

# Newspapers Best for Advertising

J. W. Adams, manager of the Daily Newspaper club, in an address before the students in journalism at New York university, pointed out the following advantages of the daily newspaper as an advertising medium: "Newspapers reach more readers than do magazines. Newspaper advertisements guide prospective customers to the very dealer in the customers' own town who carries the advertised goods, while the magazine advertisement, save in rare occasions, cannot do this, and hence does not clinch the sale. Then, too, the newspaper advertisement can be inserted four times a month at the same cost that the magazine advertisement can be inserted once. Newspaper advertising can be placed in just those communities where the advertiser has distribution or some special occasion for advertising. Magazine advertising, on the other hand, cannot be thus regulated, and its advertising is inflexible, arbitrary and carries the advertisement of, for instance, fur robes, into communities where the advertiser has no immediate distribution and into southern sections possibly, where he would never have it."

Courier Want Ads only one-half cent per word each insertion. 15c minimum.

# RED CROSS AFTER MILLION DOLLARS

### MONEY WILL BE USED IN SEND- ING MORE HOSPITAL UNITS TO FIELDS OF WAR.

Chicago, Oct. 2.—Forty of Chicago's wealthiest business men at a meeting here today formulated plans for the collection here of \$100,000 for Red Cross work in the Europe war zone. Coincidentally with the start of the collection of funds, a local office of the American Red Cross, the central office for all middle western states, was opened under the direction of Ernest Bicknell, national director of the American Red Cross.

Funds totalling \$348,000 already have been collected in the United States, Mr. Bicknell says. New York City, he said, contributed \$176,000 and he hoped \$100,000 could be raised in Chicago within a month.

"We are seeking to raise a million dollars from the United States at once," he said, "we could use five millions if we had it. Already we have sent one ship with surgeons and nurses abroad and figure that if Chicago contributes \$100,000 we will be able to send four or five more units as we call them to Europe. A unit consists of three surgeons and twelve nurses."

"What is most needed in the war zone is service which will allow the wounded to recover from their injuries and return to their homes useful members of society. At present there is such a dearth of proper supplies that thousands of men are dying before they can be given attention."

The territory of which Chicago is to be the headquarters is bounded by the Ohio and Mississippi rivers and by the western boundaries of Minnesota, Iowa, Missouri and Arkansas. The entire country is divided into four sections for administration purposes.

# ANOTHER SLAYER FREED BY JURORS

### WOMAN HELD GUILTY OF THE MURDER ON PLEA OF TEMPORARY INSANITY.

Chicago, Oct. 2.—Mrs. Nellie Higgs, tried for shooting and killing last April William W. Willis, a married man with whom she had a liaison, was found not guilty by a jury in Judge Gersten's court here today. The shooting occurred on an Illinois Central passenger train of which Willis was the conductor.

Her acquittal adds another name to the long and unbroken list of such verdicts in cases of women similarly accused in this city.

Mrs. Higgs testified that her mind was a blank concerning the actual shooting and an expert testified that at the time of the act she suffered from "transitory frenzy," but had since regained her mental health and was not likely to suffer a relapse. Macklay Hoyle, state's attorney, said to reporters this afternoon that a rigid investigation would be made with reference to what he considered suspicious circumstances connected with one or two of the jurors.

Mrs. Higgs is the seventeenth woman defendant in a murder case to be acquitted here in recent years.

# STRIKE LEADERS TO REFUND LOST MONEY

Boston, Mass., Oct. 2.—Industrial Workers of the World leaders who handled the money contributed for relief of the strikers during the great industrial conflict at Lawrence in 1912, and who are charged with failure to account for it properly, were ordered by Judge Hammond of the supreme court to return \$15,000 to the court within ten days.

Joseph Bedard of Lawrence, treasurer of the fund; Wm. Yates of New Bedford, chairman of the strike committee; Wm. Trautman of Chicago, general organizer for the I. W. W.; and Joseph Shapen of Lawrence, were named as the men who would be held responsible.

