

Try Our *Ferndell* Foods

BRAND

Comprising Coffee, Teas, Canned Fruits and Vegetables of all varieties, Preserves, Jams, Jellies, Mince Meat, Olives, Catsup, Salad Dressing, Condiments, Relishes, etc. Most discriminating selection of the choicest crops selected from that part of the United States that raises the best of each individual kind and combined with the most improved up-to-date handling, produces in these goods a line of pure food stuffs that comply with all requirements of the government. Wherever quality, purity and delicacy are placed above mere price, *Ferndell Brand Food Products* are known and appreciated. The one best store in each and every city and town are the selling agents for the Ferndell—that store in Keokuk is—

IMMEGART'S GROCERY (ESTAB. 1861)

Phone 43

"The Home of Ferndell Goods"

706 Main



KEOKUK RETAILERS ENJOY BUSY YEAR

League of Progressive Merchants of This City Took Hand in Many Affairs of Vital Interest Here.

SAVE MONEY TO MEMBER

Good Advertising Committee Was Appointed, and Through Its Work, Hundreds of Dollars Were Saved.

The last twelve months has been a busy year for the Keokuk Retailers' league. Here are some of the things that the league has accomplished. Made it possible, through the appointment of an advertising committee, to save several hundred dollars for its membership. Promoted and successfully conducted four window contests. Promoted and carried through a Dollar day with such success that a second one was authorized. Visited neighboring cities for meetings during the summer, and whenever possible attended fairs and other gatherings in this vicinity. Gave its sanction and offered to aid in the establishment of school musical organizations. Conferred with the city officials in matters of importance to the city, such as fire trucks and the building of a bridge approach which would virtually insure a high bridge for the city, and reduce a ten per cent grade to less than two per cent.

The Keokuk Retailers' league has in its membership all of the progressive merchants of the city. Meetings are held once each month, and are held twelve months in the year. The meetings take the form of a general get-together dinner at one of the hotels, during the winter, spring and fall months. Following the meal the various matters of interest to the merchants are discussed. In the summer time the meetings are extension affairs, and are held in neighboring cities. Warsaw, Nauvoo and Hamilton were visited this year for meetings. The Hamilton chautauqua, and fairs at various other points in the vicinity, were visited by the retailers. The program for the coming year is even more extensive along this line.

The Advertising Committee. The retailers of Keokuk, before the advertising committee was appointed were besieged to take advertising space in a hundred and one things—lodge directories, programs, restaurant cards, barber shop ads, postal card booklets and other numerous publications. Where one did, it was almost imperative on another. One of the big things this year was the appointment of what is known as the good advertising committee of the league. By its operation hundreds of

OUR PUBLIC FORUM

C. E. Schaff
On Rights of the Common Carrier



The time has arrived when the average citizen, it matters not what his vocation, needs to give a more serious thought to the railroad problem. In days gone by, this question was largely regarded as one which concerned only those who were interested in railroad securities or those whose living was directly or indirectly derived from them; in short, as a more or less "private affair" rather than one which holds within its grasp a large share of the welfare and prosperity of the entire country.

Since the Federal Government and the several states have taken over the regulation and control of the carriers, since the great and vital power to make and unmake railroad rates has been placed in the hands of the Commissions, which, in states at least, are more or less responsive to public sentiment, it becomes incumbent upon every citizen to inform himself upon the underlying facts, lest he unconsciously and unwittingly contribute to an erroneous and mistaken public policy, unfortunate not merely for the railroads, but equally so for the masses of the people.

When an industry which transacts a fourth of the nation's annual volume of business is ailing, it is absolutely certain to precipitate a condition of general stagnation and depression in all other industries. The desperate efforts made by the railroads to reduce their operating expenses through forced economies had their inevitable result in the recent severe depression in the commerce and industry of the country, which threw out of employment thousands of workmen and reduced or destroyed the incomes of thousands dependent upon returns from investments.

Rate increases are necessary to relieve the present distressing situation of the railroads. When the Federal Government and the several states appropriated to themselves the power to lower railroad rates they at the same time assumed the solemn obligation to raise them if the financial condition of the carriers requires it. The right of the state to fix lower rates is for the purpose of protecting the public against paying tribute. It is a right which every broad-minded railroad man freely acknowledges. The obligation to raise them is a solemn duty not only to the vast army of people dependent upon the operation of railroads, but also to those who own railroad securities, and who, in common with other citizens, are entitled to justice and protection. The time has come when the Commissions in the different states must deal fairly and frankly with the railroads, when they must divest themselves of future political considerations and act as fair-minded arbiters in the matter of just intra-state rates, bearing in mind the rights of both the public and the carriers, and the necessity of promoting the nation's commerce by the provision of adequate transportation facilities through the investment of private capital.

dollars in actual cash have been saved in this twelve months, alone.

