

COLLINS SUBMITS ANNUAL REPORT

Superintendent of Department of Finances Tells Condition of the City at the Present Time.

MANY DIFFICULTIES

City Was in Poor Financial Condition When Council Took Office, According to Report.

The annual report of J. A. M. Collins, superintendent of the department of finances was submitted to and approved by the city council today. The report outlines the present financial condition of the city and states briefly what has been accomplished by the city council financially during the past year. Only a small part of the report is published here as follows: Tax payers are of the opinion that the amount of taxes which they allow the council to assess against them for any one year is for the purpose of carrying on the city business for that year, and that it should be done for that amount, barring accidents. They never contemplated that at the end of any one year or term there would be an accumulation of liabilities of sufficient magnitude to paralyze every active department of their successors in office for a period of from one to five years, yet that is the condition which confronted the present council on entering office April 6, 1914. The annual revenues this year from taxation and licenses of \$145,825.40 is by law apportioned in advance for certain specific purposes, into fourteen departments, and whatever that allotment may be it is barely sufficient to meet their needs, but when you find that in addition to these fixed charges on your limited resources that there is an inherited debt more than equal to one third of your yearly income, for the payment of which no provision was made by those who left you this legacy, you will then be in a position to measure how serious is the condition with which the present council has to deal. In addition to this inherited burden of \$50,598.12 the legislature by the repeal of the mulct tax, which will go into effect January 1, 1916, deprives us of an additional \$5,875. This is taken out of the general fund (which is already bankrupt), for the fiscal year beginning April 4, 1915, after we had complied with their mandate in September, 1914, by making up our budget for the year ending March 31, 1915. This they did without warning, at a time when it is impossible for us to provide funds to replace this loss. The above is but a brief outline of our present condition, and we considered it of enough importance to inform you of it at this time, in order that you may have a better understanding of this and the city clerk's report.

THAT TIRED FEELING

Relieved by Hood's Sarsaparilla, Which Renovates the Blood. That tired feeling that comes to you in the spring, year after year, is a sign that your blood lacks vitality, just as pimples, boils and other eruptions are signs that it is impure; and it is also a sign that your system is in a low or run-down condition inviting disease. It is a warning, which it is wise to heed. Ask your druggist for Hood's Sarsaparilla. This old standard tried and true blood medicine relieves that tired feeling. It cleanses the blood, gives new life, new courage, strength and cheerfulness. It makes the rich red blood that will make you feel, look, eat and sleep better. Be sure to get Hood's, because it is the best. There is no other combination of roots, barks and herbs like it—no real substitute for it—no "just-as-good" medicine.

FACE COVERED WITH SMALL PIMPLES

Itched Badly. Disfigured for Time Being. Used Cuticura Soap and Ointment. Made Complexion Clearer. Face Entirely Healed.

New Cambria, Mo.—"The first thing I began to notice some eruptions on my face. They were small pimples forming. They would itch so badly that I could hardly keep from picking at them. When I did it seemed as if they kept spreading. I was disfigured for the time being; my face was totally covered with the pimples. They were so bad I hated to have a person see my face. It was in this condition a year or over. "I read in the paper of how good Cuticura Soap and Ointment were and decided to try them. After I used them several times they seemed to heal the places and make my complexion clearer. I spread the Ointment on my face and let it remain for about five minutes and then washed it off with very hot water and Cuticura Soap. My face was entirely healed." (Signed) Miss Flossie Hepworth, June 30, 1914. Cuticura Soap and Ointment do so much for poor complexions, red, rough hands, and dry, thin and falling hair, and cost so little, that it is almost criminal not to use them. Sample Each Free by Mail With 22-p. Skin Book on request. Address post-card "Cuticura, Dept. T, Boston." Sold throughout the world.

