

I do not approve of the talk of "peace at any price." I believe in peace with honor—a dignified and decent honor.—Senator Ben Tillman.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, TUESDAY, JULY 20, 1915.

SEVEN

MOLLYCODDLES AND SAPHEADS HEAR FROM TEDDY

Flays "Peace-at-Any-Price" Advocates in Speech at Portland

[Associated Press by Fed. Wireless.] PORTLAND, Ore., July 19.—Theodore Roosevelt, in a speech here last night, in which he inferentially replied to the recent public statements of William Jennings Bryan, stated that from time to time he expected to have something to say on matters of vital interest to the nation, but that the present time was not the time to say them. "When I do speak," said the former President, "my words will not be for the pleasure of sapheads and mollycoddles."

ANN ARBOR ALUMNI WILL SHOW SCENES ON CAMPUS

The Alumni Association of the University of Michigan has issued invitations for a smoker to be given at the University Club tomorrow evening, July 21, at 8 o'clock. During the smoker three reels of motion pictures will be shown, including scenes about the campus at Ann Arbor, the annual tug-of-war across the Huron river between freshmen and sophomores, the great annual push-ball contests on Ferry field, an initiation into the tribe of Michiganans, the Joan of Arc pageant given in 1914 and the annual senior "swing-out."

"Which one of the ten commandments did Adam break when he ate the apple?" asked the Sunday school teacher. "He didn't break any," replied one little fellow. "Why not?" queried the teacher. "Cause there wasn't any then."—Chicago News.

Masonic Temple Weekly Calendar

- MONDAY—Loyal Chapter No. 2, O. E. S. Stated: 7:30 p. m.
- TUESDAY—
- WEDNESDAY—
- THURSDAY—
- FRIDAY—
- SATURDAY—

SCHOFIELD LODGE

WEDNESDAY—Work in First Degree: 7:30 p. m.

SATURDAY—Work in Second Degree: 7:30 p. m.

HERMANN'S SOEHNE

Versammlungen in K. of P. Hall. Montag, August 2 and 16. Montag, September 6 and 20. W. WOLTER, President. C. BOLTE, Sekretair.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 516, B. P. O. E.

meets in their hall, on King St., near Fort, every Friday evening. Visiting members are cordially invited to attend. C. J. MCCARTHY, E. E. DUNSHIEK, Sec.

KAUALAGER FOR SETTLEMENT OF RAILROAD FIGHT

J. D. Tucker, commissioner of public lands, who returned Sunday from a short trip to Kaula, says that much interest is developing in the proposed railroad which is to run from Anahoe to Ahukini.

The line will run partly over government land and partly over the land owned by the Lihue plantation and the Maake Sugar Company. The road, according to Mr. Tucker, is much needed and is something that he would like to see carried through. It would mean a public utility road and would provide competition that is much needed.

IN WAR ARENA

WORKERS AT KRUPPS THREATEN TO STRIKE

AMSTERDAM, Netherlands, July 20.—Strong measures are being taken by the German military authorities to suppress what threatens to become a general strike at the great Krupp armament works in Essen.

In spite of rigid censorship it has become known that widespread dissatisfaction among the Krupp workmen finally took form in a set of demands served upon the management. Concessions Not Accepted.

Rather than curtail the output, of munitions of war or provoke a strike, which, though it undoubtedly would be crushed in short order, might have far reaching political consequences, the directors decided to grant some of the demands; but these partial concessions did not satisfy the men and it is reported that many of them laid down their tools and quit work.

REPORT SAYS RUSSIANS EVACUATING WARSAW

LONDON, Eng., July 20.—A report is current in Petrograd that a gradual evacuation of Warsaw has been ordered and that the Russians are removing all stores and munitions in order that nothing of military value may fall into the hands of the enemy in the event of the success of the drive for the Polish capital.

ITALY ADMITS CRUISER WAS SUNK

ROME, Italy, July 20.—It is officially admitted that the Italian cruiser Giuseppe Garibaldi was torpedoed by an Austrian submarine yesterday off Ragusa, on the Dalmatian coast, and sank, but the official bulletin states that the majority of the crew was saved.

