

IT CAN'T BE DONE . . .

You can't expect good health unless you eat NUTRITIOUS FOODS. To get QUALITY you must pay a fair price for it...

20th CENTURY BREAD

Do you happen to know anybody who has got a car for sale? Yes, I should think Jenkins has...

Can I see the Minister of Agriculture? Well, he's very busy, madam. What was it you wanted to see him about?

Crystal Ballroom, Shawshen Village, Opens Tonight

The most beautifully decorated ballroom in the Merrimack Valley, the beautiful Crystal ballroom in Shawshen Village, Andover...

DICTIONARY advertisement featuring an illustration of a man and a woman looking at a dictionary. Text includes 'OILOGY' and 'SHORTEN BROS.'

A. B. SUTHERLAND CO. advertisement for grocery department specials on Friday and Saturday. Lists various food items like corn meal, wheat flour, and jellies.

THE ANDOVER TOWNSMAN Looking Back Twenty-five Years

Miss Annie Smart has been spending the past two weeks with Miss Alice M. Bell at Bethlehem, N. H.

Belknap, Lucius F. Hitchcock, F. H. Messer; finance committee, B. Rogers, Brooks T. Holt, Charles A. Booth.

DIAMONDS! advertisement for Esther M. Barlow Jeweler. Text: 'Our diamonds are blue white and of the finest quality. We give a written guarantee with every diamond we sell.'

FOR THE HOLIDAY advertisement for Whitman's Sampler. Text: 'Lowe & Company, Druggists, 16 Main Street, Andover, Mass.'

Better Sleep It off advertisement. Text: 'Constable—Here, you've been walking around this square for an hour, and it's three in the morning.'

Advertisement about a woman who did not understand the language of business, went into the Bank of England and asked to consult someone about her war loan holding.

Advertisement about conversion or redemption, mentioning a woman who asked if it was the Bank of England or the Church of England.

Andover Churches

Calendar for coming week listing services for South Church, Free Church, Christ Church, Baptist Church, and Phillips Academy Chapel.

The annual meeting of the corporation was held on Tuesday evening and the following officers were elected: President, F. S. Boutwell; vice president, Mrs. Frank E. Gleason;

The Andover club held its annual meeting and election of officers in the club rooms on Wednesday evening as follows: President, Harry M. Eames; vice president, John W. Bell;

The Cameron took four points from the Blackwatch and the Gordons and Argyles split in two bowling matches rolled Monday evening in the Clar Johnston league at the Essex street alleys.

February 2—Cameron vs. Argyles, Black Watch vs. Gordons. February 9—Gordons vs. Argyles, Black Watch vs. Cameron.

February 16—Black Watch vs. Gordons, Camerons vs. Argyles. February 23—Cameron vs. Gordons Argyles vs. Black Watch.

Table titled 'Skea High in Clan Matches' showing scores for Blackwatch, Camerons, Gordons, and Argyles.

Table titled 'Clan Johnston Bowling Schedule' listing dates and opponents for various clan matches.

Ballardvale Miss Adele Matthews is taking a course at Cannon's night school, Lawrence.

St. Augustines Catholic Rev. Father W. Wolcott, pastor of the M. E. church, Methuen, performed the ceremony.

Phillips Chapel Rev. Newman Matthews, Pastor. 10.30. Public worship with sermon by the pastor.

Shawshen Community Church 9.30. School in Balmoral hall.

North Parish Church Rev. S. C. Beane, Minister. 10.30. Rev. S. C. Beane will take as his subject.

Temple's Radio Column advertisement. Text: 'Two men talking on a train. I think I'll move over your way. What is the most entertaining thing in your city?'

Temple's Electric & Radio Shop advertisement. Text: 'A Radio from Temple's Electric & Radio Shop, 66 Main St. Phone Andover 1175 for better service.'

