

New Ulm Review

Published by

The New Ulm Publishing Company

EDITOR: Albert Steinhauer
MANAGING EDITOR: H. Payne

Subscription Rates \$1.50 Per Year.

Wednesday Nov. 10, 1915.

Official Paper of Brown County.

Ohio voters rejected state-wide prohibition at the Tuesday election by about 40,000 majority. Ohio was the first state in the last anti-saloon movement to vote for county option, and after a few years' trial it went back to the old local option system. The defeat of the latest movement to force sobriety upon the people by law would indicate that the people have tired of their undertaking. In the years between 1850 and 1860 all of the New England states went dry—by law, but one by one they returned to the legalized grog shop. The one commendable thing about these periodical reform movements is the great desire by a certain number of our people to save their fellows from self-destruction. Without such sentimental souls this old world of ours would always appear just as it really is—a cold, stern reality, where every creature must work out his own salvation, and live according to his own strength.—Tracy Herald.

A man is judged by his deeds; also by what he doesn't do.—The Mediator.

It begins to look as if President Woodrow Wilson knows just exactly what he is about in the matter of foreign relations, and so plainly evident is this fact that it is seldom nowadays we hear anyone offering an opinion as to what course had best be taken in questions at issue with the scrapping countries. Those who felt aggrieved because Mr. Wilson seemed to deal harshly with Germany on the submarine question failed to take into account the school-master-like traits of the president which required him to deal with one bad boy at a time instead of foolishly starting in to beat up the whole school. The teacher who can hold down a job successfully is the one who knows enough not to antagonize all the pupils at once but must deal with each problem separately and on its own merits and having won one victory over a bellicose youngster, to proceed to the next proposition just as if there had never been any question about the solution of the first. President Wilson has taught Germany that her submarine policy had nothing whatever to do with the issue between the United States and Great Britain. Now he is proceeding to teach England that she is mistaken in thinking that she can do anything she happens to feel like doing in the schoolroom of the nations and the stern tone of his voice shows that he means business just as he did when he dealt with her obstreperous schoolmate, Germany. And the rest of America looks on with immense approval when it finds that at last we have a teacher who can be depended upon to keep order in the schoolroom where it looked for a while as if there would be a general scrap. And do it too, by the "moral suasion" method, instead of the big stick so common in earlier days.

A dead fish can float down the stream, but it takes a live one to swim up.—Unidentified.

A Legalized Lottery.

If an announcement were made that 30,000 lottery tickets were for sale or had been sold in the United States by private individuals, and that 700 prizes were to be distributed, very many people would be shocked. Federal and State authorities would bestir themselves to suppress the scandalous proceeding. Sermons would be preached on the folly of those who had bought tickets, at about one dollar each, with but one chance in more than 49 of winning a prize. There would be denunciations of the conductors of the lottery for inducing people to part with hard-earned money to participate in a gamble. Well, no such lottery is being conducted by individuals, but the United States Government is doing it. Moreover, it is carrying on the game in such a way that the players risk far more than those who played the old Louisiana lottery, while the value of the prizes is more problematical.

The Government lottery is to take place in North Dakota. Seven hundred homestead sites are to be raffled off. The number participating in the drawing will be 30,561. That means 29,861 must be disappointed. Nominally there may be no charge for participating, but many of the disappointed ones have

come at considerable expense from a distance. In order to register they have wasted time that could have been more profitably spent. They would have been better off had they been allowed to gratify their gambling instinct by spending one dollar each for a lottery ticket, which they could have done without much interference with the ordinary routine of their lives.

Criticism of this Government lottery would be unjust, perhaps, were there not more than enough unused locations within the United States to furnish everyone with a homestead site who wants one. Because State and National governments encourage withholding of these sites from use we have 30,000 homeseekers engaging in this gamble.—The Public.

Did you ever see a pail of swill given to a pen of hungry hogs? That is human society as it is. Did you ever see a company of well-bred men and women sitting down to a good dinner, without scrambling or jostling, or gluttony, each, knowing that his own appetite will be satisfied, deferring to and helping the others? That is human society as it might be.—Henry George.

