

PLANS SECOND WINDOW DISPLAY CONTEST

MONTHLY MEETING OF THE RETAILERS

Banquet and Business Session Held at Lakeview Club House at Hamilton Last Evening.

GO IN AUTOMOBILES

Four New Members Added to the League, Making a Total Membership Now One Hundred and Ten.

Fifty members of the Keokuk Retailers' league made the trip by automobile last evening to the Lakeview club house at Hamilton for their monthly banquet and business meeting.

The banquet was served at 7:15 o'clock. The menu consisted of:

- Fried catfish
- Chicken
- Corn fritters
- Creamed potatoes
- Sliced tomato salad
- Ice cream and cake
- Coffee.

Following the banquet, President M. E. Justice called the meeting to order and after a full consideration of the value of the dollar day just passed and the plans for another window display contest, other matters of business were brought up for discussion.

Four New Members

D. E. Linquist for the membership committee received a hand when he announced that four new members had been added since the last monthly meeting. This raises the membership to 110. The new members are Dr. Christenson, Nicholas Synkel, Morgan-Lofquist Furniture company and Frank Ewers.

There was considerable discussion raised over the alleged breaking of the advertising rules by some of the merchants. It was suggested that fines should be imposed on those who took advertising that was not passed by the league. Mr. Rovane made the interesting suggestion that in cases where merchants had violated the rule of the league that they be notified by letter twice by the secretary and that when the third offense was reported that it be brought up before the retailers' meeting. It was finally decided to leave it to the board of directors to decide what line of action should be taken. It was brought out that in some cases advertising had been secured under false pretenses. The question of advertising in the high school comment was again brought up but it was decided that it would not be advisable for the league to break its rule to accept this. It was stated, however, that merchants should be careful to be to the opinion that, now that the league had promised help to Professor Hayden with the high school orchestra, that that was about all that could be expected of it.

Several of the merchants again testified that the advertising rule was one of the best ever made by the league and that it should be strictly observed. It was pointed out that if one merchant accepted advertising in some thing tabooed by the league, that a merchant with a similar line of goods might be put in a bad light before his customers.

Two Other Propositions

Two other propositions were considered by the merchants. One was suburban day and the other jitney day. The object of suburban day, as explained, was to give over one day a week, preferably Wednesday, especially to out of town trade and encourage that trade in every way possible.

Jitney day was also explained. The object of this is to have a certain day on which, with the purchase of some article, say a chair, another could be secured just like it for a nickel. Attractive advertising is to be used in explaining the workings of the plan. It was also suggested that some other article might be given for the nickel along with certain purchases.

J. W. Winger made a motion

that a committee be appointed to look into the proposition and make a report at the next meeting. This was adopted. President Justice will appoint the committee shortly.

Those Who Were Present

J. E. Peterson, M. E. Justice, Sam Younker, J. A. Pollard, J. W. Rovane, Sr., C. M. Owen, Louis E. Klein, Isaac Younker, Herman Anschutz, Nathan Lowitz, John Linquist, Emilie Renaud, William Peterson, William Lowitz, Mr. Bowman, B. F. Smith, D. E. Linquist, Jacob Schouten, J. T. McCarthy, Nick Synkel, Chester Schouten, Hubert Schouten, Earl E. Cochran, Mr. Gardner, H. F. Meinberg, Dr. Christenson, George Smith, F. F. Rehmelter, F. F. Rehmelter, Harry Duncan, Dr. F. J. Arnold, H. C. Duncan, Homer Smith, Harry Mass, G. Arthur Kiedalsch, T. N. Conner, Albert Schwarz, George Baur, J. W. Winger, H. R. Collisson, Ed C. Weisman, Dr. Armentrout, Irwin Schmidt, Fred Glaser, Harry Merrick, Dr. J. G. Snote, Mr. Brinkman, Hal Gould.

Read The Daily Gate City, 10 cents a week.

Keokuk Retailers Decide on Feature for This Fall—Rules to be Changed by New Committee.

ACTION WAS POPULAR

Merchants All Seem to be in Favor of Plan—Large Number Announce They Will Enter New Contest.