The Story of the States

W. W. Ayer & Son Advertising Agency in Printer's Ink, April 18, 1915.

The United States is developing the quality of nationalism. We are coming to think of things in terms of our nationality. Business men are interested in what the nation grows, what the nation produces, what the nation consumes, what the nation exports and imports. If a calamity befalls one of our states or cities, it is a national calamity. We have established a national point of view and are thinking with a national mind. Manufacturing is being done on a national scale, distribution studied on the same scope, and national advertising has arrived. Under these conditions, there is need for the national advertising agency, and such an agency may be located in Philadelphia or Detroit, or New York, or Kansas City or Denver, provided that its activities are national, its experience national and its capacity to serve organized on a national basis. This country is geographically so vast, its population so great, its range of industries so wide, that no concern may have a correct national point of view unless this national view is made up of segments of sectional views. In other words, correct national viewpoint may only be formed by an intimate study of the contributing local facts and conditions. Our business, which has for more than a quarter of a century been the largest of its character in the world, has in the past few years undergone a complete reorganization. This reorganization has not been merely a change of men and methods, it has been rather a re-expression to suit modern conditions of the first business principles upon which the business was established forty-six years ago. For the past several years our representatives have visited on an average of thirty-seven states per year; we have made an average of six thousand business calls per year; we have kept on file, closely scrutinized, checked and registered, whether we had an advertisement in them or not, an average of fifteen thousand publications from all sections of this country. We have developed to an unusual extent excellent information and statistics concerning many trades and many localities. We have impregnated our own organization with a greatly broadened view of our national and business necessities. We have become a national advertising agency. There are a great many advertising agencies which designate themselves as "general" or "national" which apparently take unto themselves this qualification solely because they place advertisements in publications of general or national circulation. From our point of view, the intelligence of the agency is the difficult part. The agency has had a very broad experience in the use of many forms of local advertising media, such as newspapers, bill posting, etc., in every part and section of this big country of ours. That an advertiser and his agent may plan to derive the full advantage of an advertising expenditure, there must, in the first place, be a broad basic knowledge of the situation. Accurate conditions in each state should be known. This information should be matched up with the status of the advertiser's business in each state. This, in turn, should be considered in connection with an analysis of the circulation of national publications in each state. Only by this process may advertising be made to do its full part in a sales campaign. Some of the most remarkable national advertising successes have started as local campaigns with a national effort in view as a work of the future. Too many thinly spread out, poorly supported, so-called national advertising campaigns are started, and the annual death rate is something terrific. Facts and figures are easily available to every one, and need no comment on us. This scheme of spending a few thousand dollars in a national publication and then proceeding to blurt the trade in the line of merchandise thus advertised, is pretty well played out. Helpful, intelligent co-operation with the trade is desirable. Retailers should be responsible to the effort of honest advertisers to place goods on their shelves, but in too many cases consumer advertising is used only as a catch in the net of sufficient size, nor the advertising effort sufficiently continuous to really accomplish much with the ultimate consumer. Our developing sense of nationality, and the distressing conditions of affairs in many foreign countries, has given rise to an interesting movement whereby it is proposed that goods of American manufacture be uniformly marked "made in U. S. A." This is a laudable and patriotic movement, and in no sense of the word would we write ourselves down as unfriendly to its success. We must confess, however, to the belief that under any such like normal conditions the American manufacturer in most lines can compete with the world. Locality of manufacture has never appealed to us as a prime selling argument for a line of merchandise. Because a certain article is "made in Peoria," or "made in Illinois," or "made in the United States," is not and never can be the commanding reason why any one should buy it. We need competition with some of the excellent wares made in some foreign countries, to stimulate us to the highest endeavor. For purposes of home consumption the "made in America" label may be somewhat effective, but the forward looking business men of this country who long to conquer foreign markets need not expect to find the people of other lands overly anxious to buy goods labeled with the mark of their United States genesis, if we as a people intend to exercise our prejudice against merchandise stamped "made in Germany" or "made in Great Britain" or "made in France."

A Lesson from the Past

Years ago, before baking powders were so well known, the housewife sometimes made her own from cream of tartar and soda.

These materials were then comparatively expensive and processes of refining had not been devised to bring them to the high state of purity of the present-day well known cream of tartar baking powders, such as Royal; and yet she never thought of buying alum, then as now a cheap and inferior substitute for cream of tartar. She wouldn't think of permitting an ounce of alum to enter her kitchen.

Yet housekeepers are to-day asked to buy alum baking powders with which to make food for their children.

