THE GATE CITY

PUBLISHED BY
THE GATE CITY COMPANY

C. F. SKIRVIN.....Manager

DAILY BY MAIL.

One year.....$3.00 Four months...$1.00
Six months..... 1.50 One month..... .25

Entered in Keokuk postoffice as second class matter.

Postage prepaid; terms in advance.

All subscription orders should give the P. O. address and state whether it is a new or renewal order. If change of address is desired, state both the old and new address.

Remit by postoffice money order, express money order, registered letter or draft, at our risk.

The date printed on the address of each paper notes when the subscription expires.

Subscribers failing to receive their papers promptly will confer a favor by giving notice of the fact.

Address all communications to
THE GATE CITY COMPANY,
No. 18, North Sixth St., Keokuk, Iowa.

THE GATE CITY is on sale at the following news stands:
Hotel Keokuk, cor. Third and Johnson.
C. H. Rollins & Co., 629 Main street.
Ward Bros., 535 Main street.
Depot News Stand.

Keokuk, Iowa .....Sept. 15, 1910

AWAY.

"I won't be long," the Little Boy said,
As he clattered him down the stair,
And found him a hat for his curly head
And called a dog somewhere.
Then off like a flash down the shady lane
With a whistle and cry and song;
And back to us ever it came again:
"I won't be gone very long."

"I won't be long," the Little Boy said,
As we saw him among the trees,
His eyes all bright and cheeks all red,
A friend of the birds and bees;
Then through the hedges and out of the gate,
For naught in the world goes wrong
With a boy of six or seven or eight—
"I won't be gone very long.

"I won't be long," the Little Boy said,
"I'm just going out to play."
And the curly dog barked and the two of them sped
Over the clover away.
He waved us a kiss with a little brown hand
And cries rose here and there,
For oh, but a boy does understand
A dog and the open air!

"I won't be long," the Little Boy said,
"Don't wait any supper—you see,
I'll just have a bowl of milk and bread
And my dog will eat with me."
Then he swung his hat on its tangled string
Till the curly dog wagged his tail
And romped and played like a boy in spring
And barked him a comrade's hail.

"I won't be long," the Little Boy said—
Oh, Mother of him, don't cry!
The leaves come green again, yellow and red,
And the years and the years go by.
But sometime he'll come, as we've seen him do,
With the bark of a dog and a song.
For it must be true—oh, it must be true
That he'll not be gone very long!

—J. W. FOLEY.

Now the school boy swaps indigestible green apples for undigested school books.

A new graft hunt is on in New York, where there should be day and night gangs of probers.

In view of the prevailing unrest, the time has gone by when any conservative statesman can safely neglect the cattle shows.

American tourists spent $250,000,000 abroad the past summer, much of it advertising in the competition for social success.

If you want to see how you look after that green corn, observe Tabby carefully after she has had her whiskers in the milk.

The Conservationists at the St. Paul Congress must have been perplexed by the number of would be fathers of this lusty infant.

With so many swiftly moving automobiles, the kidlets will have to go on the railroad tracks for a comparatively safe place to play.

If Dr. Cook, who has been seen in the Chili mountains, wants an inconspicious place, let him try an unfashionable street in a city suburb.

If T. R. so much as mentions the chapter and verse where any of the Ten Commandments may be found, Wall street gets the blue shivers.

Five out of twelve members have voted Mr. Ballinger out, but he will hardly have to slep under a hay-stack to-night unless the whole committee acts.

T. R. favors the "New nationalism," but the politicians will settle the question according to whether they have more friends at Washington or the state capital.

The stock market has had the stuffing knocked out of it, but those who know the difference between a poker chip and a bank deposit have not suffered much.

Taft and Roosevelt could not be expected to continue indefinitely without differences. A high geared automobile and a massive truck wagon are each admirable in their own way, but they don't always hitch as travel-companions.

More swimming records have been broken the past summer than since O'Grady swam out and Prof. McGinty conducted his famous explorations of the bottom of the sea.

The joy which pater families feels on welcoming his family home from the summer resort is modified by the reflection that there are some rules in the cook book yet untried.

