



**"Truth Is Mighty and Shall Prevail"**

**CAVEAT EMPTOR** (let the buyer beware), is the old law of trade, but the higher standard of morals and ethics in business today demands "LET THE SELLER BEWARE." Honest advertising riding on the crest of the great moral wave which is sweeping across our country, points to higher ideals. This is the age of the "square deal."

The wise and successful merchant recognizes that not only is "honesty the best policy," but also is the best principle and **TRUTH** the greatest selling force.

Public confidence is built on **TRUTH** and **HONESTY**, and the winning of confidence paves the way for the winning of trade. These fundamentals form the basis of all Successful Advertising.

Education has been a potent factor in this new moral uplift in advertising and the strong arm of legislation will eventually force the dishonest advertiser from the commercial field.

Honest Advertising laws have been introduced in various states. It is safe to predict that all states will have such laws in the near future. The handwriting is on the wall and the days of the **FAKIR** and **CHARLATAN** are numbered.

*Weil & Co. guarantee the TRUTH of this advertisement to The Gate City, who in turn, guarantee it to its readers.*

Weil & Co. adopted the above "TRUTH" guarantee years ago and have lived up to it to the best of their knowledge.

The Newspapers and Advertisers should work together for the protection of the readers and we are always ready to co-operate in every way.

The Press of Keokuk has always shown its willingness to co-operate with the honest advertiser and Keokuk is to be congratulated upon the general high character of the Press and the advertising of her merchants.

**WEIL & CO.**  
INCORPORATED  
**MEN'S & BOY'S OUTFITTERS**

**Fried Chicken Supper**

THURSDAY, Y. W. C. A.  
—5:30 to 7—  
**30c**

Cafeteria and service room open to men and women.

**CITY NEWS.**

—A marriage license has been issued to John C. Rupp, 30 and Azella Schaffler, 27, both of St. Louis.

—Keokuk camp M. W. A. No. 622 will hold its regular meeting tonight at Woodman hall. All members are requested to be present.

—Regular meeting of Keokuk aerie No. 683, F. O. E. tonight at Eagles hall, 523 Main, at 8 o'clock. Visiting brothers always welcome. Chas. A. Noakes, secretary. Business of importance.

—The members of the Elks club are anticipating an enjoyable time tomorrow evening when one of Tony Sansone's old time spaghetti lunches will be served. It is expected that a large number of the members will be present.

—Licenses to hunt have been issued to Clarence H. Wedertz, Ernest Pfug, W. M. Parks, M. F. Hicks, Harry Taylor, Harry C. Diamond, Archie R. Eppers, James O. Scott, Ray S. Dimond, Ralph Dockendorf, Leo Springer, Dennis Neotts, all of Keokuk.

—You can tell anybody you want to that it pays to advertise in The Gate City, remarked a pleased advertiser this morning as he pocketed twenty-five answers to his advertisement in last night's Gate City. "Here I've got work enough to keep me busy for three weeks," he said, as he opened the last of the answers.

—The Iowa weather and crop service bulletin for the week ending September 13, has just been issued as follows: The week as a whole was warmer than the average, but frequent and in many sections, heavy to excessive showers have further delayed threshing and other farm operations. While the rains were beneficial in softening the ground in cornfields, they have kept the crop growing and prevented any material advancement toward maturity. Only the very earliest planted fields are beginning to dent, probably not more than 20 percent of the crop has passed the advanced roasting ear stage. However, with favorable weather in the future the improvement will be rapid, as soil conditions are now excellent. The rains have also put the ground in fine shape for plowing and considerable of that work was done during the week, and some wheat was sown. Much trouble was experienced in curing the second cutting of clover. Reports of potatoes rotting in the ground are increasing and in some sections the crop has been damaged by blight. Pastures are excellent and there will be an abundance of fall feed.

**NOTICE TO TAXPAYERS.**  
Second half of taxes must be paid by September 30, 1915, to avoid penalty on the same.  
WM. REIMBOLD,  
County Treasurer.

**PERSONALS.**

Mrs. Wm. Dooley is entertaining Mrs. D. M. Berry of San Diego.  
Mrs. A. C. Haslanger of Mishawaka, Ind., is visiting her mother, Mrs. John Menz, 519 Fulton street.  
Mr. and Mrs. A. E. Beckman and Mr. and Mrs. Henry Shafer, have returned from a month's visit in Colorado and California.

**Five Thousand Dollar Purse.**  
[United Press Leased Wire Service.]  
SPRINGFIELD, Ill., Sept. 15.—Five thousand dollars is the purse offered Mrs. Joan Cuneo of New York City, by state fair officials here if she will lower records of Elshyow, Burman and Oldfield made over mile tracks at state fair courses. The Gotham woman will make the attempt during speed events, Sept. 17 and 18, over the mile track here.

**Three-I League Championship.**  
[United Press Leased Wire Service.]  
DAVENPORT, Iowa, Sept. 15.—The opening game of the play-off for the Three-I league championship will be played at Moline Thursday, between Davenport, winner of the first half of the season, and Moline, winner of the second half.

