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this morning on Hill liner Great North the Hill liner Great North
by L. N. Bronswig. spectal
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 and
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Chanteremen. The LLes Angeles
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 In "The Cross Roads of the Pa-
cific' with the hape that the
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+ "Very truly yours,
LOS ANGELES CHAMPaNMACAYL
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SPECIAL EVENTS FOR
VISITORS ARRIVING ON GREAT NORTHERN














GERMAN OFFICIAL
CABLEGRAMS
"German Heasduartert Report, Dee







HALF-MILLION DOLLAR
CARGO SENT TO BOTTOM

SNOWS IN CAUCASUS


## YOSHIHITO TO REVIEW

BIG FLEET TOMORROW
$\qquad$

GERMANY'SATLCHHESPERSONA NON GRTA: BOYFED INVOLVED WREEENT CONSPRRCCY CASE

Naval Captain Connected With Embassy Reported To Be Active With Buenz
(Associated Press by Commercial Pacific Cable.)
WASHINGTON D. C Dec. 3 . It is leameed this afternon thut Capt. Franz von Papen, military attache, and Capt. Boy-Ed, naval
attache with the German embasy, are both persona non grata to the Seacter
United states government.
Seeretary Lansing has requested the iminediate recall of both,


WASHINGTON, D. C., Dee. 3 , alt is understood in official cir
des here that one of the immediate results of the convietion of Hal
 attache of the German embasyy. A report says that Secretary o
State Lansing has informed Count von Bernastorf, the Oernan an bassador, that Capt, Boy-Ed is persona non grata to tho United Statiol
governmentst as a resell of the comnection shown betwen his activi. overnment, as a result of the connection sho
ties and those of Dr. Karl Buenz, resident dir
steamship line, and Benz's three
$\qquad$ by the jury which has heard the evidence of their complicity in th
plots to send supplies from American ports to German warships. Th plots to send supplies from American ports to German warships. Thu
naval attache's connection with the conspirators is said to be estab

## Allies Firmly Set On More War

$\qquad$
$\qquad$ vavering, declared Bonar Law, secretary for the eotonies, In a speed prospects. Serbia, Poland and Alsace until the Teutons are beaten," declare
he minister.

It is the feeling here that men and munitions will
Allies and the advoeates of peace are dwindling.
LONDON, Eng, Dec. 3.- Striking quiekly from their mobiliza
camps in and around Odessa, the Russian commanders of th tion camps in and around Odessa, the Russian commanders of th aria a blow in retaliation for the Bulgarian campaign against Serbia
News reached here today that the Russians have entered Bulgai as but the route of their invasion is unknown. Nor is there $s$ an
lefinite statement as to the number of men in the invading army An earlier report asserted that a Russian expedition of 400,000 me

Fear Grece Will Join Teutons Soon
PARIS, France, Dee. 3.-Newspaper comment here voices th
that the diplomatic efforts of the Allics with Greece have faile ear that the diplomatic efforts of the Allics with Greece have faile.
and that the Teuton complexion of the Greek court is aiding to swing the country over to the side of the Central Empires. A rumor has
the that Greece has been offered Monastir, the southern Serbia town in the verge of capture, and the rich Vardar valley from near Strumita
deep into Serbia, in exchange for Greek cooperation against the $A$

## Ford Delegation To Number 125

delegates Henry Ford's "tec. 3.-One hundred and twenty-five Europe, arriving at Christiania, Norway, their sial on Saturday for

NEW YORK, N. Y., Dee. 3.-Henry Ford last night made h final will, preparatory to sailing for Europe, and arranged his busi-
ness affairs for an extended absence. He declared today that he wi

## Georges Carpentier Wins Glory

## PARIS, France, Dec. 3.- Sergeant Georges Carpentier, European

 heavyweight champion, and a member of the French aviation eorps,has been deeorated with the military eross for daring in aviation
work, having accomplished some courageous fights
Portugal "Sympathetically" Neutral PARIS, France, Dec. 3.-The Portuguese eabinet has expressed
sympathy with the Allies and their cause but will adhere to a [Additional Telegraph Despatches on Page 9] PERSIA MARU SAILS CLARKE, ARKANSAS, TO



