

# Honolulu Star-Bulletin

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## AN ARTISTIC AND COMMERCIAL SUCCESS.

The success of Honolulu's first window display contest was assured from the moment the merchants of the city began planning their decorative effects. Instantly their interest was aroused; the spirit of competition came to the front; their enterprise and inventive faculties were whetted; and they began an unprecedented activity.

Forty-seven separate window displays are today offered to the public. Each is the worthy result of hard work and plenty of it. Many of the windows present extremely pretty pictures. But it is not in the aesthetic as much as in the commercial appeal of these displays that the success of the first contest is so marked. The outstanding fact is that the merchants are basing their displays primarily on the goods they have to sell. In the overwhelming majority of cases the windows are thus a true reflection of the stocks of goods in the stores.

What does this mean to the consumer, to the patron? It means that the stores of Honolulu, under the auspices of the board of retail traders of the Chamber of Commerce, are taking advantage of this special occasion to tell the public their store news. They have found, as retailers all over the country have found, that successful advertising must exemplify this fundamental principle of reaching the public with news of what their shops have to sell.

The appeal today is to the eye, to the utilitarian viewpoint, to the artistic perception, of the buying public. The story is told pictorially. But it is worth while to draw attention to the fact that the advertising of this special event has been done in the newspapers. Newspaper publicity has played a strong part in creating the interest on the part of both store and patron, in this display contest.

Commercially, the success of the contest was assured the merchants even before they lowered their curtains and revealed their displays. Such interest has been aroused in the last few days that increased trade was reported even yesterday. The Star-Bulletin knows of one retailer whose display, as it was being arranged, attracted the notice of an acquaintance, and this acquaintance placed a large order at once—the order being directly due to the preparation for the window contest.

No retailer can get away from the proposition that it is money in his pocket to display properly and effectively the goods he has to sell, and to tell the public, through the newspapers, the story of his day's or week's offering.

Belgium and Serbia may now fairly be classed as the spoils of glorious war.

## POLITICS AND OTHER POLITICS.

Two or three disgruntled property-owners are threatening political retaliation on the supervisors who have determined upon equitable and general enforcement of the frontage-tax law.

Let them retaliate. Their sort of politics is fast passing in Honolulu. They are the relics of an era when city officials who refused to grant special favors were threatened with losing "the road-workers' vote," or "the brewery vote" or "the poolers' vote."

These elements in the voting population, whose spokesmen hired themselves out as campaign runners to whichever side paid the most, and who were biennially exploited for the benefit of a few astute district-healers, are wielding less and less influence every year. Instead, there is arising a larger and larger body of independent voters, who care little for party names in local politics, and who care a great deal for efficient government.

They have been bilked pretty often out of their citizens' right to efficient government, their elected officials have often fallen far short of pre-election prospects, but this independent mass of voters, probably not far from 2000 in the last campaign, showed their strength by voting out the old crowd, just as they had voted out another old crowd two years before, and by giving a new set of supervisors a chance to show what it could do.

Peanut politics is going into the discard in Honolulu. The men who cannot see the signs of this are as blind as bats. Plausible promises are no longer sufficient for a candidate's stock in trade. The people are now looking more and more at character and past records. This present board of supervisors is going to stand or fall on its record of these two years. It may lose some votes by declining to show favoritism, but it will win more votes.

Professional gamblers have a natural aversion to jail sentences, particularly if there is any 'real work involved' in the penalty. Fines don't bother them much, for they can keep right on leaving the unwary patrons of their games and make the amount of fines in a few hours. When two of the worst crook gamblers-Honolulu has seen in years are given police court fines, they naturally look on this as an "easy town to work." And perhaps they are right.

Jailer Joe Fern has overlooked a chance to get into this window display contest. Why doesn't he display the window through which he says Jack McGrath made his escape?

"Window Display Day" is worth extending to Window Display Week.

Even Mrs. Galt's dressmakers can't remain neutral!

circles around this section of the globe and as it passes various points automatically flashes the time at that point. Thus the time is given at San Francisco, Denver, St. Louis, Chicago and Washington and New York. On top of the globe is a beautiful bronze eagle, itself a work of art, holding a watch showing the time here in Honolulu.

