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"It is the law of good economy to make the best of everything." —RUSKIN.

EVADING THE SELLER.

"I am not in the market for a new heating plant, but I would like to learn something about heating plants operated by oil. I have hesitated to ask for the information because I do not want to be plagued to death by salesmen," said a professional man to this writer.

Not long ago a business man expressed the desire to know to what extent insurance companies provide insurance for children. The man remarked "I am afraid to ask. You know how persistent those insurance fellows are."

While these two men unconsciously paid tributes to the aggressiveness of salesmen, they showed an unfamiliarity with business friendship. It is becoming a recognized principle of good business that one should respect the confidence of another who comes to him with a problem, and should show him the courtesy of genuine business friendship.

Perhaps one of the finest results of the service clubs is that they have brought men of various vocations together in a friendly way and enabled them to discuss affairs with each other without fear of being "plagued by persistent salesmen."

But one need not belong to a club in order to enjoy the mutual courtesies of business men. Many a man invites a persistent attack of salesmanship because, when he makes an inquiry, he baits the seller by not being fully frank. There are men that have not learned the place of friendship in business.

Perhaps there are hundreds of shoppers who would make inquiries about goods and various commodities if they could rid themselves of the feeling that they are expected to buy. This reticence on the part of buyers often deprives them the pleasure of discussing things they would like to discuss. Likewise many a seller loses business by "rushing" his customer instead of extending him friendly business courtesy.

CITIES WAKING UP.

Chattanooga, Tenn., a city noted chiefly many years for its famous cemetery, has awakened. Its citizens have pledged \$50,000 a year for five years to advertise Chattanooga. Portland, Maine, will spend \$10,000 this year to tell the world of its attractions. In fact, there are 100 American cities that are promoting the themselves extensively through organized publicity. In addition to circulating booklets, these progressive cities are advertising in magazines and newspapers. St. Louis and Los Angeles are good examples of cities that have been attracting much attention through newspaper publicity.

In the days when the western states were in need of settlers, they advertised extensively. When they reduced their efforts they diminished the incoming tide. Now, several states are resuming their publicity to attract people and capital to develop their industrial resources. In Iowa organizations are being formed to "sell" the tourist lure of Iowa to the thousands of tourists who will pass through Iowa this summer. Iowa is beginning to appreciate its own attractions and to realize the value of having the tourists spend some time in this great state.

Cedar Rapids and other smaller cities never had a better chance to advertise themselves than right now when Iowa is conscious of the need of a larger consuming population and when the larger industries of the big cities are tending to scatter.

A group of aggressive Iowa newspapers, including The Evening Gazette, has been advertising Iowa in eastern newspapers. No Iowa city really has awakened to the work of telling the country what it is and what it offers. Some day, some progressive Iowa city will capitalize the publicity that the newspapers have been giving the state and will advertise itself in local and outside newspapers.

A JUNIOR CHAMBER OF COMMERCE.

Sioux City seems to be accomplishing something with its Junior Chamber of Commerce. It has more than 150 active junior members, and is giving the youth a practical insight into civic problems and business affairs. If the function of commercial clubs, community clubs, or whatever they may be called, is to co-ordinate the business, civic and social forces of the community for united action, it would seem that there is a definite place for junior organizations.

It generally is conceded that the use of the various service clubs has not made the success of Chambers of Commerce easier. The clubs tend to interest more men in civic affairs and to give the community the backing of more men, but they often tend to supplant rather than help a Chamber of Commerce.

Some how, not many commercial clubs have been able to arouse the eating, speaking and fellowship enthusiasms that characterize the service clubs. To some extent the younger business men have not taken hold of their responsibility to the Chamber of Commerce as they might. The typical Chamber of Commerce seems to lack a point of contact

with younger men. The junior chamber offers a solution. It absorbs boys and girls in their teens. It trains them in civic spirit and rears them with a growing sense of their obligation to serve their community and touch all of its life.

WHY NOT PLAY BRIDGE?

Friday forenoon, three women visited and visited, talked and talked in the middle of Third street at the Second avenue intersection. If the three women would find an extra partner, they could stage a bridge game in the middle of a busy street some nice Saturday afternoon.

