



Hoosier
"White Beauty"

Tomorrow, ONLY \$1 puts this NEW HOOSIER in your home on the famous Hoosier Plan.

You may choose between the celebrated "White Beauty," whose picture is shown here, and one of the other Hoosiers, finished inside in oak.

The terms of the Hoosier Plan are these:

1. \$1 puts the cabinet you choose in your home.
2. \$1 weekly quickly pays for it.
3. The Low Cash Price fixed by the factory prevails strictly.
4. No interest. No extra fees.
5. This sale is under direct supervision of the Hoosier Company.
6. Your money back if you are not delighted with your Hoosier.

Only those women who grasp this opportunity tomorrow can be sure of getting one of these cabinets on this liberal Hoosier Plan. You realize of course that these terms could not be offered except on a very limited number of cabinets. After this sale—

1. The "Hoosier Plan" terms will be withdrawn.
2. Our regular furniture terms will then prevail.

THE IMMEDIATE CLOSING of this sale may be caused tomorrow by the number of women who enroll on this Hoosier Plan. If all the women who need Hoosiers should come tomorrow, our allotment would be taken before night and the sale would close. This has happened in many similar sales throughout the country. On the other hand, if women delay, the sale may last all week. This too has happened. Which now is best for you—to delay and take the chances of missing this opportunity or to come down tomorrow and find out about this cabinet so you can decide before it is too late?

It cannot take you ten minutes to decide, once for all, whether you intend to purchase now or later—And you are deciding, remember, whether or not you will save miles of unnecessary steps you now take.

But unless you at once decide, you may decide too late to own this greatest of all Hoosier cabinets on this liberal Hoosier Plan. 700,000 women already have Hoosiers. Thousands are buying this New Hoosier every week. You should without fail grasp your opportunity and see this cabinet tomorrow.

Read About these conveniences that have made the HOOSIER necessary to over 700,000 Women

(1) Mrs. Christine Frederick's famous "Housekeepers' Food Guide"—on the upper left door—answers every woman's eternally perplexing problem—"What shall we have for dinner?" You turn the dial to the meat you want and a complete outline of a perfectly balanced meal is before you—an exclusive Hoosier feature that is an invaluable help.

(2) The Cook-book Holder on the middle upper door holds your cook book securely when not in use. When you are cooking, simply open up the book to the proper page behind the holder. It is on a level with your eye, always clean, never in the way.

There are 40 special conveniences in the NEW HOOSIER—17 are entirely NEW.

(3) The Hoosier Metal Flour Bin holds fifty pounds. It is low and easy to fill. The sliding glass front enables you to clean the entire bin easily. The inside is entirely of metal with no corners to hold flour. First flour in is always out first.

(4) The New Shaker Flour Sifter is the most wonderful of all the New Hoosier inventions. It is the only flour sifter ever made on a kitchen cabinet that shakes flour through instead of grinding it through. It cannot sugar out and cannot grind through any grit or foreign substance that might be in the flour.

Twenty of these features are described in OUR WINDOW DISPLAY which will be the talk of the town next week—come in and find out about the others.

(5) A Big, Extra Roomy Drawer in the base is made entirely of metal for the proper storage of all kitchen linens, towels, dish cloths, etc. The drawer is noiseless, rustless, and easy to keep clean.

(6) A new feature in the Base Cupboard is a narrow shelf conveniently located for the storage of canned articles. Most women will find this a great convenience as an "emergency shelf." It will save many trips to the cellar or pantry.

TOMORROW YOU may examine all the new features. You incur no obligation. But you should come early so you can study them all carefully. Our stock of White Beauty patterns is limited. You may be too late to get one on the HOOSIER PLAN if you delay! Come and SEE this remarkable NEW Hoosier tomorrow.



We're Clothiers to Men, Young Men and Boys

We are proud of their appearance.

Selling clothing is but one part of our business—designing it, improving it, studying it, is another.

The Spring Suit Models

shown in our windows conclusively demonstrate our faithful study of style detail.

Ewers-McCarthy Co.

CITY NEWS.

—Election tomorrow.
—Buy harness and drivers' articles at Sherwood's.

—Do you want good government? Vote for Sanders.—Adv.

—For sale—Piano boxes, \$1 and \$2. Just the thing for chicken houses, etc. Guest Piano Co.

—Keokuk's factory chances are improving. Don't get discouraged. The outlook is the brightest.

—A vote for Moorhead is a vote for a clean and progressive city.—Adv.

—Wanted: Hair combs and cut hair for which I will pay a good price. I. E. Nunn, 324½ Main, second floor.

—The ground is being prepared for the spring planting. Timely rains are helpful. A big crop means good times.

—Get an estimate for wiring your home on the easy payment plan. King Plumbing Co.

—The best answer as to Moorhead's position on the bootlegging and gambling question was that when he served Keokuk as mayor before, these evils were eradicated. That's his platform today. Vote for Moorhead.—Adv.

—Have King Plumbing Co. wire your house on the easy payment plan. See ad of Keokuk Electric Co. in this issue.

—For all kinds of marble and granite monuments and cemetery work call on J. T. Crotty, 311 South Twelfth street. Phone Red-796. First class work and low prices.

—Do not miss the meeting at the Twelfth and Exchange street church Sunday evening at 7:30, the speaker will address you on the subject: "The Perils of Keokuk and Civic Righteousness." A meeting for voters and those who want a "Greater Keokuk."

