

LOUR More possible... You's BEST... onishng... ous re...



WAR

On Ladies and Misses New Spring Suits. COMPLETE

Clearance Sale of all Spring Garments in order to make room for summer merchandise.

Suits up to \$18.00 NOW... \$10 Suits up to \$35.00 NOW... \$15



Worse Than WAR on Values 100 New Coats \$5.98 \$10 \$15

All worth almost double. Sample Garments from my own factory tells the tale.

LOWITZ 612 Main



The White is King "For Billy and I Know So"

For all needles, for all makes of machines and oils at a

Discount Price All "White Machines" at a discount for cash.

C. C. Boggs 603 Main

Read The Daily Gate City, 100 cent week.

KEOKUK'S OPPORTUNITY IS AT HAND KNOX DECLARES

Salesmanship Expert Says the Chance to Become Metropolitan Bigger Than Des Moines, Presented.

CO-OPERATION IS SLOGAN

This, Rather Than Competition, Should be Life of Trade—Mail Order Buying is Suicide.

Keokuk's opportunity to grow into a bigger city than Des Moines is at hand, J. S. Knox, president of the Knox school of salesmanship, told fifty business men at luncheon this noon at the Hotel Iowa, and if this growth is not realized within the time of the present generation, then the fault lies with the people. Mr. Knox urged co-operation, rather than competition as the life of trade. He waved the banner of the booster spirit and urged the business legion of the city to follow in its wake. He declared that sanity is the basis of ability to co-operate and to organize, and he warned the business men that traveling men were saying that Keokuk's trouble was lack of co-operation. Such unfavorable advertising he laid at our own doors, but offered co-operation, organization and the booster spirit as the antidote for such a poison. The spirit of the community evangelist should be inherent in every Keokuk merchant and in every Keokuk person, Mr. Knox suggests, and he declared with emphasis that every man who buys a dollar's worth of goods outside of his own town is committing community suicide. He protested against the spirit of knocking on one's competitor, and suggested co-operation instead. For so-called competitors are advertising your business as well, Mr. Knox declared.

Is Sure to Grow. "Keokuk some day will be a bigger city than Des Moines, and if it isn't, it will be your fault," Mr. Knox declared in way of introduction. That it is bound to be a great city, Des Moines is a great city only because it has a great state around it. But Keokuk has its dam, now of international repute. It furnishes a tremendous opportunity. And another thing, you are on the Mississippi river.

"What does that mean? It means that some day the great cotton mills of England will be moved across to the United States. The river will be used as a great carrier. This city will be a shipping center as well as a factory center. Why if I were selling real estate in this city I'd have the finest chance ever offered to do some of the best talking for a community that it would be possible to do."

Co-operation Not Competition. Mr. Knox then applied the statement credited to a guard at an insane hospital to a city. The guard was asked what he could do if the inmates all banded together and made a concerted rush for freedom. He replied that if the inmates had the mental ability to co-operate and organize in concerted action they would not be in the institution. So with a town, Mr. Knox pointed out. That it must co-operate and organize in order to get anywhere.

"Co-operation and not competition is the life of trade," he declared with emphasis. "If this is not so, then the business of the town is not being conducted along sane lines. The trouble is that you are not all pulling together. Every city like a person has its own personality. Every town radiates its own advertising. A traveling man told me only last night that its people did not pull together. I have heard this before. Now, if the traveling men are going out saying your town is not pulling together it is bad for the town. The impression gained is bad.

"But who is to blame if you aren't for this brand of bad advertising. You are doing it yourselves. Get the booster spirit, and the co-operatizible spirit instead. Then the advertising will be better.

Iowa Tightwads Make California. "Los Angeles is probably the greatest town booster center we know of. A lot of tightwads in Iowa go out there and get the booster spirit and spend their money for Los Angeles and California. We hear in this state kicks on everything. It would be the best investment possible if we would spend a million, yes, ten million for good roads.

"Every man should be a community evangelist. Get the spirit, you business men of Keokuk. Why does the mail order business thrive? Because of the lack of co-operation and the

lack of this spirit through the communities. A town in Wisconsin, about this size lets \$500,000 go to mail order houses each year.

