

Dunlap Hats :: Manhattan Shirts :: Stetson Hats

ADVERTISING

clothing by Weil's does not need the incorporation of the longest and strongest adjectives in the dictionary. Adjectives never sold any merchandise here. MERIT is the factor that has built this business, the largest retail clothing business in Southeastern Iowa. On the basis of Merit also we ask your inspection of our Hart, Schaffner & Marx hand-tailored clothes for men at \$18 to \$30. If they are the world's best at the price—you can quickly determine it. The way we are conducting this store, the high quality of the merchandise and the personal service will appeal to all men who wish to be waited on with a full understanding of what's demanded by each one's individual needs.

Something new for boys,
3 to 7, Oliver Twist &
Beach Suits, 50c.



We Sell the best
Negligee Shirts
in Keokuk.



Copyright Hart Schaffner & Marx

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 fashions by Mme. Savaris at the Paris Branch of the Wooltex Style Bureau. It goes from there with equal staidness 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 men who choose Wooltex coats, suits and skirts each succeeding season.

Sullivan & Auwerda

The Store That Sells Wooltex

Quality is Our Keynote. Here You Get it in Merchandise and Service

Garments Fashioned in Accordance with Advanced Ideas and Modern Requirements.

Lowitz & Sons

The House That Does Real Tailoring

Fine Tailored Garments

Always tell their own story, whether they are made to conform strictly to the style of the moment, or to meet the individual requirements of the man who is to wear them. They possess graceful lines and distinctive characteristics that stamp a man as well dressed. The man of good clothes judgment knows there is a big difference in tailoring. He appreciates the elegance in effects such as produced by Lowitz and Sons who have been the leaders in high class tailoring in this state for over 35 years.

Don't Delay—Place Your Orders for Summer Clothes Early

CITY NEWS.

—Take a ride in a Sherwood buggy.
—Children's day at Rehmeier's studio.
—Kindling wood at \$2.50 for two horse load. Keokuk Box Co.
—Closing out sale of trimmed hats at 98c, \$1.98 and \$2.98, Tuesday and Wednesday, at LaVogue.
—Make Keokuk a trading point. Buy of Keokuk merchants and watch Keokuk grow. It will do it.
—H. H. Payton, the barber, is now comfortably located in new shop, 14 North Sixth. Your patronage solicited.
—The hour for Sunday evening services in most of the churches is changed this evening to 8:00, instead of 7:30.
—Miss Nellye Bell, pupil of Martin Bruhl, will give instructions on piano to a limited number of pupils. Phone Black-1502.
—For Sale—For first week in May, six new Baldwin pianos at cost price. Terms to suit purchasers. Hawkes, Eighth and Main streets.
—According to official prognostications the Iowa crop conditions are very favorable. A bumper crop will go a long way to prevent a panic.
—The members of the class confirmed last Sunday by Bishop Morrison will make their first communion Sunday morning at 8:00 o'clock. Accompanying them to the altar will be the members of the confirmation classes of 1912 and 1913 and many of their friends.
—Closing out sale of trimmed hats at 98c, \$1.98 and \$2.98, Tuesday and Wednesday, at LaVogue.
—How many soaps can you name off-hand? This is not a new story but it is worth repeating. A friend went to a large soap manufacturer and said to him: "See here, you are spending a fortune in advertising. Why do you waste your money?" "How many soaps can you name?" asked the soap manufacturer. The friend studied and named six—all advertised brands. "That's the answer," replied the soap manufacturer. Out of the hundreds of soaps made you can name only six and nine heads the list. I can't afford not to advertise." The soap manufacturer was a large user of space in the daily newspapers. He died the other day leaving an immense fortune and a name known from one end of the country to the other.
—Children's day at Rehmeier's studio.

CITY NEWS.

—Children's day at Rehmeier's studio.
—Too cool for summer goods. Merchants favor very much warmer weather.
—Don't fail to see "The Mystery of the Fatal Pearl," in five parts, at the Orpheum tonight.
—A gold medal shoot will be held at Linnenburger's grove today by the members of the Gate City Gun club.
—"Some" moonlight, Wed. evening, May 13, on G. W. Hill, given by V. O. Stafford, Art Morgan and R. Ralston.
—Watch for the big rug and matting sale which commences Thursday on the corner of Fifth and Johnson streets. F. A. Wedler.
—Keokuk lodge No. 13, I. O. O. F., meets every Monday night, at 7:30 o'clock. Visiting brothers invited to attend. Work in initiatory degree.
—There is no law to prevent the Brighten Up day from lapping over into an unlimited number of days. Keep the premises clean all the time and there will be no need of a Brighten Up day.
—The Rose for the best ice cream. We have what you want. 421 Main street.
—One of the most interesting departments in The Gate City is the classified columns. Be sure and keep informed on what appears in this section.
—The special music in the Westminster Presbyterian Sunday school this morning will include an orchestra selection, Love That Passeth Knowledge, and a vocal solo, The Prodigal Son, by Ben Chapman.
—Keokuk will soon be the mecca for river excursions from nearby points. The big water power will continue to attract the people of this section as well as from farther points. This wonderful piece of engineering will always exert an influence that will benefit this city.
—Sherwood for everything in the harness line.
—F. A. Wedler has returned from a several months visit in southern California, spending most of the time in Los Angeles. He says that city is growing marvelously fast and he was so impressed with the beautiful suburb of Hollywood that he purchased a residence property. He reports meeting a number of Keokuk people who were having a good time on the Pacific coast.

