbing and Heating
For 23 Consecutive Years
Buchan & McNally
26 PARK STREET TEL. 121

LAWRENCE GAS & ELECTRIC COMPANY
PART OF THE NEW ENGLAND POWER ASSOCIATION
L. G. and E.
SINCE 1849
A PUBLIC SERVANT OF INTEGRITY

MERRIMAC PAPER CO.
LAWRENCE, MASS.

ANDOVER SAVINGS BANK

ANDOVER, MASSACHUSETTS

A sound, conservative, mutual institution which has been pro-
moting thrift in the community
FOR NINETY-FIVE YEARS

Assets..... \$15,444,600.00
Deposits..... 14,315,800.00
Quarter Days the Third Wednesday of March, June, Sept., Dec.
"SAVE WITH SAFETY"

FRIGIDAIRE

THE ELECTRIC REFRIGERATION FOR
MILK COOLING

sold and installed by
PHILIP D. DALRYMPLE
241A BROADWAY, LAWRENCE Telephone 5481

DAVIS & FURBER MACHINE CO.

NO. ANDOVER, MASS.

Textile Machinery Card Clothing

Glennie's Milk

PURE — SWEET — CLEAN

Retail Wholesale Good Milk Good Service
Anywhere Any Quantity

ESTABLISHED IN 1869

FRANK H. HARDY

Manufacturer of Brushes

HOME OFFICE
Shawsheen Village Andover, Mass.

To All 6-Cylinder CHEVROLET Owners LUBRICATION and TIGHTENING SERVICE

Lubricating all Alemite connections.
Oiling springs; oiling and greasing all brake shafts, levers, etc.
Removing, greasing and adjusting front wheels.
Draining crankcase and re-filling with six quarts of Wolf's
Head Oil.
Filling transmission and rear axle to proper level.
Tighten up entire car includes: tighten all body bolts;
tighten all spring bolts; tighten all manifold bolts;
tighten all fender bolts.

Price, \$4.95

ACADEMY GARAGE

32 PARK STREET : : TELEPHONES 1166—8131

WILLIAM HEINRICH ESTATE

BRICK and CEMENT LAYERS—CEMENT PAVING and STEPS

Manufacturers of Cement Blocks for
Buildings—Made by Power Tamper

15 COLBY STREET, LAWRENCE : : DIAL 25145

The GLORIA

LUNCH and RESTAURANT

On the Square — Just Off the Square

11 ELM ST., ANDOVER : Open from 5 A.M. to 1 A.M.



Lowell's Biggest and Best Department Store

NOW...

The Annual

ONE CENT SALE

of

WALL PAPER

You pay the regular price for one roll and
you get an extra for a cent.

"DIXIE"
Fire Kindlers
At Your Neighborhood Store
Ask for this easy method for
starting your Fires in Stove or
Furnace.

Leclerc Coal Co. Inc.
Wholesale Distributors
206 Lowell St. : Dial 22764

SPECIAL MEN'S SHEEP LINED COATS.....\$6.50

BOYS' SHEEP LINED COATS.....\$4.50

These Coats are made of heavy-weight Mole skin Cloth.

We give "S & H" Green Stamps

T.H. LANE & SON

COR. FRANKLIN & COMMON STS., LAWRENCE

Advertising Can Render Great Economic Service in 1930

motors; get-rich-quick schemers, and other bogus financiers who take away something like one-half billion dollars from the public every year.

Truth in Advertising Essential I have said that advertising is a powerful influence for economic welfare and progress.

Business by the Babsonchart is now seven per cent below normal compared with seven per cent above normal at this time a year ago.

CRYSTAL BALLROOM SHAWSHEEN VILLAGE FRIDAY VALENTINE NIGHT Crystal's 5th Annual Celebration

MEMORIALS OF MERIT For FIFTY Years OUR FIRST CONSIDERATION has been to satisfy our customers and we accomplish this purpose through QUALITY WORKMANSHIP at REASONABLE PRICES.



