

SOCIAL EVENT AT WARSAW, ILL.

Mrs. T. A. Davis Entertained the Members of the Ladies Aid Society of the Presbyterian Church.

BIRTHDAY CELEBRATION

The Marsh Stock Farm Sold, Part of it Going to Mr. Schroeder of Fort Madison—Other News.

WARSAW, Ill., Dec. 17.—On Tuesday evening Mrs. T. A. Davis entertained the members of the Ladies Aid Society of the Presbyterian church, together with their husbands and friends to the number of fifty, at her handsome home, the occasion being the celebratory of her birthday.

The ladies of the Aid society presented her with a beautiful cut glass bowl, and accompanying it was a pretty little poem written by Miss May Photo, expressing the sentiments of the donors.

This was read by Mrs. Anna Johnson and feelingly responded to by Mrs. Davis. Delicious refreshments were served and the evening spent in social pastimes, enlivened by music.

The Warsaw stock farm was sold yesterday, a portion being bought by a gentleman from Fort Madison and a portion by A. W. McGregor of Warsaw. James F. Crawford was auctioneer. He will sell the personal property today. Three hundred and four acres sold at \$55 per acre to Mr. Marsh; sixty-two acres at \$70 per acre to Mr. Schroeder of Fort Madison.

Dr. T. A. Hartley has sold his one-half interest in the Electric Theater to T. A. Robbins, his partner, who will continue to operate it. There was a good patronage last night in spite of the weather.

The mud is being scraped off of Main street, a horse scraper or grader being used, and wagons employed to haul the dirt off. It makes quite an improvement.

The Warsaw Poultry association's annual show opened its four days' session yesterday, with some handsome birds, and also with some fine entries of white and yellow corn. Most of the day was spent in arranging the exhibits which were rather slow coming in, the weather preventing in a measure. Some fine birds are expected from neighboring states, and our local fanciers are already well represented.

The management deserve great credit for the labor and time spent, in endeavoring to create an interest in a better grade of poultry both for eggs and flesh. The handsome silver prizes offered as well as the incubator offered by the Warsaw Incubator company ought to stimulate a wide competition.

Warsaw Incubator full of chicks hatched yesterday will be one of the attractions today.

ADVERTISING ADDS TO NEWS WORTH Business Announcements Have Educational Value and are Read by all With Interest.

Few newspaper readers ever stop to consider the real loss they would suffer were all the advertisements eliminated from their morning paper.

The average reader is so accustomed to seeing the dealer's announcements day after day that they are taken as a matter of course, the same as fresh air and sunshine and other beneficial arrangements that cost nothing, but yet are exceedingly serviceable.

be complete without its advertising announcements, for the simple reason that advertising is really news—store news, business news—and the people of any community are naturally interested in the efforts and achievements of their fellow townsmen in business lines as well as in their social and artistic accomplishments.

"All news is advertising," so it is stated, and "all advertising that ever counts for anything must be news." Its Educational Value. The fact has been brought out by a number of recent writers that good advertising is not merely news that must be read by every wide-awake person who wishes to keep posted as to the progress of modern science, invention and business method—it is much more than this.

Advertising of the right sort should and does have a genuine educational value. It informs the reader as to facts of real interest and importance. It even trains faculties along the lines of thoughtful observation, judicious discrimination and practical action, following upon the resolve to purchase the desired commodity.

New inventions, new fabrics, new articles of food and wear; the fads and fancies of modern fashion; untried fields of thought; far-removed scenes of foreign travel—in fact, the whole realm of present day progress and enterprise would have to be included in any adequate account of the true scope of advertising in its educational respect.

The Saturday Evening Post in a recent issue said editorially: "Advertising is one of the greatest educational forces. The man with something good to sell is in a position to increase the sum of human comfort and happiness."

John Wanamaker, the merchant-prince said: "There is much advertising that contains nothing beyond screams of alleged bargains. But there is advertising written with a deeper purpose. It does not confine its efforts to telling you where to buy things of which you feel the need—it educates desire."

