

SOCIETY

KEEP WHAT YOU GAIN

Most people who have but a small reserve of strength feel better in summer than in winter. The vitality gained during the out-of-door season carries them through the trying weather of winter and early spring until there comes a time when the stored-up reserve strength is not sufficient.

How, then, shall we keep and add to the reserve of strength that means so much? By taking Dr. Williams' Pink Pills, the blood and nerve tonic, to strengthen and sustain the system so that it can keep all the strength that it has gained and gain more. Dr. Williams' Pink Pills build up the blood and enable it to carry nourishment to every part of the body. Many disorders that have proved stubborn for years have been reached by this tonic treatment. Try these pills for debility, nervousness, headache, loss of appetite, sleeplessness, rheumatism, anemia or any other condition caused or aggravated by thin blood and weak nerves. Dr. Williams' Pink Pills contain no harmful ingredients of any kind. Two pamphlets describing the action of this remedy on the blood and nerves will be sent free on request by the Dr. Williams' Medicine Company, Schenectady, N. Y., if you mention this paper.

Your own druggist sells Dr. Williams' Pink Pills.

Should they decide to remain for any considerable length of time in this country they may return to Keokuk for a longer stay. They have been honor guests at dinners and luncheons every day they have been in the city.

Tri City Matrons Club.

The Tri City Matrons club O. E. S. at their meeting yesterday at the home of Mrs. E. M. Majors elected the following officers: President, Mrs. Tillie Ketting, Warsaw; First Vice-President, Mrs. J. P. Peterson, Keokuk; Second Vice-President, Mrs. Hattie Englehardt, Hamilton; Secretary, Miss Lindsey, Hamilton; Treasurer, Mrs. James McCahan, Keokuk.

Celebrate Anniversary.

Mr. and Mrs. C. F. McFarland entertained at a dancing party last night at the Country Club in honor of their twenty-seventh wedding anniversary. The guests were the members of the Country Club who have all this year held dancing parties on Thursday nights at the club house. The guests surprised Mr. and Mrs. McFarland with a very handsome gift. Refreshments were served at ten o'clock. Mrs. James Hubbard of Chicago was an out of town guest. The party was altogether informal and one of the most enjoyable of the many parties given at the Country Club.

Maccabees Dancing Party.

The Lady Maccabees gave the second in their series of dancing parties last night in their hall. A large company was present to enjoy dancing to the music of Agne's orchestra. One feature was the Hive dance. A large, bee hive, semi-transparent with a light in the inside, was placed in the center of the hall, the dance being given around this. Quadrills and old fashioned steps were danced at the close of the evening. The hall was decorated in black and yellow, and with many vases of pink and yellow chrysanthemums. Mrs. Gertrude Cowley was chairman of the committee in charge. The last party in the series will be given on Dec. 1.

Celebrates Birthday.

Mrs. Daniel Bradshaw, 829 Fulton street, entertained ten little girls this afternoon from 4 to 6 o'clock in honor of her little daughter, Edna May. The party was in celebration of her eight birthday anniversary and was a delightful one for the children.

Mrs. Tucker at Salem.

Mrs. Collingswood Tucker went to Salem this afternoon where she will give a song recital this evening, under the patronage of the Woman's club. This is the second recital given by Mrs. Tucker in that city.

I. K. K. Club Entertained.

The I. K. K. club was entertained last evening at the home of Miss Garnet Bonbow, 415 High. An exceptionally pleasant evening was spent.

For Keokuk Guest.

Quincy Whit: Miss Mildred McKee was hostess at a delightful dinner party given at the Country club last evening in honor of Stephen Irwin, a prominent Keokuk young man. A large number of guests attended and the evening was pleasantly spent.

Society will Meet.

The Ladies' society of the St. Paul's Evangelical church will meet Thursday afternoon, Nov. 5.

To Entertain Trump Club.

Miss Fernie Strickler Hood will entertain the Trump club tomorrow afternoon.

Iowa Inventions.

DES MOINES, Nov. 3.—The following patents were granted to Iowans during the week ending October 27, 1914, as reported from the office of Wilfred C. Lane, patent attorney, 505 Crocker building, Des Moines, Iowa: No. 1,114,850—Metallic power belt. Ernest A. Bohman, Cedar Rapids, Ia., assignor to J. E. Cagney, Jr., Chicago, Ill.