While the three women were discussing the crime wave, the permanent wave, or whatever it was that they were discussing, three little girls walked across Second avenue half way between Third and Second streets. The little girls did not realize the danger to themselves nor the menace they were to traffic. The women probably were so glad to see each other that they forgot that they were in the middle of a busy street. But even if women and children be excused for their "jaywalking," men should not subject themselves to traffic dangers. But they do, and do it daily.

Every day in this city, one may see men crossing street intersections diagonally, or at the middle of a block. Such jaywalkers seem to think that a city street is as safe for a pedestrian as the village square used to be in the good old days when the whole population went down to the depot to meet the "cars."

WHAT SHOULD A CITIZEN DO?

A worthy citizen suddenly remembered that his automobile had been parked for nearly two hours. He hurried out of his place of business and found his car had not been tagged. He drove his car to the nearest corner, made the turn and re-parked it in the same place. He returned to his business with a peculiar feeling of elation. He had "put one over."

Should the citizen have reported his excessive parking? Are our many regulations developing a new code of morals to the effect that one violates the law only when one is caught violating the law? This little problem is not as insignificant as it looks. It is symptomatic of an attitude toward law that we have developed by much law-making and numerous regulations.

Background
By DR. FRANK CRANE.

In an address by John Franklin Crowell, former president of Trinity College, now Duke University, at a meeting of the Metropolitan Alumni Association in New York recently, he said:

"I recall the criticism of some of our British friends on some of our university methods. I said, 'What do you think of our men who come over here (to England) as Rhodes scholars, and others who come to attend some of our universities?' He said, 'As far as your economic students are concerned, I find they know all about wool, cotton, lead, zinc and steel. They are specialists and thoroughly up with their own thing—but they have no background. They have not that background of intellectual judgment of principles which would have weight among practical men.'"

This calls attention to the fact that a man may be very proficient in his specialty and yet fail to attain success because of his lack of background. Background means that general culture and information which enables a man to correlate his own activities with those of the past.

TO TALK OLD MANS TO DEATH.

Add to the horrors of peace the slogan of Mrs. Carrie Chapman Catt. Every community should have a talking shop where old men talk to death. With the women of the world doing the talking. There was an idea during the recent conflict in Europe that talk would win the war. It did. The Liberty Loan speeches of thousands of patriots, wrought more harm to the German arm than a million rounds of high explosive. The speech convinced the Germans they had made a disastrous mistake in defying America. Until we had to go into the war.

IS STEAM POWER PASSING.

Developments in transportation in the last few months all seem to point to the ultimate subordination of steam as a direct source of power for the movement of ships and trains.

Significant in the trend was the recent arrival from Great Britain of the motor ship Aerangi at the Panama Canal and later at San Francisco, and the keen interest of American engineers in this beautiful 2300-ton passenger liner driven by internal combustion engines. Likewise the activity of the U. S. shipping board in installing Diesel engines in ships that formerly were equipped with steam has created widespread comment.

Among other signs that have led engineers to ask seriously whether the day of steam is passing is the announcement of Samuel M. Yauland, president of the Baldwin Locomotive works, that his company is experimenting with a locomotive driven by electricity generated by a Diesel engine.

Similarly the Pennsylvania railroad recently announced that it had been in the process of electrifying its main line of the road between New York and Washington. The New York, New Haven and Hartford railroad also has announced that more of its branch lines are being electrified.

NOT OUTDOVE IN COURTNEY.

It happened at Washington before the civil war when Jefferson Davis was a United States senator. A young friend was walking with him down Pennsylvania avenue. They met a number of Negroes on their way, each of whom bowed or lifted his hat to Mr. Davis—and Mr. Davis returned the bow. His young friend said, "expressed his surprise that the senator from Mississippi should take such pains in returning the salutations of the Negroes."

Robert Quillen's Paragraphs

Short spring story "Will exchange 3-tube set for a 30x4 tire"

The best test of any town's sportmanship is a losing ball team. If you years to serve the people, you must have ability and a collection plate.

America is the world's hope. Its contributions include jazz and cross words. Economy. Selling merchant ships to get rid of a loss, planning to subsidize the ships.

The successful man doesn't use peculiar methods. A home run is just a long pop fly.

Americans have faith in God. You can tell by the way they approach rail crossings.

About 97 per cent of the world's idiocies were fostered by people who meant well.