BRITAIN GETS U. S. NOTE ON SEIZURE OF CARGOES

LONDON, Eng., July 19.—The American note respecting the conveyance of articles placed by the British order-council on the contraband and conditional contraband list through the blockade zone to neutral from American ports, was received by the foreign office yesterday. Its contents have not as yet been made public.

LONDON TIMES URGES COTTON BE DECLARED CONTRABAND

LONDON, Eng., July 20.—The Times this morning, in a strong editorial, urges the government to declare cotton unconditional contraband of war. A similar plea some months ago, signed by many prominent chemists and scientists, was denied by the government.

GUN OWNERS SEEM SHY AND FAIL TO REGISTER

A report as to the number of guns registered in the city and county of Honolulu, submitted by Clerk Kalauokalani yesterday, to Acting Governor Thayer shows a total of 300 weapons. These consist of 56 rifles, 42 shot-guns and 202 revolvers. Of the different nationalities owning guns, the Chinese lead the list. Following them come Japanese, Hawaiians and Portuguese. The complete returns are not in yet. It is known that there are many more guns than have so far been registered.

Yes—We Have It And we honestly believe that

Recall "93" Hair Tonic

is the best hair tonic on the market—50c a bottle. Sold only by us. Benson, Smith & Co., Ltd.

THINKS REFORM SCHOOL FITS BOYS FOR JAIL TERMS

"I'll Never Send a Boy There if I Can Possibly Avoid It," Says Judge Ashford

"I will never send a boy to the reform school if there is any possible way in which I may avoid so doing. I consider the reform school little more than a preparatory school for jail."

Circuit Judge Ashford was commenting on the work of the juvenile court, of which he is temporary judge, when he made the foregoing statement yesterday.

"As the guest of Ralph, Governor Frear motored into Contra Costa via Dublin and after enjoying dinner at the Mt. Diablo Park country club drove on to Martinez, arriving at the county seat about 9 o'clock. From here the party went to Crockett where the night was spent at Mr. Rolph's new home.

One of the first bits of work that Governor Pinkham has found on his return to office is the appointment of the different island representatives to the Hawaii Promotion Committee, nominations for whom have been waiting for some time.

"Say," said the man as he entered the clothing store. "I bought this suit here less than two weeks ago and it is rusty looking already."

JOHNSON GETS PATENT AFTER TWO YEARS' WAIT

John Johnson of Honolulu, who has invented an improved tone arm, re-producer and tone box for a phonograph, has received his final patent after waiting almost two years for it—one year and 10 months to be exact. Johnson, who was formerly in the Philippines, has also applied for patents in Canada, Russia, France and Germany.

Home Course in Advertising

PURPOSES OF THE COURSE:—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his 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."

How Big Stores Select Goods

A department store's advertising policy helps decide what goods to buy. Although it is true that many big institutions prefer to push goods under their own trade-marks, some boast of the number of factory trade-branded lines that they carry.

There is one exception to any department store's tendency to keep away from the nationally-advertised goods. That is when the department store secures an exclusive right—no matter how rabid the store may be on this principle of self-marked goods. Such may claim that their name absolutely stands behind everything they sell and that, therefore, it is their name which should insure the customer. They may say that a customer buys because of their reputation—and that, therefore, their name is the mark which builds the demand. Therefore, they should use and push their own names.

So, the organization of a department store is important in any consideration of retail advertising. As a rule, the active head is the merchandise manager who has, under him, a corps of buyers. Each of these manages a different department. Each buyer is really the sales manager for his department, but his buying is even more

'Governor Frear' Enjoying Life on Coast, it Seems

Is someone on the coast masquerading under the name of Governor Frear?

As everyone knows, Walter F. Frear, former governor of the territory of Hawaii, is now industriously and unostentatiously engaged in the practice of his profession, law, in Honolulu. Yet—read this from the Martinez (Cal.) Gazette, of June 30, 1915:

"Martinez and Contra Costa county were visited by dignitaries on Tuesday, but none was aware of the fact until the visitors had passed by. Hon. Walter F. Frear, governor of the territory of Hawaii, spent the afternoon and evening in the central part of the county enjoying an automobile trip as the guest of George M. Rolph, general manager of the California-Hawaiian sugar refinery, who directs the management of large sugar plantations in the islands.

