

SANTA CLAUS' HEADQUARTERS

As in the past Santa Claus will make his headquarters at The Golden Rule Store where everything in toys as well as the more practical gifts are to be found. Our various lines are now complete, making early purchases more satisfactory.

THIS LOT 25c EACH

25c

Dolls
Give your little girl a doll. Whether it be a 5c or a \$5 one; note the motherly love and care bestowed upon it, the many hours whiled away with pleasure, and you almost wish yourself back to childhood again. You will find here dressed and undressed dolls, bisque dolls, china dolls, metal dolls, large dolls, small dolls, black dolls, white dolls rag dolls crying dolls, dolls that go to sleep, in fact a veritable doll kingdom.

For Father
House Slippers
Dress Shirt
Waste Basket
Cuff Buttons
Muffler
Shaving Set
Half Hose
Gloves or Mittens
Smoking Sets

For Sister
Gloves
Silk Muffler
Neckwear
Handbag
Handkerchief Box
Post Card Album
Fancy Hosiery

Doll Cabs
Bring your little girl to our toy shop and the moment her eyes fall on a doll or go-cart, you will see the little face brighten, eyes sparkle and all eyes is forgotten in her earnest desire to own one. We have provided the inexpensive ones for 25 cents and better ones for 50c and up to \$2.50.

For Mother
Fur Neck Piece and Muff
Table Linen and Napkins
Center Piece
Table Scarf
Handkerchiefs
Fancy Towels
Fancy Comb
Pin Cushion

Iron Toys

Iron Engines that run forward or backward; Automobiles Engines, Street Cars, Auto Hook and Ladder, Mechanical and Winding Toys, Fire Engines, Hose Carts and hundreds of other iron toys.



Old Santa is doubtful if he can fill this little fellows big stocking, but he is a resourceful old fellow, and after looking over our list will find plenty to put into it.

For Brother
Umbrella
Handkerchiefs
Ties
Half Hose and Tie Set
Hose Supporter and Arm Band Sets
Muffler
Cuff and Collar Box
Smoker's Set

Toy Dishes
Note the little miss, with what pride she arranges the tiny tea set and feeds her doll, entertains her company like grown folks.
A few cents invested here for a china, granite, or decorated tea set will bring another ray of sunshine into their little lives.

Art Goods
Our Art Goods Department affords an opportunity for a wide range of selections of a practical nature; Stamped Pillow Tops, Stamped Pillow Cases, Stamped Towels, Stamped Dollies and Center Pieces, Stamped Aprons, Pillow Cords and Ruffles, Embroidery Floss and Thread, Jewels, Lace Fringe, Initial Letters and Embroidery Hoops.

Toy Furniture
Our list of Toy Furniture is very complete. We enumerate only a few: Doll Beds, Cradles, Dressers, Trunks, Cupboards, Sideboards, Chairs, Rockers, Spoo-Fly Rocking Horses, Wood Dining Sets, Folding Tables, Pastry Sets, Laundry Set, Noah's Arks, Toy Carpet Sweepers, Blackboards.

Oh, That Boy
There are so many things a boy likes and wants it is difficult to know where to begin. He wants:
A Hobby Horse, a Gun, A Velocipede, a Drum, A Tool Chest, a Sled, An Airship, a Wagon, Building Blocks a Horn, A Train of Cars that run on a track,
A Money Bank, a Toy Watch, A Set of Driving Reins with Sleigh Bells attached.
A Magic Lantern,
A Wheelbarrow, a Top,
A Rubber Ball, and hundreds of other things.
WE HAVE THEM.

For Baby
What is a home without a baby? The pet and pride of the household enjoys the bright colors of a toy and should have first place in our thought when on a gift-giving expedition.
Give them an Eskimo Talking Doll, Rag Doll, Knit Doll, Plush Dog, Plush Cat, Plush Rabbit, Plush Lion, Plush Elephant, Rubber Doll, Rubber or Celluloid Rattle, and their first effort will be to put them into their mouths.
Make them comfortable with a Fancy Pink or Blue Crib or Cab Blanket, Knit Jacket, Leggings, Booties, Silk Heel and Toe Cashmere Hose, Fancy Soft Sole Shoes and many other items to be found here.

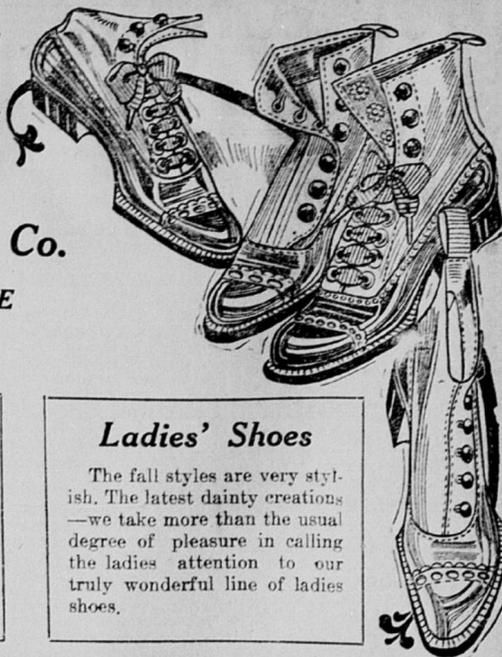
THIS LOT 10c EACH

10c

Cor. 8th & Main Sts. **THE GOLDEN RULE** Keokuk, Iowa

For That Delightful Feeling of Shoe Comfort and Ease

Come to the **Baur-Mullarky Co.**
NEW SHOE STORE



Men's Shoes
In all leathers, shades and lasts. The Fall Styles are very snappy.