The statement on the label affixed to every can naming the ingredients of which the baking powder is composed affords a method of protection against the use of undesirable kinds.

ROYAL BAKING POWDER CO. New York

STATEMENT. Receipts. Borrowed money \$ 47,500.00 Mississippi River Power Co. 5,000.00 Keokuk & Hamilton Bridge company 2,200.00 Sale of parts of lots one and two, block six, and parts of B and C Commercial streets, Reid's addition 3,000.00 Sale of Kilbourne place between Twenty-first and Exchange street, Kilbourne addition 20.00 Sale of old houses, lot one, block six, Reid's addition 60.00 Transfer to correct error of payment 2,285.20 Net amount of taxes, including mulct tax, dog tax, superior court and marshal's fees, license fees of all kinds, weighmaster's charges and interest on balances 145,825.40 Gross income \$205,890.70 Expenditures. Overdraft April 1, 1914 (at bank) 1,854.81 Borrowed money 47,500.00 All other expenditures (for details see report of the city clerk) 182,886.89 Gross expenditures \$232,241.70 Gross income 205,890.70 Excess of expenditures over income 26,351.00 The treasurer reports cash on hand 2,530.86 Excess of expenditures over income 26,351.00 Outstanding warrants 23,881.56 With the exception of the amount due on new storm sewer construction referred to, there is practically no unpaid bills chargeable to this council not provided for. The old debt of \$50,598.12 having been reduced to \$39,974.96 during the past year, will be still further reduced during the coming year, but as the income of the city will be reduced by the extent of \$5,875.00, we cannot hope to do much in that direction except in the grading, sewer, fire, and park accounts. During the past year the fire department, for the first time in a number of years, was conducted within the limits fixed by law, as the previous council had increased the levy in this fund by one-sixth of a mill. The large and increasing deficit in the light fund can only be met by cutting out part

of the main street system, or by increased taxation, as the manner provided by law for paying deficits in this account has been rendered useless by repeal of the mulct law. That you may be informed of the effect the repeal of the mulct tax will have on the revenues of the city, we will just state that it will take an addition of \$2,350.00 to the present assessment, or an increased levy of eight mills to reimburse the treasury for its loss from this one source. Neither of these plans will be adopted—or even near, by so, but it may be a comfort for you to know the actual situation. J. A. M. COLLINS, Superintendent of the Department of Finance.

HAVE A CLUE TO MURDER MYSTERY

Ordinary Fountain Pen Leads to Interesting News and Identity of the Body.

[United Press Leased Wire Service.] NEW YORK, April 15.—A cheap fountain pen, like thousands of a popular brand sold daily, may bring to justice the slayer of Miss Claudia Hansbury of Lansingburgh, N. Y. The woman, whose body was found stuffed under a pile of rocks on the Astor estate, the Bronx, was identified as Miss Hansbury today. The fountain pen was the clue that led to this identification and also to the arrest of Raffael Picciullo, a prosperous contractor, married and with a family.

No detective story of fiction is more replete with the bizarre than the narrative revealed by the assertions of innocence, he was taken into custody. Picciullo is married and the father of seven children. Letters from another woman added to the mystery and started the police off on a new trail. Miss Carr said that she last saw her niece on Good Friday when she called on the aunt. She said she never had heard Miss Hansbury mention Picciullo.

FRANCIS FEGAN'S DEATH ANNOUNCED

Man Who Was Known to Many People Here, Passes Away at San Diego on April 8.

An announcement of the death of Francis M. Fegan, on April 8, has been received here. Mr. Fegan passed away at San Diego, Cal., and a number of Keokuk people who knew him will have sad interest in the following from the San Diego Sun: Francis M. Fegan, prominent San Diegoan and a partner in the San Diego planing mill here, died at National City, yesterday, after a short illness. He had just returned from a trip to the Imperial valley and went to a sanitarium at National City to rest after his tiresome journey. His widow, Mary C. Fegan, and a son and daughter survive the deceased. The family home is at 1258 Silverado street, LaJolla. Funeral services are being arranged.

Strike Riot at Mine.

