



Hoosier
"White Beauty"

These 40 Features which we have described in detail this week, are backed by the full guarantee of the Hoosier Company. For 16 years this company has built the famous **HOOSIER**

and in all that time has never added an "improvement" that proved a failure. But unless you sit down in front of this beautiful cabinet and see its wonderful conveniences yourself you cannot hope to realize how much labor this new Hoosier would save you.

(1) See for instance, how the big, roomy, metal table, slides out 16 inches over the base. Notice how an exclusive Hoosier patent prevents this table from warping.

(2) Observe especially how cleverly the inside of the door space above the table is utilized to bring things you need often nearest your hand. The sliding table enables you to open the doors without removing anything from the table, and the insides of the doors save any danger of knocking things over by reaching across the table for those supplies you use scores of times daily.

Our window, displaying these features in "White Beauty," has caused more talk than any window display we've ever had. SEE IT. Tomorrow is the last day.

(3) "What shall we have for Dinner?" If yours is one of the millions of homes in which that is an eternally perplexing problem, Mrs. Christine Frederick's Food Guide—now an exclusive part of the Hoosier Cabinet, will save you enough time and money to pay for the Cabinet in less than a year. Simply turn the dial until you see the meat you want and a choice of several perfectly balanced economical menus is before you. Don't fail to examine this feature tomorrow.

(4) Every woman has favorite recipes. If you're like most women, you have difficulty remembering where you put the one you want. The Metal Recipe Card File has 50 cards and ten index guides. You can paste or write the recipe and file it always at your fingers' ends. A special holder is provided so you can keep any recipe you are using at a level of your eyes—without holding or soiling it.

THIS NEW HOOSIER SAVES STEPS SAVES TIME SAVES MONEY SAVES HEALTH SAVES LOOKS SCIENTIFIC SANITARY DURABLE CONVENIENT BEAUTIFUL

YOU NEED IT YOU CAN AFFORD IT YOU CAN HAVE IT TOMORROW

(5) In your examination tomorrow, be sure to note carefully the New Shaker Sifter we've already described. It shakes flour through instead of grinding it through. It cannot wear out. It cannot grind grit or dirt through. It makes flour fluffy and light. The only thing of its kind. An absolutely new helper in your kitchen.

These and 35 other conveniences are worth examining tomorrow—even at some personal effort on your part. Tomorrow is your last chance to decide whether you want them now on the easy Hoosier Plan.

The End of a Great Offer: Tomorrow Your Last Chance to Have the New Hoosier Put in Your Home for \$1

Will you decide now to come down tomorrow and settle the matter once for all, or will you let tomorrow drift by—and then realize you are too late to decide; because the Hoosier Plan of Sale positively will close tomorrow?

Scores of other women are in your state of mind. They are reading this final call tonight. And many who have postponed as you have are making up their minds tonight to come down tomorrow for a final decision.

A choice still remains between "White Beauty" (selected by 3 out of 4 women) and the Hoosiers with "Oak" interior. But the numbers are few and you cannot hope to get one if you delay. You incur no obligation by coming, so let other matters wait tomorrow while you settle this important question.

You could scarcely imagine a decision of more importance to you. For the new Hoosier is a wonderful labor-saver—already used by 700,000 women. It saves miles of steps and hours of valuable time. It saves health and good looks. It is very low in price—and on the liberal terms of the Hoosier Plan is the Cheapest Kitchen Cabinet Ever Built.

The Hoosier Plan Is Simply This:

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

What Possible Reason can remain to deprive you of the use of this Hoosier? Only the small number of Hoosiers left and the certainty that more women will come than we can supply. Every day we have enrolled more women on the Hoosier plan than we expected. There are fewer cabinets left for tomorrow than we have sold on any one day. These few undoubtedly would be taken without this ad, but we make this final announcement to keep our promise to advise you of the last day.

We Now Have Kept Our Promise to You

Please remember, if you come too late, that we have told you every day of the progress of this sale, and that we now give you the final date in time for you to still enroll if you act early tomorrow.