\section*{GOVERNOR fits Exavailist To More Eumeree lanforr rinha thlitivome GUHRECOWPAN 5- = = $5=$

 Several other documents were alsc
elged by the overnor, as follows:



## SHISS AIVFIIIE SlluHise Eifl Birialirself




## Lounconan MariIV Vulits <br> 学: <br> Bf <br> Bf <br> 

STORAGE $4 \begin{gathered}\text { Afte } \\ \text { utes, } \\ \text { turne } \\ \text { to }\end{gathered}$
$\pm=5$

## 林

## Hiking

is a strenuous sport but, if you wear an

## Alfred

## Benjamin

## suit, you will come home

 looking justas well clothed as ever. These clothes are "tailored" and they never loose their shape.
## The Clarion

where they sell Phoenix Hose.

## Christmas

will'mean much more to your friend if you give himan

## Eastman Kodak

The joyful scenes of Yuletide--the happy smiling faces--all need not fade from mind if you give him an Eastman.

In a wide range and variety of styles, from
$\$ 1$ to \$60
Hurrah for Arivial of the Great Northern

| At last someone has woke up and put on a direct steamer service betweer Los Angeles and Honolulu. Over 20 years ago I' suggested this service to several businessmen over there and a look-over as much as to say: harmless," and here I am over bere in Honolulu as a witness Oh, well, someone has to thfnk about these things, but it is gen- erally the case that while one person does the thinkier and suggesting the other reaps the beneftis. N . you who can prot gestion to let come from the <br> The Mund CLOTHIERS <br> 1139144 bor st |
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# Hollister Drug Co., Ltd. <br> Established 1879 

Fort near Hotel
Phone 1848


# Thinnululu star-Thulletin 

RILEY H. ALLEN

## $\frac{\text { PRIDAY .................CEMBER }}{\text { BREAKING NEW SEAS. }}$

The story goes that when James J. Hill was
considering the building of two passenger considering the building of two passenger
steamers for the Pacific Coast traffic, his assoeiates urged him to decide on vessels of modsuitable for carrying large freight
They pointed out that the mammoth liners Minnesota and Dakota had been largely "white
elephants" (the-Dakota, of course, was wrecked and lost years ago) and that he should go slowly in investing money in steamships.
And the story goes on that "Jim" Hill And the story goes on that
shoved his hands deep down in his pockets and
said, "No, boys, I'm going to give the people that travel in our ships the best that money
can buy them-the fastest steamers on the Pacan buy them-the fastest steamers on the Pa
eifia, the fastest in the world, likely; and they'r
going to know that the Hill interests never do going to know the
(providing it happened-at least, it is characteristic of "Jim" Hill) is evident in Honolulu
today in the queenly liner Great Northern. The today in the queenly liner Great Northern. The
liner was here last February, welcomed gladly come today is the fastest steamer on the
Pacific, for this time she comes not on a special Pacific, for this time she comes not on a special excursion, but on the initial y
hoped to be a regular service.
"Jim" Hill's Great Northern is anything ut a "cheap ship." It is a monument to the
empire-builder of the Northwest, from which
ts name is derived. Therefore it is just the its name is derived. Therefore it is just the
sort of ship which should break the unsailed
nens between Los Angeles and Honolulu and eas between Los Angeles and Honolvl
ipen up a new passenger-traffic route.
The Great Northern is now
The Great Northern is now an asset of all
tawail, and all Hawaii hopes that the venture iil justify the faith that "Jim" Hill and
raffic Manager Cal Stone and the Hawaii Pro-
iotion Committee have in the ultimate finanial wisdom of giving the tourist public a

