He Who Sends Out the Most Invitations Will have the BIGGEST Crowd at His Party; Hence the ADVERTISER Always Gets the MOST Business

Send out your invitations, Mr. Business Man, in the columns of the Review.

DES MOINES IOW
Aldrich ... as curator
Historical dept

THE DENISON REVIEW

THE PAPER YOU TAKE HOME

A subscriber handed in four dollars which paid two years in advance for the Review. There's a reason.

VOL. LIV — DENISON, IOWA, WEDNESDAY, APRIL 9, 1919 — No. 15

CAMP DODGE PERMANENT HOME

New Second Division of American Army to be Formed Under Department Plan for 500,000 Men

LOOKING AFTER THE WOUNDED

F. A. Moscrip, Editor of Marshalltown Times, now at Ft. Des Moines Looking After the Men

CAMP DODGE, April 5—(Special to the Review)—Camp Dodge as the permanent home of the new second division of the American army to be formed under the war department's proposed plan for a peace time army of 500,000 men was selected by army officials because of the complete character of the huge military establishment.

While the facilities of the plant will be used almost wholly for the demobilization of troops until the boys from the middle west are home from overseas, there will be a portion of the camp given over to the skeleton units of the new Second division, enlistments in which will be started immediately. The bulk of the new division, which will have a strength of 26,000 combatant troops, will be drawn not alone from voluntary enlistments of Iowa sons, but from all the middle western states and some recruits from states even as far west as the Rocky mountains will be sent to Dodge to increase the personel of the new division.

It will be primarily, however, a perpetuation of the historic Second regular division which was one of the first to go overseas and which is now a part of the army of occupation, under the leadership of Maj. Gen. John A. LeJune, a marine officer.

With the return of the present Second division from overseas, 60 per cent of the organization will be returned to civil life, being men who joined the military forces only for the emergency. The remaining 40 per cent however will be dispatched to Camp Dodge and will be added to the troops which will come into the service by voluntary enlistments.

It is expected that the war department for the purpose of further perpetuating the memory of the Iowa division in the present establishment—the Eighty-eighth division—will select Maj. Gen. William Weigel, present commander of the Eighty-eighth division as the commanding officer of the new Second division. While General Weigel is only a colonel of infantry in the regular establishment, the formation of a peace army of 500,000 will mean that new major generals will have to be selected and Weigel will doubtless be designated as the commander of the new Camp Dodge organization.

Old Circus Clown Ready for Business

Felix Adler, one of Ringling Brothers' famous clowns, is in the quartermasters division at the camp and the coming of spring makes him restless. He wants to join the big show. He has been absent now two seasons and he says that during his spare moments he has been studying up some new stunts. He believes he has some genuine side splitters for this season—if he can only get a discharge. He educated a goose to follow him around the circus enclosure and he also has a dog stunt or two. He refused to state what his new features are but he assures an expectant public that they are thrillers. Felix has on numerous occasions participated in home made vaudeville at the camp and he never fails to make a hit.

Large Contingent of Overseas Men

Nearly 500 soldiers just from France reached the city Saturday. It was about the liveliest bunch of men that has struck the camp. When the men detrained at the unon depot in Des Moines they marched to the interurban station, passing through the lower business section of the city. They shouted and immediately attracted attention and it was not long until the streets were lined with enthusiastic greeters. The men carried their luggage whch made their burdens unwieldly but even with this handicap they maintained strict military precision except their voices were given unstinted freedom. They were glad to get back to the camp. In this group were men from fifteen different states, under the new speeding order they all received their discharges within 48 hours after arrival. A number of them re-enlisted in response to the recent call for 50,000 men and are willing to give more of their time to their country.