To read a newspaper by simply glancing through the telegraphic dispatches and society items, and then to skip the advertising sections altogether, is no longer regarded as the profitable method among well-informed and enterprising people. But whether they realize its educational value or not, the fact remains that the newspaper reading public does read the advertisements, and to a large part of the reading public the advertising columns are quite as interesting as any other section of the paper.

Prevents Substitution. There is still another way in which systematic advertising benefits the buying public and safeguards the interests of the shopper. It used to be the customary practice of unscrupulous dealers—and is yet, to a more limited extent—to offer some "just as good" whenever an advertised article was called for. But persistent campaigns of educational publicity carried on by enterprising manufacturers have largely discouraged this practice among reputable retailers. They have learned that it is actually more profitable to retain the confidence of their customers than to make a few scattering sales of unadvertised sumstates which are usually discovered to be very far from "just as good."

For if they had really been just as good the manufacturer would not have hesitated to advertise that fact broadcast. In the marketing of any manufactured article there are always two unavoidable expense items to be taken account of—the cost of production and the cost of selling or placing it in the hands of the consumer. And whether in the case of an advertised product or of an unadvertised product, these two expense items must be cheerfully met by every progressive producer. His problem, therefore, to reduce these two cost items to the minimum, thereby securing the largest profit for himself and the lowest prices with which to meet and undersell his competitors.

And it is a fact that the manufacturer of an unadvertised article is at the mercy of the manufacturer who advertises, and who has created a demand for his product right among the consumers themselves. The advertising manufacturer has educated the buying public to accept no substitutes under any circumstances, and more than this, through his increased volume of business he has been enabled to reduce the cost of manufacture to the rock bottom figure.

Thus it is that the advertising manufacturer has achieved the very highest form of industrial independence; and he has also brought incalculable benefit to the buying public by supplying a meritorious article at a lower price than was ever before thought possible. The educational function of the advertising columns would appear to be unquestionable.

BERNE, Dec. 17.—Dr. Deutcher was today elected the president of the federal council which makes him the president of Switzerland for a term of years.

Sick Headache. This distressing disease results from a disordered condition of the stomach, and can be cured by taking Chamberlain's Stomach and Liver Tablets. Get a free sample at Wilkinson & Co., pharmacy, and J. F. Kiedalsch & Son. Try it.

TWO BAZAARS THIS AFTERNOON

One at the Second Presbyterian Church and Another Bazaar is Held by the U. P. Ladies.

PRETTY DECORATIONS

Were Used at Each Place to Give the Parlors a Holiday Appearance and Both Successful.

This afternoon the Ladies Aid society of the Second Presbyterian church at G and Reid streets in the west end are holding their Xmas bazaar and supper will be served this evening to all who attend at a nominal cost.

The church has been prettily and appropriately decorated for the affair and the bazaar is a fine success for the ladies in every respect.

The Tables.

The chapel of the church is being used for the bazaar. A large market table laden with its many articles of cooking including preserves, bread, cakes, pies, and many other good things was one of the attractive tables of the affair. Mrs. D. W. Bishop and assistants were in charge of this table. An apron table, without which any bazaar would be incomplete, was another pretty table containing many pretty aprons, suitable for useful Xmas presents. Those in charge were Mrs. Perry Fulton and assistants. A miscellaneous table holding many pretty different articles on display was presided over by several of the society ladies and was much visited during the afternoon. Mrs. Cephas Harrison was in charge of a chocolate table where delicious hot chocolate was served to the afternoon callers. A candy table with many home made Christmas candies was presided over by Mrs. Geo. Bunner and assistants.

Christmas Entertainment.

On Christmas night at the church a fine entertainment of Xmas songs and recitations and special music by the church choir will be given by the members of the Sunday School. A Christmas tree and real live Santa Claus will be there to delight the little children and the members of the church and Sunday School will enjoy a fine Xmas tree on that night.