Duncan-Schell Furniture Co.

A Boys' Store Without An Equal In Keokuk

The lines we have collected for Easter, 1914, are worthy of you and us.

The pick of the world's looms, the handiwork of master tailors, patterns of rare distinction.

We direct special attention to the exemplary displays of

Boys' Fancy and Blue Serge Norfolk Suits \$4.00 to \$8.50
Boys' Easter Hats and Caps
Boys' Easter Haberdashery
Easter Neckwear, 50c to \$1.00
A BASEBALL SUIT FREE



Ewers-McCarthy Company

For Sale

Our Soda Fountain and Cherry Counter with refrigerator base and German silver work board. Canopy of hand carved solid cherry. An elegant fixture that can be used for display booth.

Our solid cherry 5 ft. cigar case—all plate glass.

Our handsome hand carved cherry prescription case—18 ft.

2 French plate glass display cases, 22x32x54 with four ground glass shelves. Marble base.

Odd lots of cupboards and drawers—8 ft. cherry counter.

Will go at a bargain if sold this week. Rather sell at a big sacrifice than store.

McGrath Bros. Drug Co.
Fifth and Main Streets.

WOOLTEX

The Highest Type Tailored Coats and Suits

Men as a rule don't know clothes details, but they do know the general effect of what you wear. They do appreciate the smartness—the style—the trimness of your appearance.

Above all else, the men you know can tell at a glance whether your coat or suit is good style or not.

The air of quality that is the indefinable attribute of a custom-tailored suit of the highest type they recognize at a glance.

This is the one—the indefinable but very definite something you find in a Wooltex coat, suit or skirt.

If it is worth while to dress in a way that will please the men of your family and your social circle—

In a way that will cause them to comment on the attractiveness of your appearance and your good judgment in the selection of clothes, choose and wear this spring a Wooltex coat, suit or skirt.

The infinite amount of painstaking work given to each Wooltex garment begins with the selection of the most advanced fabrics from by Mma. Savaria at the Paris Branch of the Wooltex Style Bureau.

It goes from there with equal singleness of purpose to the selection of desirable and fashionable fabrics.

Then to the choice of linings and interlinings of known strength and durability.

And then to the hands of the tailors trained to produce only garments of the highest type.

When you purchase a Wooltex coat, suit or skirt this spring you will become one of the many well-dressed women who chose Wooltex coats, suits and skirts each succeeding season.

Sullivan & Auwerda

The Store That Sells Wooltex

CITY NEWS.

—Ewers McCarthy Co.'s hats, represent fashion's latest tendency.

—Bock beer, in cases and kegs. Order a case. Leisy Brewing Co.

—Masonic: Special meeting of Hardin lodge No. 29, A. F. and A. M., Saturday evening, April 4, 1914, at 7:30 o'clock. Work on first and second degree. Visiting brethren fraternally invited. By order of W. M. L. N. Hahn, secretary.

—Order Easter eggs now so we have the time to put the names on.

The Rose, 421 Main street, Phone 768.

—Pucketchuck lodge No. 43 meets every Friday night at 8 o'clock. All members requested to be present. By order of noble grand, Geo. Immebart, secretary. Initiation.

—The meeting at the court house last evening to discuss the school bond issue indicates there is a very earnest effort to see the "movement" succeed. How any open minded person can vote against the proposition after getting all the facts in the case is difficult to understand. There is need of more school room, there is need of better schools and there is need of removing the danger that exists. Next Tuesday let Keokuk take another big step forward and give the school bond issue a big majority. It is progression, not retrogression, that Keokuk wants and must have.

—Candy Easter eggs with any name on you wish at The Rose, 421 Main.

—When you want a good tonic, just drink a bottle of Puritas dark lager.

CITY NEWS.

—Sherwood sells harness.

—Give us your order now for names put on Easter eggs. The Rose, 421 Main street. Phone 768.