Looking After the Wounded

F. A. Moscrip, editor of the Marshalltown Times Republican, has completed the three weeks service at Ft. Des Moines. He saw the need of older people coming in contact with the disheartened crippled men at government hospital No. 26 and so laid aside his work and put in some strenuous but what he calls delightful days in cheering up the wounded men. He says they will tell an elderly person a lot of things about themselves that they do not divulge to nurses and even comrades. Mr. Moscrip heard their complaints. Some of them were bitter against the government because they declared they had not had a square deal. Others told of their financial burdens and still others related to him some domestic difficulties. He discovered that their mental condition growing out of the depression because of severe wounds and long confinement was responsible for most of their imaginary wrongs and he was there to cheer them up and relieve their mental distress. He says he never spent three weeks so profitably and he urges other middle aged people to take a week or two and mingle with the crippled men in the hospital at Fort Des Moines and at Camp Dodge. He says that it is hard to convince a young man who has been farming, now that a leg has been amputated, maybe both of them, that it is possible to adapt himself to some occupation where hands and brain may be utilized in earning a livelihood. The government has a large number of experts at the hospital teaching such men to learn to do something different from what they were following before they were wounded. The government offers to send these men to any technical institution they may select and pay them $65 a month besides room and board while they are taking a course that will fit them for the calling of their choice.

Officers Going to School

The war department has ordered the formation of a school for officers for those commissioned since 1916. A three months' course has been outlined. There are three zones at the camp, in which schools have been established. Colonel Bennett commands the second infantry school; General Simmons the depot brigade school, and the classes in the convalescent center zone are under the direction of Col. Schultz.

Each day study periods of two and one-half hours will be held. The course of study, prescribed by the war department, includes drill regulations, guard duty, administration, military customs and courtesies, military law hygiene and sanitation, small arms firing and military topography.

Records of the work of each student will be submitted to the war department.

Col. Tinley Asks Passage of Bill

The Thirty-eighth general assembly is urged to pass the Williams bill providing for the publication of the record of each sailor, soldier and marine of Iowa, according to a message received by officials at Camp Dodge from Col. Mathew A. Tinley, commander of the old Third Iowa.

The regiment has prepared a complete history of its services, and a record of individual service of men and officers of the regiment and urges its publication as a volume of the roster called for the Williams bill.

Honored in France

The 88th division has the best intelligence section of any American outfit that occupied the upper Alsace front.

For this distinction the former Camp Dodge outfit has been honored by the general staff of the French army. Major E. F. Wood, head of the intelligence section, and assistant chief of staff, has been presented with a croix de guerre with a gold star, in recognition of the excellent work of his department.

Secretary Lane Sends Notice

Posted in conspicuous places about the camp is the following from the secretary of the interior:

Congress has adjourned without passing the farms for returned soldiers bill, which was indorsed by President Wilson and ex-President Roosevelt, under which you would have had an opportunity to get work and make homes for yourselves upon the unused lands of the country There can be no doubt, however, that this proposal has met with the approval of the people and it is my hope that it will be adopted at the next session of congress.

Let me know if you change your address.

Vocational School Well Attended

The vocational school at the base hospital is in its third month and is just now giving instruction to more than 600 men. The instruction staff has grown steadily until at present there are eighteen instructors, comprising experienced school teachers and army officers. In addition there are more than thirty reconstruction aides giving instruction to the disabled soldiers from overseas and men who have seen service in this country, but who are unable to leave ther beds or ward.

It was on the ninth day of January that Lieut. Chester E. Kellogg opened the vocational training. Since that time it is conservatively estimated that more than 1,200 soldier patients have received instruction which will better fit them for work when they return to civilian life.

One of the largest classes in the school is the one in agricultural studies on the ground floor of ward 35. By far the largest percentage of vocations followed by the soldiers in the hospital is farm pursuits and many of these men express the desire of returning to the farm when they leave the service.

This department is headed by Lieut. J. Virgil Lowe, a graduate of Ohio State Agricultural college and holder of two degrees, assisted by W. E. Beanblossom, of Ames, and Norman Meineke, of the University of Wisconsin. These instructors have charge of the animal husbandry and field crops classes and Lieut. Lowe is instructing in soils and drainage. Much practical work such as rope splicing, testing seed corn, soil tests and the many hundred things useful to know about a farm are being taught.

More Than 200 New Patients for Base

The base hospital population was recently increased with the arrival of three contingents of overseas men, patients from eastern hospitals. The first delegation included 110 men and arrived Thursday night. Friday, 54 overseas patients came, while on Sunday 50 arrived here.

The second contingent came from the Grand Central Palace hospital, New York, but did not include many gunshot wound cases.

Chaplain Albert J. Viau has been sent to Camp Dodge from Fort Snelling. Upon arrival here he was assigned to camp headquarters and placed on duty as assistant camp morale officer.