PERSONALS.

Mrs. A. T. Graham of Carthage was in the city today on business. Miss Florence M. Brinkman came home this morning from the Chicago Musical College to spend the holidays with her parents.

Mrs. Jennie Haynes and daughter, Miss Dyeve, and Mr. Arnold Coates of Monmouth, Ill., are in the city, coming to attend the Arnold-Harsch wedding.

J. R. Chisman of St. Louis, traveling freight agent for the Nashville, Chattanooga, and St. Louis railroad, was a Keokuk visitor Wednesday afternoon.

BEAUTIFUL FANS \$2 to \$12 Renaud's Jewelry Store

SOCIETY

The Belknap Post gave a private dance in Schouten's hall last evening, a large number of invitations being issued for the affair. Music for the occasion was furnished by the Agne orchestra.

Those in charge of the affair last evening were: Chris Locke, chairman, J. H. Jacobs and Jas. Holden. Yesterday afternoon at the home of Mr. and Mrs. J. B. Well, a tea was given in honor of Mrs. Helen K. Well of Cambridge, Mass. The affair was a very pretty one and a most enjoyable afternoon was spent by the guests, the hours being from 3 to 6. Mrs. Well was assisted by nine ladies. The house was very prettily decorated for the occasion with carnations and roses.

Quite a number of out of town people were in the city yesterday to attend the Arnold-Harsch wedding which took place at the home of the bride, 420 South Fifteenth street at 5:00 o'clock. The following people were present: Mr. and Mrs. Mort Harsch, parents of groom, Mr. and Mrs. Will Hudson, Mrs. Sam Hudson, brothers and sisters of St. Francisville, Mo., also Mr. and Mrs. Roy Williams of Rever, Mo., Mr. and Mrs. Will Harsch of Wayland, Mo., Mrs. Vera Kinney, Miss Emily Campbell, Miss Lulu and Oscar Brown of St. Francisville, Mo., and Mr. Harry McGuire of Williamstown, Mo.

CITY NEWS.

Captain John Ferris was down town today for the first time in several weeks, having been sick at his home.

The Chapel Fund Society will hold a sale of fancy articles at Westminster chapel, Friday, December 18, 2:30 p. m.

Don't forget George Sherwood has a nobby line of blankets and robes which would make nice Christmas presents. Repairing done promptly and at the lowest prices. The arc lights were not turned on last night as Manager Ayres had expected and stated they would be, on account of a ground in one of the machines. A separate insulation has been made between each machine and everything is now ready to have the light turned on.

Howard Tuggles, who with Hugh Hammond, is charged with being a holdup man, is out of jail. He waived preliminary examination this afternoon and his bond was fixed at \$300, which was accepted upon his own signature. Charles W. Yant came over from Kahoka at the instance of Tuggles' grandparents and arranged the bond, securing his release.

TODAY'S MARKETS.

Furnished by Bennett & Co., Commission Merchants and Members of the Chicago Board of Trade—W. W. Johnson, Local Representative, 312 Johnson street.

Chicago Grain Market. CHICAGO, Ill., Dec. 17.—Open. High. Low. Close.

WHEAT—Dec. 101 1/2 101 1/2 100 1/2 100 1/2; May 106 3/4 106 3/4 105 3/4 106; July 98 3/4 98 3/4 97 3/4 97 3/4.

CORN—Dec. 57 1/2 57 1/2 57 1/2 57 1/2; May 61 5/8 61 5/8 60 5/8 60 5/8; July 61 3/4 61 3/4 60 3/4 60 3/4.

OATS—Dec. 49 1/2 49 1/2 49 1/2 49 1/2; May 52 3/4 52 3/4 51 5/8 51 5/8; July 47 3/4 47 3/4 46 5/8 46 5/8.