The Keokuk Retailers' league is going to have another window display contest this fall. This was decided at the monthly banquet of the body held at the Riverview club house, Hamilton, last night, the great success of the first one being the incentive that drove the merchants to action.

It is possible that the rules and regulations will be changed in some respects and a committee will shortly be appointed by President M. E. Justice to consider plans for the coming event. There will be only three contests this fall instead of four. They will be held either in October or November.

When the window display idea was broached last evening it was followed by a warm and interesting discussion and many new and valuable ideas were advanced by the merchants as to the conducting of the three contests. It will be up to the new committee, when appointed, to make the recommendations and probably formulate a new set of rules to govern the coming event.

More on Sales Value

For instance, The feeling seemed to prevail that the windows should be judged more strictly on the sale value and not their beauty, although it was the thought that beauty should enter to some degree.

There was also quite a warm discussion on the propriety of hiring window dressers for the occasion and the using of articles in the window not carried in stock or bought or borrowed for the occasion. There seemed to be as many for as against this proposition and it will be decided later, probably by the new window display committee, just how much the merchants will be limited in this respect. Several new ideas were expressed. H. C. Duncan, who was the one to broach the window display contest, thought that it would be well to have the sweepstakes prize in money, say \$100 in gold, and Jacob Schouten advised the merchants to hire a brass band to play on the days of the display.

Dr. Armentrout Speaks

Dr. Armentrout, one of the new members of the league and also a judge at the last contest, gave an interesting talk in which he told the merchants that the window display contest was one of the best things that the merchants of Keokuk had ever pulled off. He said that he had noted a great improvement in the stores since that time, attesting its lasting value. He too, recommended that the point of sales value be emphasized more in the coming contests than in the former ones. He also made other considerations, and his remarks seemed to meet with the approval of all of the merchants.

After an interesting discussion on the various phases of the contest, Sam Younker moved that another series be arranged for the fall. This was later amended to read a series of three contests and passed by an oral vote. Some present seemed to think that it would be a good idea to have the old contest committee serve again but members of this body thought that the good thing should be passed along and James McCarthy moved that the chair and board of directors be given power to appoint a new committee of five to arrange the details of the contest. This committee was appointed right away, so that no time will be wasted in making arrangements for the fall event.

Those Price Cards Again

T. N. Conner brought up an interesting point following the decision made on this matter; that of placing price cards in the window. He seemed to think, with several others present, that the feeling seemed to prevail that the merchants were not after the money so much as a high place in the rating and that if they got the former once, that afterwards the latter would be acceptable. By this plan the prizes would be distributed over a greater area.

May be Money Prize

Whether the sweepstakes prize will be a cup or a money award is not known yet. Some present seemed to be in favor of the latter. Mr. Duncan who started the discussion, said that Duncan-Schell would give \$25 toward a cash prize and recommended that the amount be \$100.

When questioned about the value

of the prizes, Mr. Justice said that he would be glad to see the prizes in cash. He said that he would be glad to see the prizes in cash. He said that he would be glad to see the prizes in cash.

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DOLLAR DAY WAS A GREAT SUCCESS

Merchants Testify at Monthly Meeting of the League Last Evening of Results Obtained.

ARE PLANNING ANOTHER

Just Before Christmas and a Month or Two Afterwards, Are the Most Popular Dates—Some Opinions.

Dollar day received a hearty endorsement by the merchants of Keokuk at the meeting of the Retailers' league last evening. When President Justice asked for brief testimonials from those present he received a dozen rapid fire replies in which the dollar day plan received many commendable notices. This was gratifying to all present and arrangements were partially made for others in the future. The most popular dates were just before Christmas or a month or so after the holiday season and the feeling seemed to prevail that three dollar days a year would not be a bad idea.

Just following the banquet served in the Lakeview club house, President Justice asked for a report from the dollar day committee. Nathan Lowitz gave this: In his report he called attention to the various merchants who had contributed to the success of the concert given by the high school orchestra on dollar day night. A vote of thanks was extended to Prof. Hayden for the excellent program rendered; to Duncan-Schell for the use of chairs; to the Keokuk Electric company and C. S. Abell for electricity and light fixtures, and to E. E. Hawkes for the loan of a piano. A bill of \$6.10 from Professor Hayden for the erection and taking down of the platform and other labor was allowed.