Colored Man Honored

A distinguished service cross is on

(Continued on Page Four)

TIME EXTENDED UNTIL MAY 1

If You Have Not Paid Your Income Tax You Still Have Until the First of May to do so

YOU MAY YET ESCAPE PENALTY

Those Who Have Failed to Make Report, Have Not Done so Intentionally, but for Various Reasons

Every person subject to the income tax who so far failed to make a return has until May 1st to render a return and pay tax, and escape penalty, according to the statement made by collector of internal revenue for Iowa:

"The department considers that many well intentioned persons having a taxable income for the year 1918 failed to make returns bfore March 15th as required, due to various reasons, and it is, therefore, decided that every taxpayer who will now make return before May 1st, paying his tax, and submitting with the return an affidavit setting out a good reason for his failure to report, will be excused from any penalty and will not be proceeded against. However, if returns due are not made by May 1st, thereafter penalty will be collected and proceedings instituted against the delinquents."

Fifty-three income tax field officers are assigned to various points and every county in the state not so far covered by them and taxpayers may make report to these officers, whose whereabouts they can learn from local bankers or newspaper offices.

SOLVING FARM HELP PROBLEM

An Extraordinary Film, of Interest to Every Farmer, to be Shown at Opera House Friday and Saturday

The patrons of the Denison opera house are promised a rare treat for Friday and Saturday, April 11th and 12th, as the management has made arrangements to show that splendid film entitled "Solving the Farm Help Problem," in addition to the regular excellent programs selected. This film shows how one man can start in the spring with the tractor and do his entire season's work without using a single horse. Experts pronounce this the best and most complete film ever produced on the subject, as it shows in the most convincing manner how farmers can solve every perplexing farm help problem. The films are especially clear and extremely interesting throughout.

Farming without horses may seem impossible, but it is well to keep in mind many other seemingly impossible achievements. Only ten years ago the Wright Brothers flew their first airplane. They flew only two miles. Now look what is being done with airplanes.

While it may be many years before horses are entirely displaced for farm work, there is no denying that the mechanical power is rapidly coming into use. Anyway, see the pictures, they are mighty interesting.

SPRING IMPROVEMENTS

This year should be the time for a grand improvement campaign. For two years all thoughts have been on the soldiers and the war. It has been hard to keep home improvement work up to the highest level.

Now the war is over and community work should be taken up where much of it had been dropped. The first thing is a general clean-up campaign for the removal of all disorder. Then should come the improvement beautification of all private grounds and public streets and places.

The Review will begin about April 15th to print a series of editorials on this subject. It earnestly hopes that this discussion will inspire everyone to take hold and co-operate so far as possible in a general improvement campaign.

Denison is already a place of great attractiveness. But to maintain a "Town Beautiful" requires constant effort and vigilance. There is much to be done before the town can put its best foot forward to greet the coming tide of summer travel. Everyone who loves Denison and wishes to see it grow in attractiveness will wish to read this series of articles.

Mr. and Mrs. Sears McHenry and daughter, Abbie Anna, were passengers to Columbus, Neb., Saturday, where they visited over Sunday at the home of Dr. and Mrs. C. D. Evans.

REAL ESTATE TRANSFERS

Monday March 24—

Marshall L Jones and wife to Michael and Mary Schmitt—W½ SW¼ section 22 Charter Oak Twp Con $18000

Martin McCullough unmarried to Andrew F Gallagher—SE¼ section 17 Hayes Twp Con .. 27040

Andrew Bell Jr referee to E T Cochran—Lot 10 block 136 Denison Con 2000

L M Miller and husband to Edna Pearl Gary—Lot 5 block 151 Denison Con 500

Timothy K Coleman and wife to John Ahart—SE¼ section 10 Willow Twp Con 32400

Wilhelm Meyer and wife to Henry Meyer—NE¼ section 30 Charter Oak Twp Con 16750

Oscar Remde and wife to Hans L Carstens—Lots 4 5 6 block 7 North Charter Oak Con .. 375

Asmus Hollander and wife to Carsten P Hollander—Und ½ lot 7 block 42 Denison Con .. 950