The watch is in the eagle's beak, and between are the outstretched wings, in black and gold letters, are the words, "Safety First," quite fitting for "The Hamilton Watch, the Railroad Watch of America." At the bottom of the window is a sandy plain and a train circles at the foot of the globe. In the window also, on a very high silver support, a handsome piece, are a few exclusive Hamilton watches.

The makai window is a delight to the artistic eye and suggestive of all sorts of pretty things of the jeweler's art. There are, in a tasteful case, some of the finest diamonds ever displayed in Honolulu. But perhaps what will be the most talked-of feature of the whole Wall & Dougherty display is a wonderful showing of silver—the exhibit, in fact, which took first prize at the Panama-Pacific exposition, San Francisco—the exhibit of the Gorham company. The hand work on it is magnificent. On its dark mahogany table it is a joy to the eye.

The whole window stands out against a background of pale blue, and the store is glowing with flowers which so often lend grace to this home of pretty things of adornment and utility. Roscoe W. Perkins. Simplicity, effective grouping, a touch of color on a quiet background, are the features of the clever display of portraiture and landscapes by this well-known photographer. He has in his window on Hotel street near Fort eight or nine typically good examples of his work, handsomely framed, against a quiet, gray, coarse-woven cloth that is strongly effective. This soft gray throws into strong contrast the art vase with half a dozen great blushing roses bending from it.

The Clarion. Salesmanship and business intelligence speak unmistakably in the exhibit of the Clarion, Fort and Hotel streets. This well-known haberdashery has three variously-embellished windows, each of which exemplifies the modern tendency to make the windows accurate indications of the goods on the shelves or in the cases.

The first window touches the note of black-and-white seen in a number of the shops today—the last word in stylish contrast. The effect is achieved with white shirts, black ties and black socks. The second window offers to the envious eye of the passer-by several fine suit-cases and accessories. The third window—the concentrated note of salesmanship—displays the popular brand of Phoenix hose. A clever grouping of boxes set off by hose on model limbs makes an exhibit well worth attention. In each window the effect is simple but strong since each carries its unobtrusive message of one thing or one line of things to sell.

M. F. Wichman & Company, Ltd. Long after the Window Display Contest is a thing of the past, Honolulu will talk of the wonderful exhibit of silver shown by M. F. Wichman & Company, the familiar store which has been one of the pace-setters in Honolulu's business progress. For it is the sort of exhibit that strikes the eye and appeals to the purse as an investment of both money and good taste. In one of the several carefully-planned windows of this Fort street establishment is this glittering display of the noted "Fairfax" pattern. It scintillates with a gleam that is catching hundreds of eyes.

Every piece of silver that is made for the table is represented in this collection—there is a liberal education in this fact alone. Knives, forks, spoons, of course; and then a bewildering variety of other flat pieces; and trays, bowls, pitchers, etc., in profusion, and yet there is no effort of crowding for the pieces are methodically set out. They form the massy, glittering frame for a large mirror. On the top, above the mirror, the word "Fairfax" is worked out with the pieces. More than \$3000 is represented in this single exhibit. The background is of silver paper and silvery-gray cloth. Not a housewife in Honolulu but will look with longing at the magic chest here shown, with its wealth of detail complete.

The second window is the suggestive novelty window. The scheme of gray setting is further carried out here. The novelties are of all sorts, for masculine and feminine possession. The needed note of color is given by beautiful flowers in a richly-made hanging-basket of silver.

In this window the novelties are grouped with unusual felicity. The display is not overdone and yet the suggestion of richness is unmistakable. The combination of the artistic and the commercial is a happy one. There is nothing bizarre or extravagant in the entire display of this company, yet the "pull" for the public is emphatically there. The third window contains some magnificent punchbells and several very fine tea-sets, all in silver and gold. Regal Shoe Store. "We are in the contest from a mer-

chandise end, but not for an artistic standpoint, for the special art window trim on which I had counted has not arrived," says George A. Brown, manager of the Regal Shoe Store at Fort and Hotel streets. "I entered the contest last August, and have been enthusiastic from the beginning—so enthusiastic that I sent clear to Boston for a special panel window trim, but it has never reached us, and we cannot trace it. No, it is not on any of our steamers which were tied up by the Panama canal slides. That explains the lack of any special art side to our exhibit—but did you ever see a finer display of shoes?" concluded Mr. Brown.