Success, All Say

Mr. Lowitz then gave a brief talk on the success of the plan as he saw it. He said that his own place of business had doubled its sales over the first dollar day and that he was sure that others had sold from five to ten times as much as on the first occasion. He paid a compliment to the dollar day committee and said that it had done good work in arranging for the successful event. He said that the success was largely due to the fact that all worked in harmony. Advertisements were scattered throughout the country side and Mr. Lowitz stated that he had seen results from a little plan of his own that he followed out.

This was to send out personal letters to the farmers in the vicinity of Keokuk, explaining the idea and asking their help in spreading the news. He said that he felt that the merchants gave their best values and that the idea was going to grow. "Some, I know," he said, "lost money on dollar day because of the great bargains they displayed, but this loss will be easily made up by the prestige gained through the event."

Three a Year Enough

Mr. Lowitz recommended that the number be limited to two or three, saying that more than this the merchants could not stand. Just before Christmas was recommended by him as a good time for another dollar day. President Justice asked for some individual opinions on the matter and here are some that he received:

Will Be Decided Later

D. E. Linquist recommended that the best time for a dollar day would be in February or some time after Christmas when times were dull. It was his opinion that people were going to buy before Christmas anyway whether there was a dollar day or not. There were several that agreed with him while others were of the opinion that the event should be before Christmas.

Advertised in Body

H. C. Duncan struck a popular note when he said that he would be glad to see the prizes in cash. He said that he would be glad to see the prizes in cash.

"I Don't Feel Good"

This is what a lot of people tell us. Usually their bowels only need cleansing. **Reckitt Orderlies** will do the trick and make you feel fine. We know it positively. Take one. Sold only by us, 10 cents.

McGrath Bros. Drug Co.

Thin Folk Get Fat On Three Meals A Day

Tells Why Food Does Not Always Produce Flesh and What Thin Folks Should do to Gain Weight.

Most people who are thin and under weight eat just as heartily as do folks who are stout and well built but they cannot seem to gain in weight. They finally think it's their nature to be thin and that nothing can make them fat. But this is not necessarily true.

While flesh and fat must of course come from food nourishment, it has been proved time and time again that most thin people have defective powers of assimilation and that the bulk of the fat-forming elements of their meals is passing right through their bodies, never reaching the blood at all. Naturally, therefore, they stay thin.

By a simple correction of the assimilative functions this condition rapidly changes and thin people take on new flesh and weight at an amazing rate. A preparation known as Sargol offers a splendid means for accomplishing this purpose. Sargol is an ideal combination of well known assimilative agents. A single concentrated tablet eaten with meals has, according to reports received in many cases within a short time been the means of adding from ten to thirty thirty pounds of solid, healthy flesh. It does not make flesh of itself but its aim is to stop the leakage and waste of fatty nourishment and to prepare the flesh building elements of food to form which the blood can readily absorb and distribute throughout the body. The effect of this added nourishment in weight increase is remarkable. Thin folks can easily and safely make this test for Sargol is harmless, pleasant to take and inexpensive and Wilkinson & Co., and other leading druggists agree to sell it on a positive guarantee of weight increase or money back. This guarantee, plainly printed, is found in every large package.

When he declared that the results had been obtained through advertising in a body. He said that singly nothing could have been accomplished, but that working together a great impression had been made and that the success of the day was another illustration of the good of the association. President Justice remarked that success had been obtained through cooperation and fairness. The merchants gave what they said they would give," he said, "and this gained the confidence of the patrons. By sticking together the merchants help themselves and each other also."

Self-Reliant Home Doctors

Is what women are called who all over this broad land make their annual collections of roots and herbs, and rely upon recipes which our pioneer mothers found dependable for different family ailments. In one of these recipes, Lydia E. Pinkham's Vegetable Compound had its origin and so successful has it proved that there is hardly a city, town or hamlet in America where some woman who has been restored to health by its use does not reside.—Advertisement.