Liverpool close—Wheat, 1/4d higher; corn, 3/4d lower. Chicago—Hogs, receipts, 35,000; market closed steady to 5c lower; top, \$5.82 1/2. Cattle—8,000; market steady.

Car Lots Today. Chicago—Wheat, 31; graded No. 2, 4; corn, 421; graded No. 2, 4; oats, 143; graded No. 2, 31. Minneapolis—Wheat, 312. Duluth—Wheat, 31.

Estimated Receipts for Tomorrow. Wheat, 325; corn, 156; oats, 143; hogs, 37,000.

Chicago Live Stock. CHICAGO, Dec. 17.—Cattle, 8,000; steady; hogs, \$5.20@7.70; stockers \$2.50@4.60.

Hogs—25,000; opened 5@10c higher; closed weak; light, \$4.80@5.55; heavy, \$5.50@5.85; pigs, \$3.70@4.80. Sheep—18,000; 10@20c lower; natives, \$2.50@4.60; lambs, \$4.25@7.15.

Kansas City Live Stock. KANSAS CITY, Dec. 17.—Cattle, 5,000; steady; hogs, \$4.50@7.25; stockers, \$3.00@5.25.

Hogs—14,000; strong; bulk, \$5.10@5.70; pigs, \$4.25@5.00. Sheep—3,000; steady; muttons, \$4.00@5.75; lambs, \$5.00@6.75.

New York Stocks. NEW YORK, Dec. 17.—There was a concentrated selling of the American Smelting again this morning. Most coming from the Boston houses. The room traders, aggressive were on the

NEW STORE Ewers McCarthy & Co. 412 MAIN A GREAT CHRISTMAS STORE Presents this week a few suggestions for the consideration of the thoughtful, discriminating persons who seek gifts of character and worth, for men and boys. Your great advantage here is our stock contains nothing but new and well selected merchandise. SUITS AND OVERCOATS in both plain and conservative models, all wool \$12 to \$25. Shirts, plaited and plain 50c to \$1.50. Hats, all new shades, including greens and olives \$1.50 to \$3.50. Sweater coats, Men's, boys' and ladies, all shades \$1.00 to \$3.00. Suspenders and suspender sets, silk and lisle, put up in Xmas boxes 50c. Hosiery, plain and fancy lisle 25c and 50c. Handkerchiefs, silk and linen, plain and initial 10c to 50c. Gloves, unlined, silk lined and wool lined 50c to \$1.50. Night shirts, muslin and outing flannels 50c to \$1.00. Pajamas \$1.00 and \$1.50. Umbrellas \$1.00 to \$4.00. Suit Cases \$5.00 and \$6.00. We would especially like to have you see our large assortment of beautiful silk Neckwear 50c and Mufflers all silk, from 50c to \$2, which is unequalled in Keokuk.

bear side and made constant efforts to force a further downward movement. The buying of the general list was of a good character. Near the end of the first hour the prices eased off. The governments were unchanged. Other bonds were irregular.

Stocks. Atchison 96 1/2, American Smelting 81 3/4, Amalgamated Copper 79 1/4, Anaconda Copper 47 3/4, Baltimore and Pacific 109 1/2, B. R. T. 56 1/2, Canadian Pacific 174 3/4, C. and O. 55 1/4, Erie 33 3/4, Illinois Central 126, Louisville and Nashville 122 1/2, Missouri Pacific 63 3/4, New York Central 119, Northern Pacific 121, National Lead 77 1/4, Pennsylvania Railway 129, Rock Island 22 3/4, Do preferred 58 3/4, Reading 138 3/4, St. Paul 147 3/4, Southern Pacific 119 1/2, Sugar 128, United States Steel 53 1/4, Do preferred 111 1/4, Union Pacific 180 5/8, Washash 18 3/4, Do preferred 46 3/4.

MORE TESTIMONY IN THE CASE

Section Foreman Who Bought the Chain Stolen from the Wedler Residence.