## PUNISHING THE "MUTINEERS.

The territorial grand jury is investigating re situation at the Boys' Industrial School,
Vaialee, with the view, it is reported, of inVaialee, with the view, it is reported, of in-
icting a dozen or so of the lads implicated in recent "mutiny.
The Star-Bulletin has no hesitation in say-
ng that the information which the grand jury likely to obtain regarding the outbreak will
of represent the entire conditions at the
reform" school. The jury will probably get
Itempts to punish the first mutineers, the sud-
In uprising, the break of 54 boys for liberty,
tce. Also from the school authorities the grand
arors will find out who appear to be the ring-
exders in the mutiny.
It is the facts behind this uprising which are
the really significant facts. The "mutiny" is
nothing more than the symptom of the disease.
tt is the climax of years of administration dur$t$ is the climax the boys have been growing more and more rebellious. Why $\uparrow$ Part of the ans wer to that question was given yesterday in the
Star-Bulletin with the publication of a interview with Principal Tucker. In brief, de-
spite the principal's evident sincerity, hard work and desire to keep the boys straight, his policies are not succeeding. He attempts to
maintain discipline and maintains little but fear and resentment. The school is run wit outward efficiency, but the boys are not onl
deeply discontented, but dangerously hostile. There is such a thing as abuse of the spirit
as well as of the body. This paper has no coras well as of the body. This paper has no corschool are abused on the body; as a matter of
fact, though they are whipped with a heavy fact, though they are whipped with a heavy
strap, it is doubtful if this punishnent is ex-

## EDITOR

individual encouragement and sympathy, and
perhaps most of all, the lack of suitable recrea-
tion, aronsing healthy competition and the in-
stincts of clean sport -this abuse is quite as
deleterious to active, restless, growing young-
sters as abuse of the body would be.
The Star-Bulletin does not advocate cessa-
tion of hard work, and plenty of it, for the lads
detained at the reform school. They are sent
to the institution very often to correct habits
of laziness, lack of concentration on any task,
and aversion to mental or physical activity.
They should be taught that doing hard work
and doing it well is part of a real nan's life.
No progress is made without labor, mueh of it
humble labor. But along with the labor, if
these boys are to emerge better than they en-
tered, must go hope, expectation of something
higher, realization that the labor is a means to
an end, and that end a more useful citizen.
Most of the boys at the reform school are not
lacking in intelligence enough to appreciate
that.
The grand jury may indict the ring-leaders
of the recent 'mutiny" but that will neither
be a punishment to fit the "crime," nor will it
get at the root of the trouble at Waialee.
cHINA's DENIAL.

## 

$\stackrel{a}{20}$


CHINA'S DENIAL.
The official denial issued in Peking yester day that China has been asked to become a even considered the possibility of such, a step,
probably means that Japan does not approve obably means that Japan does not approve
the scheme. There is very little question that precisely this scheme was proposed by
Britain, France and Russia. Rumors have been pleititul that Japan would not join the others
in "requesting" China to come into the fold, and of course without Japan's invitation China cannot accept. Japan's reason is probably in
extricably involved with her whole China diplomacy. Recent Japanese moves lead to the
belief that the statesmen of Tokio would gradbelief that the statesmen of Tokio would grad-
ually isolate China from the European Powers,
which would immensely improve the dominance Japan is already assertin If China were
brought into the Entente Alnance, Tokic eonld take no step, affecting Peking without consult ing the other members of the group. But if
Japan can gentlyt sever the diplomatic ties which are already tenuous between Peking and

## China as they will

The suggestion of Britain, France and Russia aving failed of accomplishment, the diplo
matie way out of the little difference of opinion is to "induce" China to declare officially that o such suggestions were ever made.
Whether as a result of wholesale criticism ctivity on Kalakaua avenue. This mornin gang of laborers was sitting ready to go to work during the day. If any man in Hawaii with money in available right at fome in sugar securities, h deserves to get a medal for original discovery
The new weather man's talk last nigh ught to, for we've had more since -and he than in about 30 years previous.
If those "Willy to George" letters were sti
in fashion, the monarchs of Rumania and Bul garia would have a fine time exchanging mis sives "Ferdy to Ferdy."
As road-building mixtures, both hot air and and found wanting.
Faith moves mountains-and in sending the
LETTERS
UIIEINIEDIEWS STEVENSONIS5まvav

cessive But the abuse of the spirit-and by
that is meant constant repression, the lack of