Community Suicide. "Now here's a statement I want to give you and want you to take to heart. Every man who buys one dollar's worth outside of the community, commits community suicide."

Forty county seats in Iowa lost population within the last ten years. This was due to the California fever, evidently, as Mr. Knox said that 50,000 Iowans were in the far western state. This he declared was bad for the town and the community, because the young men of the city got the idea that the town was a dead one, and pulled up stakes. The loss of young men to a town is a blow, Mr. Knox declared.

Mr. Knox would spread the gospel of community evangelism through the schools. "I am in favor of community meetings in the high schools," he declared. "The average school man gets into the habit of learning to teach and then quits." Mr. Knox then related an experience in point that he had with a county superintendent and who admitted that he did not know of the loss of population in the state, which he had been talking about. Neither did he know the cure.

Farmer is Manufacturer. "Every farmer is a manufacturer. You may not know that," Mr. Knox declared, "but nevertheless he is. He manufactures a certain kind of goods. Now wouldn't it pay you to increase the quality of that factory by bringing a farm expert here to lecture to the farmers in the community?"

"And now let me say something to you about this knocking proposition. Quit knocking your competitor, remember he is boosting your business. I had a man ask me how my competitor was, meaning another salesmanship school. I told him I had no competitor, that he was boosting my business.

"Salesmanship is a mutual exchange of values at a fair profit to both parties. If I make a deal and get all the best of it, that isn't salesmanship. On the other hand if I make a deal, and let the other fellow get all the margin, then I'm a philanthropist or a fool, and more likely the latter. Now because the man in your business cuts a price, don't go gritting your teeth and threaten to cut the life out of the article. That's tomfoolery."

Sell Keokuk to World. The closing thought of Mr. Knox's address was to sell Keokuk to all the world. It is the best proposition he knew of, he declared. He urged boosting, co-operation and organization. "And sell Keokuk to the whole United States, I don't know of a better proposition."

Despite the fact that the luncheon had to be hurriedly arranged for, because Mr. Knox could spend but the one day here, the gathering was a good sized one. Over fifty business men occupied two long tables in the Hotel Iowa dining room. At the conclusion of the luncheon M. E. Just's introduced Mr. Knox. Mr. Knox is the president of the Knox school of salesmanship and business efficiency at Des Moines. He is a pleasing speaker, and his address was well received.

RURAL MAIL BOX PRIVILEGE ABUSED Carriers Report That Persons Attempt to Avoid Paying Postage and Break Regulations.

Complaint is made to the postoffice department by the rural mail carriers and others that there is a general tendency to abuse the privileges of the rural free delivery mail boxes. The worst abuse is from farmers living on the route to use the boxes to avoid payment of postage on matter, and also to convert the boxes into butter and egg receptacles.

Last Saturday a supply of Sunday school papers were distributed by some one through one rural district. The papers were put into the boxes, and did not bear any postage. The rural carrier collected these papers and made a note of the boxes. Today the persons in whose boxes he found papers minus postage, were notified by the department that postage was due, and asked to send the required postage.

One farmer subscribes to a journal, and when he has finished reading it, he is in the habit of sending it to his friends via the rural boxes, without paying postage on it, the carriers report. This is in direct violation and steps will be taken to stop such practices.

Another nuisance the carriers find is that of using the boxes as receptacles for butter and eggs. It is the general opinion of the department that these boxes are for mail which has proper postage on it, and not for any use that may be desired to put them to.

SOCIETY

Charming Children's Program.

One of the most charming entertainments given in Keokuk in many days was the program of children's classics given by the Monday Music club last night in the Y. W. C. A. auditorium. Every seat in the hall was taken and many were standing. The instrumental group, Kinderscenen, by Miss Nina Phillips was received with the greatest appreciation by the audience. Mrs. Florence-Wright Schouten sang two numbers, Little Boy Blue, and Little Chrysanthemum. Mrs. Schouten never fails to please a Keokuk audience who feel a just pride in her. Miss Clara Gertrude Fry played the accompaniments for all of Mrs. Schouten's numbers, with her usual skill and sympathy.