—On the first of March, Mr. A. F. Odell bought out the old established Frank LeBron Jewelry Co., of this city. Recently Mr. Hoar, who is here now as manager of the store, bought an active interest in the business. Mr. Hoar and wife have moved to Keokuk with the expectation of making it their future home.

—Last week several merchants sent in their advertising copy for the Sunday edition at a very late hour, causing considerable additional expense and inconvenience. The management would certainly appreciate it if copy for the Sunday edition could be given the printer at least one day before its appearance and earlier if possible. It is of great assistance and permits the making of a better and more interesting paper.

—Fresh strawberries and all kinds of vegetables at E. C. Renard's grocery, 928 Main street.

—Regular meeting Keokuk council No. 536 tonight at 8 o'clock. Hawkes' hall, Eighth and Main. Visiting brethren fraternally invited to attend. J. M. Fulton, regent; J. I. Annable, secretary.

—The Gate City next week will print some interesting fashion pages pertinent to Easter.

—The awakening interest in the Retail Merchants' association is a splendid indication that Keokuk is going to move forward in movements that will make this place a larger trading point.

—Names on candy Easter eggs. Call up the Rose. Phone 768. 421 Main street.

CITY NEWS.

—Easter shoes, Ludwig's, 1004 Main.

—Go to Sherwood's for everything in the harness line.

—Ewers McCarthy Co.'s spring suit models are uncommonly attractive.

—Keep reading the want column. It is an important part of every issue of a daily newspaper.

—Will have for the season, one Arabian and one draft stallion at Hamilton, Ill. B. W. Elder.

—Keokuk will entertain a number of conventions this year, and the various committees are preparing to take care of the guests.

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WE HAVE IT

The Best Prescription Store
Pure Drugs
Capable Pharmacists
Quality Toilet Articles
City Drug Store
Phone No. 6
700 Main Street

CITY NEWS.

—It's a good tonic. Puritas beer. Have a case in your home.

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HIPPODROME
HOUSE OF VARIETIES.

Last Half - April
2-3-4-5

Halton Powell

Offers the famous German Comedian

Mr. Harry Emerson

In the merry whirl of fun and song

"Night On Broadway"

Gorgeous costumes, scenery and effects; 1,000 hearty laughs, unusual cast of singers and dancers, and the jolliest German comedian of them all.

—Read The Daily Gate City.

Everything at Lowest Prices for the Professional or Amateur PHOTOGRAPHER

Wilkinson & Co.
G. Arthur Kiedaloch, Mgr.
Keokuk's Biggest, Best and Best Drug Store.
421 Main Street.

FOR SALE

Butcher Shop ..CANDY..
—AT—
Burke Bros. Confectioners
618 Main Street

Absolutely the last chance to buy this novelty candy—Pure and delicious.

CITY NEWS.

—Sherwood for harness repairs.

—Buy Easter shoes at Ludwig's.

—Stop at Markley's meat market for choice meats. 710 Main.

—The Montrose Journal, making mention of the recent city election, says: In the race for mayor wherein the Rev. J. F. Sanders was the opponent of Dr. S. W. Moorhead, the minister was not speedy enough for one who has spent a lifetime in the training school of politics. Dr. Moorhead's majority was over eight hundred. A proposition to extend the city limits was lost seven to one.

—Bock beer, in cases and kegs. Order a case. Leisy Brewing Co.

Burbank Your Garden

We have a complete selection of The Genuine Luther Burbank Seeds, including his famous specialties. They cost no more than ordinary seeds.

For Sale Only by

Scott & O'Reilly DRUGGISTS
600 Main Street

The proposal to bond the city for fifty thousand dollars for sewer and street extension was also lost. We were in hopes Keokuk would begin to stretch out this way so that Montrose and the city of the big dam could meet some time soon. We do not just now feel able to do the whole thing.

—Puritas beer, a great home drink. Made in Keokuk. Order a case today.

—A marriage license was yesterday granted to Chester Crispin, 21, and Bessie Harmon, 18, at the office of the county clerk.

—Bock beer, in cases and kegs. Order a case. Leisy Brewing Co.