



### Facts

GET the facts on the operating cost before you buy any automobile. Find out the truth before—not after. And don't be satisfied with hearsay or a salesman's claims. The price of gasoline is high; so is oil and there is sure to be an increase in the cost of all tires.

So, what you want is the car that will give you most miles per gallon of gasoline, per gallon of oil and per set of tires.

Here are the facts proved by the Maxwell stock touring car that recently set the World's Motor Non-Stop Record:

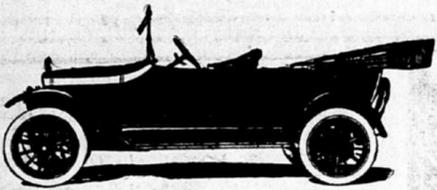
Maxwell World's Non-Stop Record Facts	
Miles without a motor stop.....	22,023
Average miles per day (44 days).....	500.6
Miles per gallon of gasoline.....	21.88
Miles per gallon of oil.....	400
Average miles per tire.....	9,871

Remember that this was a Non-Stop Endurance Record—in order to prove that the Maxwell car was exceedingly sturdy, reliable and trouble proof.

No attempt was made or could be made to save gasoline, oil or tires. So these figures merely indicate what would be possible under ordinary driving conditions.

Right now we have a Maxwell we can deliver to you. Let's not put it off. We know the Maxwell factory can't get half enough freight cars to carry their doubled output. Later on we may not be able to supply you. But we can NOW. Better phone us for a demonstration today.

Touring Car, \$655  
Roadster, \$635  
Prices F. O. B. Detroit



Ayer Manufacturing Co.  
KEOKUK, IOWA

DISTRIBUTORS FOR



### JUDGE J. Burk & Co.

By Them Being in Business Fifty Years

Never in its history has the firm of J. Burk & Co. so deserved the steady patronage of the thinking economical people of Keokuk and vicinity as it does right now. No better proof could be offered than to come over and look at the way we sterilize our bottles and bottle our soda waters. We are noted for having one of the cleanest and up to date plants in the country. Every flavor is of such unusual merit as any company in the country would be proud to feature. List of our flavors follow:

#### Burk's Cola

- |                 |                   |
|-----------------|-------------------|
| Ginger Ale      | Sarsaparilla Soda |
| Lemon Soda      | Pineapple Soda    |
| Cream Soda      | Chocolate Soda    |
| Strawberry Soda | Hires Root Beer   |
| Peach Mellow    | Ginger Ale        |
| Cherry Cider    | Concord Grape     |
| Orange Cider    | Dr. Pepper's      |
| Lemon Sour      | Blackberry        |
|                 | Raspert           |

Keokuk, Iowa 1011-1012 Main  
Phone 329

### J. M. WRIGHT

Gun and Locksmith

Keys fitted, locks repaired, knives and scissors ground, general repairing.

908 Main Street.

### SAVE YOUR HAIR!

## 25 CENT BOTTLE STOPS DANDRUFF

EVERY BIT OF DANDRUFF DISAPPEARS AND HAIR STOPS COMING OUT.

TRY THIS! YOUR HAIR APPEARS GLOSSY, ABUNDANT WAVY AND BEAUTIFUL.

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scurf. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine tonight—now—any time—will surely save your hair.

Get a 25-cent bottle of Knowlton's Danderine from any drug store or toilet counter, and after the first application your hair will take on that life, lustre and luxuriance which is so beautiful. It will become wavy and fluffy and have the appearance of abundance, an incomparable gloss and softness; but what will please you most will be after just a few week's use, when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them. Its exhilarating and life-producing properties cause the hair to grow long, strong and beautiful.

Unlike T. R. Louisville Courier-Journal: Had Col. Roosevelt been in command he would never have risked obscurity by crossing the Mexican line with less than half a dozen newspaper correspondents in attendance.

### CHILDREN'S PARTY DELIGHTFUL ONE

Miss Harris' Dancing Classes Close Season With Pretty Event in Woodman Hall Friday Evening.

### SEVERAL FOLK DANCED

Advanced Members and Little Tots All Trip the Light Fantastic in Way to Bring Much Applause.