## NEW ZEALAND OFFICER

 ON NIAGARA HEARS OF FOUR BROTHERS KILLED

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| VELVET |
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| ICE CREAM |Island Cream

 , muk kece cham Ninul we me eirlt merces cintan omik Ano Honolulu Dairymen's Association

HONOLULU PHOTO
SUPPLY CO.
KODAK HEADQUARTER
Osteopathy


TAR-BULLETIN GIVES YOU
TOAY'S NEWS TODAY.

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SIIPPIIGEWATERROWTNWW A SlCLCSSSiON Of Harbor notes | ARRIVALL TOOAY ON |
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| S.S. G GEAT TORTHER | FINE AAS ON

TRIP NOXTH



ARE YOU PLEASED? IF NOT, SEE

## US

-Castle \& Cooke, Ltd. Agents for
Fire, Life, Märine, Automobile Tourists, Baggage Insurance

## With a Desert <br> Ahead of You


across it. $\begin{aligned} & \text { With ahe ahead } \\ & \text { brinting sickness and loss3 }\end{aligned}$
of employment, are you
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gorn as you

with us Now.
Bank of Hawaii, Ltd.

## Bank of Honolulu

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## LOS ANGELES AND HONOLULU JOINED BY SPEEDY OCEAN SERVICE



Official and Unofficial 'Alohas' Extended to Visitors on
Arrival


 HILO IS HOST
TO OFFICER OF BIG LINER
Banquet Given Last Night
Seaside Club By Big Island Board of Trade







 Now Has Necessary His Cit
portation in Hill Liner


Thirty=six of Honolulu's Geishas
To Be Seen In Dances of Old Japan





PROMOTIONWORK OLD-TIMEFEAST LDCAL AGEECY GETS RESLLT IN FORUSTTORSAT FOR STEAMSHIP, GREAT NORTHERN CORAL GARDENSF.L. WALDRONLTI.

| Chairman Berndt Says "Dream of Hawaii and Los Angeles is Realized" <br> by Emil A. berndt Chairman Hawail Prornotion ComWith the arrivil mot the "Great North <br> and Los Angeles to bring into loser <br> contact the two big tourst centers of the western world. The "triangularroute, for which such great claims has jeen made, is today an actual cer.talnty. It is hard to follow the sudden culmination of events which led to the rauguration of this much desiredservice end to have the Great Northddet ern Pacific steamsip Company leadorin in in was not in evidente sixsit tee and the entire community are jubh to the Hill liner their best wishes forcontinued sucess in the Hawaian field. $\qquad$ Yorts in bringing thisp spatatial linerhere. It means before long another It meane beforer long another |  | Firm Makes Special Arrange ments for Handling Business Expeditiously <br> The firm of Fred Laldroldron, Ltd. of which Fred L. Waldent of which Fred $L$. Waldron, president of the Chamber of Commerce, is head, is the agency for the Great Northern and has made special arrangements tude of details involved in looking after the new steamship passenger service. the interior has been remodeled to give more space for the shipping department and a new entrance con- structed, which will permit of handling formerly. It is anticipated that the shipping department will be one of the busiest branches of the business, now that the Great Northern service is fairly under way. Mr. Waldrol was one of the Honogotiations of Traffic Manager Stone ern would establish its service be- tween Hawail and the coast and for a $\qquad$ |
| :---: | :---: | :---: |

"GREAT NORTHERN"


Honolulu Construction \& Draying Co., Ltd.

Baggage Headquarters:

## Real Estate and RENTALS Bishop Trust Co., Ltd.,

 JIST LIIE LITOO P BBILCAL DAAS SHOY ICRERSESD

## HUGE SLAV ARMY MM RUMANIA, SAR REPORT



Evangelist Brown Takes Slap at "Once a Week Chris
tians" and Methodists






S. Admiral Puts Safety
Americans Up to General
Carranza







 Dinginem am wis captured on Noven.