For the first time the Kaiser's prize, the most coveted of all honors at the University of Berlin, has been awarded to a woman this year. The winner is Fraulein Schwenke.

It is said to be a sign of progress that many millions of Chinese are to have their queues amputated. The real reason may be the demand for more puffs and switches in America.

From the number of congressional speeches now being sent through the mails, most of them known only to the Congressional Record type setters, we infer a prosperous season for the junk man.

Canada has scored the first foot ball fatality of the season, but the season is young. If the Canadians expect to achieve the casualty record they will have to regard this painful episode as a mere start.

The success of the aviators in dropping oranges on targets at the Harvard meet last week, is a suggestion that in future it may be needful to spend more money for smart diplomatisits and less for war ships.

Railroad employes are telling the Commerce Commission that rates should go up, so that advanced wages should be paid. If the new rates are sanctioned, will they ask another raise on account of better earnings?

Mrs. E. W. Rockwell of Audrain county, Kansas, when her husband was unable to get enough help to save the harvest went out and cut eighty acres of grain and forty acres of hay, thus saving a crop that might otherwise have gone to waste.

Former Mayor McClellan of New York, who has returned from Europe, will begin the practice of law at once. It seems that back in 1892 he took the precaution to be admitted to the bar, but he has never practiced anything but politics in twenty years. Law is now his last resort.

Sir Cheng Tung, the Chinese minister to Germany, who was formerly minister at Washington, will send his two sons to America on the steamship, Kronprinzessin Cecile, on September 9. They are to enter Amherst college in the fall. Sir Cheng was partly educated at Amherst after being fitted at Andover. He has dropped his title and calls himself Mr. Liang Cheng.

Miss Celia Haag is deputy tax collector of Carlyle, Ill. Her father is the collector, just having been reelected for his third term. Miss Haag is 22 years old and has had entire charge of her father's business for several years. She is said to give such satisfaction as deputy collector that the voters of Carlyle refused to consider her father's opponent for the office.

WHAT IS THE COUNCIL DOING?

Burlington has the commission from of government. Under the above caption the Post of that city comments on the failure of the commissioners to keep the public inofrmed through the newspapers of "what's doing." The Post says:

The success of the commission plan of city government appears to us to consist in great measure of favorable newspaper publicity. Without this persistent boosting by the papers the weaknesses of the plan would soon become apparent. The daily press delights in the exploiting of sensation. The commission plan is new, and therefore is given first page position and attractive headings. Pretty soon it will no longer be new or novel, and the papers will turn on it and rend it in order to create a new sensation. The Des Moines Register and Leader has found a mission in going around over the state gathering up favorable things to print about the new plan. The idea seems to be that five men are more competent in a business way than nine men, and that they will observe a higher code of municipal morals. The Gate City says the Des Moines paper sent to Keokuk a few days ago for photographs and a sketch of the three commissioners, in order to exploit them. These sketches were written and sent on by the city attorney. Of course these notices are favorable to the three commissioners and of course they give the commission plan a roseate tint. In Burlington we do not know yet whether we like the commission plan or not. We do not know what the commissioners are doing. No one knows what they are doing. No one knows what they are doing except a job printer on one of the back streets who prints a hundred copies of a pamphlet once a month giving the proceedings and transactions. Probably when the voters eventually learn the details of some of the council proceedings they will vote out the present railroad administration with a good deal of satisfaction.

A Quail's Worth.

Davenport Democrat: Sixty different kinds of weed seeds have been found in one little quail. These birds are worth much more in the field where they work than on the table.

A Little Plain Speaking.

Wall Street Journal: At last an American returning from Europe gives out an interview which is not made up of assurances that "the country is all right," that we do not need to take ordinary business precautions, such as the rest of the world finds imperative, because our resources are so boundless, and other patriotic flubdub of the same kind, which would be merely funny if it were not so dangerous. It is to be presumed that with modern facilities visitors to Europe can keep in fairly good touch with conditions here, but apparently distance lends enchantment to the view and the result is a monotonous chorus of praise without a word of urgently needed criticism.