"Exposition Commissioner Veale is laying plans for another visit of Governor Frear to Contra Costa in the near future for which an elaborate day's entertainment in his honor, including a trip to the summit of Mt. Diablo, is being planned."

However, a Sherlock Holmes might guess the explanation to be that the governor referred to is L. E. Pinkham and that it's simply a case of a mistake in names.

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BRITAIN ALLEGES PRO-GERMANS IN U. S. TOO ACTIVE

Washington Will Investigate Charges of Conspiracy Against Entente

WASHINGTON, D. C., July 20.—At the request of Great Britain, the government of the United States will investigate the alleged activities of Germans and German sympathizers in the United States, who, it is charged, have been employing unlawful means to injure Great Britain and her allies.

Negotiations at Bridgeport, Conn., between the management of the Remington Arms Company, which is filling large orders for the Allies, and its employees, failed yesterday and it was announced last night that a general walkout has been ordered for today.

PEER GYNT SUITE PART OF GREGSON'S PROGRAM

Harold Gregson, the noted organist visiting Honolulu, gives his farewell recital at St. Andrew's cathedral tomorrow evening at 8 o'clock. A large audience is expected and a remarkably fine program will be presented.

FRANK'S ASSAILANT SHOWS NO REMORSE

MILLEGEVILLE, Ga., July 20.—The condition of Leo M. Frank is critical today. Symptoms of blood poisoning have appeared. Green, the convict who stabbed him, expresses no remorse. "I was called from on high to kill Frank," he said in an interview with the warden of the penitentiary.

MOLOKAI WILL RETAIN BANNER ANOTHER YEAR

The Kate Atherton banner, which is offered each year to the best chorus in the inter-island contest of song, held in connection with the annual meeting of the Hawaiian Evangelical Association, will be retained for another 12 months by the Molokai songsters.

Molokai won it last year and last night, by a decision of five judges, it was again awarded the singers from across the channel.

Several hundred persons attended the contest, which was held in the Opera House. The singing of the choruses from Molokai, Oahu, Hawaii and Kaula was listened to with keen interest and when Mrs. Walter F. Frear, one of the judges, presented the banner to Leader Kalaau of the Molokai singers, the house shook with applause. Molokai appeared to be the favorite throughout the evening.

Between choruses selections were rendered by the Kealia and Kilauea Filipino orchestras, the music being enthusiastically applauded.

THAW SLEEPS AT HOME; REQUIESCANT IN PLACE

PITTSBURGH, Pa., July 20.—Harry Kendall Thaw, the slayer of Stanford White, slept in his old home here last night for the first time in nine years.

MARRIED.

ASH-AMBERG—In Honolulu, July 17, 1915, Charles E. Ash, of Honolulu, and Miss Cora Louise Amberg, of San Francisco, Rev. Henry F. Judd officiating. Witnesses—Mr. and Mrs. William L. Giffard.

COITO-BOTELHO—In Wailuku, Maui, July 15, 1915, Manuel de Coito, of Kaehua, Maui, and Miss Victoria Botelho, of Wailuku, Rev. Father Justin of the Catholic Church officiating.

MEDeiros-CARREIRO—In Wailuku, Maui, July 15, 1915, Manuel B. Medeiros and Miss Graziela Carreiro, both of Paia, Rev. Father Justin of the Catholic Church officiating.

ON-MIRANDA—In Honolulu, July 19, 1915, Charles Yim On and Mrs. A. Miranda, Rev. M. E. Silva of the Hoamaana Nanaoa Church officiating. Witnesses—Jesse Utulhi and Louis Silva.

ROEBUCK-REED—In Honolulu, July 18, 1915, Edward S. Roebuck and Mrs. Mary Hollerson Reed, Rev. M. E. Silva of the Hoamaana Nanaoa church officiating. Witnesses—Mrs. Amy E. Silva and Mrs. Georgina Jackson.

BORN.

AHI—In Honolulu, July 15, 1915, to Mr. and Mrs. C. H. W. Ahi, of 49 North School street, a daughter.

