

**BY BUSINESS FAILS IS TOLD BY W. H. FARLEY**

Public to Newspaper Advertising as First in Line of Corrective Measures.

Business failures, their causes and cures, were discussed by W. H. Farley of the National Cash Register company, speaking to business men and workers in the Chamber of Commerce rooms last night. With the aid of moving pictures, Mr. Farley emphasized many valuable suggestions intended to benefit merchants. His subject was "Getting the Most Out of Business."

Diagnosing business failures, Mr. Farley placed the responsibility on the head, charging it with responsibility for 35 per cent of unsuccessful ventures. Lack of capital is another factor in determining cause of failure but this can often be overcome by an intelligent selection of stock and quick turnover, he declared.

Touching upon the matter of credit, the speaker said the man in business can help materially in establishing his credit by showing the proper spirit of co-operation in local affairs.

Lack of organization was recited as another cause of failure. "The average business man," said Mr. Farley, "is prone to busy himself too much with the little details, which can profitably be left to his employees. By delegating as many of the less important tasks as he can to his salespeople, he has more time and energy free to devote to the most important problems of his business."

Advertising foremost. Advertising takes first place among the things that go to make a business successful, declared Mr. Farley. In this respect newspaper advertising stands foremost, he said.

It was pointed out that the character of the advertising should be representative of the class and kind of store it represents to the readers. "Short, terse sentences, small and well chosen words, and careful thought in preparation of copy are the most essential rules to be observed," he said.

By means of the motion pictures, Mr. Farley showed the kind of advertising that is confusing because of too much reading. The same idea is conveyed in a rearrangement of the ad.

"The show windows may be either a big asset or may be practically worthless," said the speaker. He showed the principals of proper grouping, selection of merchandise to be shown. He urged the merchant to give more time and thought to their window display.

The matter of store operation, detail and organization were given consideration.

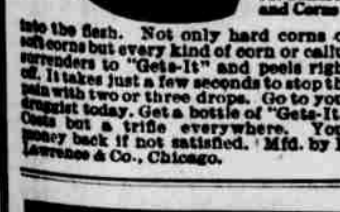
Good and Bad Systems. Mr. Farley continued by saying: "A good system means gain to a merchant; a poor one means a loss and continual drain on the profit he should receive." This was illustrated by 2,000 feet of film showing a disorganized store and an ever-worked merchant whose losses, occasioned by his poor system, wrecked his business. The film illustrates reasons for his lack of success, his awakening to advantages of modern system and more advertising with the result of his rapid recovery.

The lecture was arranged under the joint auspices of the Chamber of Commerce and Business Men's association. It proved one of encouragement and stimulus to the merchant and his salespeople.

**REDUCE DISCOUNT.** Washington, May 5.—Reduction of the federal reserve board discount rate in farming communities to relieve the agricultural credit situation is expected soon.

**"Gets-It" The Corn and Callus Peeler**

This Corn Remover is Guaranteed. Relief from corn suffering follows the application of "Gets-It." Almost as quickly as pain follows the thrust of a pin or knife.



into the flesh. Not only hard corns or soft corns but every kind of corn or callus responds to "Gets-It" and peels right off. It takes just a few seconds to stop the pain with two or three drops. Go to your drug store today. Get a bottle of "Gets-It." It's a little but a trifle everywhere. Your money back if not satisfied. Mfg. by E. Lawrence & Co., Chicago.

**FUL-O-PEP**  
Nash-Scratch-Click  
Hay Straw  
Grains  
Feeds  
Lawn Seed  
Fertilizer  
**R. C. BENSON**  
R. I. 231 215 17th St.

**Household Hints**

**MENU MENU.**  
Breakfast.  
Apricots  
Corned Beef Hash Browned  
Toast Butter  
Coffee  
Luncheon.  
Codfish Balls  
Muffins Jelly  
Tea or Cocoa  
Dinner.  
Pork Chops Baked with Escalloped Potatoes  
Brown Bread  
Cabbage or Banana Salad  
Peach Shortcake Tea or Coffee

**RECIPES FOR A DAY.**  
**Codfish Balls**—Pare and quarter about two quart potatoes. Put in kettle. Pick up about half a box of codfish and put on top of potatoes, cover with boiling water and cook till potatoes are done—about 20 minutes. Drain and wash. Add lumps of butter, salt and pepper to taste. Using a large spoon and knife form into egg shaped balls. Fry in deep fat or brown like potato cakes.

**Muffins** (one dozen large)—Two and one-half cups flour, two teaspoons baking powder, one-half teaspoon salt, sifted together, one egg beaten. Add one-third cup of milk, one-half cup water, two tablespoons melted butter. Bake 15 to 20 minutes in hot oven.  
**Salad Dressing**—Beat two eggs in a bowl, add one-half cup cream (sweet or sour), one teaspoon salt, one teaspoon mustard, five tablespoons vinegar. Cook over steam, stirring often. Add two tablespoons melted butter or oil. When cool, thin as needed with cream.

