

Why Lighting Companies Advertise

A lighting company operating under a franchise is more than often looked upon as a soulless corporation, the aim of which is to beat the public, cheat its customers and give poor service.

Notwithstanding such opinions the lighting companies of the country continue to advertise their service in the daily papers and the reasons for carrying the advertisements were fully outlined in an address recently given by S. B. Way, vice president and general manager of the Milwaukee (Wis.) Electric Railway & Light Co. according to the Electrical World.

Mr. Way said that his company buys advertising space in the daily newspapers for two purposes: First, to increase its sale of light, power, heat and transportation, and second, to give its customers and the general public information about the business that it as a public servant believes the public is entitled to receive and must have in order to judge the service fairly.

While some are perhaps under the impression that corporations buy advertising space in the daily newspapers to control editorial policy, he said that "a daily newspaper that would sell its editorial influence in that way would soon have no influence to sell. It wouldn't be worth buying even if anybody was foolish enough to wish to buy it."

You can sell that old piece of furniture through The Courier Want Ads at 1/2c per word.

KEOKUK TO HAVE VACATION SCHOOL

THE CHURCHES ARE TAKING UP IDEA OF PROVIDING FOR YOUNGSTERS.

Keokuk, July 5.—In many of the cities the churches have taken advantage of the vacation day school affords and are using the valuable hours to give the children bible training and supervised play. Rev. F. B. McAllister states that it was the purpose of the church to open such a school soon with Miss Olive Roberts of Des Moines college in charge. Although no definite program has yet been arranged, the children will receive special bible drilling for a part of the time; after this there will be a story hour, pantomime work, light manual training, games, lectures, supervised play, and hikes on Saturdays of each week. Miss Roberts will have under her a corps of assistants so that the work, it is hoped will be as successful as in other cities. It is planned at the end of the summer's work to have a field day and exhibition.

The second week in July the boys of the church will go to their old camping ground for their annual camp. The pastor and Keith Crown, who has a large class of boys, will have charge. Already a number of boys have asked for the camp and it is expected to have the largest camp in the history of the Sunday school. Already contributions have been made to finance the camp and the boys will have their first "get together" tomorrow at Sunday school to talk over the plans and receive instructions.

The large young men's class, taught by the pastor, will again plan for a week end encampment at Camp "Ke-bachbo" near Sandusky. The other earlier arrangements were cancelled because of the excessive rain that made the grounds unusually wet.

How About Japan

By Frederic J. Haskin

III.—THE RELIGION OF LOYALTY.

Washington, D. C., July 1.—The statesmen of Japan have announced that the ambitious Japanese program for military and naval expansion is fixed and unalterable. It is beyond human power to change or amend, because the late emperor sanctioned it, and now that the emperor is dead, no man may modify a line of it.

The people of Japan take this for an adequate explanation of the government's course. The more intelligent may see that the nation is already staggering under a bigger debt than she can carry, that the people are being taxed to the limit, and under the projected program will have to be taxed still more—but when the statesmen are called to account, they have only to fall back on the sanctity of the imperial approval for their battleships and battalions. The incident is significant. It is worth careful consideration, because it brings out a condition running all through Japanese society, that constitutes one of the principal safeguards of the Japanese state in its present form, as well as one of the greatest menaces to any nation which willingly or unwillingly, is forced to oppose Japan.

No country whose relations with Japan promise to be as complex and delicate as those of the United States can afford to be ignorant of the immense part played in Japanese life by the sentiment of loyalty to the emperor. It is more than loyalty; it is worship—not the worship men pay to a hero, but the worship men give to a god. The emperor is a direct descendant from heaven. He cannot be said to rule by divine right, in the old European sense of the term, for he himself is divine. Japanese loyalty to the imperial line has all the combined force of patriotism and religion. The Japanese citizen exists for the greater glory of the emperor. Service of the people is no program for a Japanese politician. Service of the emperor must be the main plank in his platform.

It is possible to serve the people by lowering taxes, by introducing industrial reforms, by sticking to a policy of peace and quietude. Such a program makes a poor sort of glory for the empire and the mikado, she has started before the nations of the earth, to carry his flag supreme over the Pacific, to make his army and his navy invincible, to make him the wonder and the master of the orient—that is the sort of thing that makes an emperor's glory, and a consideration of Japan's history, ever since she grew big enough to fight shows that she has stuck to it closely.

