

WILL DECIDE ON CLUB THIS WEEK

Plan for Financing Proposed New Home Has Been Worked Out and Will be Presented to Members

WANT MONEY IN SIGHT

Building Which Was Luxury Once, Has Come to be Looked on as Real Necessity by the People Now.

This week will decide whether or not the Country club house will be built. At a recent meeting of the directors of the Realty company and the directors of the Country club, the matter was discussed at length...

Appreciating the fact that the Keokuk Country club has suffered a severe loss by the fire which entirely consumed our club house, and in order to help in the rebuilding of a home, I hereby agree to assign...

Comes to be Necessity.

A Country club, like other luxuries, after it is enjoyed, comes to be felt as a necessity for the comfort and pleasure of the members. The out door life and relaxation which it brings, minister to health and well being as well as to comfort.

The committee which so promptly created the temporary pavilion which is being used this summer, deserve great credit, for it has helped to hold the membership up to its present standard numerically. It was, however, only intended as a temporary structure to serve the purpose until the permanent club could be erected.

WOMEN OF IOWA SHOULD TAKE ADVICE.

Clinton Iowa. — "When living at my old home, Delhi, Iowa, my mother always kept Dr. Pierce's Golden Medical Discovery on hand as a family remedy. She used it for any of the family that needed it. There were twelve of us children. I used it as she recommended it to me when about 16. Every time it is used it gives entire satisfaction. My mother's faith in Dr. Pierce's medicine has naturally given me confidence, as well as the fact that I have used it myself."

Doctor Pierce's Golden Medical Discovery, purely vegetable and free from alcohol or narcotics, is not a secret remedy for all its ingredients are printed on wrapper. Take it as directed and it will search out impure and poisonous matter in the stomach, liver, bowels and kidneys and drive it from the system through the natural channels. It will penetrate to the joints and muscles, and dissolve the poisonous accumulations. It will replace all the bad blood it drives out, with rich, pure blood full of vital force. It will furnish energy and ambition, that puts the entire body in a condition of perfect physical condition that brain or muscles know no fatigue. It will clear the skin; eczema, pimples, rash, blotches will dry up and disappear; boils, carbuncles and other evidences of tainted blood will pass away, never to appear again. Everyone should write to-day for a copy of The People's Common Sense Medical Adviser to Dr. Pierce's Invalids; this cloth bound book of 1000 pages. It is a book for the home—necessary in case of accident or sickness—treats of Physiology, Anatomy, Sex Problems, Marriage, Hygiene, etc.

How, and Why, —the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc. More than 90% of them, or about 1,623,555, use Pneumatic Tires. Each car will wear out and replace, on average, about one Set of Four Tires per year. Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars. The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper. The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

- 1st—Automobile Manufacturers, as a class. 2d—Automobile Dealers, as a class. 3d—Garage Owners, as a class. 4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others. Because,—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors. But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

EVERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with new Tires. But, all the Salesmanship, and all the Advertising, under the Sun, could not increase, by a single Tire, the total sales of Tires beyond the number of Cars owned by Consumers, and the number of Miles each Consumer runs his Car yearly.

The Market for Tires is therefore limited inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly. Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion open to the Tire Industry, as a whole, would be due to the Sale of more Automobiles each year to Consumers, with a greater average Mileage USE, per year, of each Car by each Owner. That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers. —We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

Made as always —The same reliable Construction. —The same dependable Service. —Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/4 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires. Other sizes in proportion.

The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see! Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.

Church Announcements

TIME OF SUNDAY SERMONS, LOCATION OF CHURCHES, TOPIC OF SERMONS AND SPECIAL MUSIC TO BE GIVEN AT THE VARIOUS SERVICES.

St. Peter's Catholic Church, Rev. J. W. Gillespie, pastor.—Masses: 6:15, 7:30, 9:00 and 10:30 a. m.

St. Mary's Catholic Church, Rev. George G. Gindlinger, pastor.—Masses 8:00 and 10:00 a. m.

St. Francis de Sales, Rev. J. M. Dunnington, pastor.—Masses, 8:00 a. m. and 10:00 a. m.

Redeemer English Lutheran church. Place of worship is the Baker Mission chapel on Twelfth, between Times and Des Moines streets. M. Engel, pastor, 513 South Eleventh street. Morning services at eight o'clock. Invitation to all.

St. Paul's Evangelical church, A. C. Ernst, pastor.—English services, 9:45 a. m. Subject: "A Stone in the Road." German services, 10:30 a. m. Subject: "Jesus and the Samaritan Woman." Sunday school at 9:00 o'clock. Welcome to all services.

Salvation Army.—Sunday a. m. 11 o'clock. Sunday p. m. at 8 o'clock. Sunday school, p. m. Subject: "Life." Sunday school at 9:45 a. m. Wednesday evening meeting at 7:15. Wednesday evening, same address. Open Tuesday, Thursday and Friday afternoons from 2:30 to 4:30 o'clock.

First Church of Christ, Scientist, 726-728 Main street, second floor.—Services at 10:45 a. m. Subject: "Life." Sunday school at 9:45 a. m. Wednesday evening meeting at 7:15. Wednesday evening, same address. Open Tuesday, Thursday and Friday afternoons from 2:30 to 4:30 o'clock.

Trinity Methodist Episcopal church, corner Tenth and Main Sts. Wm. H. Neill, pastor. Sunday school at 9:30 a. m. Preaching by the pastor at 10:45 a. m. No evening services except the Epworth League devotional meetings

ject, "The Last Fire." Junior Endeavor society, 4 p. m. Midweek prayer meeting Wednesday, 8 p. m. The public cordially invited.