**FUNERAL NOTICE.**

**HIGHAM**—The funeral of the late Mrs. John Higham will be held from the family home, 1828 Reid street, at 9 o'clock Thursday morning. At 11 o'clock, services will be held in St. Andrew's church at Moor, Iowa, following which the interment will be made in Hickory Grove cemetery. Friends of the family invited.

**Wonderful Offer Made to the Sick**  
Relief From First Dose.

**COME TO OUR STORE** and get a thirty-day treatment of Dr. Burkhardt's **VEGETABLE COMPOUND**. If it fails to relieve Kidney, Liver or Stomach Trouble, or the following symptoms, such as pain in the side, back, under the shoulder blade, smothering sensation, palpitation of the heart, tired, drowsy feeling, weakness, nervousness, sour acid stomach, constipation, just bring back the empty box and we will refund your money, left on deposit, if you are not satisfied.

**Wilkinson & Co.**  
G. Arthur Kiedelach, Mgr.  
Keokuk's Biggest, Best, and Best Drug store,  
422 Main Street.

**Rexall**  
**Tan and Freckle Lotion**

An effectual remedy for the removal of tan, sunburn, freckles and similar blemishes caused by exposure to heat of sun, or to wind and weather.

**25c the Bottle**  
**McGrath Bros.**  
Drug Company  
5th and Main.

**Smoke a Good CIGAR**

That one is **Grand Leader**  
MADE BY  
**C. W. Ewers**  
1118 Main Street

**Covered Buttons**

We cover buttons in all styles and in MATERIALS to match YOUR GOWN. We carry a complete line of the latest and most fashionable shapes in buttons and cover them artistically and perfectly.

**MISS HILL**  
27 N. 4th St. Keokuk, Iowa

**NYALS**  
**Corn Remover**

Will Move That Corn  
**15c Box**  
**Scott & O'Reilly**  
DRUGGISTS  
600 Main St.

**N. H. PYLE**  
—FOR—

**INSURANCE**  
OF ALL KINDS  
Phone 1250 402 Blondeau

ASK FOR  
**De Witt Chile Carne**  
VEGETABLE SOUP  
TAMALES IN CAN  
at your grocers,  
NONE BETTER MADE  
All ten cents can.

—SEE—  
**John Opstelten**  
For Moving, Storage, Transfer  
Special attention given to moving  
Phone 1523 Morgan  
Bell phone Red-648.

**DIVORCE PETITION IS FILED TODAY**  
Mrs. Mattie Fruin Asks Decree, Alimony and Title to Homestead.

In a suit for divorce filed today in the district court, Mattie Fruin asks for a decree of divorce from her husband James Fruin, the custody of the minor children, \$3,000 alimony and the title to the homestead. The allegations made by the plaintiff in the action charge defendant with cruel and inhuman treatment and drunkenness. Plaintiff alleges that she has been struck and injured by defendant at times. She alleges that she was operated on February 17, and that as

**Why Wear Ordinary Clothes?**

**Wooltex Tailored Garments**  
**Cost No More**



Copyright 1915, by the Wooltex Tailors. At The Store That Sells Wooltex

**Sullivan & Auwerda**

**Shoes!—Shoes!**

**Maas-Bode-Larson Co.**  
606 Main Street, Keokuk, Iowa

**We Fit the Feet as They Should be Fit**



THE adult notices failing sight by means of comparison.

**The Child**  
as a matter of fact lacks the standard of comparison. It

**Does Not Know**  
whether its sight is perfect or imperfect. It's up to you, father or mother, to have your children's eyes examined from time to time.

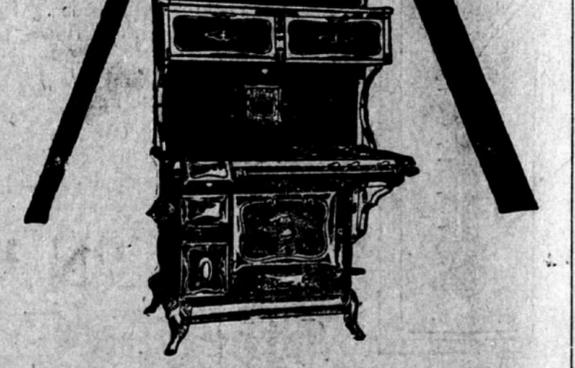
THEY MAY NEED GLASSES  
**RENAUD**  
Registered Optometrist

**KEOKUK LUNCH CLUB**  
Dairy Lunch  
Regular Meals  
Cooking and Service Always the Best  
Open All Night  
505 Main St.

**TWO RANGES IN ONE**

The Duplex Alcazar is a single range that does the work of two. With it you can cook in comfort every month of the year.

Burns Coal and Gas separately or both at once. You can burn coal in the winter and keep the kitchen warm; gas in the summer and keep the kitchen cool.



FOR SALE ONLY BY  
**Schell-Demple Furn. Co.**  
613-615 Main St.