To Curb Crazy River

[United Press Leased Wire Service.] ST. LOUIS, Sept. 14.—The river Des Peres, which recently grew from an insignificant trickle of yellow water to a torrent that engulfed the greater part of St. Louis' west end, caused damage estimated at \$1,000,000 and subsided as quickly as it rose, is going to be curbed. A temporary organization of business men has been formed with a view to financing the undertaking and it is expected that the board of aldermen will authorize a bond issue to aid in the building of levees. The levees probably will be decorative, as it is seldom they will be put to the practical purpose of protecting the city from flood. Eleven persons perished and about 10,000 were made homeless.

A Well Known Woman

It is The Same Story Everywhere!

Fort Madison, Iowa.—"When living in Davenport, I used Dr. Pierce's Favorite Prescription. I was so poorly and just able to drag around that it was thought necessary for me to go to a hospital for operation. Every woman who has reason to believe that backache, headache, unnatural pains, low spirits, sleepless nights, irregularities or a catarrhal condition is caused by a derangement of the womanly functions, owes it to herself and dear ones to speedily overcome the trouble before a general breakdown causes permanent prostration. Dr. Pierce's Favorite Prescription is a non-alcoholic remedy that any ailing woman can safely take because it is prepared from roots and herbs with pure glycerine, containing none of the properties of the most pronounced character. It is not a secret remedy because its ingredients are printed on wrapper. Get Dr. Pierce's Favorite Prescription today, either in liquid or tablet form."

HOW ILLINOIS IS PROTECTING GAME

Features of Law Differ Greatly From That of Other States, But Keeps Close to Nature.

RESERVATIONS MADE

State Takes Care of Wild Birds in Various Shelters and Arranges For Them During the Winter Months.

A man who has given the subject much time and study, a member of the Illinois game and fish commission writes about the game laws of that state as follows:

The system of game reservations and non-game bird sanctuaries adopted by the state of Illinois, differs in many essential features from the plans of five other states and conservation of our game birds. The Illinois plan keeps close to nature and avoids as far as possible expensive artificiality. Instead of a few large tracts of land maintained at great cost, Illinois will have many small tracts of land maintained at a mere nominal cost. According to plans already made, it is expected that Illinois will have about one hundred game bird reservations and non-game bird sanctuaries that may be maintained for about fifty dollars a year—less than one-half of the cost of maintaining a single game farm of any considerable size.

The Illinois plan is to lease a tract of land of about one thousand acres, paying for each parcel that goes to make up the tract, one dollar per year. On each reservation something like five acres of land is planted in wheat, barley, buckwheat or some other grain, which grow to a similar height. In these patches there is planted some sorghum or other grain producing vegetation that grows above the snow level. This grain always planted close to cover is left standing so that the birds may feed in cover. When the short growing grain is covered with snow, all standing vegetation will furnish food.

Our game birds suffer and die during short periods of severe winter weather, when the ground and natural food is covered with snow. By providing food that may be had from the tall growing grain during these severe winter periods, the birds are saved.

Further Shelter Given

The plan further contemplates the construction of shelter in the thickets made from brush. Into these brush heaps the birds can go in severe weather and find protection. Some gravel and sand is placed within the brush heaps for use when the ground is covered with snow.

The price paid for planting the grain patches is about five dollars per acre.

Suitable signs are put around the reservation warning persons against trespassing with dog or gun. It is not always possible to lease a tract of one thousand acres in one body, but the commission has found no difficulty in leasing several parcels adjoining each other to make up the desired tract.

Land owners have been found not only willing to lease their lands to the state's terms, but in most cases they are anxious to do so. Proceeding on the theory that game birds will thrive and multiply if provided with suitable cover and food, it is found that it is only necessary to provide the birds with a few perches. These provisions have been made. The birds live under this plan in a state of nature, except for the little artificiality of providing food and cover.

Naturally birds will become plentiful in these reservations and as they multiply, many will leave the reservation and so stock the adjoining country.

Reservations Need Attention

These reservations need some little attention. This is given by the state game warden in whose territory the reservation is located and thus no extra cost is involved for this service.

During the past two years the commission established a number of these reservations and found them so practical and inexpensive that the legislature was asked to pass a law permitting the creation of as many reservations as there are counties in the state. The law was passed and the work of giving it effect is now under way.

