

THE GATE CITY PUBLISHED BY THE GATE CITY COMPANY

C. F. Skirvin, Manager

DAILY BY MAIL. One year, \$10.00; four months, \$7.50; three months, \$5.00; one month, \$1.50. 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. State both the old and new address. State both the old and new address. State both the old and new address.

THE GATE CITY is on sale at the following news stands: Hotel Keokuk, cor. Third and Johnson. C. H. Hollins & Co., 63 Main street. W. H. Brown, 123 Main street. Depot News Stand.

Keokuk, Iowa, November 22, 1914

NOVEMBER. The months are onward racing. With speed that is accursed, Their courses I am tracing— 'Tis now November first.

November, glum and gloomy, With habits far from good! His limbs are somewhat rheumy— Or so says Thomas Hood.

"Old Killjoy" poets name him Because of manner staid, But I, for one, don't blame him— I blame it on his trade.

He has a foggy mission, His methods indirect Show foggy disposition, And foggy intellect.

He scorns Dame Earth's caresses; He's seldom known to smile; But nathless possesses Some qualities worth while.

He does artistic duty To buildings "on the hog." The commonplace knows beauty When stripped by the fog.

And so I like November Despite some gloomy pranks, He'll benefit remember, And later will give thanks. —Grit Alexander in Pittsburgh Dispatch.

There seems to be more peace in Mexico when the factions are at war than most any other time.

The simplified spelling board, in its September bulletin, passes by the greatest opportunity that ever knocked at its door. Not a line or a helpful hint is offered to the multitude struggling with the names of places in the war zone.

St. Pierre, Martinique, which was destroyed by the eruption of Mount Pelee in 1902, has never been rebuilt, a correspondent reports, but the ruins are yet being searched for valuables. Two or three streets have been excavated. Aside from this St. Pierre remains a "city of the dead."

Fire losses in America can be largely reduced by the adoption of the "safety first" plan. This means that before you start the winter fires you will see that the stoves are inspected and stovepipes cleaned and every precaution used that will remove the danger from fire. This is getting into the safety first column.

The Waterloo Tribune (democratic) says that Governor Clarke stood pat on the capitol extension and hopes we will hear no more about it from the critics but proceed with the work. The Tribune is in favor of a greater Iowa and says it can be accomplished by doing greater things like the capitol extension. During the campaign the Tribune was not in sympathy with the attacks on Governor Clarke, growing out of the capitol extension measure. The Tribune is for a greater Iowa rather than for a greater political organization.

A flippant weather sharp in Missouri scoffs at the claim that rainfalls usually follow great artillery duels in wartime. That belief is one of the fairest flowers ever to bloom in the memory of soldiers or our civil war. Yet the Missouri attempts to pluck the root as well as the blossom by showing that last summer's efforts to shoot a hole in Missouri's drought didn't bring a sprinkle from Jupiter's tank. Two months later his grandfathers sneezed and rain came. As a rainmaker, therefore, a sneeze is more effective than gunpowder.

This is a particularly favorable time for Keokuk merchants to keep the public informed relative to merchandise bargains. There is no safer, wiser or more extensive way of doing so than by using the columns of the Gate City. A Christmas shopping list can easily be made up out of the advertisements that appear in this paper from day to day and the work of shopping is simplified by such a method. The Gate City goes into more than three-fourths of the homes of this city. There is no better and certainly no more economical way of reaching the trade than through the columns of this paper.

Mayor William J. Hindley of Spokane wears a sympathetic heart in the right place. Duties of ordinary routine do not cause an extra pulsation, but when distant maids appeal to him for husbands and homes, then his palpitation strikes a century gait. Mayor Hindley has a record of 280 lonely maids made happy, and is now hustling to place a batch of Boston blondes where they will do the most good.

Economy is to be practiced at Des Moines during the coming session of the legislature, if the recommendations of the efficiency committee are adopted. A few clerks and a few doorkeepers are to be dismissed. Iowa is run rather economically to have the distinction of being "the greatest state in the union." Might be a good idea to give out a few more jobs and hold a few more people so we could have them counted when the census takers come around.

The Jackson (Miss.) Daily News of Saturday, Nov. 7, contained an article by "Sunshine Hawkes" who is working in the interest of the southern negroes. He is lecturing in behalf of the Presbyterian schools of Mississippi. Laurence C. Jones, who graduated from the Marshalltown high school in 1903, and the State University of Iowa in 1907, forwards the Daily News to this office with request to mention the work being accomplished by Mr. Sunshine Hawkes.