And indeed the display is one to attract "the whole family"—father, mother, big sister, brother and the youngsters. The Regal shoes, in all the up-to-date shapes, styles and sizes are effectively shown and the window-dresser's art is evident. These windows are unusual examples of displaying goods so as to attract customers by suggesting ability to fill the wants completely. Honolulu Music Co., Ltd. At first sight the special window of the Honolulu Music Company, Ltd., at 1107 Fort street, looks like a grand naval review, for there on a blue sea are shown no less than 50 battleships, dreadnoughts, cruisers and other vessels of the United States navy. Those on ships are the navy craft which have aboard auto pianos, "the pianos which can be played in three ways, by electricity, by pedaling and by hand." Back of the ocean and fleet stand three different automatic pianos against a background of player piano rolls, which hang from the ceiling to the floor. The front of the window has also a side and top border of player piano rolls. One of the instruments is being kept going most of the day, and all kinds of music, from ragtime to comic opera and on to Wagner and Bach, has attracted the attention of passers-by to the novel display of navy craft.

Hawaiian News Company, Ltd. "A Gift Suggestion Window" is the name given to the display made by the Hawaiian News Company, Ltd., in the makai window of their store in the Alexander Young hotel building. The gift suggestion window, made up with a background of blue crepe paper and a blue silk base, both relieved here and there with bows and other touches of white, contains a harmonious arrangement of the most attractive goods of the store. There are richly bound gift books, a few fine pictures, some stationery, costly leather bags and purses, photo-engraving calendars, both colored and in sepia, and a number of framed mottoes, well hung against the blue. Fountain pens, music and brass ornaments are also not wanting, and yet the window, despite its great diversity of objects, does not have a crowded aspect, but is admirably arranged.

Standing beside a table a young woman clad in a blue silk gown turned the leaves of books with colored illustrations, while all day a large and ever changing crowd gazed—more at the smiling girl than at the books, perhaps. Honolulu Photo Supply Co. "All Outdoors Invites Your Kodak" is the artistically lettered card slogan which is displayed in the window of the Honolulu Photo Supply Company at 1059 Fort street. No other printed advertising matter appears in the miniature landscape, which represents one Teddy bear lying at ease in a hammock, while another stands nearby preparing to "smash" the comfortable one. At the left hand side of the window, mounted on a pyramid of rich crimson velvet, is one high class kodak. Back of the Teddy bears is a branching tree, overgrown with vines, and above, in place of a sky background, is a huge enlargement of a well known moving picture actor, standing outlined against the sky with a kodak hanging at his hip. The window is exceptional for its fidelity to detail, the roots of the tree from which the hammock suspends being moss-covered in a most natural manner.

Island Curio Company. "On the Beach at Waikiki" might well be the title for the picture arranged in one of the windows of the Island Curio Company at 1705 Hotel street. There is a pool of water—real water—and a curving sandy beach, back of which stretches a grassy sward. At one corner is a reproduction of an old-fashioned Hawaiian grass hut, before which stands a brown maid clad in a flowing holoku. An outrigger canoe is resting on the sand, and nearby are fishing nets drying in the sun. In the background, all most concealed by shrubs, are miniature plaster figures of Hawaiians of other days clad in grass skirts. Other windows of the store, unveiled today as part of the display, show a large assortment of Hawaiian and South Sea Island curios. Hollister Drug Co., Ltd. In the photographic window of the Hollister Drug Company, 1056 Fort street, stands the lifelike figure of a little girl, kodak in hand, and taking pictures. This window is devoted entirely to the display of Eastman goods, both kodaks of all sizes and all kinds of Eastman photographic materials being used for decorations. Drugs and the plants that produce

rather that of a quiet mountain nook. Green vines fill the background of the window, and in the corner opposite from the woodland scene are arranged high pyramids of White Rock products. Mercantile Printing Company, Ltd. Action—rapid three-color printing on a new type of machine—is the feature of a display of the Mercantile Printing Company, 32 Merchant street, held in one of the windows of the Bergstrom Music Company's store. Both three-color work and common commercial printing are shown during the day, the work turned out being from the regular jobs of the company.