More than two hundred grown ups were delighted spectators at the children's party given on Friday evening at the closing feature of Miss Nelle Harris' dancing school. The party was given in Woodman hall and from the first correct stiff little bow which the boys made to their small partners, to the grand march at the close, every number merited the enthusiastic applause which it received.

At the close of the grand march Mrs. Frank M. Jones and Mrs. E. Ross Baker gave the favors which were green balloons. The men and women along the sides of the hall threw long streamers of red and green and pink and white which caught on wires above the little folks and fell in a multicolored shower all about them as they marched, making a very gay and happy scene.

Too much cannot be said in praise of Miss Harris' method of teaching and of the results she gets in finished, graceful dancing and in the correct deportment she teaches.

Every child who appeared on the floor deserves mention, because there were none who failed to dance with grace and in correct time. The tiniest girl in the class is little Doris Schouten who danced Coquette with exquisite lightness and grace. She did not miss one step of that long and intricate dance and the greatest charm of all was her unconscious baby manner.

The costumes worn by the pupils in the various dances all added much to the effect. The following is the program:

- Waltz..... Classes Varsoviennne—Harriet Hamill, Gretchen Fegers, John Ewers, Doris Schouten, Katherine Hinkley, Agnes Reeves, Peggy Scadding, Barbara Scadding, Chester Dumenil, Dorothy Kruse, Corona Sherlock, Henry Reiner, Hubert Hanson, Junior Skirvin, Jane Kellogg, Katherine Higgins.
- (a) Rhineland (Folk Dance)
- (b) Black Nag (English Country Dance)
- Fashion's Caprice (Aesthetic Dance)..... Gretchen Fegers
- French Vineyard (Folk Dance)..... First Year Class
- Aesthetic Mazurka..... Lucille Schmidt
- Nursery Rhyme Dance..... First Year Class
- (a) Fox Trot..... Advanced Class
- (b) Schottische..... Advanced Class
- Coquette (Aesthetic Dance)..... Doris Schouten
- Fairies' Revel—Martha Wilcox, Harriet Dunlap, Mary Louise Cameron, Elizabeth Cameron, Elizabeth Jones, Lucille Schmidt, Mary Louise Ruddick, Genevieve Harter, Louisa Cochran, Grace Cox, Evelyn Harter, Katherine Miley.
- Day Dreams (Aesthetic Dance)..... Grace Cox
- Highland Fling..... Katherine Hinkley
- Nursery Rhyme Dance..... First Year Class
- Maurice Exhibition Waltz..... Katherine Miley, Max Jones
- Three Step..... Classes
- Musette (Old French Dance)..... Elizabeth Cameron
- Clown Dance..... John Fuller, Chester Dumenil
- Thisle-down (Aesthetic Dance)..... Mary Louise Ruddick
- Pierrot and Pierrette..... Elizabeth Jones, Harriet Dunlap
- Benita Caprice..... Louisa Cochran, Mary Louise Ruddick
- Diana's Hunting Party—Katherine Pyle, Margaret Hodge, Lucretia Reiner, Anna Joyce, Eugenia Maxwell, Virginia Dunlap, Dorothy Stanbro, Beatrice Weissenburger, Margaret Hamill.

### KEOKUK WOMAN'S SISTER IS DEAD

Mrs. C. W. Fry Passed Away in Bloomfield, Ia., on Saturday Morning.

Mrs. C. W. Fry of Aurora, Ill., sister of Mrs. F. F. Vaughan of this city, and a former resident of Keokuk, passed away at the home of Mr. Fry's parents at Bloomfield, Ia., on Saturday morning at 1:00 o'clock. The decedent was ill but a few hours and her sudden death has come as a shock to her friends in Keokuk and elsewhere.

Mrs. Fry lived with her sister, Mrs. Vaughan, here for some time about six or seven years ago and will be remembered by friends made during her residence here. The decedent is survived by her husband, two brothers, four sisters and her mother. She was thirty-six years of age.

The funeral will be held at Bloomfield, Monday afternoon at 2:30 o'clock.