BOOST ANDOVER

WEEKLY TRADE REVIEW

LIVE IN ANDOVER

The NEW FORD Passenger Cars and Trucks

reductions from
\$5.00 to \$25.00

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Authorized Ford Dealers

90 Main Street : : Telephone 208

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ANDOVER STEAM LAUNDRY
POST OFFICE AVENUE : : : : PHONE 110

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THE STRATFORD SHOP

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Books

Stationery

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The Andover Bookstore

BABSON SAYS MORE PUBLIC BUYING NOW WOULD HELP BOTH BUSINESS AND THE BUYERS

People Should Take Advantage of Present Low Prices to Stock up on Necessities—Advocates Sane Middle Course Rather Than Extremes of Saving or Spending—Some Stocks Are in the Buying Zone

Babson Park, Massachusetts, October 10, 1930.
All economic history shows that people fluctuate between extremes of spending and extremes of retrenchment and saving. Last year we were in a spending orgy; this year we are in a saving orgy. The way to healthy business is the middle road between these two. The present paralysis of buying is holding back business recovery, just as the inflation and extravagance of the past two years brought about business reaction.

While I would be the last one to encourage reckless spending at any time, I believe that we are now over-doing the retrenchment idea to the point of actual stinginess. This does not mean that we should abandon the practice of saving, but rather that we should moderate this practice to allow larger purchases of necessities. If every family who can afford to, would spend twenty dollars more in October than they did in September, business would be well on the way to recovery. Then all classes would benefit. Employment would increase, industrial profits would again trend upward, and prosperity would gradually return.

Present Buyer Profits by Low Prices
Curiously enough we all tend to do most of our buying at high prices, and refuse to buy at low prices. This is true in commodities, stocks, bonds, and everything else. Present prices of foods, clothing, building materials, iron and steel, copper, cotton, and other basic commodities are at bargain levels. Therefore, is not this a good time to stock up on necessities which we will need in the coming months? Such buying opportunities come only once in about ten years. Food at retail is now 11 per cent below last year. Many industrial and agricultural materials are at rock bottom; some indeed below the cost of production. Cotton is the lowest since 1915; copper is the lowest since 1897; wheat is the lowest since 1907; wool is the lowest since 1921; leather is the lowest since 1924; sugar is about at record lows; and rubber is lowest in history.

Washington Current Comment

England has long claimed that the medal for grim jokes belongs to Sir Walter Raleigh, who looked at the beheading axe and remarked that it was sharp medicine, but a cure for all diseases. A California prisoner under condemnation of death, has brought the great American spirit of humor to the front, and seems entitled to second prize, at least. He directed the police to the supposed burying-place of a score or so of his victims, but no bodies were found.

Mr. Edison says that there is no connection between goldenrod and hay fever: from which it is made to appear that the flaming weed is nothing to be sneezed at.

"Children Disappear While Mother Shops". The same good luck to father, if he happened to be a member of the party!

The State Department has a translator who is conversant with twenty-eight languages. If he plays golf, he should be able to express himself adequately when he is stalled in the rough.

The president of Ecuador quits and his resignation is refused. Sir Tommy Lipton is resigned, but refuses to quit.

Professional rain-makers promise to end a half-year dry spell in Virginia. The drought will do well if it wins in spite of a six-months handicap.

Health note: "Pilsudski dissolves Silesian Diet".

The report of an old English case at law tells how a lighted squib was tossed from hand to hand in a pleasure garden, everyone being anxious to be rid of it. The explosive finally went off in someone's face, with disastrous results. The Republican and Democratic organizations represent the picnickers (though as a matter of fact they have anything but a picnic on hand), and the prohibition issue is the firecracker, wanted by neither party, but destined sooner or later, to detonate, and singe the whiskers of one of the buck-passers.

Turati and Giuriati have been chosen to offices under Mussolini. After the Italian votes are counted, it is generally found that the "is" have it.

A Georgia man has shaken hands with sixteen presidents. If he had lived in some of the Latin-American republics, he could have cleaned up the job in as many years.

Page, Line and Paragraph

"Put out your fires, obey the State fish and game laws, give the game a square deal, and never shoot until you see horns." is the counsel of the U. S. Forest Service to deer hunters from now until the close of the season.

When cutting trees for fuel wood or to improve the farm woodlot, choose dead or dying trees, diseased trees, deformed trees that shade better ones, less promising trees in crowded groups, and the less valuable ones, such as gray birch, aspen, blackjack oak, dogwood, sourwood, blue beech, and ironwood.

If no suitable storage house is available, late cabbage may be stored in a well-drained part of the field. Level an area wide enough for about five heads of cabbage to be placed, roots up, in a continuous row. Wrap the outer leaves around the cabbage heads and cover them with a layer of straw or marsh hay. Where the weather is cold, cover them also with a layer of earth.