Tuesday March 25—

Alice Monaghan and husband to E. E. Slechta—N½ NW¼ section 35 Stockholm Twp Con 15800

E T Cochran to Nels Pearson—lot 10 block 136 Denison Con 2200

Patrick Hassett and wife to John Sachau—Lot 9 block 116 Denison Con 4000

Wednesday March 26—

Mina Zage widow to Amos L Petersen—N 60 ft lots 2 3 block 45 and S 10 ft of Benefit street adjoining Denison Con 3400

John H Spahn and wife to Fred C Spahn—Lots 1 2 block 15 Schleswig Con 1200

Fred C Spahn and wife to John H Spahn—Lots 7 8 block 10 Ricketts Con 400

Carl Reiche single to Henry P Jessen—Lot 13 block 4 West Side Con 2000

Henry G Scott and wife to R W Houston—Lot 11 block 5 Dow City Con 1000

C W Tucker and wife to Ferdinand F Ranniger—SW¼ NE ¼ section 12 Denison Twp Con 9000

Thursday March 27—

William W Davis and wife to Wm D Savery—Lot 3 block 140 Denison Con 2000

Edna Totten and husband to Ollie Fisher—Und ½ lot 10 block 134 Denison Con 1600

George Huntington and wife to C L Voss—SW¼ SW¼ and S 13 1-3 a NW¼ SW 1-4 section 26 Paradise Twp Con .. 10000

Friday March 28—

Adele Brotherson widow to Arthur Brotherson—E½ NE¼ section 16 Jackson Twp Con. 20000

Frank A Noethe and wife to Jas Killeen—Lot 1 subdiv NE¼ SW¼ section 13 West Side Twp Con 3016

F W Pithan widower to H C Pithan—outlot F in NW¼ SW¼ section 23 lot 1 subdiv NE¼ SE 1-4 section 22 and lot 4 subdiv N½ SW¼ section 23 Charter Oak Twp Con 1

H C Jordan and wife to Ernest Burk—Lot 4 block 31 Schleswig Con 5000

August F Baak and wife to Jerry Cerveny—Lot 7 block 7 Ricketts Con 2800

Saturday March 29—

Jesse T Dieter and wife Lloyd A Dieter single to Julius F Dreesen—S½ NE¼; SE¼ NW¼ and N 1-3 NE 1-4 NW 1-4; N 1-3 NW 1-4 SE 1-4 section 22 Jackson Twp Con 47000

Monday March 31—

Peter N Moeller widower to Clarence Pruter—W 20 a S½ NW¼ section 25 West Side Twp Con ..... $ 6000

Gustave Rickert and wife to Maria Prues—Lots 12 13 14 block 7 Ricketts Con 2000

Claus Sieck and wife to Frederick Schuler—Lot 7 block 138 Denison Con 2825

Tuesday April 1—

William Pett and wife to Joseph E Thompson—SE¼ SE¼ section 34 Union Twp Con 4000

Wednesday April 2—

Carl Evers and wife to Dethlef Johannsen—Lots 12 13 and part of lot 14 block 42 Denison Con 850

H T Bliesman and wife to J L Lundberg—Lot 5 block 2 Kirton Con 3000

E T Ryan and wife to Monaghan Sheridan Co—Lot 3 and N 15 ft lot 2 block 6 Vail Con 3000

Anna Schwenn Otto Schwenn et al to Theodore Seils Edward Seils—N 100 a NW¼ section 2 Hanover Twp Con 20000

John Monahan single to Bertha Mitchell—Lot 4 block 4 Vail Con 300

FINAL SESSION ON APRIL 17

Iowa State Legislature Votes to Hold Final Session, Thursday April 17—May Change Plan, However

RATHBUN INVESTIGATION OVER

Small Schools to Close, When There is An Attendance of Less Than Seven Scholars at Same

DES MOINES, April 7—(Special to the Review)—The 38th general assembly is getting ready to adjourn. It has been voted that the final session will be on Thursday, April 17th. There may be some important developments later that will change this plan, but this is not thought possible.