Victor Morawetz is an authority of a different character and if we could leave the adjustment of our currency and banking systems to such experts as he, we would have more cause to congratulate ourselves upon our enormous natural advantages. Mr. Morawetz says:

"The recent unsettlement of business conditions and fall in Stock Exchange values were not due to the prospect of poor crops. The reduced wheat crop in the northwest was not a legitimate reason for one-twentieth part of the fall in the market value of railway securities alone. Nor can the fall in values be accounted for by the operations of speculators desiring to depress the market, or by unreasoning fears on the part of the speculating public. The fall in values and the unsettlement of business conditions were due to underlying causes entirely beyond the control of speculative influence."

These causes are stated in some detail in the New York Times of Sunday. After laying stress upon the necessity for establishing relations between the corporations, the administration and the consumer of a permanent character, where each shall know his rights and limitations, Mr. Morawetz places his finger upon the underlying cause for the present uneasiness. This is the enormous absorption of available free capital in construction work of all kinds, coupled with unparalleled extravagance. No wonder this authority says:

"In my opinion, we must look forward to a period of diminished business activity and reduced profits until we have readjusted prices and expenditures, and by economy and thrift have accumulated an adequate amount of available capital."

This is what we have to face nd the sooner we talk about the means of meeting our obligations the better. Let us make up our minds that even a bumper crop of corn will not remove the urgent necessity. A New York daily which has been gratituiously bulling the stock market for some time past sapiently remarked on Monday that "Wall Street is the only blue spot in the country."

We seem to have heard that utterance before in various forms. In one form it is applied by unscientific people to the barometer, when it shows an alarming fall without a cloud in the sky. Later the same observers are wondering if we shall ever see fine weather again. The barometer rises in due course, but we are not told that "Wall Street is the only blue spot in the country." The same critics declare at such times that "stocks are being manipulated in order to unload them."

The Minister and His Way.

Davenport Democrat: Take a minister as you meet him and he has a hard time of it. He doesn't keep two coal stoves going when one will save him from freezing. He doesn't have more than two motor cars in his garage. He doesn't buy many precious stones. He scrapes and saves; his wife darns his stockings; and there is a beggar knocking at the door all the time. To be sure there are a few clergymen who draw $10,000 a year, and a much smaller number who receive twice as much. But there are thousands who do not see one dollar for each of the 365 days of the year. According to the census figures the average pay of ministers of the gospel in this land of grand opportunities we live in is $663 a year, or just a bit more than $1:80 for each 24 hours. Eliminate the fat salaries and the majority of the preachers come down to much less than the earnings of the carpenter, the painter, the horseshoer, the policeman, and the brickmason. It ought to be possible for them to draw upon some of the treasures it is said they will realize on in the future.

No Classes in This Country.

Keosauqua State Line Democrat: We don't like to hear people talking about the "common people." It is against public policy to divide the people into classes, whether common or uncommon, partician or plebean. There are no legal class distinctions in this country, and we are glad of it, and let us not create artificial ones. It is certain that no one wants to see the terrible caste system in this country as it exists in the orient and to some extent in Europe, but to make imaginary divisions of the people into classes will do more to bring it about than legislation ever will.

Woman's Inscrutable Ways.

Carthage (Mo.) Evening Press: A St. Louis woman appeared in court the other day to plead for her husban who had been found guilty of beating her. She said any husband had a right to beat his wife if she displeased him. Her unique plea failed to move the hard-hearted judge and the husband was fined $12!.

The Strength of the Small City Daily

By E. P. ADLER
Publisher of the Davenport Iowa Times

There is no better advertising medium in the world than the live daily in the live interior city—of which there are from ten to fifty in every state in the union.

I could use all the space in this entire magazine this month in giving you the many reasons why this is the case, and I would like to, because it seems to me that the actual worth of this class of newspapers is but little understood by the big general advertiser—especially he who has his plant in a metropolitan city and who has never lived in the "country." This is far too true, indeed, of the eastern manufacturer especially. He too often looks upon all newspapers as he does upon the metropolitan daily. In the big city there is but one paper that the millionaire manufacturer reads and believes—and that is nearly always the sedate paper which goes into the "carriage" homes and has a limited "exclusive" circulation. He abhors the "yellow" papers with tremendous circulations because they are always attacking his or other interests, which appeal to him. He has no use for these big circulation papers and can't see how anyone else has. They represent nothing to his mind but anarchy. It is impossible for him to see how they can do any good or sell any goods. And his judgment of newspaper advertising is based on his own opinion of the papers that come under his own eye. He reminds me of the forty-year-old merchant in the small city who says he doesn't have to advertise because he has lived in the community so long everybody knows him.