No. 1,114,966—Apparatus for drying and shaping hostery and the like. Geo. Collins, Dubuque, Iowa, assignor by mesne assignments to Paramount Metal Form Drying company, Beaver Dam, Wis.

No. 1,115,421—Vending machine. Phil and R. Fergusson, Davenport, Ia.

No. 1,115,322—Vehicle seat. John R. Losee, Northwood, Iowa.

Great Money Saving Sale

You Save One Fourth to One Third on All Purchases During This Sale

THE REASON—We have been weekly receiving shipments from the eastern markets and on account of the extremely warm weather, the manufacturers were overstocked. We bought at great reductions. This brings about this great money saving sale. You can make your dollars go farthest by buying here and now.



211 Jefferson St., Burlington, Iowa

420 MAIN KEOKUK

THE METHOD—The order has been to reduce our immense stock at once. To sacrifice profits—and prices have been marked so LOW—on new dependable merchandise—that every article will go quickly. Wise women will be the first ones here.

A Marvelous Money Saving Opportunity for Shrewd, Thrifty Buyers

We are offering such unusual values that the good news will spread fast as soon as a few score women come and see for themselves what unusual opportunities for money savings are offered here.

A Wonderful Chance to Save on New Suits

If you haven't seen our stock of suits, you have no idea what beautiful styles are produced this season, all marked so low.

\$15 Good Suits

Comprises a big selection in granite cloths and serges. All the latest styles and most wanted colors.

\$10.85 Values to \$15

\$18 to \$20 Fine Suits

You'll marvel at these suits for this low figure. Styles, the latest. Colors, the most wanted. Materials, very desirable. See these suits at once.

\$14.75 Values to \$20

\$22.50 to \$27.50 Best Suits

Real fine suits of the very latest designs in those fine gabardine, poplin, etc. cloths, newest colors wanted. Just what you want.

\$17.85 Values to \$27

Higher Grade Suits All Reduced From 1/4 to 1/3 Off—See Them Now

You Can Save Dollars on Our Great COAT SALE



\$6.85 Values to \$10

Not a coat in this lot worth less than \$10.00 and some worth more. You'll need a warm coat this winter and here is an opportunity to get a coat at the smallest cost. Truly exceptional coats. Astrachans—full lined—blues, blacks, browns, purples. Many novelty mixtures. All sizes from size 6 to 48. These are all sample coats and won't be here long.

\$6.85 Values to \$10

To see these handsome Coats, and the low prices that are marked on them is to want to buy! BUY NOW!

\$15.00 Coat Sale \$9.85.

Unusual offering! Read the list. Full lined, silk black Perstania lamb coats, beautiful plaid boucles, belted, flare backs and new long flare coats. Greens, blues, browns, blacks. Many different styles. Very special.

\$15.00 Coat Sale \$9.85

Higher Grade Coats all marked special for this big Sale.

\$17.50 Coat Sale \$12.85

Full silk lined Arabian lamb coats Beautiful plush coats. New Astrachans, full lined Ziballines. Many new coats offancy cloths in all the latest colors and styles. Big line of coats at this very small price.

\$17.50 Coat Sale \$12.85



You Can Save Money by Buying Your Dress Now

We have about 75 dresses we must sell regardless of their former cost, left from spring and early fall. Many sold for \$10.00 to \$20.00 and can be easily be made over. Beautiful Silk Crepes, Poplins, Messalines, also new Serges and Granite Cloths. Dresses for all sizes up to 51X. See them at once and maybe you'll want two or three.

\$5.85 Values Extraordinary

DRESS SALE--For Every Occasion, All Styles, All Colors, All Materials--DRESS SALE

Nice Street and Party Dresses

Pretty silk messaline with pleated effects New Basque Silk Poplins in all shades. Beautiful Serge and Silk Combination styles—New Party Gowns. All colors, all styles. You'll wonder how at this small price.

\$10.85 Values to \$15



Better Street and Party Dresses

Beautiful Charmeuse, Crepe de Chine, Poplins, Chiffons, Serge and Silk and Silk and Velvet combinations. Charming Basque and Redingote styles. Beautiful evening dresses, Pretty Afternoon frocks.