The Rathbun investigation has been completed after the examination of 30 or 40 witnesses whose knowledge of matters involved was both near and remote. Night sessions helped to conserve time and thus made it possible for members of the judiciary committee to participate in legislative business during the forenoons. There were no sensational developments in the case unless the activity of the entire bar in Ida county is rated as a surprise. Every lawyer in that county seems to have been involved either in procuring the pardon or in helping to adjust matters afterwards so as to keep any of the profession from being indicted. It is generally believed that the summing of the case will result in a rebuke to the governor for not giving careful investigation of claims for the pardon and his failure to consult the board of parole; and that Havner will be chastized because of the indictments held over the heads of the Rathbuns to get them to consent to a revocation of the pardon. Not a particle of evidence has been adduced that shows that any money went to the governor nor any one else connected with the case except the Ida Grove lawyer.

Sifting committees have been appointed in both house and senate and to these committees all bills will be submitted from this time until the close of the session.

Seven members of the senate sifting committee were named by Lieutenant Governor Moore as follows: Senators Proudfoot of Warren, Fratley of Lee, Newberry of Clayton, Smith of Madison, LeCompte of Wayne, Coburn of Cherokee and Greenell of Clinton.

The eight members named by Speaker McFarlane of the house are: Representatives Griffin of Woodbury, Langfitt of Adair, Gilmore of Clay, Klaus of Delaware, Wormley of Plymouth, Davidson of Page, Powers of Crawford and Messer of Johnson.

The resignation of W. S. Allen, secretary of state, brought to a focus numerous charges of inefficiency, neglect of duty and various and sundry shortcomings on the part of that official. The resignation is effective July 1st. The document was given to the committee of the senate on departmental affairs and by this committee presented to the governor who promptly accepted the resignation and thereupon appointed Walter C. Ramsey of Wright county to fill the unexpired term. Mr. Ramsey has been chief clerk of the house for three sessions of the general assembly and is a very efficient and capable official. He was a candidate for secretary of state before the last primary but was defeated by Allen. His appointment is universally commended.

The one big measure to get through the house was the road bill. A number of amendments were added during the discussion of the committee's report and after the acceptance of these amendments the bill passed by a vote of 64 to 41. The negative votes were by Allyn, Anderson, Bradley, Coakley, Edginton, Epps, Finch, Findlay, Finley, Francis, Garber of Decatur, Giltner, Gunderson, Hook, Justice, Kellogg, Kern, Krouse, Langfitt, Larson of Montgomery, Long, Miller of Lucas, Mills, Morrow, Neff, Newton, Oertel, Parson, Rogers, Sayers, Scott of Appanoose, Springer, Sterling, Sutherland, Ulstad, Vance, Vander Ploeg, Wallace, Wilson, Windett and Young.

It is believed the bill will pass the senate by a safe majority.

One of the measures that attracted much interest in the house is the senate bill by the committee on banking givng authority to the superintendent of banks to refuse charters for new banks if in his judgment the community is already well served. A lengthy discussion followed the presentation of the bill for passage and the final vote was 58 for and 46 against. It was developed in the discussion that in certain communities where there is a large German element, fricton during the war on account of the activity of some bank officials in pushing the Liberty loans led to threats on the part of those of German birth to establish banks for their own accommodation and in some communities such organizations are under way. The passage of this bill will prevent the consummation of such plans. The law only holds for two years.

Opponents of the bill called it a banking trust measure and said it would be impossible to organize a bank in Iowa after its passage.

The proposal of the committee on departmental affairs to abolish the board of parole and give the work of this department to the state board of control was defeated by the senate.

The third index issued by the document department, covering legislative work from January 3d to March 29th, was laid on the desks of the assembly Tuesday.

This index shows that in the 60 days session covered by the index, a total of 1069 bills and joint resolutions have been introduced.

Of this number 90 have been passed and signed by the governor; 282 disposed of adversely and 697 are remaining yet to be disposed of.

Workmen's Bill Passed by House

The workmen's compensation law amendment as passed by the senate last week was passed by the house of representatives. It raises employers' liability from 50 to 60 per cent of the regular wage but strikes out compulsory provisions of the original measure.

Small Schools to Close

A bill has passed the legislature providing that all schools with an enrollment of less than seven pupils shall be discontinued. The law also provides that when a school is closed for this reason the school board of that district shall arrange for transportation to the nearest school and tuition for any pupils attending such school.

