

NOVELTY WINDOWS PROVE SECOND CONTEST FEATURE

Fifty-two Displays Much Better Than Those Which Were Shown Two Weeks Ago.

SEVERAL NEW FEATURES

General Attractiveness and Appearance of Stores is Increased Since First of Contests.

Novelty window displays, together with a marked improvement in all lines over the windows offered two weeks ago, were the features of the second window display contest, which was conducted yesterday, under the auspices of the Keokuk Retailers' league. There were some half dozen or more windows with truly novel displays. And the general opinion seemed to be that the windows yesterday had surpassed those of the first contest, in every way.

The windows all attracted crowds, groups gathered before each display and the comments which were passed were more or less interesting and enlightening. The general tone of such comment, however, was that this contest brought out some exceedingly good windows, and that in nearly every case surpassed the efforts of two weeks ago.

The three judges, Miss S. Elizabeth Matheny, A. W. Hulson and Joseph Carwalho were on the job early in the morning. They had a hard day's job before them, they all realized. The judges made two trips, one in the daytime and another in the evening, and besides this they inspected the general appearance of the stores in thorough fashion. There were fifty-two entrants in the contest, and everyone who looked at the windows with anything of a critical eye will vouch for the statement that the judges' job was no sinecure.

Decision Monday Morning. One of the points which entered into the judging probably was just what rating novelty windows would have. There could be little doubt of their attractiveness. The sales value of such windows probably would not be the easiest thing in the world to distinguish.

Good weather prevailed for the second contest, and although there was a sharp wind blowing most of the afternoon, the crowd on the street was not affected by this feature. Both of the contests have brought the crowds to the stores, and this is one of the good features of the contest, the interest which is being aroused in the various stores.

The contest committee will meet tomorrow morning to go over the judge's reports. It is not expected that the results will be known much before noon on Monday. That the percentages will be close, and that there may be a pretty close race for the money and ribbons for this contest is the opinion which is very generally expressed.

HOW THEY LOOKED.

Well and Company, Incorporated. Two windows, one containing men's suits, hats, caps, coats, ties and novelties, with high school ribbons of purple and white for decorations; other window featuring display of children's wash suits.

M. Younker Store. Display of linens, spreads, and scarfs. Decorations of purple ribbons and flowers. Large painting for background.

McGrath Brothers. Display of face powders and perfumes with three army rifles on each side at back of window and sign reading: The powder in the puff is mightier than the powder in the gun.

Benner Tea Company. Display of white and gold china.

Lingulet Brothers. Display of bed room set of Adam period English mahogany.

J. M. Hulskamp and Son. Display of shoes on white cloth floor with mirror background and white cloth hangings from the ceiling trimmed with purple flowers.

A Weber Company. Novelty window showing battleship "Iowa" made of various pieces of hardware carried in stock by the company. United States flags for background.

Scott and O'Reilly. Display of brushes on crystal fixtures. Covering of black velvet on floor of window and decorations of American Beauty roses.

Peterson Brothers. Display of suits, shirts, hats, caps, ties, and other men's and boys' novelties.

Maas-Bode-Larson. Men's shoes in one window on oak fixtures with purple velvet floor. Other window displaying women's shoes on oak and crystal fixtures with grey velvet floor.

Oak Hall. Display of candy, Easter eggs, and box candy in cases lined with purple and white cloth decorations of ferns. Small window with fudge candy wind-

COMMENTS PICKED UP.

"They look better than they ever did."

"Wonder what will be the big feature next time?"

"Looks like they've got the war fever, don't it, with two battleships."

"Bet if my kid had that candy battleship it would look like a submarine had struck it."

"You can always tell the windows that the children like. They leave their finger prints all over it."

"Are you one of the judges? Well, all right. I was only going to say that we tried to get that little streak off up there, but it won't be budged with anything we've tried."

"There's something lacking in their window. It isn't nearly as good as it was last time. Oh, do you think so; well, maybe that's right too."

"They say those meats went in a hurry. They were certainly appetizing."

"O-oo, look at that candy in there. Get whiz! I bet I could eat a fleet of boats like that."

"You ought to give a lot of these merchants credit for the improvement that their windows show over what they used to be. Well I guess that's so, look at this one. First time for three years that I know of that they've had a real display, but they've got it now."

"Doncha wish yuh had all them toys, Bill; gee, we could have lots of fun. Wonder if they've got 'em just to play with."