### DEATH OF MRS. EARL COCHRAN

Daughter of Mr. and Mrs. E. P. McManus Answers Last Call Saturday Morning After a Lengthy Illness.

### HERE MOST OF HER LIFE

Was Born in Yankton, South Dakota, But Was Brought to Keokuk While Young—Was Married in 1911.

Following a serious illness of a month's duration, Mrs. Anna Cochran, wife of Earl E. Cochran, a member of the firm of J. C. McManus & Co., passed away at the home of her parents Mr. and Mrs. Edward P. McManus, 1104 Leighton avenue, at 2:00 o'clock Saturday morning from nephritis, mourned by a wide circle of friends and acquaintances.

Mrs. Cochran, who was formerly Miss Anna Frances McManus, had been in poor health for the past four years, but her illness only became serious about a month ago. Since that time she had slowly declined and during the past two weeks her life was despaired of.

Mrs. Cochran had lived in Keokuk practically all of her life and her friends here are numbered by the score. Her early death has been noted with deep regret by all who knew her during life and the sympathy of the entire community has been extended to the bereaved family.

Was Born in South Dakota. The decedent was the daughter of Edward P. McManus, former member of the Iowa legislature and at present local postmaster, and well known Keokuk business man, and his wife, Isabelle. She was born in Yankton, South Dakota, on February 11, 1884, but was brought to Keokuk by her parents when young, so that the greater part of her life was spent in this city.

She was educated in the local public schools and was a graduate of the Keokuk high school of the class of nineteen hundred and six. She was married to Earl E. Cochran on January 5, 1911, in St. Francis de Sales Catholic church by Rev. Father James Dunning.

Besides her husband, she is survived by her parents, Mr. and Mrs. E. P. McManus, and three brothers and a sister, Thomas McManus, Craig McManus, E. W. McManus, county attorney, and Mrs. Carl Hemmy. Her grandmother, Mrs. P. McManus, is also living, and there are a large number of distant relatives residing in Keokuk.

### HORSE GOING FAST FROM FIRE SERVICE

Insurance Men Say Motors Will Dominate Future Purchases by Fire Departments of Our Cities.

The fate that has befallen horse-drawn apparatus in fire service is shown by a recent census of the possible purchases of 670 fire departments during 1916. Of the automobiles, 508 are listed, while of the horse-drawn the total stands at seven.

St. Louis insurance men say that when it is considered that the enumeration of possible purchases cannot possibly be anywhere near complete, so far as motor apparatus is concerned, while the departments that are condemned to horse-drawn vehicles are not likely to increase their purchases, it is plain that in a year or two future purchases will not mention the horse at all.

Of the additions to be made this year, chemical and hose cars are to the fore with 243. Pumping engines number 87; triple combinations, 76;

### For Freckle's, Rough or Spotty Complexions

The freckling, discoloring or roughening to which delicate skins are subject after exposure to wind or sun, often appearing in early spring, may readily be gotten rid of. Microcolized wax, spread lightly over the face before retiring and removed in the morning with soap and water, completely peels off the disfigured skin. Get an ounce of the wax at any drug-gist's. There's no more effective way of banishing freckles or other cutaneous defects. Little skin particles come off each day, so the process doesn't even temporarily mar the complexion, and one soon acquires a brand new, spotless, girlishly beautiful face.

Wrinkles caused by weather, worry or illness are best treated by a simple solution of powdered saxolite, 1 oz., dissolved in 1/2 pt. witch hazel. Bathing the face in this produces a truly marvelous transformation.

# There's a Reason

Since February 1st we have more than doubled our business over the same period of a year ago.

## There's a Reason

When the same customers come back year after year and recommend us to their friends

## There's a Reason

# The Reason

We endeavor to treat everyone with courtesy and make our service second to none.

To offer only reliable merchandise—to give the greatest value possible for the price asked—to never make an assertion in our ads or elsewhere that we can not live up to.

We are showing many new items in our various departments and you will find it a pleasure to look them over.