All Publications Printed in English

The promotion of the English language is provided for in a bill introduced in the senate. The bill provides that all newspapers and periodicals published in Iowa must carry in parallel columns an English translation of all matter printed in any other language.

Aid for Fairs Bill Adopted

A bill by Santee increasing the state aid for district and county fairs which had already passed the house, went through the senate 38 to 1.

The old law gave district and county fairs 50 per cent of the premiums offered up to $1,000, 20 per cent over $1,000, but no fair received in excess of $800.

The Santee bill will give fairs 70 per cent of the first $1,000, 60 per cent of any premiums over $1,000, but not to exceed $1,500.

The senate passed the Weaver bill permitting cities to levy a tax not exceeding one-half mill for park, art and memorial purposes.

The bill, however, was amended in the senate to apply only to cities of 85,000 or more.

Salaries of County Officials Not Yet Increased

A bill providing for an increase in salares paid county officials has been held back for some reason unknown to those having the matter in charge. The county officials two years ago sought to have their terms extended to four years and raised a fund of $10,000 to support a big lobby. The bill got through both houses but before it was signed by the presiding officers the house rescinded its action and thus killed the bill. Such a bill was introduced early in this sesson but was afterwards withdrawn in order that the bill providing for increased salaries might have clear sailing. Each county official was assessed $10 in order that a fund might be raised that would meet the expenses of a lobby to look after the bill through its various meanderings. This lobby, so the story goes, secured a room at the Chamberlain hotel which was to be used as headquarters and this was placed in charge of a woman who is a county recorder. It is alleged that in her zeal she resurrected methods that were in vogue among ward heelers a quarter of a century ago which so disgusted members of the legislature that the defeat of an otherwise deserving measure may result.

Language Bill Passes

The Dean bill, requiring the use of the English language as a medium of instruction in all secular subjects in all schools within the state of Iowa, passed the senate Thursday by a vote of 36 to 12. The bill provides that foreign languages may be taught as such above the eighth grade.

Change in Automobile Taxes

Senator Kimball of Pottawattamie county has been endeavoring to get a bill through that would provide for the payment of automobile tax to the county treasurer in each county and only a record of the transaction would be submitted to the automobile department at the state house. Other bills touching the matter have been pending. Finally, in anticipation of the passage of the highway law another bill was brought in by the senate committee on motor vehicles.

The bill is a co-ordinate measure with the road bill, providing that 95 per cent of the license fees shall go to the counties in proportion to their area to be used for road improvement.

The remaining 5 per cent is to be used for maintenance of the highway commission and the state auto department.

The automobile department is to be under the supervision of the state treasurer and the licenses are to be applied for and issued by the county treasurers.

Applicants for a license shall give the manufacturer's retail price as fixed by the state executive council for

(Continued on Page Five.)

COUNTY SCHOOL BOARD CHOSEN

county school board chosen— .. .. ..

New Law, Recently Passed, Given Its First Application in Crawford County Last Monday.

REPRESENTATIVE BOARD CHOSEN

Six Members With the County Superintendent As the Seventh Member, Who is the Chairman

Crawford county's first official school board was elected on Monday afternoon at a meeting of the presidents of the different school boards of the county, held in the assembly rooms of the county superintendent's office. None of the men elected were present at the meeting, the law prohibiting any school board member or trustee becoming a member of the board of education. There were nineteen presidents in attendance out of the thirty-one of the county. The rain of the evening previous to the meeting kept a number from attending, not being able to use the auto, and the train service being unsatisfactory.

The newly elected board consists of six members, and the county superintendent, who is chairman of the board. The term of office of the members elected is for two and five years. According to law the term is for six years, and with the election in 1921 the term will be six years. The board elected Monday is as follows:

For two year term—
Theo. Rohwer, Schleswig.
E. B. Spottswood, West Side.
Barney Brodersen, Denison.
For five year term—
Maurice O'Connor, Vail.
J. N. Bell, Dow City.
A. G. Houston, Dunlap.

The intent of the law in creating this board is to have a competent and interested body of men to help manage the educational affairs of the county. There are to be two regular meetings each year and other special meetings at the call of the county superintendent or on written request of three members of the board. This board shall perform all duties prescribed by law for the county board of education. One important duty in counties having county adoptions is to select the textbooks for the rural schools of the county. Another important duty is to be the trial board for appeal cases in consolidation disputes.