 BRITISH REQUISITION U. S. STEAMER HOCKING

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# Quality Inn 

OPENS SATURDAY DEC. 4th AT 10 A. M.

We ask the honor of a personal visit so that you may become acquainted with
[Quality Inn's Luncheonette For Busy Shoppers

Oyster Cocktail
Hot Bouillons, Clam an Beef, with Wafers R Roast Beef with Potato Salad and Rolls Chicken Sandwich Shrimp Salad with Rolls
this new, up-to-the-minute refreshment parlor.
Orchestra in attendance from 12 to 2 and from 9 to 11 p. m.

## Rawley's Pure Ice Cream

Foster \& Orear's Choice Candies

## "Quality First" Our Motto

82-84 Hotel Street, near Fort
Wells Fargo \& Co. Honelulu, T. H.
 ${ }^{1} \begin{aligned} & \text { In } \\ & \text { same. }\end{aligned}$ $\qquad$

Anywhere on the mainland $\$ 2.25$ to $\$ 3.60$ including fruit and expressage




Phone 1515-Wells Fargo Co.



SPRORCT/S
Hoppe and Yamada)Will
They Will Play In in Honolulu ENTRY LSTHAS I Come to Hawaii Soon American and Japanese Billiard Champions Will Play Series of Games Here-C. N. Marquez Announces Tour of Cue
Artists Early in Year-Hoppe Recently Defeated Best BilArtists Early in Year-Hoppe Recently Defeated Best Bil-
liard Stars in Eastern Games-Local Japanese Will Give Great Nippon Player Reception








The twelve events will be well con
tested and astrong entry Hist has peen
recelved from the Mrities and Hea


A. N. SANFORD Ooton OPTICICIN

New York Dress Co. Lustor no gamememen Tallort
now Union st, an hotel ot

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A. mirake

Oriental Art boode

r. Takakuwa \& co.

TheWaterhouseCo.Ltd


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| Jorclan's DRY 000 D Fort 8 L |

HONOLULU MUSIC CO
Everything Mualcal
Fort, next to the clarion

CHILDREN'S CHAISTMA THE IDEAL GIFTB
H. HACKFELD \& CO.

Commission Merchants.

# Starfonuletind ANTClasiftiou 




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Dealers to thereese their busineess br



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$\frac{\text { BUSINESS CHANCES, }}{\text { Vanted-Repreentative to sell agrl }}$


PROFESSIONAL CARDS




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Ong Chong, 1042 Nuuanu, bet, Hotel
King; watchmaker and jeweler
Ogata, 1049 River st. n. Hotel.

## Sang On Kee, ${ }^{12323}$ Nuuanu; Jeweler

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| ima, |  |
| SCULPTOR AND DESIGNER. |  |
| Seigyu Aino, sculptor and designer Tel. 4046. 20 S . Beretania st., nearNuuanu.$6324-3 \mathrm{~m}$ |  |
| HAIR Goods |  |
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FOR SALE

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Geo. Bustar,
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CORPORATION NOTICE.
Me Bryde Sugar Company, Led.
Notice
Is
Hereby
given that ad

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\begin{aligned}
& \text { certificates. J. WATERHOUSE, } \\
& \text { Treasurer, McBryde Bugar Co., } \\
& \text { Honolulu, Nov. 18, 1915. } \\
& \text { 6325-Nev. 19, 22, 24, 26, 29, Dec. 1, }
\end{aligned}
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\begin{array}{r}
\text { Honolun, Nov. } 18,1950 \\
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Robert P. Lyon of Hartford was ar.
rested at Derby charged with having
passed a fruadutent eheck on J. H1007


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 Small house, Paciftec Heights road;
a month. Tel, 3735 .
$\frac{\text { FURNISHED ROOMQ. }}{\text { clean, }}$
 ie Lodge. - Contortable roin
terms. reasomble
Mrs. Laing, proprietor.
For
 FURNISHED ROOMB TO RENF