Somebody told us the other day that there "ought to be a law passed" to prevent women from driving automobiles. Of course, it was a man who said it and when we started to dispute the statement we were scornfully accused of being a "suffragist", and told that all men believed that women should not be allowed to drive automobiles. If they do believe that it merely goes to show their narrow prejudice against the sex because there certainly are more fools among men trying to drive cars than there are among women. The average woman who wants to drive a car doesn't go to some wayside inn and tank up on booze before starting out as a great many men do and what few wits she may have she keeps for use instead of picking them. Any man who is so arbitrary as to think of woman should drive is pleasantly referred to an article in this issue describing a drive made by a young woman in competition with a number of automobile dealers. The article is a bit of free advertising for the Maxwell people but it points the story so well we use it anyway. Besides that it is interesting reading for autoists, whether they are "suffragists" or not.

The real point at issue in the dispute is not whether a woman should drive, but whether you or I, or any one else, should take upon himself the responsibility of saying who may and who may not do any one particular thing. This country has a mania for passing laws to keep the "other fellow" from doing something "I" either do not care to do or "I" am more capable of doing properly. We are all afflicted with the old idea that each is his brother's guardian; each thinks his judgment is better for everyone to follow than that of anyone else when the truth of the matter is, always has been, and always will be, that the only judgment worth paying any attention to is one's own, each for himself; and the further fact also exists, that no one else thinks he really needs any one else's assistance in deciding what he is fit to do. These facts being self-evident, is not all this business of making laws no one wants, nor intends to heed except under stress, the utmost folly for grown people to indulge in? Is it not a vast waste of activity that might much more profitably be employed in teaching those who are inclined to work harm a better way to employ their surplus energies? Isn't it utterly silly to say "my neighbor needs laws to make him behave" when my neighbor is exactly the same sort of being I am?

Editor Eggensperger of the Hanska Herald was in town one day last week looking for help for his printing shop. They seem to keep the Herald office pretty busy which proves that almost any town is more wide-awake than New Ulm when it comes to advertising.

"DO YOUR CHRISTMAS SHOPPING EARLY."

By J. A. Coleman.
The above slogan in the hands of an astute business man, changed the whole practice of Christmas shopping and stimulated holiday business as nothing else could have done. This man, with the nerve of a Barnum and the judgment of a Wanamaker, grabbed the thought from the public mind and put it into big BLACK TYPE where "He who runs may read"—in the newspaper! He backed a popular conviction with his coin and advertised the universal belief that it would be better for everyone concerned if the inevitable Christmas purchases were made at once while stocks were fresh and new and the choice was wide and ample.

The result not only paid the advertiser as it always does—but the whole country profited beside.

This slogan has since slipped into practical use in every corner of commercial America. Excepting perhaps its fellow slogan, "Safety First", which reduced the accident death rate enormously, it has done more good in the world than any business phrase ever coined. It has been the means of discontinuing the time honored practice among large metropolitan department and specialty stores of keeping open in the evenings a week or two preceding Christmas Eve. It has enabled manufacturers to prepare their goods and fill orders far enough in advance to insure clear store rooms long before the Yuletide candles were lighted. It prevented the disappointment of millions of Christmas shoppers who were wont in time past to wait for the more attractive novelties which turned up at the last moment. And not the least important, it saved the heartaches of neglected ones who leant upon the broken reed of mere man's thoughtlessness.

That phrase, "Do your Christmas Shopping Early", was instantly taken up and flashed before the eyes of the world through the medium of its newspaper. Just as every other worth while thing is told this nation of readers by the ever present, constant, reliable, all-knowing morning, evening, weekly, or Sunday newspaper. Nothing the world does is done without ITS knowledge, nothing you want the world to know can be made known without its aid. Almost any national manufacturer will tell you that most of his fame and profit were the product of newspaper advertising. No newspaper advertiser who kept it up wisely ever lost money.

The newspaper pays he advertiser. The latter merely invests in business publicity. The cost of advertising is like a phantom Zeppelin—it never lights anywhere. It is a bugaboo made of thin air and a yellow streak. The common supposition that advertising expense is levied upon the consumer is likewise a fallacy. The fact of the matter is that the non-advertiser pays for it out of the business he loses to competitors who do advertise.