MR. COOPER AND KEOKUK. Hugh Lincoln Cooper, who visited Keokuk a few days ago, in an interview to The Gate City made the statement that he had not lost faith in Keokuk's future. We reciprocate by stating that Keokuk has not lost faith in Mr. Cooper. When he made the statement some few years ago that he proposed to secure one large factory for this city we believe he meant it. Mr. Cooper is in the habit of making good any promise. Since the time he uttered his statement, financial conditions have gradually grown worse. And a gradual decline in financial conditions inevitably carries with it a lessened probability of industrial development. So it was not to be expected that it would be an easy matter to locate a factory for Keokuk of the dimensions that Mr. Cooper proposed. The Gate City has not lost faith in him. It would be unfair to take such a position in the fact of conditions that have prevailed for the past few years and which unfortunately still prevail. We expect to see a going concern in this city some day of a size and importance that will be in keeping with the man who built the dam. It's an easy matter to criticize but not an easy matter to secure a big factory.

GERMANY'S GREAT GROWTH. Some of the salient facts of Germany's remarkable growth and development in recent years are contained in a statement given to the press today by Gilbert H. Grosvenor, director and editor of the National Geographic Society, of Washington. The statement is as follows: "Only Belgium, Holland, Japan and the United Kingdom have denser populations than Germany. That country manages to crowd a population of 67,000,000 people into a territory so small that you could add New England to it and still have an area smaller than the state of Texas.

"Possessing only one-fiftieth of the area of Europe, Germany produces one-seventh of Europe's wheat, one-fifth of its oats, one-fourth of its rye, and one-third of its potatoes.

"The average farm in Germany is very small. Out of a total of 5,756,000 farms nearly one-half are smaller than 2 1/2 acres. Of our own 5,737,000 farms more than three-fifths contain upward of fifty acres.

"The Germans use more commercial fertilizer than any other three nations on earth, and yet, with all the coaxing resulting from intensive farming and small farms, Germany is not able, in ordinary times, to produce enough foodstuff to meet the demands of its people. It imported farm produce to the value of a quarter of a billion dollars more than it exported during a recent year, and groceries and confections to the amount of \$120,000,000 above the exports of those commodities. The balance of raw materials was \$100,000,000 against the empire.

"In the past quarter of a century no other nation made such a wonderful bid for foreign trade as Germany. While the trade of the United States increased 275 per cent in that time and Great Britain's increased 100 per cent, Germany's increased 300 per cent. The secret of this success lies in the efforts to meet every condition of every market into which German goods went. Germany's merchant marine in 25 years rose from a negligible quantity to 4,850 ships, with a net register tonnage of 3,153,000 tons, and employing 78,000 sailors.

"Germany takes a different view of railroad debates from that of the United States. A small shipper is always required to pay higher rates than a big shipper, and goods passing through Germany get lower rates than goods shipped from one German point to another. Railroad rates on export merchandise are much lower than domestic rates. When the Nuremberg toy makers want to assist the Hamburg-Kristle freight rats is \$9.33 per ton; when they want to assist the New York Santa Claus it is only \$5.83 per ton.

"The theory of the German government is that every able-bodied man

BABY'S HEAD IN WATERY PIMPLES

Top Almost Solid Eruption. Pimples in Patches. Would Inflammation and Fester. Hair Fell Out in Bunches. Used Cuticura Soap and Ointment. Head Well.

R. E. No. 1, Kyle, Ohio: "My baby's head when about a year old began to break out with small watery pimples causing her head to itch. She would scratch her head till the blood came causing the top of her head to be in almost a solid eruption. The pimples at first were nearly as large as a pea and in patches which would inflame and fester and when they would come open would leave a kind of wet scales there for a few days. Then when it dried up it would leave scales on her head that caused her hair to fall out just in great bunches.

"Her head was this way for nearly a month and I had washed her head with different kinds of soap and used different salves but to no success. One day I happened to see Cuticura Soap and also Cuticura Ointment advertised in a paper and I ordered a sample of each. They seemed to help her head so much that I purchased a cake of Cuticura Soap and a box of Cuticura Ointment and in two weeks' time her head was sound and well. Her hair had stopped falling out and was free from dandruff." (Signed) Mrs. J. L. Wren, Feb. 20, 1914.

Samples Free by Mail. Although Cuticura Soap (25c.) and Cuticura Ointment (50c.) are sold by druggists and dealers throughout the world, a sample of each with 25-c. Skin Book will be sent free upon request. Address post-card: "Cuticura, Dept. T, Boston."

is entitled to work and that the government must find something for him to do if he cannot find it himself. Wherever there is a disagreement between a laborer and his employer it must be settled in a court created for that purpose. Neither party is permitted by law to offer or to accept a compromise.

