

THE GATE CITY PUBLISHED BY THE GATE CITY COMPANY

G. F. Skirvin, Manager

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Keokuk, Iowa, April 26, 1914

NEWSPAPER CIRCULATION.

The quality of newspaper circulation is always given serious consideration by advertisers, as well as the quantity. How was it obtained? Was it bought or earned? These are questions that receive thought before a contract is placed.

Much of newspaper and magazine circulation, says a writer on circulation problems, is bought, not earned; bought with books and clocks and prizes and sensationalized news.

MEXICAN WAR VETERANS. "Where are the surviving veterans of the Mexican war of 1846-48?" This is the call from Chicago, where only two men remain.

In 1910 the Western Association of Mexican War Veterans was disbanded. A year later only two Chicago men, bent and gray with years, held their last official camp fire and reunion.

NOT A BONANZA. Wars are not a bonanza to newspapers, as many people think. They are a big expense as the telegraph tolls increase tremendously if the paper keeps up with the latest war news.

Gilbert Lee for Auditor. Donnellson Review: In another part of this paper you will find a picture of Gilbert Lee, candidate for the nomination for county auditor on the republican ticket at the June primaries.

The American Society for Thrift offered a prize to school children for the best definition of thrift. The prize was won by Hazel Haag of Warren, Pa. Her definition was: "Thrift is management of one's affairs in such a manner that the value of one's possessions is being constantly increased."

Austin K. Jones, the old Harvard college bell ringer, who retired in 1908 after 55 years service in that position without missing an occasion, died at his home in Cambridge recently, aged 87 years.

A church in Lockport, Ill., is divided into two warm sections because a girl of 17, member of the church, had her garter shifted from its moorings at a dinner party.

For many years information concerning state geological surveys was difficult or impossible to obtain. Much of it was scattered through many publications, and many facts regarding organization and methods were not published.

Gate City Extra. Donnellson Review: The Keokuk Gate City issued an extra Monday morning which arrived in Donnellson at 8:30 a. m., giving us the latest news on the Mexican situation.

FACE BROKE OUT IN LITTLE PIMPLES

Red and Sore. Like Little Boils. Would Wake Up At Night and Scratch. Cuticura Soap and Ointment Cured in Three Weeks.

Falls City, Neb.—"My trouble began when I was about sixteen. My face broke out in little pimples at first. They were red and sore and then became like little boils. I picked at my face continually and it made my face red and sore looking and then I would wake up at night and scratch it. It was a source of continual annoyance to me, as my face was always red and spotted and burned all the time.

"I tried — and others, but I could find nothing to cure it. I had been troubled about two years before I found Cuticura Soap and Ointment. I sent for a sample of Cuticura Soap and Ointment and tried them and I then bought some. I washed my face good with the Cuticura Soap and hot water at night and then applied the Cuticura Ointment. In the morning I washed it off with the Cuticura Soap and hot water. In two days I noticed a decided improvement, while in three weeks the cure was complete." (Signed) Judd Knowles, Jan. 10, 1913.

It costs nothing to learn how pure, sweet, effective and satisfying Cuticura Soap and Ointment are in the treatment of poor complexion, red, rough hands, itching scalp, dandruff, dry, thin and falling hair, because you need not buy them until you try them. Although sold everywhere, sample of each will be mailed free, with 3¢ in Skin Book. Address post-card "Cuticura, Dept. T, Boston."

Men who shave and shampoo with Cuticura Soap will find it best for skin and scalp.

Chips from Other Blockheads. Mrs. Wayback (reading): Hiram, what air these Russian steppes? Mr. Wayback: One o' them new-fangled dances, I s'pose.—Dallas News.

Drummer: Don't you have old-fashioned barn dances any more? New Lucas: Nope. Now we call 'em "garbage socials."—Washington Star.

Howard: A fool and his money are soon parted. Mrs. Howard (clapping her hands): Oh, John! How much are you going to give me?—Life.

Motorist: My wife and my car disappeared yesterday. Friend Speeder: Go on! Can't you get a trace of the machine?—Kansas City Star.

Lady from the Bargain Sales: What is the next train for Brixton? Booking Clerk: Two-ten. Lady: Make it two-three and I'll take it.—Punch.

"The post says the night has a thousand eyes." "But women continue to wear their evening gowns with as much unconcern as ever!"—Town Topics.

Mr. Rocks: So you want to marry my daughter. Well, young man, what are your prospects? Young man: Excellent—if you don't spoil them.—Boston Globe.

The lawyer was endeavoring to pump some free advice out of the doctor. "Which side is it best to lie on, doc?" "The side that pays you the retainer."—Cincinnati Enquirer.

Briggs: I'm going to my brokers. I want to get rid of some bonds. Where are you off to? Griggs: To my divorce lawyer's. I want to get rid of some bonds, too.—New York Sun.