Now, dear reader, I am going to imagine that you are some big eastern manufacturer of an article that is sold in many stores all over the country and is extensively advertised in the magazines. I want to take you out west here with me for a little trip and give you a peep into a prosperous city in one of the many western states between the Allegheny and the Rocky mountains. We will get off the train and go to the hotel to brush up before looking around. The town is anywhere from 20,000 to 100,000 population and the hotel is a beauty for such a town. You marvel at it and its appointments to begin with.

You talk to the clerk at the hotel about the town and he tells you it's a dandy, and growing by leaps and bounds. You ask him about the newspapers, and he answers: "Oh, yes, we have two mighty good papers here. One is the Leader, the Republican paper and the other is the Blade, the Democratic paper. Both the strong papers and have large circulations."

We take a little walk around the business district and you see a first class town—big buildings, well kept and up to date stores, clean, paved streets, well lighted business district—in fact you cannot help but comment favorably on the business spirit that meets you everywhere. There are substantial banks with deposits running into the millions, a business men's club, parks, boulevards, theatres, and everything that goes to make a city—only on not so elaborate a scale as in the metropolis.

We make it a point to talk to a number of business men, bankers, people in all walks of life. We ask them about the newspapers and they tell us in the same language as the hotel clerk. Once in a while we find a man with a grievance, but they all concede that the newspapers are up to date, strong, and have a great influence in the community.

And there you are. It will be the same thing in every one of five hundred or more towns you may visit. In some you will find only one paper, in others perhaps three, but in every case you will find that they are influential in their community and carry weight with the people. And these same papers cover the country rural routes and small towns within a trading radius of their city and are looked upon by these subscribers in the same reverential manner.

The live newspaper in the growing small city is the greatest power for good in the community and not one in a thousand can be found to shirk their responsibility or that is dishonest in handling the problems that confront them. The editor or publisher is always one of the city's most prominent citizens. He is at the head of many things for the betterment of the community and his advice is eagerly sought after. He is looked up to not only as the man who guides the newspaper, but his own personality has made him a power himself, as well as his paper, for the good of the people. No movement of any consequence is started without the enlistment of this man and his paper. No great question comes before the people but stands or falls by the opinion of this man and his publication. If the city council desires to take some new or radical step, it is generally done only after the newspapers have been consulted and their co-operation secured. Nothing could be accomplished without the aid of the newspapers in the community.

This may be a little overdrawn in some cases, but as a general rule you will find the situation about as I have stated. The people who subscribe for these newspapers read them and what is more, believe in them.

And that is why, in my judgment, the small city daily is the most powerful advertising medium on earth. It is read in the homes from front page to last. What it advises, the people follow. They believe in it and what it advocates. They read the things advertised in it and buy them. They know the editor or publisher personally and know what he has done and is doing for the community. He is a power for good and his paper a power for the advertiser.

There are great possibilities for the advertiser who will concentrate a large portion of his appropriation in the small city dailies. Especially do I believe this is true in the case of the new proposition. By taking up one or two states at a time he can thoroughly cover them by using the small city dailies and at the same time build up his distribution. There is no waste circulation in the small city dailies. There is a maxium of influence. And that one thing—influence—in my judgment counts more for results than circulation, copy or anything else. It is the most important of all the units which go to make up a successful advertising campaign.

Let's take Iowa for example. It has about fifty dailies, representing about thirty thriving cities—all growing and improving in population and business every year. These dailies cover the state like a blanket. And they have the respectful ear of every resident of the state. The Iowa papers are up to date in appearance, equipment and business. They have just decided as a body to put their mail circulation on a strictly cash-in-advance basis—something which only the big dailies and the big magazines have so far had the nerve to do. They refuse objectionable advertising and many even refuse liquor advertising. The manufacturer who uses the Iowa dailies is in good company.