Meeting of Child Welfare Conference The Child Welfare Study Group held its weekly luncheon conference at the home of Miss Amelia Shapleigh on Thursday, February 13.

Washington Current Comment The shuttles carrying the life threads of Mr. Taft and Mrs. Hughes have made another shift, the venerable Chief Justice ceasing from his labors, and the New York lawyer taking his place upon the bench of the Supreme Court of the United States.

The new Liberal Party, which promises to free the people from dictation, ought at least to have the support of the stenographers.

The British Ambassador is commended for leading the applause during a post-prandial address which no one but he could hear.

A safe and sane Star Spangled Banner is proposed by a committee that is talking about an arms conference. Possibly he thinks that he had better bring the matter up before the world goes to war over the naval parity.

A judge who heard a celebrated divorce case states that he does not remember much about it. He is to be congratulated.

President Ortiz Rubio gets a pistol ball in the face as part of his inauguration ceremonies, Mexico should establish a closed season for public officials.

Along this same line, Mrs. G. Milton Frick continued her description of juvenile court procedure, taking up especially the care of the child from the time of his apprehension until his case comes up in the juvenile court.

From the outset parents must realize that in facing the problem of their children's friends they are confronting the most mysterious forces in human experience. They are meeting loyalty, and to tamper with loyalty is to play with the naked roots of good and evil.

A second book by Dr. Van Waters, "Youth in Control" was taken up by Mrs. H. Gilbert Francke.

The statement that seventy-five per cent of the prisoners in Sing Sing were under twenty-one years of age shows crime to be a problem of youth and hence of maladjustment and Dr. Van Waters calls upon adults to consider their share in the causation of delinquency.

Many young people fail because their parents have lost faith in themselves. In the true "democratic" family, the family where biological requirements of each member are understood, there is neither delinquency nor conflict.

The O. C. O. M. Wild Animal League held their weekly "Thursdays" match, Thursday, February 13, at the Shawshen alleys. The Lions fayed the Tigers 3-1. The Foxes were too foxy for the Bears and licked them 3-1, and the Cubs cleaned up the Wild Cats 4-0.

The Spools were high rollers in the Thimble club league and took three from the Thimbles. Mrs. A. Elander of the Thimbles hit 100 and 279. Mrs. P. Field rolled 99 and 266.

SHAWSHEEN VILLAGE Toy Symphony Performs Totals 414 384 369 1157

Marshals Lead League The Marshals winners of the first half of the Square and Compass league, are on their way for the second half.

To Hold Pop Concert and Dance The music committee of the Shawshen Village Woman's club will present a pop concert and dance Wednesday evening, February 19th, at eight o'clock in Balmoral hall.

Sets New Triple Record A new three-string record of 381 was set by Murphy in the Shawshen bowling league Wednesday night which tops the former mark held by Haslan by a single pin.

Wild Animal League Matches The O. C. O. M. Wild Animal League held their weekly "Thursdays" match, Thursday, February 13, at the Shawshen alleys.

Spools High Rollers The Spools were high rollers in the Thimble club league and took three from the Thimbles.

That's Something Little Mary was sent to a strange school, so was somewhat bewildered and inattentive.

H. Crockett 77 80 69 226 A. Elander 100 81 98 279

Johnston 99 92 94 285 L. Smith 98 101 90 289

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FORTIETH ANNIVERSARY (Continued from page 1) home of members and of the fairs which netted funds to help pay for the hall.

How many leaves are required to produce food enough to develop a full grown apple? This is a question that has attracted the attention of horticulturists in the United States Department of Agriculture for years because of its relation to the practice of thinning apples and pears.

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200 SHEETS PAPER and 100 ENVELOPES \$1.00 Printed with your name and address ANDOVER BOOKSTORE

Electric WAFFLES FOR THE WHOLE FAMILY The recipe is quite simple. We'll supply it. Once the batter is made, you have only to entrust it to the Electric Waffle Iron.