Advertising doubles output, halves overhead, divides selling cost and, by making two customers buy where ONLY ONE BOUGHT BEFORE, it creates a hundred per cent, increase in profit—out of which any business man can afford to pay for his own advertising.

MORAL FOR MERCHANTS: Advertise in the Review and do your Christmas BUSINESS early.

Daffydils.

I'm daft to make daffydils that good. The Senses to please or tickle. To get into a receptive mood—Swallow a daft dill-pickle.

If Bottling Works why not bottle the weather?

According To The City Directory. If 826 is Zeig, how is McHale and hearty? When 852 is English, why is 622 Duech, and 915 Duehn?

If a potato is a Murphy, how can 947 be Pat. Murphy.

If 293 is the N. U. Gas Co., will 366 blow out the gas? Furnished rooms for rent No. 142. For a Poynter, call 730.

When 434 Henle's, does 832 Kachel? To remove hunger and thirst try No. 4.

TAUER SUIT SETTLED.

The damage suit instituted by Jos. Tauer of Springfield against the H. E. Adams Bridge company of Minneapolis for the accidental death of his son John, who was killed on the 29th of August last year while working on a bridge for this company near Glencoe has been settled. Mr. Tauer was in New Ulm last week and made final settlements, the sum agreed upon being \$703.00.

OCTOBER'S BRIGHT BLUE WEATHER.

October tried hard to atone for the short-comings of the earlier months of the year by providing two weeks of delightful Indian summer days. The friendly south wind seconded her efforts to make Minnesota forget the unhappy days of an ungracious summer. One day the mercury mounted to 78 degrees, the 16th, and it was before the weatherman had recovered from his September habit that he furnished the minimum temperature of 24 degrees on the 9th. A mean temperature of 50 degrees made the month fairly comfortable altho the rainfall the first half of the month amounted to 3.62 inches. Eleven clear days and no frosts are reported by Voluntary Observer, Alex L. Henle.

THE WAR LOAN AGAIN.

So many phases of the question of the Allies War Loan have to be considered that every day brings a new one to our notice. This week we are asked by J. R. Higgs, Local Agent of the Equitable Life Insurance Co., to make public the answers of his company to the question that is repeatedly asked him or other representatives of the Equitable: viz, Does the Equitable Life of Iowa invest any of its funds, either directly or indirectly in these foreign securities. The answer of the Equitable Company is this: They could not, under the laws of the State of Iowa, invest in any such securities even should they desire to do so. The Iowa Reserve Deposit Law restricts the investment of the funds of Iowa Companies to the following class of securities:

1. First mortgages on real estate.
2. Loans on policies.
3. United States Government, State, and municipal bonds.

This would prohibit the investment of the Company's funds in a manner suggested even if thought advisable by the officials of the Company. Because of the peculiar nature of life insurance funds, their preservation cannot be too securely safe-guarded and the policy of the Equitable of investing practically all assets in first mortgages on Iowa land is being more and more justified every day.

Louis Glaser spent a few days hunting around Springfield.

John Sackel went to Mankato on business yesterday.

County Auditor Louis G. Vogel and Robert Fesenmaier left on a business trip to Mankato yesterday.

John Henle and wife left New Ulm for Waseca Tuesday where they will visit friends and relatives.

Pres. Cooper of the Mankato Normal was a week-end visitor at the Congregational parsonage.