<h4>Millinery.</h4> <p>See the new Gage pattern hats and hats from our own work rooms at prices in keeping with the quality—a price that meets with the approval of everyone.</p>	<h4>Ready-to-Wear.</h4> <p>New suits, new coats, new dresses, new skirts of the most approved spring materials, style up to the minute. New garments with the latest ideas received almost every day.</p>	<h4>Wash Fabrics.</h4> <p>All the new weaves in stripes and figures and plain white. See our center tables where some of these wonderful values are displayed each day.</p>
<h4>Children's Hats.</h4> <p>Our childrens hats are made by a New York manufacturer, no two alike, at prices about half that usually asked for such values. 50c and up to \$3.50.</p>	<h4>Girls' Dresses.</h4> <p>If you could see our new girls' dresses in the princess and middy styles, plain white, plain pink, plain blues, checks, stripes and combination colors, you would want them .....50c to \$1.50</p>	<h4>Corsets.</h4> <p>Just received a large shipment of the celebrated Warner corsets in the new spring styles, front or back lace...\$1.00, \$1.50, \$2.00, \$3.00</p>
<h4>Boys' Rah Rah hats in a good assortment of colors .....50c</h4>	<h4>Automobile Caps.</h4> <p>Each year brings something new in automobile caps. Plain and combination colors .50c and \$1.00</p>	<h4>Curtain Material.</h4> <p>Old prices prevail on our new curtain materials just received. Brass extension curtain rods, silver tips, each .....10c</p>
<h4>Gingham Petticoats.</h4> <p>A splendid showing of gingham petticoats in plain colors and stripes, including outsizes 50c-59c</p>	<h4>Neckwear.</h4> <p>The newest neckwear in organ-dy and volles, also collar and cuff sets .....25c to 50c</p>	
<h4>Aprons.</h4> <p>Gingham and percale bungalow aprons, trimmed with rickrack braid, fast colors .....59c</p>	<h4>Windsor ties in the most wanted colors ..... 25c to 50c</h4>	

# 516 Main Street The Golden Rule KEOKUK IOWA

Now or never at these prices for **Duncan-Schell Furniture Co. March Sale ends Friday, March 31. Prices will not be duplicated later.**

It will pay you to buy **Wall Paper and Draperies** now for future use. 1000 styles to select from. Paper hung promptly when wanted. **Prices will not be duplicated later.**

#### ADVERTISED LETTERS.

List of letters remaining in the Keokuk postoffice, uncalled for, for the week ending March 25, 1916:

<p><b>Ladies.</b></p> <p>Ola Booner Ada Bloom Mrs. R. M. Bushman Mrs. Bert Owens Miss Viva Simpson Mrs. Ed Thornton Mrs. Lillie Thomas Mrs. George T. Tunzer Miss Ella Walker Goldie Weaver</p>	<p><b>Gentlemen.</b></p> <p>Mr. A. R. Bonner Mr. C. E. Johnson Mr. C. W. Kunland New Boston Fish Market Col. W. J. Phillips and wife. Mr. Theodore Raleigh Mr. A. Watkins Mr. Noble Weaver Wheeler Shoe Co. Mr. W. B. Williams Persons calling for letters in above list will please say they are advertised. E. P. McMANUS, Postmaster.</p>
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Hats Off to the French!  
Iowa City Press: You'll have to hand it to the French for courage and determination. They have for weeks withstood at Verdun attacks that have been seldom equalled in the history of warfare.

#### CADILLAC HAS NOW SHIPPED 25,000 "EIGHTS"

IN SEVENTEEN MONTHS, PRODUCT MARKETED HAS RETAIL VALUE OVER \$50,000,000.

The shipment of a seven-passenger, eight-cylinder Cadillac to the Boston distributor from the Detroit plant on March 16, marked the delivery of the 25,000th Cadillac Eight since production of this type began.

It is only a little more than seventeen months ago that the Cadillac Company worked one of the greatest revolutions yet witnessed in the automobile industry. This was in the production of a car equipped with an eight cylinder, V-type engine. How great the influence exerted by the Cadillac was evident at the automobile shows the past winter by the number of cars exhibited with V-type engines.

Figured at retail prices, the value of the 25,000 Cadillac Eights built thus far reaches the stupendous total of more than fifty million dollars.