She has fought three wars in the last two decades; her arms have never met a serious reverse. Her place has been won by the sword. She has gotten great areas of new territory, she has taken a high place among the nations that have to be reckoned with in world politics, she has annexed a three thousand year old kingdom, she has started the world in a way, and yet, the mass of the Japanese people might be better off today if she had stayed at home and attended to business. The people were never consulted. Their well being never came into consideration. It was the glory of the empire. This creed of loyalty to the mikado is not a pacific creed. It is a creed of militarism, as it has proved again and again.

The exaltation of loyalty into the chief of the virtues has other significant results. It explains a great many things about Japan. It throws light on the marvelously rapid way in which Japan took on all the trappings of western civilization, and at the same time it casts a certain doubt on the old idea that her progress in western ways entitles her to infinite credit.

Japan took up the industrial culture of the occident because the little group of men who ruled her fifty years ago, as a little group of men rule her today, had the intelligence to see that she must either join the procession or be tramped under foot by it. The people were never consulted. The ignorant and superstitious masses regarded railways and telegraph lines with all the fear and hostility that might have been expected from them. They offered no appreciable opposition because they had been trained for centuries as no other people ever have been trained, in the custom of yielding to authority. The relation of every rank to every other rank was fixed and iron-bound. Retainer owned allegiance to his lord, and the lord bowed to the mandate of his overlord. At the head of the complex system

stood the mikado whose word was law. When that word went forth, to disobey was not only a civil and political crime but a moral offense of the blackest, and a sin against divinity. Ages of this form of government made the Japanese nation the most docile and tractable people on earth where their own authorities were concerned.

So when the statesmen at the helm used the imperial rescript to back up a scheme for railways, the nation swallowed its objection and built railways. In the same spirit, it accepted all the new things. The creed of loyalty had robbed it of the privilege of protest, by making that protest a sin. Even so today, the creed of loyalty makes it a sin to tamper with things so mundane as plans for dreadnaughts and half a dozen new army divisions. The late emperor gave them his approval. There is no more to be said.

Another side of the creed of loyalty is the exaggerated national pride that degenerates into national self consciousness. All casual observations of Japan must be discounted by remembering that the moral justification of war is probably "showing off." Japan is worried about what the world thinks of her, to an extent that it is hard for an American to appreciate. We would like to have the world think well of us, but if the world can not see the manifold virtues of these United States of America, then so much the worse for the world. Not so Japan.

She is determined to appear before the nations in the best possible light, and to that end she conducts press campaigns, grants great subsidies to her enterprises, covers up her real industrial conditions, and her industrial inefficiency from all proportion to her real wealth and commercial importance. This Japanese characteristic could be passed over with a smile, if it were mere puerile vanity. But it is deadly serious pride and Japan is ready to fight it.

Japan gets great credit and admiration from the thoughtless for her industrial advance, that carried her from the middle ages to the twentieth century almost at a bound. This advance is taken as evidence that Japan can become an England of the orient, a great factory for eastern Asia. Japan cherishes and encourages the illusion in characteristic fashion. It is no more than an illusion. Japan might become the England of the orient if there were no England, and no America of the occident. In straight free competition with the west, Japan stands hardly a chance, for all her geographical advantage and she knows it. It is a fact that plays havoc with all her most vital institutions, from her pride to her pantry. So she comes to the relief of her industries with subsidies and the sword. She alternates freight rebates with the domination of Chinese provinces.

Her pride covers more than the military and commercial glory of the empire. It extends to the race itself. Japanese seriously believe that they are the most remarkable of the people of earth. Perhaps it is partly our fault; we have been telling them so for fifty years. They believe in their mission, which is to unite, east and west, to dominate the orient and act as a mediator between orient and occident. Their great men tell them, and they believe, that the Japanese is the moral and intellectual superior of any other human being. For this reason, race prejudice against them has never stirred them deeply. Race prejudice only cuts when the injured race has a consciousness of inferiority.