Warden (to new prisoner): What work can you do? What was your occupation? Prisoner: I was a cellist in an orchestra. Warden: Well, then, we'll set you to sawing wood.—Boston Transcript.

The May Strand Magazine. The May Strand magazine is rich in fiction—the stories being by such well-known writers as W. B. Maxwell, Austin Phillips, Edward Cecil, Ivan Turgenev, May Edginton, Armiger Barclay and others.

The English comedian, relates some amusing "Experiences," while Arthur J. Ireland gives a vivid account—illustrated with unique photographs—of Captain Spelterin's remarkable ballooning experiences.

Captain Spelterin has made 556 balloon journeys (during which time he carried 1,200 passengers and never lost one), crossed the Alps ten times, flown over Vesuvius twice (while it was in full eruption) and made ascents to tremendous altitudes in Russia, Germany, France, Italy, Turkey, Egypt, South Africa and other countries.

Henry E. Dudeney writes about Jose Capablanca, the latest chess genius, and W. Phillips relates some striking stories from real life in his "Comedy and Tragedy in the Children's Court."

"What you can do with one hat" should make a strong appeal to women with artistic tastes but slim purses. The number is excellently illustrated throughout.

Not So Funny. Donnellson Review: Three false birth announcements have been sent in to The Gate City by some alleged funny person or persons.

Found a Cure for Rheumatism. "I suffered with rheumatism for two years and could not get my right hand to my mouth for that length of time," writes Lee L. Chapman, Maple town, Iowa. "I suffered terrible pain so I could not sleep or lie still at night. Five years ago I began using Chamberlain's Liniment and in two months I was well and have not suffered with rheumatism since." For sale by all dealers.—Advertisement.

BROTHERHOOD HOLDS ANNUAL MEETING

Enjoyed Good Supper, Elected New Officers and Then Heard Number of Interesting Addresses.

At the annual meeting of the Westminster Brotherhood, held Friday evening in the chapel of the church, the reports of officers and committees were received and new officers for the ensuing year were elected as follows:

James M. Fulton, president. Fred Hilpert, vice president. Ben D. Chapman, secretary. E. A. French, treasurer. Isaac Blom, chairman inside committee; A. H. Evans, chairman outside committee; Charles G. Allen, chairman membership committee.

POSTOFFICE EXAM HERE ON MAY 23

Notices Are Sent Out For This—Stenographers and Typewriters Are In Demand, Also.

Notification blanks have been sent out from the office of J. M. Shoemaker, secretary of the civil service board for this district, that an examination for the position of clerk and carrier will be held in the postoffice at Keokuk Saturday, May 23, at 9 o'clock.

Application blanks and necessary instruction sheets may be secured from Miss Lillian M. Perkins, secretary of the civil service board at Keokuk.

While applications may be filed up until 9 o'clock on May 23, it is far better to have them turned in at once in that necessary corrections may be made.

It is inadvisable for men under normal weight of 125 pounds to apply for place, according to notification given in addition to the announcement.

The civil service board wants to emphasize the fact that applications for typewriters and stenographers may be turned in at any time as these examinations are held monthly.

TO DES MOINES FOR MUSICAL IMPROVEMENT

Rev. Harry Talley, the Popular Singing Evangelist and His Accomplished Wife Absent from City.

Rev. and Mrs. Harry Talley have gone to Des Moines, for the purpose of advancing their musical culture.

Mr. Talley will continue his vocal studies while Mrs. Talley will pursue an instrumental course. Mr. Talley has for several years been engaged in evangelistic work as a singer and has won much favor in that line and is given much aid by his young and accomplished wife.

The best wishes of Keokuk people among whom they are so well known, go with them in the progressive step they have taken to improve themselves in lines in which they are already accomplished and quite popular, and wish them every success and a full measure of improvement during their absence from the city.

IF HAIR IS TURNING GRAY, USE SAGE TEA

Here's Grandmother's Recipe to Darken and Beautify Faded Hair.

That beautiful, even shade of dark, glossy hair can only be had by brewing a mixture of Sage Tea and Sulphur. Your hair is your charm. It makes or mars the face. When it fades, turns gray, streaked and looks dry, wispy and scraggly, just an application or two of Sage and Sulphur enhances its appearance a hundredfold.

Don't bother to prepare the tonic; you can get from any drug store a 5¢ bottle of "Wyeth's Sage and Sulphur Hair Remedy" ready to use. This can always be depended upon to bring back the natural color, thickness and lustre of your hair and remove dandruff, stop scalp itching and falling hair.

Everybody uses "Wyeth's" Sage and Sulphur because it darkens so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and draw this through the hair, taking one small strand at a time; by morning the gray hair has disappeared, and after another application it becomes beautifully dark and appears glossy, lustrous and abundant.