"No, you cannot, of course you can't. Why the idea of you're thinking I could buy you anything as big as that ship, in the first place. And let me tell you, young man, if you eat that much candy, you'd have to have a doctor."

mill on excelsior "grass" with stick candy "rail fence" built around the mill.

Selberts' Cigar Store. Display of cigars, foreign and Keokuk made, pipes, tobacco, and fancy cigar boxes.

Jones Hat Store. Display of hats and cloth material for suits.

Sullivan and Auwerda. Display of fancy dress goods and trimmings in one window, with dresses, suits, waists, and novelties in other. Wall border of special lace on purple background.

Ewers-McCarthy. Display of men's suits, shirts, hats, caps, ties, and other dress novelties.

Baur-Mullarky. One window containing women's shoes on crystal fixtures, purple velvet floor with lavender hangings on walls. Other window display of men's shoes also on crystal fixtures on green floor and with tan hangings on walls.

Megohelsen's. All white display of laces and fancy white dress goods and novelties. Decorations of white Easter lilies.

Royal Cloak Company. Blue velvet cloth laid across the floor. Decorations of paper lilies. Display of cloaks, suits, waists and fancy dresses.

Wilkinson and Company. Display of drug sundries, candles, rubber goods, and novelties on gray velvet floor. Blue show cards with white letters.

F. L. Kruse. Display of fancy baskets, flags and other novelties.

Jules Renaud's Son. Display of jewelry on white silk floor. One small rose in very small cut glass vase in center of display with large diamond on rose. On a number of rose petals around vase were other diamonds of various sizes, representing drops of dew.

Nathan S. Lowitz. Fancy dresses, suits, coats, and women's novelties in one window. Other window contained display representing small garden with dolls at tea party.

Burke Brothers. Display of candy Easter eggs of various sizes, some of which were contained in small baskets and crates.

Duncan-Schell Company. Music window containing display of victrolas of various sizes on platform in back with records and smaller machines on floor. Decorations of Easter lilies and ferns.

Second window showing neat display of Hong Kong porch furniture. White lattice work walls decorated with green leaves. Flowers in boxes, attractive display.

Third window contained display of stained rattan and leather furniture for library. An arts and crafts library furniture display in the fourth window. Fifth window, display of white lace and tapestry curtains.

The sixth window shows display of sanitary washable wall paper. The seventh window contained a display of a "perfect dining room." A dining room table set for four was in the center of the window. The articles of furniture were arranged at

the sides. The furniture was English style Jacobean oak. Decorations were of violets and other natural flowers.

Smith Brothers. Display of Gate City and Kellogg-Birge products with package goods along wall and canned goods in center of window.

Consumers Wholesale Supply Company. Attractive display of fresh vegetables, fruits and canned goods.

The Central. Crepes, poplins and messalins displayed in one window, background of which represents open doorway with landscape and winding road beyond. In other window background is gray railing effect with wash goods display. Lattice work used effectively in interior of store with green and lavender the color scheme.

Keokuk Cigar Makers' Union. Display of boxes of cigars made in Keokuk. The color of ground used is green. Streamers of crepe paper complete window as background.

R. G. Schlotter. In one window "Rock of Ages" made of carnations on a ground of fern leaves. Easter lilies flank either side of window, and smilax is used with ferns in decoration. Second window shows a new carnation, "The Gorgona." Ferns are used as ground and carnations are in big bouquet in vase.

Home Tea Company. In one window, display of Palm goods. Purple and white used as color scheme. In other window is coffee roaster in operation. Process of roasting is shown and coffee was made and served in store.

Buffalo Candy Co. This is one of the novelty windows. A battleship made of candy occupies center of window. Ship is made entirely of candy, sailors, life boats and American flag being made in various kinds of candy. It is all a product of candy company. Green and red festooning complete decorations of window.

Standard Electric Co. Mazda lamp display is made in window of this company. It is neat and attractive.

Security State Bank. Display of safety deposit boxes for safety deposit vaults is made in this window.

Keokuk Electric Company. Electric city is shown in one window. Electric locomotive hauling two freight cars runs on track which winds through tunnels and under viaduct. Depot, several houses and white way is shown. White way and houses illuminated at night. Second window is that of appliances and lamps. At night it is gorgeous because of the use of special lamps.