This press is one purchased by Ed Towse, president and treasurer, from the machinery exhibit at the Panama-Pacific exposition, and is known as the Mahlestedt Multicolor, capable of printing 3000 sheets an hour. Its compact build and rapid action are the subject of much comment among printing men. Honolulu Gas Company, Ltd. How a bath taken in water heated by Honolulu Gas Company gas will clean a negro boy so thoroughly that it will make him snow-white is the big feature of the display made by the Honolulu Gas Company, Ltd., in its show windows at the main office, Alakea and Beretania streets.

The amusing tableau is performed in a model kitchen and bathroom, all the appliances of which use gas. A genuine negro "mammy" and her coal-black pickaninny were the performers. Mammy, working in the kitchen, tells her boy to take a bath. She turns on the gas lights, starts the gas heater going, puts the boy in the bathtub, and a minute later he emerges from behind a screen snow-white. The bath and plumbing fixtures are furnished by the Honolulu Iron Works, Ltd., while matting, linoleum and a kitchen cabinet are supplied by the Coyne Furniture Company, Ltd. Donovan's Gymnasium loaned the towels, and Lewers & Cooke, Ltd., the wall-paper.

Thayer Piano Company, Ltd. With a graceful lay figure seated at the instrument, a beautiful Steinway Baby Grand piano is the center of attraction at the show windows of the Thayer Piano Company, Ltd., 148-150 South Hotel street.

The piano is one of the famous satin-finished mahogany products of the famous house of Steinway. A hand-

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## Personal Mention

ELLI J. CRAWFORD has been added to the clerical staff of the city auditing department.

JOHN F. HALEY, collector of internal revenue, within a short time may visit the other islands on official business.

J. H. FISHER, territorial auditor, will leave for San Francisco in the Lurline next Tuesday to close up the affairs of the Hawaii exhibit at the Panama-Pacific exposition.

MRS. M. AFLAGUE, who for two months has been spending her winter vacation in Honolulu, is booked to sail on the Mauna Kea this afternoon for her home in Hilo.

M. J. DRUMMOND, bank examiner, has started on his quarterly round of the various departments of the city and county and now is tackling the books in the city auditor's office.

HURON K. ASHFORD, clerk to the first judge of the circuit court, has nearly recovered from a recent operation for appendicitis, and will be removed from the Queen's hospital to his home within a few days.

R. D. BICKNELL of the city auditing force has been promoted to the desk formerly held by Edward Hopkins, Hopkins having taken the place left vacant by H. E. Wescott, the newly appointed purchasing agent.

ROBERT LOUIS LAMB, the 18-months-old son of Fred Lamb of South Beretania street, is 95 1/2 per cent perfect, having made this score in a recent eugenic test held in Portland, Ore. Mr. Lamb has just returned to Honolulu with his son.

The branches of the Mississippi have an aggregate length of 15,000 miles.

## LITTLE NEWS

CHARLES R. FRAZIER: Every merchant won first prize in bringing the crowd to see the windows. The money prizes were secondary. The idea was a distinct success, very well carried out.

W. R. FARRINGTON: The window display shows that the business people of Honolulu can do things if they once get started. Then why not get started on the streets and really do something towards giving our streets the appearance and character of a real city instead of a dirty little country town.

W. F. DILLINGHAM AND EX-GOVERNOR FREAR NABBED BY OFFICERS. Members of the University Club missed W. F. Dillingham and ex-governor W. F. Frear for an hour or more at last night's smoker and were not at ease about the absent ones until they appeared in person and said they had just been released from the police station.

Dillingham was driving a car without dimmers on his lights and was arrested on his way to the club with the ex-governor. This morning he was fined \$5 by Judge Monsarrat.