The Car to Keep

Reo the Fifth. Consider these things—you men who this spring buy a car to keep.

Here is a chassis designed by R. E. Olds after 25 years of car building. It is built slowly and carefully, regardless of cost, to mark the utmost in an honest car.

The steel is made to formula, and analyzed twice to prove the needed strength.

The materials are all made to specifications and tested in our laboratory.

We apply to every vital part the severest test men know. Each engine gets five very radical tests, requiring 48 hours.

We insist on exactness. Parts are ground over and over. Inspection is carried to extremes. And for years we have kept these cars on the road, running night and day—as far as 10,000 miles—to discover any possible weakness.

This Is Costly. We use 15 roller bearings—190 drop forgings. This is because common ball bearings break, and

steel castings too often develop flaws.

We limit our output, so these cars are never hurried.

Our driving parts are given 50 per cent over-capacity, to leave ample margin of safety.

All these things are costly. We could save at least \$200 by building a short-lived car.

But the result is safety, absence of trouble, little cost of upkeep. The result is a car, which, year after year, runs as it runs when new.

These are the vital things to consider when you buy a car to keep.

Electric Starter New Style Body. Reo the Fifth this year comes equipped with electric starter and electric lights—the latest and best devices of this kind. It comes with dimming search-lights and electric horn. In every way the equipment is modern and complete.

We keep a full line of Michelin Tires and Inertubes and all leading lines of tires and inertubes. A full line of all kinds of accessories.

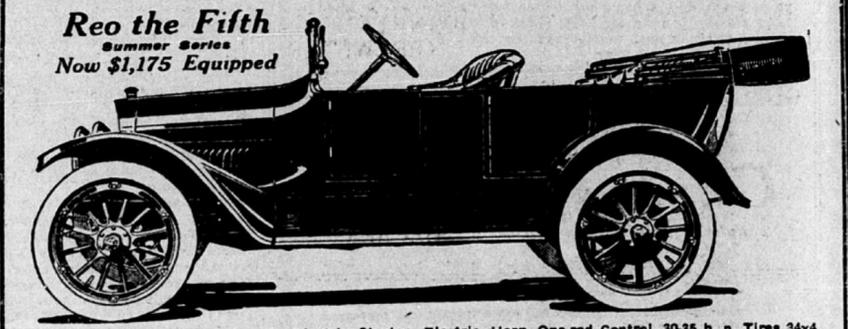
And it comes with a new-style body—the coming streamline body. Cars which have the old angle dash will soon seem out-of-date.

Never before has such a handsome model appeared in this class of car.

Now \$220 Less. And the price is \$220 less than last year's model with electric equipment. This is because we have for three years centered on this chassis. The costly machinery, tools and jigs have been charged against previous output. From this time on they are taken out of our costs.

In worth, in beauty, in equipment and price, this year's Reo the Fifth comes close to finality in this class of car.

A thousand dealers sell it. Ask for our catalog and let us direct you where to see this car.



New-style Body, Electric Lights, Electric Starter, Electric Horn, One-rod Control, 30-35 h. p. Tires 34x4 Also Roadster.

AUTO INN GARAGE

Open Day and Night. Corner 3rd and Blondeau Sts. Keokuk, Iowa

Where one person gets rich through speculation, hundreds get poor.

Choose the better way and deposit your money where it will be safe and pay you a liberal interest rate. This is not speculation. The Keokuk Savings Bank Pays 3% per annum on savings accounts

Are You Seeking a Safe Investment

If so, buy a FIRST MORTGAGE on good farm land, which will net you 5 1/2 to 6 per cent interest on your money. The interest and principal will be collected by us, when due, without any expense to our clients. We have been in business 33 years without one SINGLE foreclosure.

O'Harra Farm Mortgage Co. R. C. BURNER, Mgr. Cor. 5th and Main Sts. Keokuk, Iowa

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Let us do your moving. We have competent men and appliances or the careful handling of pianos and all household goods.

A large, well lighted storage building with elevator for storage purposes.

Hard and Soft Coal. Springfield lump and soft Nut. Buckeye, Egg and Soft Nut. LeHigh Valley Chestnut, Stovo. Egg and furnace.

Cord wood, sawed wood, stove wood and kindling.

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For Moving, Storage, Transfer. Special attention given to moving Pianos. Bell phone Red-646. 1528 Morgan.

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KEOKUK NATIONAL BANK

affords every facility for doing your banking business that any bank can.

PERCENT ON TIME AND INTEREST ON SAVINGS DEPOSITS

The Best Business Reference

Anyone Can Have a Bank Book. It establishes confidence at once. Any young man with a bank book has the best letter of reference.

The State Central Savings Bank

Corner Sixth and Main. will open an account with you with a deposit of one dollar or more.

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