Today's action is understood to be preliminary to the ordering of contempt proceedings.

# REVENUE BILL IS SLIGHTLY CHANGED

Washington, D. C., Oct. 2.—Elimination of the proposed tax of \$2 a thousand on bank capital and surplus in the war revenue bill as it passed the house, and substituting a stamp tax of

two cents each on checks, drafts and other commercial paper not included in the original bill, was recommended today by the democratic senators working on that section.

# ANTI-TRUST BILL DRAWS HOT ATTACK

Washington, D. C., Oct. 2.—Senator Norris (Republican), lead the attack on the Clayton trust bill conference report in the senate today, reiterating that the conference managers had "pulled the teeth" of the bill and made it a "Sunday school statute."

# GERMANS HOLDING MANY PRISONERS

Berlin, Oct. 2.—(By wireless to Sayville, L. I.)—A statement given out in Berlin says that there are about 2,000 Russian officers including eighteen generals at present being held prisoners of war in the various detention camps in Germany.

# IOWA VETERAN IS HIGHLY HONORED

Chicago, Oct. 2.—Major General Granville M. Dodge, of Council Bluffs, Iowa, was selected president of the society of the army of Tennessee at the closing session of the forty-third annual convention here last night. The 135 reunion will be held in Council Bluffs, Iowa.

# STOCK SALE

I will sell at my farm, five miles southeast of Blakesburg and three north of Ash Grove, on

**Tuesday, Oct. 13, '14**  
At ten o'clock a. m.

116 HEAD OF STOCK.

18 CATTLE—4 milch cows, three 2-year old heifers, 3 yearling heifers, 2 yearling steers and 7 calves, 2 steers and 5 heifers.

Two head of horses—5 year old mare and 4 year old horse, 3 year old imported mare supposed to be in foal with imported horse, weight 1,700 and two yearling roan colts.

42 HOGS—Six brood sows, 35 head of shoats, one thoroughbred Poland China male hog.

Fifty-four sheep—32 ewes and 22 lambs.

Terms Made Known Day of Sale. Lunch on Ground.

**L. R. GARRISON**  
E. G. SWAIM Auctioneer.  
WALTER ABEGG, Clerk.

# Closing Out Sale

We will sell at what is known as the W. A. Day farm, three miles east of Blakesburg, on

**Tuesday, Oct. 6 '14**  
At 10 o'clock a. m.

147 HEAD OF STOCK—32 Head of Cattle—Three milch cows giving milk, ten yearling heifers, fifteen yearling steers, Shorthorn male calf and three last spring calves.

Three Good Horses—Two extra fine Percheron draft mares 3 and 4 years old, bred to Percheron horse and a two year old gelding.

Hogs—Eight brood sows most all of them with pigs at side. Pedigreed Poland China male and six Duroc Jersey male hogs.

Sheep and Grain—Six ewes and 3 buck lambs, 100 bushels barley.

Implement—Almost new top buggy, farm wagon and hog rack, corn sheller, grind stone, cider press, wheel barrow, incubator and brooder, heating stove and many other things.

Terms made known day of sale. Lunch on grounds.

**Mrs. A. C. MILLER**  
**E. E. LEATHERBY**  
Jay and Berry, Auctioneers.  
Walter Abegg, Clerk.

# Stock Sale

I will sell at my farm, 5 1/2 miles southwest of Ottumwa, on what is known as the Wevert farm, on the Ormanville road, on

**Tuesday, Oct. 13, 1914**  
At 10 a. m.

112 HEAD STOCK—Six Horses—5 year old black mare; 4 year old brown horse; 4 year old bay mare; 3 year-old bay horses; 2 year old bay horse and last spring colt, all being in good shape.

66 Head of Cattle—Ten good milch cows, all giving milk but two and one will be fresh before sale; also one with calf at side and others to be fresh soon. Three yearling heifers, nine yearling steers, 44 extra good calves—32 steers and 12 heifers. About 30 are early calves and ten are black and balance red and roans.