Miss Eleanor Brown read the story of The Selfish Giant by Wilde Lehmann with piano accompaniment by Mrs. Ralph B. Joy. Miss Brown has long since won a very high place by her artistic interpretation of literature and her work last night was up to her usual high standard. The piano accompaniments by Mrs. Ralph Joy deserve special mention because it so perfectly supplemented the words and the theme of the story.

The Children's Classics, illustrated by tableaux, was a beautiful feature of the evening. A large frame was set in the center of the stage and the living pictures presented with that setting, were artistic in the extreme. Each child deserves special mention for the costumes and for posing. Each child entered into the spirit of the character taken, making every picture a beautiful one. The reading of the classics were given by Mrs. J. O. Boyd, and Mrs. Schouten sang six of them.

Much credit is due the sponsors, Mrs. Leonard Matless and Miss Brown, as well as the assisting committees.

The second part of the program of tableaux will be repeated at a children's matinee at 3 o'clock Saturday afternoon in the Y. W. C. A. auditorium. The program presented last night was as follows:

- Part I. Kinderscenen 1. Schumann 1. About Strange Lands and People. 2. A Curious Story. 3. Pleading. 4. Happy Enough. 5. A Big Event. 6. Dreaming. 7. Knights of the Hobby Horse. 8. Falling Asleep. Miss Nina Phillips Children's Songs— (a) Little Boy Blue. (b) The Little Chrysanthemum. Mrs. Henry Schouten. The Selfish Giant. Wilde-Lehmann Miss Eleanor Brown, reader Mrs. Ralph Joy at the piano.

Part II. Children's Classics illustrated by tableaux.

- Songs by Mrs. Henry Schouten, accompanied by Miss Fry. Readings by Mrs. J. O. Boyd. Mother Goose. Ruth Matless Old King Cole. William Hollingsworth Royal Carrier of Pipe. Graham McClintock Royal Carrier of the Bowl. Graffen Blood The Fiddlers Three. Upham Baker Joseph Marder, James Burns. Old Mother Hubbard. Miss Mary Louise Hueston Curly Locks. Elizabeth Aldrich Clown. Beverly Dickinson Little Jack Horner. L. The Dill Jack and Jill. Marion Reid Chair Weber and Frederick Hilpert Mary Had a Little Lamb. George Porgie. Ross Baker The Three Little Maids. Agnes Reeves, Ruth DeWitt, Charlotte DeWitt. Little Boy Blue. Russell Ratcliff Rock a Bye Baby. Fame Bell, Elizabeth Towne and Armintha Hornish. Old Man All in Leather. Edward Rich and Eugenia Maxwell. Mary, Mary, Quite Contrary. Dorothy Norton Daffy Down Dilly. Mary Cochrane Red Riding Hood. Corrine Weber Bo Peep. Ruth Matless Little Miss Muffet. Katherine Tucker Miss Nettle Coat. Daisy Renaud Queen of Hearts. Jeanette Schoel

Pian Dancing Party. A dancing party will be given on Tuesday evening in the ball room of the Elks club house for the benefit of the furnishing of the Country club house. The committee in charge of the arrangements is Mrs. D. A. Collier, Miss Anne B. Davis, Mrs. Eugene S. Baker, Mrs. J. J. Chapman, Mrs. Theo. A. Craig, Miss Mary Irwin and Miss Alexine Reid. Agn's five piece

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Married at St. Peter's Church. The wedding of Miss Mary Belle Fields, daughter of Mr. and Mrs. James G. Fields, 616 South Second street, to Mr. James J. Dunham of Indianapolis, occurred at the St. Peter's church at 8:00 o'clock this morning. Rev. Father Gillispe performed the ceremony. The music at the church was very pretty. Mr. and Mrs. Joseph Moeller sang while Miss Leonore Dickey played. The bride was dressed in a beautiful gown of golden brown crepe de chene, and was accompanied by the bridesmaid, Miss Annette Richards, who was dressed in Alice blue. Mr. Clyde Wharton was best man. Following the ceremony a wedding breakfast was served at the home of the bride's parents. Only the immediate friends and relatives of the bride and groom were present. Mr. and Mrs. Dunham left this afternoon for St. Louis on their honeymoon. They will be at home after May 1, at 1104 Bank street in this city. The out-of-town guests were Mr. Ralph Daly of Kahoka, a cousin of the bride, and Miss Sadie Dunham of Indianapolis, a sister of Mr. Dunham.