W. F. Collins of Spokane, Wash., who is visiting his parents in this city made a business trip to Mankato Tuesday.

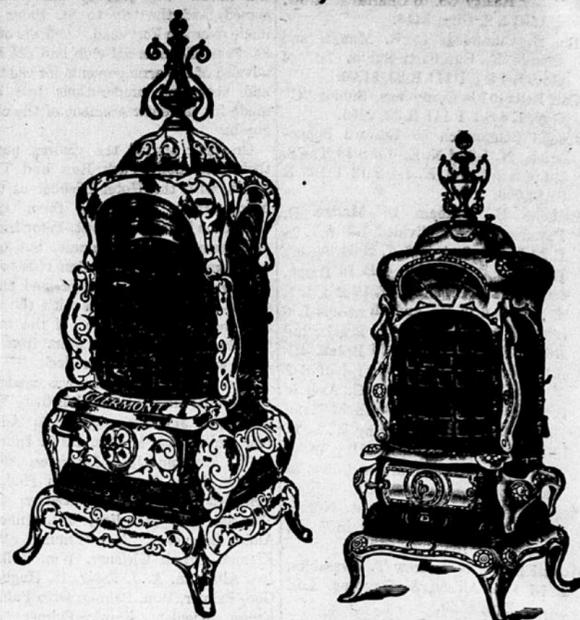
The Aug. Schell Brewing Co. shipped a couple of deer to Shakopee this week, where they will be installed in the park of that city.

A baby girl arrived at the home of Mr. and Mrs. Andrew Helget Monday and Saturday a daughter put in an appearance at the home of Joseph Horner.

A committee of the New Ulm Saving & Loan Association consisting of C.H. Dirks, George Hogen and F. H. Behnke made a business trip to Sleepy Eye yesterday.

The 6 months old child of Mr. and Mrs. John Storch of Lambertton was operated upon Saturday afternoon for obstruction of the bowels at the Union Hospital and is doing quite well under the circumstances.

F. H. RETZLAFF, HARDWARE



A COMPLETE LINE OF BASE BURNERS
ROYAL ELMHURST—RED CROSS—CLERMONT
and ROUND OAK HEATERS

TURNER THEATRE

SUNDAY EVE., NOV. 14TH.

"THE FUNNIEST SHOW IN THE WORLD"

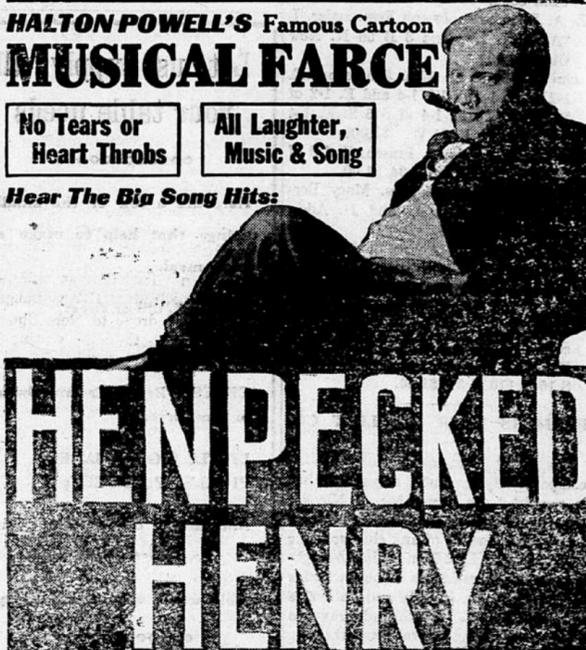
—Milwaukee Sentinel

HALTON POWELL'S Famous Cartoon
MUSICAL FARCE

No Tears or
Heart Throbs

All Laughter,
Music & Song

Hear The Big Song Hits:



HENPECKED HENRY

"Never Before was Such Laughter Heard in the Fairbanks Theatre"—Springfield, Ohio Sun
"The Audience was Helpless with Laughter"—Columbus, Ohio, Evening Dispatch

PRICES:—Gallery, 25cts; Balcony, 50 and 75cts;
Lower Floor, 75cts.

RESERVED SEATS AT PIONEER DRUG STORE



A scene from the musical cartoon comedy, "Henpecked Henry," which comes to the Turner Theatre next Sunday Evening. The Mankato Review says of this production:—"The scenery was splendid, the plot decidedly clever, the chorus pretty, the costumes classy, the jokes all new and the audience convulsed with laughter from start to finish."

DUTY

HOW ARE YOUR EYES?

HOW ARE YOUR CHILDREN'S EYES?

It Is Your Duty To Have Your and Your Children's Eyes Properly Cared For.

H. O. SCHLEUDER,

EYESTRAIN SPECIALIST

CARE