39 Head of Hogs—Consisting of 5 brood sows and four will farrow before sale and other one last of October; 82 shoats that will weight about 125 lbs., and two thoroughbred Hampshire male hogs.

Also an 8-foot Thomas grain drill, Goodenough sulky plow, top buggy. Ladies Aid of Zion church will serve lunch.

Terms—Twelve months time with 6 per cent interest from date. If notes are not paid when due, to draw 8 per cent interest from date.

**LEWIS H. GLOSSER**  
Henry Curry, Auctioneer. Chas. Evans, Clerk.

# Sackett Plaster Board

instead of Lath — Fire Proof and Sanitary  
Let Us Show You the Board and Tell You of the Successful Jobs  
Price, \$16.25 per Thousand Square Feet

**Ottumwa Lime & Cement Co.**  
NEW LOCATION, MAIN & CASS BOTH PHONES 114.

I handle the Wilde, Improved Victor and "Old Boss" shoveling boards and if none of these are what you want I will get you any other now made. I also furnish repairs for all makes. Fella, Herschel and Peter Schuttler extra wagon boxes.

Old Phone 281-Red  
New Phone 684.

**JAS. H. SHEPHERD**  
"New Shepherd's Ranch."  
209-211 W. Main St. Ottumwa, Ia.

# CLOSING OUT SALE

I will sell at what is known as the J. W. Smith farm 8 miles southeast of Blakesburg on

**WEDNESDAY, OCT. 7, 1914**  
At 10 O'clock A. M.

93 Head of Stock—8 head of horses, consisting of one 11-year-old bay mare in foal, 3-year-old roan mare in foal, yearling colt, 5 spring colts.

13 Head of cattle, consisting of 4 good milch cows, yearling heifer, 8 good spring calves.

44 Extra good ewes and one buck. 21 head of hogs consisting of 8 brood sows, 5 fat hogs, weight 200, 17 shoats that weigh from 30 to 50 lbs.

Grain and Implements—1,500 bushels of corn more or less, 10 bu. Reid's Yellow Dent seed corn, 50 bu. seed oats, 107 corn shocks, 60 acres of pasture.

Riding cultivator good as new, walking cultivator, walking plow, riding plow, disc, McCormick mower, sulky rake, sweep rake, 2 harrows, 10 and 15 feet, John Deere corn planter, spring wagon, hay rack, 2 hole corn sheller hand or power, feed grinder, sleigh, grind stone, 2 hog houses, pair shafts, single harness, 5 sets work harness, good saddle, Sharpless separator, good range, heating stove, some household goods and many other things not mentioned.

Terms made known day of sale. Ladies of Hopewell church will serve lunch.

**CLYDE M. SMITH**  
Eli Swaim, Auctioneer.  
Walter Abegg, Clerk.

# Big Values

IN 200 UNREDEEMED OVERCOATS AND SUITS.  
New and Used Shotguns and Rifles.  
MONEY TO LOAN.

**Jonas Sax**  
324 East Main

WE'LL HELP YOU THROUGH your tire troubles, as we keep a full line of tires. We do all kinds of vulcanizing of tires in a manner that always gives perfect satisfaction. Our prices are low, our workmanship first class.

**Myers' Tire Co.**  
THIRD ST. OPPOSITE P. O.

# Lost

LOST—BETWEEN AGENCY AND Ottumwa, a large pocket book with small one inside, containing about \$3.00 and pair glasses. Return to Phil Watkins, Agency, Ia. Reward.

# Situations Wanted

WANTED—FARM WORK BY MARRIED man, experienced in farming and stock feeding. Two small children. New phone 1098 L.

# Wanted

WANTED—YOUR OLD CARPETS TO make into rugs, beautiful and durable rugs from old carpet at reasonable prices. Write for descriptive catalog. Bloomfield Rug Works, Bloomfield, Iowa.

