

# JEWELRY FIRM IS PROGRESSIVE

Phoenix like from the ashes of a great fire, better and stronger than ever, that portion of Iowa City's business world, which lies near the intersection of Dubuque and Washington streets, is the best evidence of the indomitable spirit that makes for success and progress.

In this industrial edition of the Daily Press, reference has been made elsewhere to the Jefferson hotel, the \$100,000 structure which is to occupy the site of the fire swept Hutchinson block. Not many feet to the west, another place of business has already triumphed over the elements—for the well known jewelry firm of Keith & McChesney has defied fire and smoke and has remodeled its store superbly.

Today, the establishment is handsomer, more truly modern, and more attractive than ever—only a few months after the billows of fire and smoke rolled over it, and the waves of water inundated it.

As to the stock of merchandise that Keith & McChesney have introduced a single visit—always a prophecy of many more delighted visits, however—will testify more strongly than columns of writing, to the richness, beauty, and elegance of the Keith & McChesney displays.

Their shelves and their counters; their pedestals and cases bear elegant jewelry; superb cut glass; hand some watches and clocks; brilliantly flashing diamonds; firefilled opals; and countless other types of jewelry and home decorations.

Luxury, blended with discretion and taste, is the watchword of all people who dwell in a city of culture such as the University City of Iowa must inevitably be. Hence, though Keith & McChesney have provided a store, whose elegance and richness of adornment and equipment make it a place of business that a metropolis as great as Des Moines cannot surpass—if there is a store in the capital city that can even equal it, still it does not overreach the appreciativeness and understanding of the delighted citizens of Iowa City. It is this appreciation of people of high taste, that accounts for the constant growth, and the continued success of the firm, since it was formed in Iowa City.

O. L. Keith came to Iowa City, bearing the reputation of being a bus-

inessman of energy and ability; enterprise and high class citizenship. He has "made good" in the Athens, and his union with W. J. McChesney, president of the First National bank and treasurer of Iowa university—two that are too eloquent of their own exposition to require comment here—has proved an ideal combination in the business world.

Mr Keith, of course as the veteran jeweler of the two, is the buyer of the firm, and the years of experience that he has to his credit; the delicacy of taste; and excellence of judgment insure the wise and judicious selection of merchandise in the country's greatest markets. Likewise, this experience makes possible reasonable and conservative buying. Therefore, in turn, the firm's patrons may secure the choicest and most alluring of silverware, jewelry, cutglass, watches, and innumerable other home adornments, at prices designed to be reasonable, not exorbitant.

The jewelry store of Keith & McChesney, in a word, is a Twentieth Century enterprise; a magnificently stocked institution; owned by wide awake, able business men, whose motto is "live and let live", and who are winning success in a greater and greater measure, as the days roll on.

The W. M. B. social which was planned for Wednesday evening in the Christian church parlors has been postponed.

## PROBATE NOTICE

State of Iowa, Johnson County, ss:  
In the District Court of Johnson County.

Notice is hereby given to all persons interested, that the Final Report of Lovell Swisher as executor of estate of Kate Murnane, deceased, will come on for final hearing and approval in the District Court of Johnson County, Iowa, on the 14th day of April, 1913, at 10 o'clock, a. m., at which time and place any person interested may appear and file exceptions, and show cause why said report should not be approved.

Witness my hand and seal of the District Court this 7th day of April, A. D., 1913.

F. B. VOLKRINGER,  
Clerk of District Court in and for Johnson county. 8-10

## Half a Million Animals.

There are 505,000 known species of animals, according to a paper read at the session of the American Society of Naturalists, held at Princeton, N. J. —The Argonaut.