And Iowa's dailies are no exception. Every state in the union can show the same class of cities—the same class of daily newspapers. They are growing in circulation, business and influence, and they are a force in the advertising world that must be reckoned with. And the sooner those with money to invest in advertising see this great tempting field for their business, the sooner there will be fewer advertising failures.

STATE NEWS.

Ottumwa—For the Ottumwa-Iowa city interurban $68,000 has been raised and more committees to hear from.

Humeston—Heck Sanford has been connected with the Era for thirty-one years. He is now a contributing editor.

Roland—Miss Carrie Olson went to China mission field to join her sister in the Norwegian Lutheran church work.

Estherville—Mrs. Fred Sizer was given $700 in her suit against the city for defective walks. She asked for $9,000.

Marshalltown—Sixteen of the M. & St. L. engines have been sent here to be repaired instead of going to Minneapolis.

Maquoketa—After three years as pastor of the M. E. church here the Rev. A. T. Foster has gone to a field in Ohio.

Clinton — Leonard Howard was caught digging up fourteen rifles which had been stolen from train and "planted."

Boone—In the construction of the Boone-Story joint drain No. 3, $72,618.46 has to be spent besides for concrete work.

Ft. Dodge—Only one proud day of school was allowed little 6-year-old Tommy Burke. He died of convulsions the first day.

Olin—The new movement Sunday school class of the M. E. church gave a penny hot supper—the scent of it was appetizing.

Shenandoah—A full half dozen school ma'ams were dumped by the overturning of the bus. An injured shoulder was the worst result.

Grafton—Miss Laura Molsberry of Northwood has sued Otto Christians for running her down with an auto. She wants $15,000.

Sioux City—Wm. Regan, aged 72, defended himself form an attack of two dogs on the street but not till after he had been bitten.

Ft. Atkinson—Prof. Percy Haines of Fayette gave an illustrated lecture on American-English travel. He also told of the Marathon race.

Richland—Badly cut and bruised and minus $400 was the condition of two Italian laborers when two trapms got through with them.

Creston—A deep cut and a bruised skull were the result of little Maynard Purdy running against an ax in the hands of his uncle who was driving stakes.

Vinton—Fourteen women asked the district court to separate them from husbands—most of whom claim "cruel and inhuman treatment."

Iowa City—Dr. E. L. Davis of Sioux City succeeds Dr. F. J. Becker as head of the department of obstetrics in college of homeopathy.

Boone — One hundred signatures were received in two and one-half hours for increasing the bonding capacity of the city for larger water works.

Mason City—The wheel dropped into a rut, the driver, John Davis, colored, was thrown in front of the wheel. Result, broken leg and broken arm.

Waterloo—Edward T. Hunt has sued the W., C. F. & N. Railway company for $25,00 because of broken legs while in the service of the company.

River Junction—James Taylor, age 67, hiked out to Mason City and then hiked back again with Mrs. Julia Elawson, age 63, as his blushing bride.

McGregor—The wreck of the Ocean Wave which sank in 1868 with thirty-five passengers has been brought to light by the low stage of the water in Lake Pepin.

Marshalltown—Wm. Miller has married the third lady named Steward. The first wives were sisters and are dead. The third was a cousin of the others.

Iowa City—The many good qualities of Miss Helen Griswold, known on the stage as Mabel Langdon, won the heart of Prof. Harold Miles of the University.

Centerville—Jim Seals, 70 years of age, a bachelor, who liked to sleep with his money, will have to sleep alone, for thieves took $1,158 while he was absent.

Missouri Valley — Jacob Kivimaki killed himself by juming from a train. His brother wired "do what you like with the body but save his mining stock for me."

Marshalltown—By killing one mother rattlesnake Sam Wenger killed twenty that had taken refuge in her throat when alarmed.

Davenport—The late city engineer for forty-eight years used his own private books for his surveys and now in order to get copies of the work the city has to dig up $2,250.

Des Moines—Because Mrs. Baird had been tempted to resign her place on the Humane society a man presumed he was humane enough to get the job. Mrs. Baird will stick.