This afternoon in the Superior court, additional evidence was taken in the hearing of Givan and Fitzgerald, the two Hannibal youths who are charged with burglarizing the resi-

KILL THE COUGH AND CURE THE LUNGS

WITH Dr. King's New Discovery FOR COUGHS AND ALL THROAT AND LUNG TROUBLES. GUARANTEED SATISFACTORY OR MONEY REFUNDED.

Only One "BROMO QUININE," that is Laxative Bromo Quinine Cures a Cold in One Day, Grip in 2 Days on every box. 25c

dence of F. A. Wedler during the street fair last October, the hearing not being concluded yesterday afternoon.

Mrs. Wedler was again put on the stand and told of a gold chain with a gold cross on it, being among the stolen property. G. E. Yahn, a section foreman told of buying the silver chain from the two men one morning at 7:20 o'clock on the platform at West Quincy, for 25 cents and identified the chain by a loose link. He said that one of the men took it from his pocket and handed it to the other one, who sold it to him. They also tried to sell an overcoat for \$2. One of them had a gold chain with a cross on it around his neck.

The men told him that they had come from Keokuk and were on their way to Hannibal. Although Yahn asked them to wait for a train, they preferred to walk and he never saw them afterwards until this afternoon in the court room.

The grand jury will investigate the case further and unless the two young men can furnish bond, they will remain in the county jail until the March term of the District court.

A Reliable Remedy FOR CATARRH

Ely's Cream Balm is quickly absorbed. Gives Relief at Once. It cleanses, soothes, heals and protects the diseased membrane resulting from Catarrh and drives away a Cold in the Head quickly. Restores the Senses of Taste and Smell. Full Size 50 cts. at Druggists or by mail. Liquid Cream Balm for use in atomizers 75 cts. Ely Brothers, 56 Warren Street, New York.

SKATE AT THE ROLL-A-WAY

600-611 Main St. Finest floor west of Chicago. Expert skaters in attendance assist those learning. Afternoons and Evenings. Rights of admission reserved. Wilmeritz & King, Mgrs.

WANT COLUMN

WANTED. WANTED—Railroads are again calling for hundreds of trained men to fill positions as firemen, brakemen, electric railway motormen and conductors. Uncle Sam also wants more competent men for railway mail clerks, carriers and P. O. clerks. Our practical courses by mail will fit you in a short time for any of these good paying positions. Write today for free catalogue and say for what position you want to qualify. The Wenthe Ry. Corres. School, Freeport, Ill. Dept. 358. It

WANTED—500 men to learn barber trade and take positions waiting our graduates. Few weeks completes. Constant practice furnished, scholarship include tools, instructions, demonstrations, examinations and diplomas. Write for catalogue, Moler Barber College, St. Louis, Mo. It

WANTED—A girl for general housework, No. 829 North Ninth. It FOR SALE—OR FOR RENT—House and lot 811 South Sixteenth street, J. S. Ferguson, 1601 Carroll. It

WANTED—A good girl for general housework. Apply "A," this office. FOR RENT.

FOR RENT—Two large, front, elegant office rooms, steam heated, second floor Younker's building, Fifth and Main. Two entrances from street. Easy stairs. Nothing better on Main street. Reasonable rental. See J. C. Paradise Realty Co., Gate City building.

FOR RENT—Dwelling with gas, bath and barn, Also farm near Keokuk. Inquire 727 Morgan street. It

FOR RENT—Eight room house, \$15 Concert. Apply 722 Franklin street. It

FOR SALE. FOR SALE—Flyer for short time only. The two cottages of 5 rooms each, and barn, all on one lot, 19th and Tine streets, \$1,050. Reduced from \$1,300. Monthly rental \$12.50. Will net 12 per cent on investment. Owner needs money. Dirt cheap at \$1,300. J. C. Paradise Realty Co., Gate City building. It

LOST. LOST—A child's tan bear skin garment. Finder please leave at Du-menil's grocery. It