**TIPS ON COOKING.**  
Meat cut up for stewing gives a richer gravy than when cooked in one piece. It is a good plan to leave one solid piece of meat to slice cold if the supply is sufficient for two meals.  
The cold meat should be left in the stock until it is ready to serve, so as to retain the moisture, but any vegetables that are in the stock must be removed, or the flavor will be too strong.  
Emergency biscuits may be made by slightly increasing the amount of liquid and dropping the dough from a spoon on to a greased baking sheet or into small muffin pans. In this way time is saved that is otherwise used for rolling and cutting, and the biscuits are more tender.

One often puts too much salt in food while cooking it. To remove the salt, place a wet cloth over the top of the vessel in which the food is cooking and the steam will draw the salt into the wet cloth.

**NOVEL USE FOR FRUIT.**  
**Fruit Breads**—The currants are now much cheaper and can be stored with profit to cakes, puddings and even breads. Of course, they give a more acid fruit flavor to a bread than do raisins, but for a change this may be acceptable, and more sugar may be added if desired, or up to half a cup for three cups of flour. Or parts of the fruit used may be some of the extra sweet products, like candied citron.

A fruit bread made entirely of white flour may be incomparably good, but for some reason or other, probably to make the dark breads more enticing, fruits have more commonly been used in the dark breads. An all-Indian cornbread with candied fruits, like candied citron and apple, becomes a real confection.

**To Remove Stains.**  
Tea and Chocolate Stains are hard to remove, therefore soak them in cold water and borax, then apply boiling water as for coffee stains.  
Milk Stains—Wash them out while fresh in cold water.  
Grease Stains—Apply vinegar with a cloth.  
Grass Stains—Wash with naptha soap and water, or if the colors are not delicate, apply ammonia and water until the stain turns brown, then rub with naptha soap and soak in warm water. If the goods is thick make a paste of cold raw starch and apply several times until the stains are removed.

Brass Stains—Rub either lard or olive oil on the stain, then wash with warm water and soap.  
Furniture—Should leather covered chairs look shabby, boil one-half pint of linseed oil and when it is cold stir into it one-half pint of vinegar. These ingredients should be mixed thoroughly and the result bottled well.  
One-half cup of mushrooms cut into small pieces make a nice addition to deviled crabs.

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**NEXT SUNDAY IS MOTHER'S DAY**

Founder Designs Badge to Displace Flowers Always Worn in Former Years.

Philadelphia, May 5.—Everybody may wear the same kind of a Mother's Day badge this year, as Anna Jarvis, founder of Mother's Day, which this year is on Sunday, May 8, has designed one to take the place of flowers worn in the past. The new badge has a white carnation on it, and the name Mother's Day International association of Philadelphia.

President Jarvis has issued the following warning: "Not any person or society will be authorized to solicit funds for any cause in connection with the name or celebration of Mother's Day. Any person or organization using the name of Mother's day or its celebration on printed or manufactured goods, and endeavoring to obtain money for charities or anything else through them, should be discontinued by the public, and reported to the proper authorities."

**PROPERTY HOLDERS' NOTICE.** Warrant No. 523. Notice is hereby given to all persons interested that the board of local improvements of the city of Rock Island, Ill., has filed in the county court of Rock Island county, a certificate of the cost of the improvement entitled "In Re Petition of the City of Rock Island, Ill., to assess the cost of the paving with asphaltic concrete of Forty-third street from Fourteenth to Eighteenth avenues," and said certificate also shows the court costs, the amount of accrued interest, and the total amount of said assessment, and said certificate also states that the said improvement conforms substantially to the requirements of the original ordinance, as required by law, and that final hearing on said certificate will be had on the 14th day of May, A. D. 1921, at 9 o'clock a. m., or as soon thereafter as the business of the court will permit. All persons desiring may file objections in said court before said day and may appear at the hearing and make their defense.

Dear Mrs. Thompson: I am a man of 30 and was engaged to a lady of 21. I loved her as much as a person could and I know she did the same. When she said she would get married I bought everything and was ready to go to housekeeping. When the time came the girl's mother made the girl leave town. She also told her not to write to me. Now I am broken hearted. I do not know what to do and so please advise me.

Dated this 29th day of April, A. D. 1921.  
H. M. SCHRIVER,  
FRANK WICH,  
WILLIAM FITZSIMMONS,  
JOHN A. MURRIN,  
M. T. RUDGREN,  
Board of Local Improvements of the City of Rock Island, Ill.

**CLEVELAND CAMP BEGINS CAMPAIGN TO GET MEMBERS**

With the beginning of a membership campaign, H. A. Cleveland camp of the Sons of Veterans will be reorganized and officers will be elected next week. Joseph T. Fisher, divisional organizer of the Sons of Veterans, is in the city this week arranging for the membership campaign.

**ARNSTEIN GUILTY.** Washington, May 5.—Jules W. (Nicky) Arnstein and four others were found guilty of bringing stolen securities into the District of Columbia, as a sequel to the \$5,000,000 bond thefts in New York.

**Heart Home Problems**  
by MRS. ELIZABETH THOMPSON

Dear Mrs. Thompson: I am a man of 30 and was engaged to a lady of 21. I loved her as much as a person could and I know she did the same. When she said she would get married I bought everything and was ready to go to housekeeping. When the time came the girl's mother made the girl leave town. She also told her not to write to me. Now I am broken hearted. I do not know what to do and so please advise me.