Experience has taught most of the state game commissions that a large game farm, where birds are to be hatched artificially, reared and distributed, are expensive, although interesting toys, without sufficient practical value to warrant their initial cost and cost of maintenance. The large game farm plan therefore is likely to give way to a more simple, practical and inexpensive means of game propagation like the Illinois plan. This plan should be especially effective in the older states of the east, where cover is abundant and land cheap compared with the rich prairie lands of the west.

These game reservations serve as sanctuaries for song and insectivorous birds. Here they find a home to their liking, where they can nest and rear their young undisturbed; also they can find an abundance of food. In their migration north and south, the birds will get into the habit of making a temporary home in these reservations. In these places it is possible to give the birds protection that cannot be given elsewhere. When a suitable place has been provided for these migratory birds where they can hatch, and rear their young and be given protection, there is little more that can be done to aid the propaga-



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tion and conservation of this group of birds. If there is anything else those particularly interested in this class of birds may feel it necessary to promote their welfare, the reservation or sanctuary is a most desirable place to carry on such work.

ATTRACTIONS FOR CARTHAGE FAIR

Are More Numerous and Better Than Ever Before—Many Premiums for the Horse Show.

CARTHAGE, Ill., Sept. 14.—The several committees of arrangements for the big street fair to be held in this city on September 29-30 and October 1, are working hard and have plans practically completed. They promise the biggest fair ever put before the people, and a glance at the attractions is convincing proof of their claims.

Among the startling acts secured is the double flying trapeze act, by two men, at twenty feet from the ground. Also a trio Roman ring and acrobatic act, presented by two gentlemen and one lady.

Leslie's Porcine circus, or barnyard performance is sure to please. This consists of trained goats, pigs, sheep, dog, etc. It is fun from start to finish. Then, Suzinetta, the only lady cannon ball juggler in the world, has been secured to give her marvelous performances of strength, assisted by Charles Lane, a Roman gladiator. The Harrisons will be on the pro-

gram with a whirlwind of cycling acts such as the people of Carthage have never witnessed.

There are many other attractions that must be seen and the variety of stunts to be presented will make a celebration worth seeing.

The Orchard City band has been employed to assist the Carthage band. This insures good music during the fair.

The horse committee, D. M. Johnson, chairman; W. C. Cain, secretary, have arranged their premiums for the horse show which is to be a big feature of the Carthage fall celebration.

The horse show will be held on Thursday, September 30, commencing at 1 p. m. In order to have the show all in one day, the committee feels obliged to commence promptly at 1 o'clock.

Auction Off Railway. ST. PAUL, Minn., Sept. 14.—From the steps of the state capitol building today, today, all property of the Mississippi, Hill City and Western railway was sold under the hammer. Creditors claiming \$85,000 on the road's paper, forced the action.

Pope Takes Interest

[United Press Leased Wire Service.] ROME, Sept. 14.—Courriere D'Italia today published an official note declaring that the pope takes deep interest in the persecuted Armenians and is exerting his efforts to stop further outrages.



At Less Cost—

There's more nutritive value that the system will absorb in Grape-Nuts than in either meat or bread.

A remarkable fact. Weight for weight, a package of Grape-Nuts supplies one-third more nourishment than a roast of beef and at about half the cost. A roast of beef is about twenty per cent waste and there is a shrinkage in cooking. Grape-Nuts comes ready cooked—and not a crumb need be wasted.

Think it over! Then there's bread—white bread lacks certain elements essential to building brain and body. Why? Because in milling white flour, four-fifths of the precious mineral content (all important for health and life) is thrown out with the brancoat of wheat, to make the flour look white and pretty.

Grape-Nuts FOOD

not only supplies all the brain-and bone-building, nerve-and- muscle-making phosphates of the wheat, but all the rich nutriment of malted barley.

Besides, Grape-Nuts is easily digested—generally in about an hour—white bread and beef require about 2 1/2 hours.

Grape-Nuts comes in germ-proof, moisture-proof packages—ready to serve with cream or milk—a delicious ration, economical and highly nourishing.

"There's a Reason" Sold by Grocers everywhere.