Sioux City—Over 3,000 farmers are expected to attend the meeting of the Farmers' Mutual Insurance company and the Farmers' Grain Dealers' association in joint session in February.

Fayette—Wm. Cross has a wagon made by him in 1850 from hickory he himself cut. It made the trip to Pike's Peak and back. Up until two years ago it was in almost constant use.

Logan—The giving of seventeen presents one for each year of her life was a feature of the gathering of fifty people of the high school, and their friends for Miss Dorris Garner's birthday.

Bedford—One year, one month and twenty-nine days time was needed to get the deed signed for two town lots here. The sixty-three heirs of Cyrus Wolverton living in twelve states were necessary.

Clear Lake—Three hunters were arrested as trespassers by farmers who claim the land where the men were shooting is a part of their farms that has been overflowed by the lake since they owned it.

Northwood—Supposing his wife had fallen in love with a boarder who left his home Andrew F. Lee has sued Paul Citrus for $5,000. Lee says his wife did not leave with Citrus and he does not know where she is.

Richland—Dr. Ewell had an appetite for prairie chickens that was better than his eye, for when he shot two Mongolian pheasants he thought they were chickens. The court thought differently. Fifty dollars and costs.

On the Outside.

Bristow reminds one of Peffer.—Des Moines Capital.

And Peffer reminds one of sockless Jerry Simpson—and there you are.—Keokuk Gate City.

No, indeed, we're not; begging your pardon. It is us for the outside when the sockless ones are in.—Burlington Hawkeye.

REUNION TO BE HELD IN QUINCY

Sixteenth Illinois Survivors Will Meet There on October 19 and 20.

The following notice has been sent out to civil war veterans in this vicinity:

Dear Comrade: The survivors of the Sixteenth Illinois Veteran Volunteer Infantry will hold their twenty-second annual reunion at Quincy, Illinois, Wednesday and Thursday, Oct. 19th and 20th, 1919. The point of registering names will be the Adjutant's office, Soldiers' Home, where same has been a number of reunions past.

The Fiftieth and Seventy-Eighth Illinois and Third Missouri Cavalry will hold their reunions in Quincy on the same dates. Let every comrade who possibly can attend this meeting as every year the boys of '61 to '65 more and more realize that they belong to the "fast vanishing army," and soon our regiment, once a thousand strong, will number no more than a corporal's guard.

CAPT. WILLIAM SOMERVILLE,
Quincy, Illinois
President of Association.

W. H. HAINLINE,
Macomb, Illinois.
Secretary.

P. S.—If you cannot come write a letter to the secretary to be read at the reunion.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven catarrh to be a constitutional disease and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only constitutional cure on the market. It is taken internaly in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.
Address: F. J. CHENEY & CO., Toledo, Ohio.
Sold by Druggists, 75c.
Take Hall's Family Pills for constipation.

BY saving one dollar thepossibility of acquiring hundreds becomes real and the best reason for saving now is, the older you grow the less you can earn. It's the dollar deposited now that bears interest at the

Keokuk Savings Bank

Absolute Security of Deposits is Guaranteed

Keokuk National Bank

affords every facility for doing your banking business that any bank can.

3 PER CENT INTEREST ON TIME AND SAVINGS DEPOSITS.

NOTICE!

Saving depositors are requested to present their pass books at the Savings Department of this bank in order that interest due September 1st, 1910 at the rate of 3 per cent per annum, may be credited therein.

The State Central Savings Bank

Capital $100,000—Surplus $200,000

CORNER SIXTH AND MAIN STREETS.

Iowa State Insurance Company

KEOKUK IOWA.

Oldest Company in the State

WM. LOGAN, Pres. G. C. TUCKER, Sec.
WELLS M. IRWIN, Treas.
ALEX E. JOHNSTONE, Vice Pres. J. I. ANNABLE, Asst. Sec.
H. R. COLLISSON, City Solicitor

MUNICIPAL BONDS
Safest investments known. Yielding from 4% to 6% Write for Circular
ULEN, SUTHERLIN & CO.
BANKERS CHICAGO