The law says: "This board shall act as an advisory board to the county superintendent upon all matters referred to them by him and shall cooperate with him in formulating plans for the advancement and welfare of the schools under his supervision."

This is a good law and will result in much good being done for the schools of this county.

The members elected are substantial business men with excellent judgment in school affairs and will take an active interest in seeing that the best is done for the schools under their influence.

EFFICIENCY OF ADVERTISING

It is sometimes said that advertising is an expense that adds to the cost of selling goods. Therefore, some people argue, in paying for an advertised article you have to pay more because of the advertising expense.

This is false economics. The government department of labor, which has urged extensive advertising campaigns to put business on its feet, would never have advocated such an expense if their experts had believed that advertising increases distribution costs.

It would be as sensible to argue that when a merchants expands his business and has to hire more clerks to handle it, he has to sell for a higher price to pay for his additional expense. On the contrary, if the business is well handled the greater volume of trade reduces the overhead charge and the sales expense charge that has to be made against every article sold. The same thing holds true in regard to advertising.

The Review will begin printing about April 15th a series of brief editorials on the subject "The Efficiency of Advertising."

Consideration of this subject will help the public learn where it can buy supplies the cheapest.

These editorials will show how news paper publicity tends to concentrate trade in the hands of the merchants capable of handling it with the greatcreases volume of business and reest efficiency. This concentration induces the overhead charge and selling expense charge that have to be made against each article sold. Thus it cuts down the cost of distributing products. This series will give the plain economic truths and every day experience that prove that the advertised store is the cheapest place to buy goods.

Robert Gulick, son of the late S. P. Gulick, arrived in Denison Friday for a visit with friends and relatives here and at West Side. He has recently been discharged from the army.

Mrs. Acyon and daughter, Thelma, and Mrs. Fred O'Banion and daughter, Helen, were up from Dunlap Saturday shopping and visiting friends.

Misses Mabel Haley and Tessie Gepsen were shoppers in Denison Saturday from Dunlap.

Some people's definition of a workingman is the fellow who works eight hours while his boss is working twelve.

The physicians are expecting a pitiable epidemic of stomach trouble demanding immediate relief to break out about July 1st.

HE DON'T WANT TO MISS A SINGLE COPY

Review Subscriber, Who Lived in Crawford in Years Gone by, Renews His Subscription

PAPER IS OF GREAT VALUE

Reads of the Death of Wm. Huffman With Much Sorrow—Paper Keeps Him Posted About Old Friends

It certainly is a rare treat to receive letters from former residents of Crawford county, people whom you have known in years gone by, and who still have many friends back at the "old place." These letters serve to refresh one's memory, and bring back events that have long been passed over. And it must be a source of much pleasure to those who have moved to new homes, perhaps in distant lands, to be followed by the "old home" paper, from which they glean from week to week the happenings back home. To be sure, in the course of time, many new and unfamiliar names appear in the paper, but now and then there appears an item that causes a longing for the old home, or a joy that some old time friend has become extraordinarily prosperous. And then a pang of sorrow on reading of the passing to the beyond of some dear friend of the long ago. It is these occasional items of importance that make the home paper of real value to those who have removed from the old state. There are many subscribers on the Review list who have taken the paper for more than a quarter century, although living in a distant state, and the following letter is only one of many that we receive from time to time:

Dixon, Neb., April 3.

Editor of the Review,
Denison, Iowa.

Dear Sir: I see by the date on my Review that my time expired March 1st. I herewith enclose $2.00 for another year. I don't want to miss a copy because I was born and reared at Deloit, and by reading the Review can keep track of all my old friends there and throughout Crawford county. We have a number of Crawford county families at this place; also at Laurel and we certainly do like the news from our old home. I was deeply grieved to read in a recent copy of the paper of the death of Wm. Huffman. I worked for him 18 years ago, and he sure was a nice man. I also read of the home coming of Miss Pearl Gary, daughter of A. J. Gary. Her father and myself were great friends 25 years ago, and I have enjoyed reading her letters she sent while across the big pond, and I certainly was glad to learn that she was spared to return home safely.

I send my regards to the Review and all the old time friends in Crawford.

Respectfully,
B. A. Jordan.