—Communications for the "Public Opinion" column are not published unless the name of the writer is attached to the article. It is not necessary to publish the name of the writer but the signature must be attached for the information of the editor.

—Do you want this gambling and bootlegging to go? Vote for Sanders.—Adv.

—The Quincy Herald, discussing the packet service between Keokuk and Quincy, says: Although packet service from Keokuk to Quincy is to be resumed next week, it is not likely that street car service on the Front street line will be inaugurated until May. The track is in very bad condition and needs to be overhauled and some new rails and ties laid. This work ought to be done right away.

—Do you want the people represented and given a square deal? Vote for Sanders.—Adv.

—Have your paper cleaned by Erman Harrington and Inman Co. kills the germ, gives more light, saves money. We also have over 200 lb. compressed air white wash machine, gives more light, fire protection and sanitation. No job too big, no job too small. Leave orders at Fred De-Yong grocer store, South Fourth street. Phone No. 1.

—And now it is Bud Fisher the creator of Mutt and Jeff, who is working Keokuk into his cartoons. In one of the series printed recently Mr.

Tailoring of Quality

Exclusive Styles

Fine— Spring and Summer

WOOLENS

The man of good clothes judgement knows there is a big difference in tailoring

The men who demand the most, who investigate thoroughly, who satisfy themselves on every detail, who insist upon the highest quality of fabrics and absolute reliability as regards style, are the class of men we cater to.

It takes more than a "tape measure" to be a merchant tailor. You can't get good clothes, without paying for what good tailoring is worth. We don't make cheap clothes for the reason we don't handle cheap woollens—our garments are not sent out of town and made in factories as so-called tailoring.

Our garments are made in our own workshop by the most skilled of tailors.

If you are not a patron of this well known house, one trial will convince you what a difference there is in clothes.

Our immense display of Spring and Summer Woollens represent the smartest lines of high class materials ever heretofore displayed in the city.

LOWITZ & SONS
Real Tailoring

Miss Ella Fanning (Ladies Outfitter)

Headquarters for Authoritative Styles in Apparel for Ladies and Misses.

Our Garments are all bought in New York City from exclusive manufacturers, and are superior in every particular, style, quality, beauty and value.

Our Suits possess the individuality and distinction which prove the skilled designer and scrupulous clever tailor. Make your Easter selection early, thereby insuring a large selection from which to choose.

Our Dress and Waist lines are large and exceptionally well selected; be sure to visit this department before making your spring purchases. Separate skirts are unusually good and we have a splendid assortment.

Coats, Underwear, Corsets, Neckwear, Velling, Hosiery, Beads and jewelry and all accessories of Dress.

601 MAIN STREET



Ferndell Brand Food Products

Are selected from those sections of the world which produce the best grade of each variety. From the pick of these superior crops, only such as are worthy of the Ferndell Brand are used.

NOTHING BETTER CAN BE PRODUCED. We sell and recommend the Ferndell products.

IMMEGART, The GROCER
Phone 43, 706 Main.

LA RICA

is the one that put "O K" in SM'OK.E
Two Boxes, 3 for 25c and 10c straight
WARD'S CIGAR STORE, 525 MAIN.

CITY NEWS.

—Sale of pictures at reduced prices at Phillip's Art Store.

—If you want a sane and economic administration, vote for Sanders.—Adv.

—Dr. E. M. Hanson who has been sick with lagrippe for the past week, is still confined to his home.

—The Daily Gate City will furnish election returns to the public as soon as it is possible to get them. The public is invited to make this office headquarters.

—If you are a tax payer, or if you are not a taxpayer, and want the city to get a dollar's worth of value for every dollar expended, vote for Moorhead.—Adv.

—In going crazy over the first robin, the first straw hat, the first moth ball purchase and other indications of spring, let us not forget the first fly and the first dandelion. And let us not forget to swat the one and uproot the other, says the Burlington Gazette.

—Reduction sale will continue this week at Phillip's Art Store.

—Do you want full value for taxes paid? Vote for Sanders.—Adv.

—The Daily Gate City as usual will be first with the election news returns. This paper will flash the returns as fast as received and they are received faster by The Gate City than any other news gathering agency.

—Unitarian spring sale and market, Friday, Apr. 3. Supper, 6 p. m., 25c.

—The night showers that have been visiting the city for the past three nights are welcome visitors as they cause no inconvenience and do a world of good at this season of the year.

—I invite the co-operation of every citizen and will be guided by the interests and wishes of the citizens of the community. If you are in favor of this management vote for me. S. W. Moorhead.—Adv.

CITY NEWS.

—Let King Plumbing Co. wire your home on the easy payment plan.

—Order candy Easter eggs with your name, your child's name or your friend's name at The Rose.

—Big issues will present themselves this year, issues that mean wonderful advancement to Keokuk. Dr. Moorhead knows how to meet them. He has had the experience. It is no experiment with him. He gets results. A vote for Moorhead is a vote for a greater and a better Keokuk.—Adv.

—Wilbat will be pleased to have both ladies and men call in and see the new patterns for the spring and summer wear. 1165 Main street.

—Erect that monument this spring. Nice stock on hand. We invite your inspection. Cameron, Joyce & Schneider.

—We have a nice stock of monuments on hand. If you would like that work up by May 30th, you should order now. Cameron, Joyce & Schneider.

Fisher leads off with a letter purporting to come from Keokuk in which the writer, Earle Hammons, wants to see Mutt and Jeff get some more. As usual the cartoonist grants the request in startling fashion.