[United Press Leased Wire Service.] WASHINGTON, Penna., April 15.—Thirteen women, with seven babies in arms, and twenty men, were prisoners in Washington county jail today, following a riot at the Vesta coal mine Tuesday. The women are accused of throwing buckets of scalding water on non-union miners, and the men of firing on the strike-breakers. State police quelled the riot. The women, unable to furnish bail, must remain in jail with their babies until Monday.

Don't Leave Keokuk

No Need to Seek Afar. The Evidence is at Your Door.

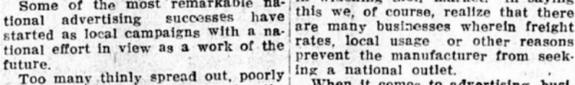
No need to leave Keokuk to hunt up proof, because you have it here at home. The straightforward statement of a Keokuk resident like that given below, bears an interest for every man, woman or child here in Keokuk. Mrs. Thomas Young, 1518 Bank St., Keokuk, says: "I suffered from lameness across my back and I also had headaches. Stooping or lifting was a painful operation and I rested so poorly that I got up in the morning feeling languid and depressed. I was nervous and found it quite a task to attend to my housework. When I heard about Doan's Kidney Pills, I got a box at Wilkinson & Co.'s Drug Store and the results of their use were entirely satisfactory. I am quite free from kidney complaint at this time." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Young had. Foster-Milburn Co., Props, Buffalo, N. Y.

"Me for 'GETS-IT' When I Have Corns"

Simple As Saying It Never Fails. It comes so good to see how easily and quickly any corn comes out when you put "GETS-IT" on! And then when you've gone along for

years trying everything, when you've sat up nights wringing up your toes in bandages, smearing on salves that rub off or swell up the corn, pasting on cotton plasters that make corns pop-eyed, slaughtering your toes with razors, jabbing them with knives and pruning to the quick with scissors—and then you put on 2 drops of "GETS-IT" and see your corn fall right off—why, it just looks like a miracle. Just try it. "GETS-IT" never fails. No pain, no trouble. Use it for any corn, callus, wart or bunion. "GETS-IT" is sold by druggists everywhere. 25 a bottle, or sent direct by E. Lawrence & Co., Chicago. Sold in Keokuk and recommended as the world's best corn cure by Englehardt & Co.

Look "GETS-IT" Makes Corns Fall Right Off!



Mrs. Catherine Rhode passed away at her home on West Main street, Thursday night. She was near eighty-nine years of age and was an esteemed citizen of Salem where she had lived for many years. While health permitted, she was an active member of the Methodist Episcopal church and was loved by legions of friends who will long remember her cheerful words and kindly deeds. She is survived by two sons, one grandson, one brother, William Rhode, Earlham, Henry Rhode and son Fred who resided with and cared for her in her declining years. Hiram Pickard, Salem, Funeral services were conducted by Rev. E. L. Helmer at the M. E. church at 2 o'clock Saturday afternoon. Interment in Salem cemetery.

William Rhode, wife and daughter of Earlham, Mrs. Frank Wolf of Ottumwa, Miss Anna Cramer of Mt. Pleasant, attended the funeral of Mrs. Catherine Rhode Saturday afternoon. Last week Mrs. Owen Hourihan enjoyed a visit with her sister Mrs. Clara Boyles from Ottumwa. Charles Williams, wife and daughter Eva spent Sunday with Mrs. William's sister, Mrs. Dollie Morrison, and family at Trenton.

Sunday C. I. DeLashmatt and family were guests of his father Harry DeLashmatt at West Point. Mrs. D. E. Reeves came from Keokuk and visited her father and brother O. H. and C. H. Cook and family. Dr. and Mrs. E. A. Stewart, Mr. and Mrs. H. Pickard autoed to Pleasant Plain and visited with friends.

Monday Mrs. Lant Frazier returned from Mediapolis where she visited her friend Mrs. Harper. At a meeting of the school board

which to choose an advertising agency. In our own business we have not hesitated to tell a Philadelphia manufacturer that we could not serve him any better than if he were located in New Orleans, and we did not want his business on the basis that we are a Philadelphia institution. We are not a national organization, with men who have had their business experience in various parts of this country, and with a staff competent to keep in touch with business, social and industrial conditions in all sections of this country.