FAMILY HOTEL







## Fotrieen

| LORD.YOUNG <br> Engineering Co., Ltd. <br> Enginoera and Contractor, Teliephones 2610 and 4587 . |
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WCHESNEY COFFEE CO. Dealers in OId Kosa Coffee
MERCHANT BT., HONOLULU
WIRE FENCES AND GATES
The very beet for overy vee.
d. C. AXTELL's
Alaken Stroot


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Reliable Transfer Co. PHONE 5319

Use White Wings.


| FONG INN \& CO. |
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| Antlquee and Chinese |
| Merehandise. |
| Nuuanu, above Pauahl. |
| Bugevetione and deaige for |
| RERTING AND REMODEL. |
| ING OLD JEWELRY. |
| Qold And Platinum Settinge |
| WALL \& DOUCHERTY. |


| Territorial Agenta for STANDARD GAS ENGINES $\qquad$ <br> Honolulu Iran Works Company |  |
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| $\square$ |  |
|  | J. CASHMAN <br> AND AWNINGS \& Canopies for Rent Years' Experience. near Allen, upstaire. Phone 1467. |
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| HAVE YOU HAD YOUR FEET "FOOTOGRAPHED" YET? REGAL BOOT SHOP Fert and Hotel streete |  |
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## PAPMR



The HUB for Clothes
 MuTUAL TELEPHONE CO. LTO
PACIFII ENGINERING
CIMPANY, TDD.


[^0]Home Course in Adhertising


PURPOSES OF THE COURSE- (1) To increase returns or the retailer who now advertises. (2) To show the nonhis profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a
place in this new "profession."

This course, when delivered personally to a class of strdents, costs $\$ 15$. It is equivalent to $\%$ correspondence course
which costs $\$ 95$. The entire 90 lessons will be given excluswhich costs $\$ 95$. The entire 90 lessons will
ively with this newspaper free of charge.

## CHAPTER XVII.

## WHAT DETERMINES SIZE OF AD?

In seeking to find an answer to the question: "What size should an ad be?" many experiments have been made. These
have tended to build contradictory conclusions. Some tests for instance, would prove that a full page is four times as ef ve as a quarter page. But such proof is fallacious. In fac ive as a quarter page. But such proof is fallacions. In fact
there have never been enough cases to establish any such law.

These experiments, purposed for determining some kin of a law, are made on the basis of a few advertisements. Fo
instance, they ask a man to look through a magazine and se what ads he can remember. Then they have another man d
the same thing. Then it is found, after adding all these ad up, that the subjects recall four times as many full page ad
But, alas -so many different kinds of foreign factors ente into such a test that the conclusions can't be final. For in
stance, a man may remember a full page advertisement of Williams' Soap because that is the kind with which he himse shaves. So, if he recalled a Williams' Soap ad that wouldn' mean that he recalled
occupied a large space.

What's the use? We can never fix any universal law that
ill determine all questions of space. Yet there ought to be some possibility of knowing just how big a space you shonld use for a certain kind of an article under certain conditions.
By experiment you can find such an answer rather conclusiveBut, even then, if you were to use those same tests in dif mathematical certainty. For the wnarter page you with any East and the half page in the West will bring various results East that would not necessarily prove that your half in the ast that would not necessarily prove that your half page is over twice as effective as
have brought the result.