"The people of German climes live amid surroundings of the law that are different in theory and practice from our own. In Berlin, for instance, it is forbidden in apartment houses to water flowers except between the hours of 4 and 5 in the morning; no one can play a piano before 7 in the morning or after 9 at night; no bedding may be aired from a front window; bathing at night is forbidden; one may not employ a servant without complying with police regulations or change his residence without police sanction. The German justifies these things on the ground that while they may sometimes interfere with his convenience, by and large they protect him from annoyances much greater than those that they entail. He says, they give him a freedom from annoyances without his household that are infinitely more bothersome than the restraints they impose within his household."

CHRISTMAS SHOPPING. The Gate City urges early Christmas shopping. It is a sane and convenient way to make your selections. The merchandise line is complete. The clerks have time to wait on you and you have time to select with care those articles you want to purchase. There is nothing against early Christmas shopping but many objections to eleventh hour purchases. If you will watch carefully from night to night the advertising columns of this paper you will be greatly assisted in making up your shopping lists as the merchants are announcing holiday news every day through the columns of The Gate City. To the business men we would urge the liberal use of Gate City columns because we can tell more people about you, holiday bargains than any other newspaper in Keokuk and the publicity obtained this way is not only the broadest, but it is the most economical method of reaching the trade.

THE COST OF ADVERTISING. The bureau of corporations of the United States is investigating the subject of the value of advertising, and trying to determine how far it is economically profitable, and whether it costs the public anything. It will no doubt be found that money judiciously spent in advertising reduces the cost of getting the goods to the consumer.

The highest selling costs are found in the store where sales are slow. When a merchant doubles sales, by letting the public know about his goods, he usually adds but very little to the expense for sales force. The overhead expenses, such as taxes, insurance, heat, light and rent, are increased but little, if any. Consequently the charge that has to be made to each article to pay clerk hire and variable expense is reduced. A merchant can afford to sell for less money, meanwhile making a larger profit for himself.

If there were no advertising, buying would be very heavy at the height of the season, and would drop off more than it now does between the rush periods. The most economical agency for distributing goods is one that keeps along somewhat the same from one month to another. Advertising informs people that there are special bargains at mid-season periods. It teaches people that by waiting for those periods, they can make economies. That tends to equalize retail trade, and saves the necessity for extra expense during rush periods. Advertising performs all that could

be accomplished by house to house solicitation and at a far less cost. It visits a thousand homes and talks to the inmates thereof, while a solicitor could enter but one. Advertising then is not an extra charge added to the cost of the goods. It is simply a part of the normal selling expense, reducing the cost of the sales force.

A Political Boquet. Burlington Hawk-Eye: The Council Bluffs Nonpareil, a fervid progressive republican journal, is broad enough to have a kindly word for Uncle Joe Cannon upon his return to congress. It hands him this boquet:

"A lot of people are lamenting because Uncle Joe Cannon came back. Give Uncle Joe the glad hand. And pray that when you are as old as Cannon you likewise may be game enough and popular enough to command the votes of a majority of your fellow-citizens in some electoral district."

No intelligent, well-informed citizen disputes Mr. Cannon's honesty and personal integrity. No charge of graft during his long public service attaches to his name. He was the foe of graft and the persistent enemy of corruption and extravagant expenditure. His sin was his loyalty to the old-line republican organization.

The issues of that period have passed with the tide. The republican party is big enough to hold standpaters and progressives and to lead both up to the new issues, and the new duties of the present and the future.

MARKING THE STREETS. To the Editor of The Gate City: Will you kindly permit me through your valuable paper to make a suggestion in regards the marking of a street or streets in Keokuk. I am a native of the above city and was brought up in Keokuk. And our family have owned property, in and around Keokuk for over fifty years. Having the welfare of Keokuk at heart, would be pleased to see it grow and be beautiful.

Now my suggestion is that "Common Fifth street" be changed to "Des Moines Ave." or "Keokuk." For the reason it is one continuous avenue from the Des Moines river to Grand avenue, overlooking beautiful Lake Cooper, water power and all the fine improvements of the Mississippi river at Keokuk.

Reading your article of recent date in the Gate City it occurred to me that while the streets are being marked again, it might be a good time to make the change before Fifth Street signs are put up. If not, why not?

Hoping that you will comply with my request and that I will see Fifth Street converted into beautiful Des Moines Ave.

Yours respectfully, ELLA G. HARTT. Keokuk, Ia., Nov. 17, 1914.