Indeed we have comparatively a small amount of business in Philadelphia, while we do more business in New England than the total business of any New England advertising agency more business in New York City than any New York agency, more business in the south of the character that we care to handle than all other agencies put together, and our business in the west is not exceeded by more than two or three western advertising houses.

The manufacturer, with a national business, or a business which he hopes some day to nationalize, makes a mistake in choosing an agency because it is handy. If a Cleveland manufacturer selects a Cleveland agency because of convenience the agency is apt to have some of the limitations which the manufacturer himself has, when it comes to considering the markets of North Carolina.

The foregoing has seemed to us worth saying in introducing a series of advertisements which we intend to run in Printer's Ink within the year under the general title of "The Story of the States." We expect each week to take a separate state and have something to say about its industrial position and its advertising possibilities. Some of these sketches will be historical, some will deal with the business romances which have occurred within the state, others will tell of great advertising successes with which we admit we have had nothing to do; others again will point out advertising opportunities for us or some one else.

We hope to make these advertisements of continuous interest; we believe they will be as helpful to general advertising as they can possibly be to us—and we are not so unselfish that we do not expect to get a great deal of good out of them.

Today's Oddest Story. CRIPPLE CREEK, Colo., April 15.—Mayor—25 cents a month; each of four aldermen—8-13 cents a month. With these salaries there were, nevertheless, many candidates for office at the election held April 6. The highest salaried city official is the city clerk who gets \$50 a month.

Exposition Golf Tourney. SAN FRANCISCO, April 15.—Entries for the exposition golf tournament closed today. The tournament will include open and amateur events covering individual medal play, as well as foursomes.

THE BATTLE FRONT. PETROGRAD, Russia, April 15.—via London. The number of head and arm wounds of the men at the front is enormous, for men in trenches expose only their heads and arms. Many hundreds are hit in the head and death does not result from the wound. Occasionally one may see the slightly wounded walk back with heads bound up or arms in slings. Motor trucks loaded with wounded tear along the roads leading back from the extreme front. Perhaps forty per cent of the wounded are back on the firing line after three months' care and rest in a hospital. It all depends on a man's health and blood. If the blood is pure and good, the soldier gets the first aid, proper treatment and his wounds heal by first intention.

Good blood is everything to every man. It means fresh strong nerves, good digestion, good circulation. These who have used Dr. Pierce's Golden Medical Discovery marvel at the way it checks blood diseases. See a man today with skin all broken out; see him a few weeks later after using the "Discovery." His skin is all cleared up, eyes bright, and he is contented with himself.

The foundation of good health is good blood! Are you pale? Are you weak? Are you no longer ambitious or energetic? Have you pimples or boils? Do you suffer from headaches, lox spirits? Then you are anemic—your blood is thin, lacking in healthy, strength-giving corpuscles. Then your blood is impure—and your liver is not up to its task of clearing the blood from the poisons accumulated.

Dr. Pierce's Golden Medical Discovery is a temperance remedy that will restore to you rich, health-giving blood—a remedy proved by experience (in tablet or liquid form). It is a glycerine extract of roots from our forests, known to science as those which will best give the stomach, liver and bowels needed help.—Adv.



This new heel makes your shoes last longer. The Spring-Step Heel is the new economy-comfort heel. It saves shoe bills, and it's a hundred times more comfortable than a leather heel.

Learn the real joy of walking on Spring-Step Rubber Heels.

These new Spring-Step Red Plug Heels cost no more than ordinary rubber heels. Don't accept inferior heels—get the best.

Any of these reliable dealers will put a pair of Spring-Step Rubber Heels on your shoes for 50 cents.

E. W. MOORE, 26 S. 5th St. C. F. SAYLLER, 1120 Main St. A. E. HOLZER, 12 S. 4th St. JOHN PILLOTSON, 14 S. 3rd St. T. C. MOLLIS, 907 1/2 Main St.

Ask for the Heel with the Red Plug. Spring-Step Rubber Heels are made by the Largest Rubber Company in the World.