# For Sale

FOR SALE—5 MONTHS' OLD HOLSTEIN heifer calf. Old phone 167-X.

OR SALE—BIG TYPE POLAND China pigs; March farrow, best of breeding; at reasonable prices. Geo. E. McGrew, Selma, Iowa, Route No. 1.

FOR SALE—A FULLER & JOHNSON gasoline pump engine, 1 1/2 h. p. John H. Spry at W. E. Jones & Co.

FOR SALE—A NEW 6 ROOM HOUSE in Batavia. Cheap farrow, best of breeding; at reasonable prices. Geo. E. McGrew, Selma, Iowa, Route No. 1.

FOR SALE—CHESTER WHITE spring pigs, either sex. Lee McBride, Batavia, Bladenburg phone.

FOR SALE—THOROUGHbred Duroc male pigs, good length, large bone, weight 200 lbs. Choice \$25. Joe Brown, Cedar, Iowa.

FOR SALE—ONE YEARLING REGISTERED bull. A good one. Frank Reitor, Florida, Ia.

FOR SALE—45 HEAD OF CATTLE. Two miles southeast of Agency, Wapello Wayside farm. John F. Meyers.

FOR SALE—APPLES, THOROUGHLY sprayed, free from fungicides, no worms or scale, hand picked at Hartman's orchard, two miles out on the Ormanville road. S. P. Hartman, Ottumwa.

FOR SALE—TEN SHROPSHIRE rams, one and two years old, eligible to register; Chester White males and gilts; priced right if taken at once. Barred Plymouth Rock cockerels 75c each. Geo. A. Lasley, Selma, Ia. Route No. 2.

# Dr. D. E. Graham

Hours—9 to 12 a. m.; 1 to 6 p. m.  
Ennis Office Bldg., Ottumwa, Iowa.

# Proper Fitting of Horses' Feet

Your horses should be looked after and especially their feet, in order to do the best work.

Proper Horseshoeing is The Only Kind Done Here.

**W. L. King Co.**  
Where They Shoe Horses.  
212-214 S. Green Phone 1160-X.

# Farm Property For Sale

FOR SALE—A FARM OF 55 ACRES. Price \$125 per acre. Frank H. Glen, Kirksville, Ia.

SOME LAND BARGAINS—80 ACRES well improved and nicely located, price \$65 per acre. 120 acres, no improvements but is extra fine price, \$50 per acre. 230 well improved and is of the very best in this country. Price \$85 per acre. These are located in the great corn belt of eastern Kansas. 960 acre cattle ranch, 4 room house, lots of fruit, 3/4 mile to school, price \$21 per acre. A small cash payment will handle any of these. Write for list. R. L. McMurry, Hiattville, Kas.

# Miscellaneous

SEE CEDAR CHIEF, HEAD OF MY Poland herd, at the stock show. Young stock for sale. R. F. Lanning, Riverview, Ottumwa.

WANTED—YOU TO ATTEND MY closing out sale Oct. 6, at my farm on Blue Grass road, four miles from city, one-half mile from High Point school. 15 head of cattle, 40 head of hogs, 3 head of horses, farm implements, etc. Lunch on grounds Robert Breen.

# Chas. T. SULLIVAN

FUNERAL DIRECTOR  
130-132 West Second Street

**W. W. ROSCOE**  
**CARROLL REECE**  
—Assistants

# Church Goods

Tables and Chairs to Rent

Ambulance Calls Given Prompt Attention

WE NEVER CLOSE

# List Your Properties

—for a quick and satisfactory sale, with

**J. E. ESPY**  
Leighton Bldg., Market St  
New Phone 707-X.

Will Clapper, division freight and passenger agent for the Wabash with headquarters in Des Moines, spent Thursday afternoon in Ottumwa and with a few local traffic men attempted to beat Col. Bogy on the greens of the Country club.

# Bringing Up Father By George McManus