\$14.75 Values to \$20



Best Street and Party Dresses

Beautiful Evening and Afternoon Gowns of the most exquisite materials. Styles the most desirable and every wanted color. Words cannot tell the tale so do come and see! Your visit will pay you.

\$18.75 Values to \$25

Silk Messaline Petticoats

For this week only. High grade silk messaline petticoats in every color. Many styles. You'll want two at

\$1.48

\$1.50 Sateen Colored Petticoats

New flowered and Roman stripe effects. Colors, green, blue, black, red. Very special while they last

98c

\$3.00 Long Tunic Dresses

Wash materials in black and white, etc. Nice street or house dresses. Only a few left so come early

98c

\$1.50 Girls' School Dresses

For this week only, to introduce our immense line of girl's dresses.

89c

Better Girls' Dresses

\$1.48, \$1.98, \$2.48, \$2.98 All marked down.

Skirts of Every Description Marked Unusually Low

Accordion pleated bottom skirts. Long tunic and plain style skirts. In crepes, serge and mixtures. All wool skirts that sold up to \$5.

\$1.98

New yoke pleated skirts, long tunic and plain styles. All pure wool Granite and Serge Cloths. Newest colors and all the latest styles. Values to \$5.00

\$2.98

Fine New Fall Styles

Pleated tunics and bottoms. New yoke effects, Full pleated, with belt and sash. Fine Crepe and Granite cloths. All colors. Values to \$6.00

\$3.98

New Tailored Skirts

Made of the newest material, in the very latest patterns. Also clean up of high grade fall models comprising one hundred skirts. See them now.

\$4.95

Better Grade Skirts

This lot includes silk Rampeur Cuddahs. Best grade broadcloths and poplins, etc. Very best styles in all colors. Values up to \$10.00

\$6.85

Waist Clean Up Sale—At Very Low Prices

\$1.50 Wash Waists

Over 100 Nice Waists in all sizes and many designs. All 1914 styles. Just slightly soiled. Low or high necks, Short or long sleeves

50c

\$3.00 Clean Up Waists

Low and high neck silk and net waists. Many nice white wash waists. We are going to sell them all regardless of former cost

98c

\$5.00 Silk Waists

Silk Crepes, Taffetas, Chiffons, White Volles and Crepes. All good waists from early this year. High or low necks. We must clean up and you must help us! You'll want at least two or three

\$1.98

Jersey Top Fitted Petticoats

Silk Jersey top with fitted belts in all the newest shades. Priced so low

\$1.98

\$5.00 Silk Crepe Petticoats

For this week only! Silk Crepe—All Jerseys—Messalines. Every desirable color

\$2.98

Fur Special This Week

\$6.00 real fur sets \$6.00 real fur muffs \$6.00 Persiana lambs

\$3.98

Children's Coats

A great variety of children's coats. Marked very special, \$4.95

\$2.98

\$3.00 Tan Cloth Raincoats

Very special, to close out. A good coat for this price. Cloth covered. All sizes. Rain-proof

\$1.98

There are many unadvertised bargains all over the store that will prove interesting to you, we are sure. Come and inspect the whole store from corner to corner. We are certain that this sale will prove to be one of the most successful we ever had. The very attractive price reductions and the excellent quality of the merchandise offered, present inducements that the most economical buyer will recognize as a most welcome saving chance.

New goods arriving daily. Come in and learn "what's what" in the new things.



Don't Wait Till You Are Ready! Come Today.

Best Treatment for All Complexion Ills

I'll tell you my panacea for all complexion troubles. If the skin be colorless, sallow, muddy, overred, if it be rough, chapped, blotchy, pimply, or freckled, there's nothing that will so surely overcome the condition as ordinary mercerized wax. The wax literally takes off a bad complexion—absorbs the dead and near-dead particles of surface skin, so gently, gradually, you experience no inconvenience at all. A new complexion is then in evidence, one so clear, spotless, delicately soft and beautiful, you look many years younger. One ounce of this wax, procurable at any drug store, will rejuvenate even the worst complexion. It is smeared on like cold cream before retiring and removed mornings with warm water. The mercerized wax habit is a healthier and more economical one than the cosmetic habit.

If the skin be wrinkled or creased, bathe it daily in a solution made by dissolving an ounce of powdered saxe-lite in a half pint witch hazel. This acts immediately, affecting even the deepest wrinkles.—Elsie Desmond, in Beauty's Mirror.