Smith Hardware Company. Incubator and brooder shown in one window. Second window shows everything for kitchen service. There is a stove and all necessary cutlery and the like for kitchen use. Window background is purple.

Swiss Cleaners. Blue flowers and potted palm used in one window. Other window shows work which is done by this establishment.

Schouten's Bakery. Here is displayed all of the regular goods made by this company. The upper shelves of the case are filled with small cakes. On the middle shelf is displayed rolls and doughnuts. Cookies occupy lower shelf of big display case. Display is made on white doilies on purple ground.

George S. Merriam. House and garden with cement walks around house and to front gate. Wire fence encloses entire yard. Chicken wire fencing used to enclose chicken yard in background. Garden tools and pruning shears prominently displayed, and miniature growing garden has radishes, lettuce and onions in it.

Reiner Grocery. Display of fruits and nuts is made in one window. Background is of canned goods and cereals and flour. In other window is fresh vegetables and fruits, with background of package goods and cereals.

E. C. Weisman. Display of fancy bottle goods. Lavender background is used, and lavender ribbon won in other contest is displayed. Bottled goods include fruit salad, olives, large Melba peaches, anchovies, pate de foie gras, and much high class, high priced goods. Little jars of Chinese ginger shown in corners. Store interior in excellent shape, clerks and proprietor dressed in white coats and aprons and wearing lavender sweet pea bouquet.

Piggott's. A "Moment with the Motor" is the title of this window. It shows in a practical way the parts of the victrola and what should be done to keep it in good order, especially the need of oiling mechanism. Length of spring is shown and various parts of machine, together with lubricants necessary are to be seen.

Ette and Praese. Plumbing supplies, bath room supplies, tubs, towel racks and the like. Appliances displayed in other window.

Winger Bros. In one window is display of household and dress linens. These linens were imported and arrived in time for this contest. Display of French millinery is made in other window. This window featured the poke shapes and the new transparent hat. Both windows had effective background and color schemes.

Schell-Dempfle. In one window is display of glassware, silver ware and dishes and a tea set and tea wagon. Effective background used for each kind of wares shown. Second window displays curtains and draperies. This window

Duncan-Schell--27th March Sale

Rare Bargains In All Departments for Last Days Ends Wednesday, March 31

Large purchases of surplus stocks enable us to offer hundreds of pairs of lace curtains in quantities identical with those of our stocks at other seasons of the year, at low prices. Some of the finest goods we have ever offered are included in these displays.

The Discounts Range From

20 to 50 Per Cent

Large Selection—\$20,000 Worth of Choice Hangings



This immense collection includes the latest creations of both foreign and domestic hand work and loom. The immense selection which we carry and the wonderful bargains which we are able to offer by our purchasing in large quantities has gained for our store the reputation of being the greatest bargain center for Lace Curtains and Draperies.

Brussels, Cluny, Arabian, Irish Point, Filet, Duchess, Renaissance, Point Venice, Etamine, Ruffled and Embroidered Muslin, Madras, etc., etc.

Below We Quote a Few of the Specimen Styles, Prices and Values

BRUSSELS NET CURTAIN	RENAISSANCE	NOVELTY CURTAINS	PORTIERS	COUCH COVERS
\$5.00 curtains \$3.50	\$6.50 curtains \$ 4.50	\$2.50 curtains \$ 1.75	\$2.50 portiers \$ 1.35	\$2.50 covers \$ 1.75
\$5.50 curtains 4.00	\$7.50 curtains 5.25	\$3.50 curtains 2.75	\$3.50 portiers 2.75	\$3.00 covers 2.00
\$6.00 curtains 4.50	\$9.00 curtains 7.25	\$4.00 curtains 3.00	\$4.50 portiers 3.00	\$4.00 covers 2.25
\$7.50 curtains 5.50	\$11.50 curtains 9.50	\$5.00 curtains 4.00	\$6.00 portiers 4.50	\$5.00 covers 3.75
\$11.50 curtains 9.00	\$13.50 curtains 11.00		\$7.50 portiers 5.75	\$6.50 covers 5.00
CLUNY CURTAINS	SCRIM CURTAINS			
\$2.50 curtains \$ 1.75	\$1.50 curtains \$ 1.10			
\$3.50 curtains 2.50	\$2.75 curtains 1.75			
\$4.50 curtains 3.00	\$3.50 curtains 2.75			
\$6.00 curtains 4.50	\$4.50 curtains 3.50			
	\$5.50 curtains 4.00			
	\$8.00 curtains \$6.00			

One and two and three pair lots left from this sale at 20 percent to 30 percent less than even these prices to close out the odd lots. Goods Purchased Now Can Be Set Aside and Delivered When Wanted. We Invite Charge Accounts.