There is only one thing a person can do who has suffered bitter disappointment, and that is to make a brave new start and hope for a more kindly future. Perhaps you can use the things you have bought to fit out an apartment, and then rent it furnished. Or you may be able to return many of the things under the circumstances. Time and the fates have proved that the young woman was not for you. Do not lose heart, however; there are many more women in the world, and you will find someone else if you try.

Dear Mrs. Thompson: I am a girl almost 19 years of age and am living with my parents. I am abused terribly. Many times a boy friend of mine asks me for dates and I have to refuse because they object. Sometimes when I happen to meet a boy friend on the street he asks me to go to the show and of course I go. If I happen to come home rather late father and mother fuss at me and often slap me. They think that I am very easy. I have a sister who is 15 years old who can go wherever she pleases

without asking. Do you think that my parents are treating me right? I do not know just what you imply when you say that your parents think that you are "easy." I presume that they believe you are too familiar with boys and that they are anxious for your welfare. Of course it does not increase their trust in you when you deliberately oppose them and go to the show with some boy.

My advice is to obey your parents as well as you know how. When they see that you are earnestly trying to please them, they will soften toward you and will grant you the freedom that your sister enjoys.

Dear Mrs. Thompson: I have been writing to a boy at a navy yard. He seems to be a very nice young man, but I know nothing of him or his people. How can I find out what he is? Do you think that I could find out about him through the navy department? If so, to whom should I write?  
BLUE EYES.  
The best way will be to judge the young man by his letters. Let your parents read them, too, and pass their judgment. He will betray his character in what he writes.

**NEW GAS TANK WILL BE USED IN FEW WEEKS**

People's Power Company Auxiliary Near Completion and Ready for Service.

Gigantic tank, with a capacity of 500,000 cubic feet of gas, being constructed by the People's Power company at Twenty-third street and First avenue, is nearing completion and in two weeks will be in use. R. B. McDonald, manager of the company, said that as soon as it is finished it will be put into service. Connections are being installed now so as to permit the entrance of the gas. The company began plans for the construction several years ago but did not let the contract until a year ago last fall. The Stacey Manufacturing company of Cincinnati is building the tank. The tank is capable of holding 500,000 cubic feet of gas and will safe-guard the gas service offered the Rock Island public by the company. The increased use in gas service and its steady use prompted the erection of the tank. The completed barrel costs \$125,000 and is one of the biggest in the community. It is 100 feet in diameter, 75 feet high and necessitated the use of 500 tons of metal.

**Pure Blood Hood's Sarsaparilla**

Is a necessity to health at all seasons. No better time for blood-cleaning than now, and the one true Spring Medicine is Hood's Sarsaparilla.



**A MEMORABLE FLAVOR THAT CHEERS AND SATISFIES**

A search to find the finest coffee in the world! Years spent in sampling, testing, blending—in seeking the coffee that possessed every desirable quality, and each quality in the highest degree. And the result is—Yuban. The fragrance of Yuban is savoury and penetrating, a true coffee aroma that never fails to fill the coffee-lover with delight. You rejoice in its clear, deep amber color as you pour it out and you notice its strength and richness in the cup—such "body" that the cream curls down into it in lazy, wavering spirals. And the flavor!—the rare flavor that its fragrance promised, that cheerful, satisfying flavor that fills you with content. Because Yuban is handled with endless care through the many processes, it is always the same—tomorrow's coffee will be as clear, as fragrant, as flavorful as today's.

**YUBAN**



**Make your skin—"A skin you love to touch"**

A BEAUTIFUL skin, soft, smooth, faultlessly clear—any girl can have this charm. For your skin is constantly changing—each day old skin dies and new takes its place. Give this new skin the right treatment, and see how soft and lovely you can keep it. If your skin is very sensitive and easily irritated, use each night this special treatment:

DIP a soft washcloth in warm water and hold it to your face. Now make a warm water lather of Woodbury's Facial Soap and dip your cloth up and down in it until the cloth is "fluffy" with the soft white lather. Rub this lathered cloth gently over your skin until the pores are thoroughly cleansed. Rinse first with warm, then with clear, cool water and dry carefully.

GET a cake of Woodbury's today, at any drug store or toilet goods counter, and begin this treatment tonight. A 25-cent cake of Woodbury's lasts for a month or six weeks. The Andrew Jergens Co., Cincinnati, New York and Perth, Ontario.

**Keeley's Ye Olde Inn Beverage**  
with the smack of yesterday  
YOU who enjoy a rare, mellow beverage brewed from pure malt and imported hops, and well aged in wood, should try Ye Olde Inn. Here you get the real Burton-on-Trent flavor—the old country process, yet complying with present regulations. Try it. It's entirely different—better! At clubs, hotels, cafes and fountains. Order a case for your home. Phone now! THE GRAIN JUICE CO., LT. W. A. Chalberg, Mgr. Dav. 2226 222 E 3rd St. Davenport.

**FUL-O-PEP**  
Nash-Scratch-Click  
Hay Straw  
Grains  
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