Ladies' Shoes
The fall styles are very stylish. The latest dainty creations—we take more than the usual degree of pleasure in calling the ladies attention to our truly wonderful line of ladies shoes.

Baur-Mullarky Co.
NEW SHOE STORE
414 Main Keokuk

CITY NEWS.

—Lindenold half soles wear you long. Let Karle do your shoe work.
—But a few weeks until Christmas. Keokuk merchants are beginning to appropriately decorate their display windows with holiday merchandise and their advertising is beginning to tell the Christmas store news and bargains. In the issues of this paper the live merchant is telling of the merchandise bargains. It is to your advantage to keep informed.
—Five weeks from tomorrow will be Christmas. Nothing more suitable for a gift than pictures. Let Anschutz take them now.



A little bigamy is a dangerous thing.
A man can't be true to himself and not be well dressed.
Every man is as big as he feels and good clothing makes him feel fine.
Comfortable underwear, stylish hosiery, smart shirts.
Top it off with a new bonnet!

Successful men wear successful clothes—and so do the men on the ladder going up.
Our suits for Fall and Winter.
Our Overcoats for Fall and Winter.
Our hats for Fall and Winter.
AT THE TOP!
EWERS-McCARTHY CO.
412 MAIN ST.

Lifts You Above the Crowd

The distinguishing mark of being well dressed is yours when your garments are made by the well known house of

Lowitz & Sons
Iowa's Best Tailors

where you have the advantage of making your selection from an immense stock of high grade cloths, such as shown only by recognized first class houses, where only the BEST of CUTTERS and TAILORS are employed, making only the finest of garments. The style of our productions, the workmanship and quality of our materials are so far above the average and so-called Tailoring there is absolutely no comparison. No more costly than inferior Tailoring, but far more appealing in every feature. If you are not already a patron of this well known establishment, one trial will convince you of what a difference there is in clothes.

To those who have not placed their orders for winter wear we call attention to a late importation of swell woollens just received in English and Scotch suitings, new color effects. Also an attractive line of overcoatings.

The House That "Knows How" to Make Clothes

CITY NEWS.

—Call at Sherwood's for auto robes and blankets.
—A Dubaque news item says about something Keokuk would appreciate if such protection could be gained: Crossing gates for all the dangerous railroad crossings in the city will be demanded of the railroads by the city council.
—Sam Ireland has opened a meat market, 228 B street, in Lucas store. Your trade solicited. Bell phone 993-B.
—Ewers-McCarthy Co. sell D and P gloves, a new pair for any rip in any seam, \$1.50.
—Don't forget that big turkey supper next Thursday evening at St. Francis De Sales church. Only 35c.

CITY NEWS.

—Christmas things at Phillip's Art Store are the prettiest in town.
—On account of repairs being made to the steam heating plant at the Grand opera house, no matinee was given yesterday afternoon for Dante's "Inferno" pictures. The plant was in shape last night and the show run.
—Six baskets coal \$1. Wagon load chunks \$2. M. F. Eaton, both phones.
—Regular meeting of Keokuk lodge No. 13, I. O. O. F., Monday night at 7:30 o'clock. Visiting brethren fraternally invited.
—First Baptist church bazaar Tuesday, December 12.
—Don't delay, but call now for Christmas photos. Only five weeks more. The place is Anschutz.

CITY NEWS.

—Rehmer's for Christmas photos.
—Should today be fair and the weather sufficiently warm to allow "running around," there will no doubt be many cross the river to see the power dam, and many visitors at the works on the Iowa side.
—Rev. H. B. Foster attended the Men's Brotherhood meeting of Keokuk presbytery Thursday and Friday at Crawfordsville. He reports a meeting of great power and helpfulness. One of the speakers at the convention, Rev. Fred Elliott, will be with Mr. Foster over the Sabbath. Other speakers were Rev. Rabbb, of Pittsburg, Pa., Rev. Chambers, of India, and Mr. Inness of Philadelphia, Pa.

CITY NEWS.

—Storm door paper at Merriam's.
—Miss Cecil Mills is ill at her home, 1219 Fulton street.
—St. Mary's bazaar next Tuesday and Wednesday at K. of C. hall, Fifth and Main street. A feature of bazaar voting at one cent a vote for the most popular candidates for next spring elections, umbrella awarded. Wednesday afternoon, German lunch.
—Order now best Springfield coal yet selling \$3.25 five ton lots. J. C. McMannus, both phones. Office, Ninth and Johnson.
—Ewers-McCarthy Co., the overcoat you want.
—M. W. A. dance Wednesday night at Woodman hall, 50c. Ladies free. All rights strictly reserved.

CITY NEWS.

—Only a few days more in which to subscribe for the Hamlin and Bishpam concerts.
—The handsome new Elk building at Cedar Rapids was dedicated last Friday evening. Exalted Ruler Wm. Reinbold and Secretary LeRoy Wolf or the Keokuk lodge received handsomely printed invitations.
—James Shelton shipped a car of poultry Wednesday to New York and the second car Saturday. Office and storage rooms Eleventh and Johnson street.
—New lap robes and blankets at Sherwoods.
—Select your Christmas novelties now while they are new at Phillips' Art Store, 626 Main.

CITY NEWS.

—Ewers-McCarthy Co.'s suits and overcoats are about perfection itself.
—A Carthage paper says of former Keokuk residents: Mr. and Mrs. H. H. Kralston, who have been living at Lincoln, Neb., will soon remove to Keokuk, where he has a position.
—Rev. and Mrs. A. V. Kendrick have returned from a six months' tour of the Pacific coast and it will be pleasing to their many friends to learn that they enjoyed the trip and return improved in health. They were particularly delighted with California and report that the southern California cities are making wonderful progress. On their return home they stopped for a time in western Kansas to visit with relatives.