Size depends on the kind of a product you have to adver tise and upon the merchandising conditions which strround your proposition. For instance, suppose that your produc
wins a voluntary sort of interest on the part off the readerpeople look for your ad, and read it of their own accord. Then you do not need as much space as if you required an involun
tary attention-as if you had to make your prospect read your tary attention-as if you had to make your prospect read your
ad in spite of his instinct. In other words, if you advertise a cream separator in an agricultural publication, you would en joy a voluntary interest because people in the market for that
kind of thing at the time would probably, of their own accord look through the advertising pages of that publication for some kind of cream separator. Therefore, they would look at your ad with a purposed attention
where advertising an aeroplan you would probably find very few of the readers who would
be in the market for such a luxury. Practically no one would look purposely for a proposition such as your ad presented louder. Consequently, you would have to use bigger space. pose you have to advertise sóme soap. Nobody says, "Where' pose you have to advertise some soap if there are any soap ad vertisements in it." Yet, Mr. Farmer frequently says, "Where
is this week's Journal-I want to see if there are any cream separator advertisements in it." So, in regard to your soap, if it is to get attention it will have to work for it, and in order arge space.
Luckily, it is often true that the more universal the possible demand for a thing, the less voluntary is the interest re quired. The reason may be that that which is of universa
need is usually made by so many different manufacturers tha it is continually and widely advertised. For instance, take the case of cleaning powders. They are advertised and advertised
By virtue of that fact, readers become used to eleansing powder ads. When people do pay attention to them, it is not because of their will but because the power of the copy compels their
interest in spite of their apathetic instinct. interest in spite of their apathetic instinct.
Articles of aniversal demand enjoy a great enough sale
so that the expenditure necessary for increased size of space so that the expenditure necessary for increased size of space
is warranted. But on the other hand, if the demand is limited and specific, as, for instance, in the case of rubber roofing, you
could not afford to use such big space because so small a perthat thing at that particular time. Yet, by this same lucky
coincidence you would not need such big space because thos coincidence you would not need such big space because those
readers who were earnestly in the market for rubber roofing
at that time would be seeking out such advertising. They at that time would be seeking out such advertising. They
would apply toward it a voluntary rather than an involuntary

## CLAIIIS SRENCH SHOT WOMANAS



OCEANIC STEAMSHIP CO.


Matson Navigation Company
Direct Service Between San Francisco and Honoluly


FRom san francisco: $\qquad$ s. 8. Manoa. Deen. 7
Dee. 18
Dee. 21
Dee. 29

CASTLE \& COOKE, LIMITED, Agents, Honolulu

## TOYO KISEN KAISHA



CASTLE \& COOKE, LIMITED, Agents, Honolulu


| CANADIAN-AUSTRALIAN ROYAL MAIL. LINE |  |
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| MOVEMENTS OF MALL STEAMERS | Try |
| :---: | :---: |
| vesseis to arsive |  |
| Saturday, Dec. 4. -Mauna Kea, 1,-I. atr | $\begin{aligned} & \text { Wrastermpaciac } \\ & \text { newver gro crimo } \end{aligned}$ |
| VESSELS 70 DE |  |
| - sauaur Keay, | For quick tranole of frolohe FRED L. WALDRON, LTD. Agente |
| hall |  |
| Malls are due from the following points as follows: |  |
| San Francisco and Los Angeles-Great |  |
|  |  |
| Vancouver-Makura, Dec. 29. Mail will depart for the following |  |
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| trax |  |
| Logan, at coast. and Mant Sherman; now Sheridan, due December 5 from Manila, for San Francisco.Dix, due from Seattle, Dec. 2 or 3. Warren, in the Philippines.Buford, at Cristobal. |  |
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| Passengers departbi |  |
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|  | Waily, $\dagger$ Except Sunday. tsunday only. |
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## In that far it wins attention

But the ordinary display ad paid ad and, as such, makes no claim on the attention of th through merit of display, or through some other kind of in terest-getting quality. Here enters the illustration-the strong word and pieture at one and the same time. Some things can describe as no language can describe them-and transmit The picture is usually used to describe the article whie the ad presents. But a good illastration can very profitably
describe the argument as well as the article. When employed to explain in one quick flash the meat of an argument, the pic
ture is apt to take the form of a caption. For instance, call to mind the picture of the man looking into the mirror and seein
the wrinkles on his face in proof that he is getting haggar
from Thus one illustration can suggest more virtues of that nerve Thus one illustration can suggest more virtues of that nerve
remedy than any number of words could convey-because mer
words could never create so vivid an impression. words could never create so vivid an impression. Moreover
in many cases, unadorned words often fail even to win a super in many cases,
ficial reading.


[^0]:    STEEINWAY
    