BANK IS OFFERING PRIZES FOR CORN. Premiums Are For State Corn And Small Grain Show Which Will Be Held At Ames.

The time when farmers of this section may win a cash premium in the State Corn and Small Grain show is not far off. Through the generosity of the Keokuk Savings bank, Keokuk, ten dollars in cash has been provided for the best ten ears of corn shown at the State Corn and Small Grain contest at Ames, December 28, 1914 to January 8, 1915.

The money from each bank is divided into premiums of \$5.00, \$3.00 and \$2.00 for the best three entries made. In order to encourage new men, those who have won a county bank special premium in the last two years and those who have ever won a first in any corn class in a show of this association, are barred from competing in the bank special class this year. It means that three new men will be rewarded for their efforts in selecting samples of corn.

In addition to the above special class, regular classes are provided for corn, small grains, seeds and sheaves. The premiums given for these classes are competed for only by men who have not won a first in any previous show of this association.

This year none of the entries will be sold but all will be returned to the exhibitors. With the permission of the owners, the best entries in the show will be sent to the Panama Pacific exposition as a part of the Iowa exhibit.

For a premium list and further information mail a postal to the Iowa Corn and Small Grain Growers Association, Ames, Iowa.

Cause of Insomnia. The most common cause of insomnia is disorders of the stomach and constipation. Chamberlain's Tablets correct these disorders and enable you to sleep. For sale by all dealers.—Advertisement.

OTTUMWA MAN CHOSEN PRESIDENT. Dr. A. O. Williams, Succeeds Dr. Armentrout of This City as Head of Medical Society.

The thirty-ninth annual convention of the Southeastern Iowa Medical Association was held in Mt. Pleasant

Roast Your Thanksgiving Turkey this year in the oven of a Detroit Jewel Gas Range. Those who have already installed Detroit Jewel Gas Ranges never fail to give thanks on this day. See these beautiful ranges at our appliance shop in the hotel Iowa building. Keokuk Electric Co. 4 h and Main PHONE 820

CHILD'S TONGUE BECOMES COATED IF CONSTIPATED. When cross, feverish and sick give "California Syrup of Figs."

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

CHILDREN love this "fruit laxative," and nothing else cleanses the tender stomach, liver and bowels so nicely. A child simply will not stop playing to empty the bowels, and the result is they become tightly clogged with waste, liver gets sluggish, stomach sour, then your little one becomes cross, half-sick, feverish, don't eat, sleep or act naturally, breath is bad, system full of cold, has sore throat, stomach-ache or diarrhoea. Listen, Mother! See if tongue is coated, then give a teaspoonful of "California Syrup of Figs," and in a few hours all the constipated waste, sour bile and undigested food passes out of the system, and you have a well, playful child again.

WHEN THE INCLINATION moves you to begin to save your money and provide for the future of your family, consult The Keokuk Savings Bank respecting the best method. At this bank you will be received courteously and will be paid 3 per cent interest on your SAVINGS ACCOUNT. Capital \$100,000 Surplus \$100,000 OFFICERS—A. E. Johnstone, President; H. L. Connabe, Vice President; F. W. Davis, Cashier; H. W. Wood, Assistant Cashier.

Thrift is a simple thing but it means a great deal. It is the foundation of success and contentment. Your savings will draw 8 per cent interest if deposited in the State Central Savings Bank. Capital \$200,000.00 Surplus \$200,000.00 Corner Sixth and Main Sts.

BUCK-REINER CO. Wholesale Grocers and Coffee Roasters. DISTRIBUTORS FOR THE HART BRAND OF CANNED FRUITS AND VEGETABLES. DIRECTORS: ABRAHAM BUCK, Pres. ALFRED E. BUCK, Vice Pres. THOS. JOHN, Secy. & Treas. JES. S. BUSS GEO. S. TUCKER KEOKUK, IOWA

Iowa Supreme Court Decisions. [Special to The Gate City.] DES MOINES, Nov. 21.—Shick, et al, vs. West Davenport Impr. company, appellant, Scott county; modified and affirmed. Petition for rehearing overruled. Heilman and Clark vs. C. and N. W.

Co., appellant, Ida county; reversed et al, Buchanan county; affirmed. Lizzie Craig vs. Estate of Craig, appellant, Johnson county; affirmed. Ed Fowler, plaintiff, vs. Vermillion Judge, et al, Wapello county; affirmed. State of Iowa vs. Piernot, appellant, F. A. Hoyt, appellant, vs. Clemmens, Monroe county; affirmed.