Baptist church, corner of Eighth and Blondeau streets. Pastor, F. H. McAllister. Sunday school services at 9:30, classes for old as well as young. Baker Mission at 2:30. Young Peoples meeting led by Mr. G. Marion Reid, subject, "What Christianity Has Done for the World." There will be morning services in the church. At 10:45 the pastor will speak on the subject, "A Little Family Squabble." You are invited.

Pilgrim Rest Baptist church, corner Fourteenth and Exchange Sts. Rev. J. H. Helm, pastor. Residence, 1819 Bank St. Sunday school at 10 o'clock a. m. Mrs. Bertie Helm, Supt. Preaching at 11 and 8 o'clock. Morning subject: God is Able to Save. Evening subject: Some Reasons For Believing, by Rev. E. LeRoy Steffey. D. D. Bible class at 6 p. m. The public are invited to attend each of these services.

First Westminster Presbyterian church, Seventh and Blondeau Sts., Rev. E. B. Newcomb, D. D. pastor. Service at 10:45 a. m. The pastor will preach on "All Things for God." The music will include the solos, "The Lord is My Shepherd," (Little) by Miss Lynore Rich, and "The Hills of God" (Nevins) by Mr. Young. A cordial invitation is extended to the public. No evening service on account of the union meeting. Bible school at 9:45 a. m. Y. P. S. C. E. at 7:00 p. m. Young people are invited to these services.

First Methodist Protestant church, Twelfth and Exchange streets. Rev. E. LeRoy Steffey, pastor, 1103 Bank street. Sunday school at 9:30 a. m. Mr. W. C. Thon, Supt. Morning worship at 10:45. Sermon subject, "Growth and Favor." This sermon has been specially planned for the young people of the church and Sunday school. A full attendance is desired. The Christian Endeavor prayer meeting will be held at 7:00 p. m. Mr. Carl Meyers, leader. No evening service. This congregation will join in the union services in the First Christian church. Rev. McElree,

preacher. Mid-week prayer service Wednesday 8:00 p. m.

circle of friendship or in the community generally, her life and character was a tower of strength to those who came in contact with her and her memory will be a benediction to those who loved her so well. In her death, her relatives and friends have sustained a loss which the healing influence of time may mitigate, but can never erase. On Sabbath afternoon, July 11, her mortal remains were laid away amid a profusion of flowers, in that beautiful cemetery where sleep our city's dead, while her spirit dwelt in that "vast unknown" so sadly and sweetly expressed in the words of Herbert Johnson: "I know not now how soon 'twill be When I shall reach the vast unknown I know not now, I cannot see The entrance to my heavenly home. Alas! Alas! 'Tis better so For time moves on with rapid pace. But this I know, when I shall go That I shall see Him face to face. And be with those I love once more Yes, I shall see Him face to face, And be with Him for ever more."

GREAT ATTRACTION AT THE BEACH

Harry Hhaw Takes First Plunge in Nine Years Before a Mob of Spectators.

[United Press Leased Wire Service.] ATLANTIC CITY, N. J., July 17.—Harry K. Thaw will return to New York soon for the purpose of instituting divorce proceedings against Evelyn Nesbit Thaw. The slayer of Stanford White would not state definitely tonight that he planned such action, but he made no attempt to deny that such was the case. Thaw has persistently refused to talk of his wife, who is now a guest at the camp of her dancing partner, Jack Clifford, at Lake Chatauga, N. Y. He has plainly shown, however, that he feels bitter towards her. Atlantic City's gay summer crowds did nothing today but watch for Thaw. He was the big attraction. The crowd assumed mob like proportions when he went for the first swim he has taken in nine years. Atlantic City's police force was apprehensive, but no trouble developed, the crowd only wanted to see the famous Pittsburgher. Speaking of Heaven. Acheson Globe: A heaven to suit everybody would be a complicated place. But, then, it isn't contended that everybody is going.

PROFESSIONAL CARDS

PHYSICIAN, DR. W. P. SHERLOCK, Physician and Surgeon. Office, Masonic Temple. Residence, Alpha apartments. Office Hours—10 to 12 a. m., 2 to 3 p. m.; evenings, 7 to 8; Sundays, 11 to 1 p. m. United States civil service examiner.

DR. BRUCE L. GILFILLAN, Physician and Surgeon. Office, 612 1/2 Main street, over Winger Bros. store. Bell phone 190-Black.

Residence, 317 North Fourth street. Bell phone 1280-Red. Hours—10-12 a. m.; 2-4 p. m.; 7-8 p. m. Sunday by appointment.

C. A. JENKINS, M. D. Room 4, Estes building. Office phone 29; residence, 569. Hours—10-12 a. m.; 3 to 5 p. m.

DR. W. FRANK BROWN, Surgery and Urology. Hours—2-4 p. m.; 7:30-8:30 p. m. Office No. 10 North Fifth street. Over Keokuk Savings bank. Res. No. 318 North Fifth street.

S. H. AYRES, Chiropractor. No Drugs—No Knife—No Osteopathy. 223 Blondeau Phone 1411.

John E. Craig, John S. Sprowls, Attorneys and Counselors at Law. 19 North Fifth Street. Keokuk, Iowa. Practice in State and Federal Courts Notary in Office.

I. S. ACKLEY

UNDERTAKING and EMBALMING 1007 Blondeau Street Iowa Phone 219.