But the Japanese pride is affronted by any discrimination against Japan as a nation. Her pride and her creed demand that the proudest of nations recognize her as an equal. Anything less is an insult to the whole fabric of Japanese society from top to bottom. Japan will go to any length rather than to labor indefinitely under the least stigma of inferiority.

Another effect of the Japanese religion of loyalty worth considering is its effect in questions of war, and the declaration of war. It prevents the forming of an opposition party under such circumstances, because such opposition is deprived of the sanction of principle which it often has in a western country. There are what purport to be powerful peace societies in Japan, yet neither before the Chinese, nor the Russian, nor the present German war did they make any opposition worth mentioning. Neither do the peace advocates of Japan, either Japanese or American, attack the Japanese army and navy expansion schemes. They content themselves

Dependable

You'll take a chance on an unknown tie or collar or some other trinket of dress — but why on a suit of clothes that costs more, and means more? Why not march straight to this store and ask to see our

Adlers Collegian Clothes

— and be sure of the utmost in style, value, and tailorship.

\$15.00 to \$30.00

The same tailoring is put in our palm beach and other hot weather suits. Ask to see them at

\$7.50 to \$13.50

Doty Clothing Co.

JERRY SHEA, MANAGER
209-211 E. MAIN ST. OTTUMWA, IOWA

"The Home of Quality Clothing"

Lost

LOST—TWO MONTHS AGO, A girl's blue coat with red collar. Notify Mrs. Stevenson, R. No. 6, Ottumwa.

For Sale

FOR SALE—10 NEW TURNBULL wagons, bed and gears complete. \$75 each. P. F. Curran, corner Main and Marion.

FOR SALE—GOOD 6 FOOT DEERING binder. Priced right. E. England, Belknap, Iowa.

FOR SALE—POLAND CHINA MALE hog, two years old, big bone type. Hanna stock sire weighed 300 lbs. Good breeder and quiet disposition. J. O. Reighard, Agency, Iowa.

Referee's Sale

By order of district court of Wapello county, Iowa, in No. 8601 chancery, I will sell to the highest bidder at public outcry in front of the residence on the old B. J. Harmon farm, at two (2) o'clock p. m., August 5, 1916:

The southeast one-fourth (1/4) of section five (5) except twenty-three (23) acres in the southeast corner thereof; the west eighteen (18) acres of the east one-half (1/2) of the northeast one-fourth (1/4) of said section five (5); the northeast one-fourth (1/4) of the northwest one-fourth (1/4) of section eight (8) all being in township seventy-two (72), north of range twelve (12) west in Wapello county, Iowa.

Said farm of 195 acres is located two (2) miles northwest of Bladensburg, nine (9) miles northeast of City of Ottumwa, about thirty-five (35) acres timber, blue grass pasture, no better. More than 150 acres tillable land, level and rolling—Drain well.

House of seven (7) rooms, with basement under whole house. Barn 40x60, and other outbuildings. Running water, wells with the best of water.

The fences in good repair. Good merchantable title.

Sale and deed of referee approved by court.

A. D. Warder, Referee.

OLIVET.

Mr. and Mrs. R. A. Kramer of Oskaloosa were guests of Mr. and Mrs. R. D. Robertson Sunday for dinner.

Mrs. Jennie Dickson and daughter of Beason spent Sunday at the parental V. B. McCombs home.

Mrs. George Cox of Harvey visited this week at the A. Degase home west of town.

Rev. A. Hottenstein of Penn college spent Sunday evening at the home of Mr. and Mrs. G. H. Aughlin.

W. E. Whitlatch and sons of Oskaloosa were in town Monday.

J. B. Paul of Washington, Iowa was a passenger for his home on Tuesday.

Irvin Anderson of Marshalltown was in this locality this week looking after business.

A. C. Cox of Des Moines was in town on business with R. Williams this week.

Mrs. John C. Nesson of the county line was in town Thursday.

J. M. Jones of Chariton was a business caller at Rock Island station on Thursday on business.

J. A. DeCook spent Thursday evening in Oskaloosa trading.

John Crispen bought the R. D. Robertson house on Main street this week.

PAPER SUSPENDED.