Pleasant Surprise Party. Mr. and Mrs. Joseph Fouts of 1216 Park street were pleasantly surprised Sunday morning by a number of their children and grand children. This occasion was the eightieth anniversary of the birthday of Mr. Fouts and the seventieth anniversary of the birth of Mrs. Fouts. Well filled baskets were taken along by the participants in this surprise and the day was delightfully spent.

Ralph Johnson Surprised. A number of friends of Ralph Johnson pleasantly surprised him at his home on the Johnson street road Monday evening, the occasion being his fiftieth birthday. Games and music made a very pleasant evening. Refreshments were served and at a late hour the young folks departed, wishing him many more happy birthdays.

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Buy Better Goods For Less This Week

WE guarantee our prices to be lower; quality considered, during our annual Spring sale. Nine times out of ten, upon investigation, our prices prove much more reasonable and the quality of our offerings very much higher.

"Buying in haste to repent at leisure" is poor economy. Our Spring sale offers opportunities for economical buying that are unequalled.

Wednesday Will be SILVER DAY

- Fine Reed & Barton, high quality, hollow handle knives and forks. Extra special Wednesday, per set. \$7.50 Finest brands Rogers Bros, hollow handle knives and forks. Extra special Wednesday, per set. \$6.00 The world's finest Rogers brand regular knives and forks, quadruple plate, genuine scimiter blades. Extra special Wednesday. \$3.50 Rogers triple plate plus knives and forks, scimiter blades. Extra special Wednesday, per set. \$2.95 Reed & Barton's high quality tea spoons, sterling inlaid, permanently guaranteed. Extra special Wednesday. \$1.50 Rogers high grade tea spoons, plain patterns. Extra special Wednesday, per set 60c Rogers newest patterns Colonial designs, finest grades. Extra special Wednesday 90c Table Spoons, Dessert Spoons, Serving Pieces, etc., at prices that are as low as high grade qualities will ever permit under any circumstances.

AYRES & CHAPMAN Jewelers—Silversmiths—Diamond Merchants—Society Stationers

orchestra will furnish the music for the dancing which will begin at 9 o'clock. The party promises to be a prominent social affair.

Repeat Program Saturday. The program which was presented last night by the Monday Music club will not be repeated this evening as announced but on Saturday afternoon in the Y. W. C. A. auditorium the tableaux will be repeated at a matinee for the pleasure of the children. The hour will be 3 o'clock.

To Entertain Company. Mrs. Eugene S. Baker will entertain a small company of ladies at a one o'clock luncheon tomorrow, in honor of Mrs. Edward L. Barr who will leave soon for their new home in Des Moines.

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Words of My Mouth and the Meditations of My Heart." Mrs. R. L. Reid will be the soloist.

These informal afternoon services have much of interest and helpfulness for those who attend and many people will be glad of the opportunity of hearing Miss Craig next Sunday.

Girls' Counsel. The girls council will hold its regular meeting Thursday evening at supper time.

NOTICE TO HORSE OWNERS. I have installed an electric shearing machine and can do you a better, smoother and quicker job on your horse than you ever had before. Come in. 1202 Main. ROSCOE E. LOWE.

CITY NEWS.

Born, this morning, to Mr. and Mrs. Noble Ira Ayres of Horton, Kansas, a son, John Collier.

Mr. J. O. Boyd, of this city, has been invited to deliver the address of the evening at the annual banquet of the Louisiana, Missouri, Commercial Club. The banquet is to be held in Louisiana on April 30. Perhaps no city of the size of Missouri can boast of such an enthusiastic club as Louisiana. Its membership is about three hundred, and includes men of national as well as local importance.

The funeral of Mrs. Phillips, wife of Dr. T. H. Phillips, was held at 10 o'clock this forenoon at the Pilgrims' Rest Baptist church and was very largely attended. The services were conducted by Rev. J. H. Helm. There was a noticeable quantity of beautiful flowers, including a large number of prettily wrought floral pieces, sincere tributes from a large number of friends in the city.