When an advertising proposition comes into the city, the merchants who are members of the Keokuk Retailers' league ask if it has the endorsement of their committee. If not, they refuse to take any advertising space. Every advertising proposition excepting newspaper advertising which is considered legitimate by everyone, goes to the good advertising committee. It is passed on by them. The members of this committee are not known to any but the officers of the league. Their O. K. carries with it the mark of good advertising. If they turn their thumbs down, however, then every member of the league is expected to refuse to advertise in this proposition, as it is not considered good advertising for the merchants to get results.

The matter of ticket selling is dealt with in much the same way. The league members are protected from calls from this source.

Window Display Contests. During the spring the merchants awoke to the fact that their windows were not being attractively enough kept up, to foster window shopping. A window contest was promoted with suitable prizes. The contestants were

held in the spring, and there were four of them, held two weeks apart. The greatest possible change was noticed in the windows, the appearance of the store fronts and in the appearance of store interiors, for the judges were ordered to mark all of these features. The prize cup was won by Ayres and Chapman.

Two weeks after the last contest, a Dollar day was held. The merchants offered special bargains for a dollar. So successful was this that the merchants decided to repeat the Dollar day on September 4.

Active in Civic Affairs. The league was active in legislative matters, and with T. N. Connor as chairman of the legislative committee took an active hand in the passage or defeat of several measures which were before the last assembly. The league has also dabbled in music. A committee heard the high school orchestra play, and reported favorably at a subsequent meeting, at which the league voted to give its support to Prof. P. C. Hayden in the establishment of school musical organizations.

The league has been addressed by members of the city council on matters of importance to the city. The matter of a fire truck was discussed by Commissioner Collins and also the proposition to purchase or through condemnation proceedings, secure the land necessary to allow an approach to the reconstructed Keokuk and Hamilton bridge to be built so that the grade on Main street hill could be reduced materially, and in fact make a high bridge for the city.

The retailers enjoy a membership of over one hundred. M. E. Justice is president, John W. Rovane, Sr., is vice president, James M. Fulton, secretary, B. L. Auwerda, treasurer. The directors are J. N. Dumenil, Emil P. Renaud, Jacob Schouten, G. Arthur Kiedalsch and Otto Roehenbach.

Woman Mayor's Grief. The woman mayor of Warren, Ill., made a visit to Chicago and was so overcome with the plight of the flashily dressed women in cafes that she burst into tears. The mayor, now over seventy, said she had come to the city to "learn the ways of the world," but declares now that if she can keep Warren girls in Warren she will be completely happy.

Speaking of Generosity. Topeka Capital: A man may be said to be tolerant when he concedes that those who hold opinions at variance with his own are neither fools nor scoundrels.

BUY THIS SILO

Non-Shrinkable—Air Tight—Everlasting
No Frozen Silage—Acid Proof—Storm Proof—Rot Proof
MOST COMPLETE SILO ON THE MARKET
CAN'T BLOW DOWN

A wood stave silo—choice of lumber.

Silo staves boiled in creosote oil.

Circle door frame and doors boiled in creosote oil—finest door and frame on the market.

Acid-proof lining keeps all moisture and juices of the corn away from the staves. No shrinking and swelling. No frozen silage.

Steel rods and heavy lugs.

Eight cables with 5-8 turn-buckles, fastened with 5-8 U bolts to 5-8 steel inside hoop. Clips for fastening ends of cables.

Three inside wood rims.

Galvanized steel octagon roofs—made of genuine Open Hearth Steel with strong wood frame.

Special red silo paint that sticks to the creosote.

Brushes to apply lining and paint.



PATENT APPLIED FOR

Manufactured by

Taber Lumber Co., Keokuk, Iowa

Established 1855

WRITE FOR CATALOGUE

Open territory will be assigned to responsible agents. Write for agency proposition.

We can ship Silo COMPLETE, same day order reaches factory.

JOSEPH MOELLER

Manufacturer of

"My Own" 10c Cigar
41 Years on the Market

Silver Ash and Gate City
5c Cigars

624 Main St., Keokuk