London, July 5.—The governor of Cologne has prohibited the publication of the Rheinische Zeitung until further notice, says a Reuter dispatch from Amsterdam.

Wanted

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

PEOPLE WONDERING ABOUT RAILROAD

Dubuque, July 5.—The farmers and townspeople living along the right of way of the Chicago, Anamosa and Northern railroad, better known as the "Can" are apprehensive as to what will become of their road.

United States Judge Henry T. Reed has decreed that the road shall be sold, if possible, and has set the day of the sale as July 11. The judge appointed Herman Ternes, Dubuque, as special master of the sale. The road will be sold at Coggon, and no less than \$100,000 may be accepted for it, according to Judge Reed's ruling.

What worries the people living alongside the road is whether or not the road will be sold. If it is not sold it will necessarily have to be "junked" as there are many creditors, most of them being quite insistent that they get their money.

It is rumored, that the Cases of Waterloo will purchase the road, electricity it and add it to their present electric interurban system. The people living at points touched by the road care little who buys it, just so long as the purchaser will operate it.

BURGLARIZE COUNTY JAIL.

Sioux City, July 5.—Sioux City burglars believe in doing the unexpected in thievish stunts. Their latest was the robbery of the county jail.

The office of Hugh McDougall, the jailer, was robbed and prisoners who left money in charge of the jailer are the losers. When the latter were released after serving their time they demanded their money but were informed someone else had the cash.

LADS ARE ACCUSED OF TAKING SUIT CASE

Fairfield, July 5.—Two boys, giving their home as Ottumwa and their names as Vincent Ogden and John Farmer, are accused of filching a suit case from the Burlington depot here about 7:15 o'clock Tuesday evening.

The owner, Miss Cearcy Allen of Danville, discovered her loss when she returned from the mail box outside of the depot, where she had been mailing post cards, and a search for the offenders was begun at once by the agent. The lads were arrested at the Rock Island depot about 8 o'clock.

Shan Campbell, sheriff of Jefferson county, they are alleged to have cut open the suit case and taken several dollars from it. The lads are about 15 years of age.

STEAMER HITS ROCK.

Rotterdam, Holland, July 5.—The Holland-American line steamship Ryndam, which left New York June 17, bound for this port via Falmouth, arrived here yesterday with a hole in her forepeak caused by hitting a rock near Kirkwall. The accident happened in a dense fog, while the steamer was going very slow. There were no casualties.

HAS LEG CRUSHED AND BROKEN

MOTORMAN ON ALBIA AND CENTERVILLE INTERURBAN IS FRIGHTFULLY INJURED.

Albia, July 5.—Bedford Woods, extra motorman on the Albia and Centerville interurban, had his leg broken and crushed until it is feared it will have to be amputated, yesterday, when two interurban cars collided a short distance this side of Selection.

The car from Centerville bringing the band from that city, had stopped to discharge some passengers and the extra following closely behind ran into it on account of the brakes refusing to work. The two cars were wedged together so closely that it was fully ten minutes before Woods could be taken from the wreck. The other passengers were badly shaken up and a little Ford boy from Mystic had his collar bone broken.

Woods was rushed to the Albia hospital and his condition is as well as could be expected. His sister, Oshia Riggs, is with him here.

FLOCKING TO G. O. P.

Chicago, July 5.—Harold L. Ickes, progressive national committeeman from Illinois, has received more than 300 replies to a letter sent to bull moose leaders in every county asking what action shall be taken in regard to the fight between Frank O. Lowden, Morton D. Hull and Frank L. Smith for the republican nomination for governor in September.

The replies indicate that 90 per cent of the progressives in the state will vote the republican ticket, and that a large majority favors the endorsement of a candidate for the republican nomination for governor.

RULE ON GRAIN TARIFFS.

Washington, D. C., July 5.—The interstate commerce commission today decided that grain from Illinois points to Chicago, when sold there and re-shipped to interstate points should pay the low intrastate rate to Chicago but that grain from Illinois which is stored at Chicago and then re-shipped must pay the interstate rate from the point of origin to final destinations.

BRINGING UP FATHER : : : : : BY GEORGE McMANUS