A number of the members of the Moose are going to Fort Madison tonight to see a class of 125 initiated into the Moose lodge there, and to attend a social session. B. F. Jeffries of this city is the deputy director.

A meeting of the members of Company L was held at the armory last evening, practically all being present. Instructions in drills of various kinds were given and worked on for some time. Captain Richardson stated today that no communications had been received from headquarters. So far as is known there have been no orders issued to any of the Iowa companies.

Assistant Fire Marshal Tracey of Des Moines was in the city today. He visited the dam, and called on Chief Anderson and the members of the local department.

Examinations for fourth class postmasters will be held here on May 16.

A marriage license was granted at the county clerk's office to O. W. Morrison, 30, of Menmouth, Ill., and Margaret F. Pasback, 21, of Burlington, Iowa.

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Want Column

WANTED.

SMALL Missouri farm, either 10, 20, 30 or 40 acres (you take your choice regardless of size); also 3 town lots and 300 shares in successful 1,000 acre orchard company with two canning factories and full equipment, all for only \$300; \$5 down and \$5 monthly without interest or taxes. Will pay round trip railway fare of buyers. Payments stop in case of death. Write for photographs and full information, Willis A. Munger, 144 N. Y. Life, Kansas City, Mo.

WANTED—Woman to work in kitchen at Holt's restaurant, 705 Main street.

WANTED—A colored woman cook, by Wednesday evening. Phone 462.

WANTED—Dining room girl at Grand Hotel.

FOR RENT. FOR RENT—No. 318 N. Third street, ten rooms and bath. Inquire at No. 222 Morgan street.

FOR RENT—Two furnished rooms for housekeeping, modern, north side. Phone Red-769.

FOR SALE. FOR SALE—Upright second hand pianos in good condition. Piggott music house, 626 Main street.

FOR SALE—Surry, top buggy and runabout, all rubber tired and in good condition. Enquire 1318 Timea street.

FOR SALE—Cheap, household furniture and canned fruit. 1604 Johnson street.

FOR SALE—Hot air furnace in good repair, registers and pipes. Apply to Mrs. Kilbourne, 108 High.

FOR SALE—Vernis Martin bed, mattress, springs, sewing machine, silverware, small refrigerator. Call Wednesday morning, 1226 Concert.

FOR SALE—Fresh milk cows and young pigs. John Hills, R. R. No. 2, Keokuk, Iowa.

FOR SALE—Cheap, 7 room house, full corner lot, near Seventeenth street, four blocks from Main. Price \$850.00. See J. S. Miller, 14 1/2 North Fifth street.

FOR SALE—Fox terrier dog, one year old. Telephone 1525.

FOR SALE—Cheap, four room house, corner lot, near Twenty-first. Clatern, some fruit. This is a bargain. Price \$800.00. See J. S. Miller, 14 1/2 North Fifth street.

MISCELLANEOUS. FOR hauling sand and cinders, phone Red-263. F. J. Clemenson, 1025 Palean street.

PERSONALS. Mrs. A. A. McCormick of Waterloo, Iowa, is visiting at the home of her parents Mr. and Mrs. G. W. Moseley. Mrs. Rufus Sundbye and daughter Ethel left for a visit with Mrs. J. S. Wilson, daughter of Mrs. Sundbye, at Deer Lodge, Montana.

IT'S DIFFERENT NO DUST SHINE STAYS BLACK SILK STOVE POLISH USED AND SOLD BY HARDWARE DEALERS GET A CAN TODAY

Y.W.C.A. NOTES Vesper Service. The vesper service next Sunday afternoon promises to be a most interesting one to all young women. Miss Bertha Craig will be the speaker having as her subject "The

TUBERCULOSIS In addition to plenty of fresh air and proper diet, those suffering from or who are predisposed to Tuberculosis are recommended to use Eckman's Alternative to stop night sweats, banish fever and hasten recovery. This medicine, by reason of its successful use during the past, warrants the fullest investigation possible by every sufferer. Eckman's Alternative is most efficacious in bronchial catarrh and severe throat and lung affections, and in upbuilding the system. It contains no narcotics, nor harmful or habit-forming drugs. Accept no substitutes. Sold by leading druggists. Write to the Eckman Laboratory, Philadelphia, Pa., for booklet telling of recoveries.