Don't expect too much of a boom town. It teaches the ripen too quickly have rotten spots.

You can always tell when you're on the wrong road. It isn't necessary to chew it all.

Another way to preserve a complexion is to avoid it. It's stuff over there is poison ivy.

It's none of our business, but we can't help wondering what Hindenburg's colonial policy will be.

Once in a while a woman's losses at the bridge club include a perfect good husband.

There is nothing particularly painful about talking to a beautiful man if you know which is his Adam's apple.

The chief objection to air lines to the north pole is that Santa Claus may cut out the delivery service.

It works out all right. You spend so much for reducers that you must cut down on the ration bill.

Government always favors the big fellows. Under the new rate you can mail two pounds cheaper than one pound.

1925: Cutting down dad's trousers to make pants for Willie. 1926: Cutting down dad's trousers to make knicker's for dad.

Correct this sentence "Stop the car, John," said she "we must pay for that hen you ran over."

QUESTIONS AND ANSWERS

Q. How long has Monaco belonged to the family of its present ruler? M. N.

A. It was conferred on a Prince of Monaco of the name of Emperor Otho I in the tenth century.

Q. Has the Monday before Shrove Tuesday a name? C. V.

A. It is sometimes known as Collop Monday for this day the faithful ceased eating flesh meat or "collops."

Q. Is coffee native to Brazil, F. E. N.

A. It is not native to South America. It is supposed to have grown first in Abyssinia, although it was early found in Arabia. Brazil, however, now furnishes more than two-thirds of the coffee consumed in the world. As an article of diet, it was unknown to the Greeks and Romans—it was not introduced into Europe until the sixteenth century.

Q. Is there a way in which navy beans can be treated to make them more digestible and prevent the formation of gas on the stomach? M. V. G.

A. A pinch of soda added to the water in which navy beans are cooked tends to prevent the formation of gas in the stomach during the process of digestion.

Q. Are the 'Bad Lands' of South Dakota considered a desert region? C. L.

A. They can not strictly speaking be classed as a desert region. The term is somewhat misleading, as the land is fertile except where it is so steep that cultivation is washed off. In level portions buffalo grass grows and supports great herds of cattle. Good water is usually found in shallow wells and considerable farming is carried on.

Q. What does the Persian 'Mirza' mean? B. C.

A. It is the equivalent of "Prince."

Q. Who was 'Capt Cutler'? C. D.

A. He was a character in Dickens' 'Dombey and Son.' He was a retired merchant with a hook in place of a right hand.

PERSONAL HEALTH SERVICE

By WILLIAM BRADY, M. D., Noted Physician and Author.

WALK AND SAVE YOUR LIFE. Really big business men and women take time to play, cost what it may. The little fellow can't see it that way.

The best doctors give a lot of time to study, being great readers of the current medical literature, attendants at medical society meetings and visitors in clinics and post-graduate institutions. The little fellow is too busy to squander any time on these things.

Now, then, how is your blood pressure? Well, anyway, listen to this striking observation made by Dr. Henry H. Mohler in a study of hypertension and hyperglycemia in a series of forty-six patients, when they came under our observation, ranged from one per cent to sixty per cent overweight.

The forty-six patients had not only high blood pressure, but also too much sugar in the blood. All had some sugar in the urine, but in only sixteen was the condition considered fully developed diabetes. Twelve had albumin and hyaline casts in the urine, and four showed albumin with hyaline and granular casts. These are pretty certainly indicate nephritis, Bright's disease.

The high blood pressure in these forty-six patients was not due to too much sugar in the blood and is not a constant finding in diabetes. Just what it means, Dr. Mohler doesn't speak too much conviction about that, but he conveys a good hint when he says: "These patients were informed by us of the dangers of obesity and overeating, with the attendant results of hypertension and glycosuria, and advised to consult their physicians, that their diets might be regulated." (Hypertension is another term for high blood pressure, and glycosuria means sugar—glucose—in the urine.)

Ten of the forty-six had risks had no symptoms. They would control themselves well. That is because folks don't know what health means, and don't see the wisdom of running to a doctor until they get so sick they can't run at all. I'll wager my job against some honest doctor that the ten bad risks that had no symptoms ought to know that a healthy adult not over 50 years of age should be able to run a mile at lib.