PUONIONI—In Honolulu, July 11, 1915, to Mr. and Mrs. Louis Puonioni, of Kuaikanui street, a daughter.

HOUTAILING—In Honolulu, July 7, 1915, to Mr. and Mrs. Daniel T. Houtailing, of 1046A Morris lane, a son.

DIED.

SLAYTON—At U. S. Naval Station, Samoa, July 12, 1915, Louis Brownson, wife of Lieut. Charles C. Slayton, U. S. N., and daughter of Col. George H. Morgan, 15th Cavalry.

IAKONA—In Honolulu, July 16, 1915, Hokeka Iakona, a native of Waimea, Kaula, 56 years old.

important than the selling.

The buyer is called a buyer because he spends the greater part of his time in actual buying. Yet the buying is merely so as to make for the greatest possible amount of sales. In this the better the department manager buys, the better he is as a sales manager.

Every buyer, each at the head of a different department, is subject to the merchandise manager. He is practically the head buyer. This man, together with the advertising manager, usually decides the broader questions in regard to advertising. Then, when it comes to the decision in regard to the particular department, the head of that department, the buyer, is called into conference.

Of course, the buyer is responsible for the business of his department. If too much money is spent on advertising, his department may show a loss. If the wrong thing is advertised the business will not come in and, therefore, the advertising expense will be too great, and the net profit too little. Therefore, the buyer has much to say about the advertising.

Theoretically, in regard to the advertising of any certain thing in a certain department, these three men decide. They are supposed to select the merchandise. But, as it really works out, the buyer usually selects the merchandise and it is merely O. K'd. by the other two.

Thus the management selects the goods to be advertised. The choice is sometimes based on competition—with an aim to meet something that has been advertised by some other store. Sometimes the goods are picked for advertisement on account of cut price—for instance, articles that have been bought under-price and so can be sold at less than usual price. Many times, however, the choice is simply based on seasonableness of goods.

These three considerations usually determine what shall be selected for advertisement. Timeliness is the greatest of these factors. The Christmas season, of course, would call forth certain goods to be advertised, regardless of whether they were practically under-priced or not. The summer season would call forth the advertisement of certain other seasonable goods. House-cleaning time would occasion the advertisement of furniture, and so on.

Outside of those seasonable considerations, there is that of cut price. This sometimes simply seeks to attract people to the store, to buy something in addition to the "leader" advertised. Or else, low price may be put on goods because of a particularly lucky low price in the original purchase of the goods by the store. Unfortunately, there is another consideration which often enters into retail advertising—and that is the amount of business done a year ago today.

The department manager always faces a bug-a-boo of previous records. Although conditions may not be ripe for him now to sell the same amount of goods that he did a year ago, yet he feels he is falling down if he does not equal or eclipse the former figures. That tempts him, sometimes, to use more advertising than he should—or to cut the price more than he ought to, in order to keep up to that empty record. That is why stores often offer real bargains on which they actually lose money—and the ad-watching public profits.

U. S. AUTO EXPERT HELD PRISONER IN GERMAN CAMP

Declares Passport Reputed and Denied Rights of a Neutral Citizen

[Associated Press by Fed. Wireless.] LONDON, Eng., July 19.—Charles Pray, an American, whose home is in Flint, Michigan, reached here yesterday after having been held a prisoner in a German detention camp at Mauenfeld from the beginning of the war until May 11, when he effected his escape.

Pray, despite the fact that he backed up his claim to American citizenship by exhibiting his passport, properly vised, and his birth certificate, was denounced as an Englishman and ordered to the concentration camp.

He has submitted to the American consul-general here an affidavit describing his experiences. In this he states that he was denied the right of appealing to the American consul at Mauenfeld and his attempts to have word taken to that official were frustrated.

Pray is an automobile expert and when this fact became known to his German jailers they ordered him to work in a repair shop, where military automobiles were being made ready for the field. He refused to do this work, whereupon he was set at manual labor and compelled to work.

He escaped from the prison camp in May and managed to work his way, from village to village, out of Germany and into a neutral country, where he obtained funds for his passage to England.

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