Go as Far as You Like

You'll find nothing better than the hats we show you from the best makers in the country.

\$3.00, \$3.50, \$4.00 or \$5.00.

Superfine Ties

If you want to make a noise like a fashion plate—get one of the new spring ties. They're very chic!—just the thing for Easter.

They are imported and domestic silks in the embroidered designs and grand effects.

25c, 50c and \$1.00.

JONES The Hatter
402 Main Street.

Grand Circle Tours of the West For \$75.88

For this fare you can purchase a ticket going out via Denver, Colorado Springs, Pueblo, Royal Gorge, Salt Lake City, Los Angeles, San Diego, thence to San Francisco via either California's coast line, or through the interior and return via a delightful ocean ride on one of the Great Northern Pacific Co.'s new and fast steamships to Astoria—Portland thence via Tacoma, Seattle, Spokane and either via Glacier National Park or Yellowstone Park routes and the Twin Cities or Billings and Omaha or St. Joe.

Another tour that describes a much larger circle, is going via St. Louis, New Orleans, El Paso, Los Angeles, San Diego, San Francisco and returning via Portland, Tacoma, Seattle, Victoria, Vancouver, the Canadian Rockies, Winnipeg and the Twin Cities.

These routes can be reversed and are only a few of the many tours available, but they will serve to give you an idea of the possibilities of a tour of the west this season. Come in and let us show you in detail what \$75.88 can do. Descriptive literature free on request. Call, write or telephone

Burlington Route

C. F. Conradt, City Ticket Agent
Fifth and Johnson Sts. Phone 976.

contained newest shades and colors in the curtain and drapery materials.

The Rose. Display of Easter candies, Easter eggs, rabbits and the like in candy. Background of white with Easter lilies. Smilax also used. Green and pink, secured through smilax and crepe paper roses colors in other window. Star of green and pink on mirrored plaque made with candied cherries. Display of products made in store.

C. S. Abeil. Electrical appliances, electric vibrators, and electric vacuum cleaner in one window. Dark background used effectively. Flash lights and electric lantern in other window.

C. M. Owens. Thirty inch aerochrome paper printed in oil with Canterbury sun-fast draperies in harmonious combination. Armor designs on window.

A. P. J. Ewers. Display of fresh vegetables in season, with fruit and canned goods for the background. Other window was meat window. This attracted most attention and comment. In center was roast on big platter, garnished

with lettuce leaves. Other cuts of meats displayed, all on platters with lettuce leaf for garnishing. Miniature train ran out of grocery window, informing people that goods were received fresh daily.

Ayres and Chapman. Background was of black satin striped grenadine over black satin with white brocade ribbon and violets. In one window Pairpoint rock crystal cut glass. Another window contained a display of original designs in Sheffield silver by Reid and Barton. Gorham sterling wedding silver occupied the third window.

O'Dell and Hoar. Display of 1847 Rogers Brothers silverware. Life size card board pic-

ture of the "Rogers 1847" girl were displayed in the window. A living model dressed in the same style was shown in the store and made occasional walks out on the street.

F. W. Woolworth and Company. Display of stockings and women's undergarments.

A Broken Propeller. [United Press Leased Wire Service.] SAN DIEGO, Calif., March 29.—A broken propeller so disabled the Higgins steamship O. M. Clark during her journey between San Diego and Hawaii that her captain and four men left the vessel in a launch and have landed at Perthian Luis, (South San Pedro, according to word received here tonight. The steamship laqua

of the same company, has set out in search of the vessel. The whereabouts of the ship is approximately known. Fourteen men are still on board her.

Duke's Time is Valuable. [United Press Leased Wire Service.] NEW YORK, March 27.—Compelling a duke to stay indoors for three months is worth about \$10,000, the Duke Arturo De Majo Durazo figured today. The duke, who married the sister of John Hanan, millionaire shoe manufacturer, says he dislocated his knee and couldn't get out for that period because an elevator boy in a Fifty-ninth street apartment was careless. He filed suit against the apartment house owners today.