Don't know whether they could do it, because it is such an undignified thing to try. Imagine a refined lady of considerable height, or a high tension gent, running along the street to try this out—why the cop at the first corner would probably arrest the nut as a suspicious character. Dignity

is a deadly evil which tends to grow on one once you give it a start.

High blood pressure or hypertension is often but not always an early feature of cardiovascular degeneration (hardening of the arteries, chronic nephritis, slow failure of the heart, apoplexy). Let that sink in, fat folks, and then listen to another of Dr. Mohler's observations. "Obesity frequently favors the development of sclerotic (that means degenerative) changes in the body, which are capable of producing an increase in the blood pressure and a diminished ability of the body cells to utilize carbohydrate. Degenerative changes that take place in the body, when affecting the structures involved in carbohydrate metabolism (that means the utilization of starches and sugars), of necessity must impair their efficiency and result in hyperglycemia (too much sugar in the blood) and glycosuria (glucose in the urine)."

But don't be discouraged, fat folks. I've got a nice spring tonic for you, one which will purify your blood and everything else. If you're a big one, this tonic will do you a lot of good. If you're a little fellow, you can't afford it. The remedy is oxygen. The average dose is two miles. To be taken on the hoof. For ordinary cases, three times a day.

QUESTIONS AND ANSWERS.

Grandma Rolls.

I have been turning somersaults for several years and find them the best remedy for constipation that I have ever tried. Thank you for the idea. I have passed it on to others, including a 6 months old grandchild who had to have doctor's night. But when his parents give him his regular somersaults his bowels move quite naturally. P. F. S.

Answer—Grandma rolling her own is no new thing, but the baby's experience is unique. I do not advise the general adoption of somersaults by babies so young, but when a baby is a year old he might begin—old age is preventable if taken in time.

Lonesome Joe.

I am 35 years old and would like to marry and have at least three children. My intended wife does not like children and says she would never have any. Yet I believe we love each other. What would you say, doctor? LONESOME JOE.

Answer—Don't. Tied to a wife with such views you would be much more lonesome than you are now, Joe. There are plenty of girls of a

JUST FOLKS

By EDGAR A. GUEST. (Copyright 1923.)

TH WORST OF CHILDREN

There are things I don't like about children. There are things which I wish I could cure. I don't like 'em with mumps, or with bruises and bumps. And the pains which they have to endure, I love 'em around me, but shudder with fear.

Whenever a child with the whooping cough's near Now toothache's all right for a grown up, I say. But a child shouldn't have it at all. And I surely can't see why these fevers should be. Permitted when people are small. Why can't we who are old and grown used to life's shocks. Have the measles and mumps and the child's chicken pox?

more promising disposition on the market—why pick a lemon? Meniere's Disease. Please state the cause, symptoms and cure of Meniere's disease. W. T. W. Answer—Deafness due to some disease or injury of the auditory nerve in the internal ear associated with heart noises and severe vertigo of vertigo, is called Meniere's disease. There is no specific cause known, aside from the lesion of the auditory nerve in the labyrinth (internal structure of the ear). (Copyright, National Newspaper Service.)

Dr. Brady will answer all signed letters pertaining to health. Writers' names are never printed. Only inquiries of general interest are answered in this column, but all letters will be answered by mail if written in ink and stamped, self-addressed envelope is inclosed. Requests for diagnosis or treatment of individual cases can not be considered. Address Dr. William Brady, in care of this paper.

Advertisement for Radiator Repairing, STANDARD Radiator Wks., 116 South Fifth Street East.

Advertisement for LEA-PERRINS SAUCE, Soups taste better.

Advertisement for the DECORATOR, the ARCHITECT, the WOMAN, the HUSBAND, who provides for his family's health and comfort, the beautiful new floor designs in Armstrong's Inlaid Linoleum offer a real opportunity.

Advertisement for Armstrong's Inlaid Floors, showing a room with a patterned floor and text describing the benefits of the flooring.

Advertisement for Armstrong's Printed Linoleum, showing a room with a patterned floor and text describing the benefits of the flooring.

Advertisement for Armstrong's Printed Linoleum, showing a room with a patterned floor and text describing the benefits of the flooring.

Large advertisement for Armstrong's Linoleum, featuring the company name, address, and a large image of a room with a patterned floor.