WILL YOU WEAR What is Right in Shoes This Season?

Plain effects, rich leathers, and the highest order of shoemaking will have the first call among the well dressed men of our city.

Why take a chance, when you can select from our Spring Line, shoes that you know are absolutely right.

Baur-Mullarky Co.

414 Main Street Keokuk, Iowa

CITY NEWS.

—Bowman-Boyer Co. sell lawn and porch swings and lawn mowers.
—Order your Sunday ice cream from the Rose. All kinds and flavors. No. 421 Main street.
—Watch for the big rug and matting sale Thursday at the Wedler building, corner Fifth and Johnson streets.
—For consideration of \$900, D. H. Sage and wife Anna have conveyed to J. A. Roberts lots 7 and 8 in Home Park addition.
—See Rehmeier's children's day advertisement elsewhere in paper.
—Two cases were settled and dismissed in the district court yesterday. They are those of Nathan Salvers vs. the city of Keokuk and Ed. Hackett vs. the city of Keokuk.
—Don't fail to see "The Mystery of the Fatal Pearl," in five parts, at the Orpheum tonight.
—For Sale—Mathushech upright piano, new. Must sell immediately for cash. Guaranteed the best piano made. Come and see it and make offer. Hawkes, Eighth and Main streets.
—Photos free to children photographed at Rehmeier's, May 6.

CITY NEWS.

—Children's day at Rehmeier's studio Wednesday, May 6.
—Watch for the big rug and matting sale which commences Thursday at the Wedler building, Fifth and Johnson streets.
—Services at the Latter Day Saints chapel, corner Thirteenth and Bank, Sunday school at 10:00 a. m. Praying services by Elder James McKinnan, at 11:00 a. m. and 7:30 p. m. All are welcome.
—Any child between 3 and 5 years will be photographed free at Rehmeier's Wednesday.
—A license to wed was issued yesterday to Vergil Homingway, 20, of Galland, and Rosie Blackburn, 17, of Luray, Mo. Both brought affidavits from their parents giving consent.
—Mr. and Mrs. Daily, colored, of 1326 Franklin street, are mourning the loss of their little girl, Martha Florence Daily, aged one year and eight months, who died at 11:30 o'clock Saturday forenoon of brain fever after an illness of two weeks and two days. Their friends extend sincere sympathy to the bereaved parents.

PERSONALS.

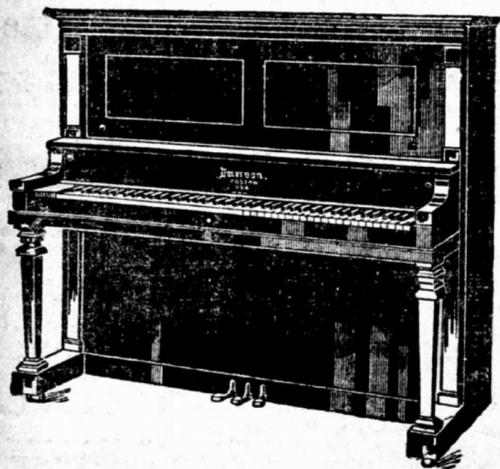
Mrs. George W. Delaplaine will leave this week for a visit in Indiana. John DeRosear, of Mt. Hamill, candidate for supervisor, was in the city Saturday.
Mrs. Arthur McLean of Chicago is the guest of her parents, Mr. and Mrs. E. E. Hawkes.

PERSONALS.

Mrs. Geo. W. West has returned from Burlington where she has been visiting for a week.
Mrs. E. W. Moore and daughter, Alice, leave this evening for Cedar Rapids to attend the grand lodge session of the Degree of Honor, which convenes in that city next week.

PERSONALS.

Miss Elizabeth Fanning and Miss Marie Weber have returned from a pleasure trip to Chicago, Ill.
F. A. Wedler returned Thursday from a five month's trip to the coast and other western points. Mrs. Wedler is in Leavenworth, Kas., visiting her sister before returning home.



For the Price, Musically and Durability

The Emerson Piano

Is the Peer of Values

No other piano costing the same, is so thoroughly constructed and completely finished in every detail as the EMERSON. The sterling EMERSON'S qualities, so honorably praised sixty-five years ago, have been so remarkably improved upon that the EMERSON PIANO of the present day with its purity and sweetness of tone, artistic and original case designs and elegance of finish, stands out pre-eminently above and beyond any of its closest rivals.

We have also the "Homo-Toned" Haddorff which is a wonderful piano of today—the Favorite Schiller, so well and favorably known in colleges and conservatories of music, the Clarendon, Smith & Barnes and Willard.

Anyone contemplating the purchase of a piano can't afford to overlook our beautiful line.

CREDIT EXTENDED TO THOSE NOT WISHING TO PAY ALL CASH.

W. C. Reimbold Piano Co.

New Location 626 Main St.

R. M. SCOTT, Mgr.