## MINISTERS WILL TALK AT Y. M. C. A. TUESDAYS

Evening meetings, which have been so successful during the world-wide week of prayer, will be continued indefinitely, announces the Y. M. C. A. The plan arranged is to have a meeting every Tuesday evening from 7 to 7:15 o'clock, where the different ministers of the city will address the members of the association and their friends.

Jay A. Urlice, educational secretary, will have charge of the arrangements for the speakers each week, and has outlined a plan of campaign. In preparation for the Brown-Curry revival meetings, the Y. M. C. A. has announced that a series of prayer meetings will be held in Cooke hall each day at noon, the first being set for next Monday.

## WINDOW DISPLAYS STRIKING; FIRST CONTEST SUCCESS

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window was judged as a whole for the general effect it gave.

## THE CONTESTANTS.

Lewers & Cooke, Ltd. Tools of all the mechanical trades grouped together against a contrasting background of black and white, attract large numbers of shoppers, both men and women, to the display windows of Lewers & Cooke, Ltd., the representative hardware firm, 169-177 South King street.

Only half of the window space is devoted to tools, however. The other window contains groupings of cutlery, ranging from razors to elaborate carving sets, and an exhibition of the latest electrical household appliances.

White and black is the color scheme employed, and the separate grouping of each division attracts much favorable comment. The display is made doubly impressive by means of mirrors which reflect the articles shown. E. R. Bauer dressed both windows. Wall & Dougherty.

In the windows of Wall & Dougherty's handsome jewelry store in the Alexander Young building—a store always known for the intelligent artistry of its displays—are two strikingly different exhibits, yet each serves directly to draw attention to the company's goods.

In the mauka window is an exhibit which advertises in a novel and graphic manner the famous Hamilton watch, the reliable standby of countless men who demand accuracy in their timepieces. A huge segment of the globe stands in the window, a segment which shows the United States, Canada and Mexico, and the Crossroads of the Pacific is prominent on the map. A miniature electric train

## FOR SALE

A story and a half six-room bungalow, containing two bedrooms with all modern fixtures. In good condition, convenient to cars. Situate on Young Street. Price \$4000.

For further particulars apply to GUARDIAN TRUST CO., LTD., Stangenwald Building Merchant Street

## Idle Funds

in the hands of an individual trustee may sometimes mean breach of trust. Safeguard yourself—protect those dependent upon you, by selecting a dependable fiduciary company to administer your affairs. We can give you modern Trust Company service.



## CLOCKS

in the best makes and various ornamentations. VIEIRA JEWELRY CO., 115 Hotel St.

## Henry Waterhouse Trust Co., Limited.

FURNISHED		
2568 Rooke St., Puunui.....	4 bedrooms.....	\$75.00
Beach Walk.....	2 "	50.00
1124 Lunaliio.....	4 "	60.00
2658 Oahu ave., Manoa.....	3 "	70.00
Waikiki (on the beach).....	4 "	75.00
UNFURNISHED		
14 Mendonca Tract (Liliha St.).....	3 "	20.00
770 Kinau St.....	4 "	32.50
1004 W. 5th Ave., Kaimuki.....	4 "	16.00
1029 Aloha lane.....	2 "	18.00
1562 Nuuanu Ave.....	5 "	50.00
Luso St. (near School).....	2 "	20.00
Thurston Ave.....	2 "	35.00
1312 Center St., Kaimuki.....	2 "	25.00
1818 Beretania St.....	2 "	25.00
2015 Lanihuli Drive (Manoa).....	3 "	40.00
Walalae road, bet. 6th and 7th.....	15 "	100.00
Hyde and Oahu, Manoa.....	2 "	35.00
2355 Oahu Ave., Manoa.....	5 "	70.00
1124 Lunaliio (partly furnished).....	4 "	50.00
929 Green st.....	4 "	35.00
1317 Makiki St.....	3 "	35.00
1205 Wilhelmina Rise.....	4 "	25.00
14th and Palolo Aves., Kaimuki.....	2 "	22.50
1140 Kallit st. (in lane).....	2 "	12.50
6th Ave. and Pahoa (Kaimuki).....	2 "	20.00
1712 King St.....	3 "	30.00
2051 Lanihuli drive (Manoa).....	4 "	35.00