Hogs usually get tuberculosis from tuberculous cattle or fowls. To prevent this disease in swine observe a few simple rules: Pasteurize milk fed to hogs, especially milk from creameries. If hogs are to feed behind mature cattle have the cattle tested and eliminate reactors to the tuberculin test. Cook thoroughly any offal or carcasses that are to be fed to hogs, and dispose of tuberculous poultry flocks.
Many livestock owners think their cattle become infested with lice because they are unthrifty condition is often the result rather

There may be further temporary reductions in certain goods. No one can hope to buy at the very bottom; but he can be well assured that current bargains are not going to lie around for any great length of time. While I do not advise speculating in commodities, I do believe that those who need these goods for home consumption, or for use in their business during the next twelve months, would do well to buy at the present time. Now is an excellent time to stock up on goods that will be needed. The present buyer not only helps to restore business confidence, to start factories back to work and to give employment to thousands of mechanics, factory hands, retail sales people and others; but he also drives a very good bargain for himself.

Speed Up the Movement of Money

It is not so much the amount of blood in our bodies that determines our health—it is the circulation. Similarly, it is not so much the amount of money in the country that determines good business—it is the rate at which it circulates. No one doubts the necessity for reasonable saving, but it is true that if we put all our money into a sock, or hang on to our entire cash balances as if they had some saving grace to ward off trouble, we are slowing up the circulation of money and credit to the detriment of business and ourselves. An individual should always save a portion of his income. That is common sense. However, having set aside a reasonable portion he should spend the balance wisely and in constructive ways.

It is necessary for us to go through periods of the strictest economy and savings after periods of extravagance. As long as human nature is what it is, we shall probably always have to go through these periods, although economic science and education may in time tend to lessen their violence. For some months now we have been going through an extreme period of economy. It is about time to loosen up on the purse strings. That is not only good business for the individual, owing to the bargain prices available, but it is also the best stimulant to an upturn in gen-

eral business. Money and credit are the life-blood of business, and must circulate with greater rapidity to restore business health.

Some Stocks Are in a Buying Zone

It is becoming increasingly obvious to thinking investors that certain stocks have reached a buying zone. News as to current earnings is bad, and dividend cuts have been frequent enough to give the "bears" plenty of ammunition for depressing prices. The long-swing investor, however, knows that sooner or later depression always gives way to improvement. I reiterate that both business and the markets should do better this Fall. While this is not a time to load up heavily with stocks, a small portion of one's stock funds can be advantageously placed in carefully selected stocks with a good outlook. This readjustment period is different from most previous recessions. The preceding period of prosperity extended over several years—a longer time than usual. Consequently the period of readjustment cannot be completed at once.

The preparation period in financial fundamentals is always a waiting process, but when the situation properly develops one should not hesitate to pick up sound common stocks of growing industries. It has always been true that most people sell stocks on a low market and buy on a high market. Many of them wait until the rise is about over before they buy at all. Also they are most pessimistic and want to sell when prices are nearest bottom. The successful investor does the reverse of this. He buys when externals look blue; and sells when the rank and file are scrambling to buy. It may be that further recessions will occur when stocks can be bought at lower levels, but no successful investor hopes to have purchased at the exact bottom of a major market decline. The best he hopes for is to buy them sufficiently low to make a good profit on the subsequent long-swing upward. Business by the Babsonchart now registers 18 per cent below normal compared with three per cent above normal at this time a year ago.

First Iceland Settler

Traditionally the first settler in Iceland was the Norwegian chieftain, Ingolf, who named the place where he landed Reykjavik—i. e., Smoky Bay, from the steam rising out of the nearby hot springs. After him came many Norwegian viking chieftains and their followers, who fled, mainly from the west coast of Norway, to escape King Harald Fairhair's oppression.

Province of Beauty

Where men are not kept in mind of the beasts; for a dog, I will maintain, is a very tolerable judge of beauty, as appears from the fact that any liberally educated dog does, in a general way, prefer a woman to a man.—Francis Thompson.

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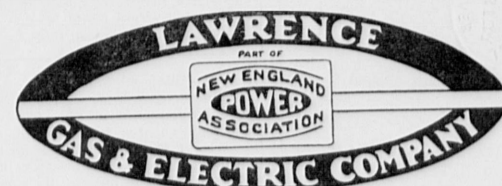
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