

We need no greater virtues to sustain good than evil fortune.—La Rochefoucauld.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, FRIDAY, SEPTEMBER 3, 1915.

SEVEN

WILSON WANTED EXPERT ADVICE ON DEFENSE PLANS

Secretaries Daniels and Garrison Are Said to Be Ready With Definite Program

WASHINGTON, D. C., September 3.—President Wilson yesterday made public letters he had sent to Secretary of War Daniels and Secretary of the Navy Garrison a month ago asking the formation of a program of national defense.

The letters advise the secretaries to consult the best experts obtainable and determine immediately their proposals to congress.

It was said following the president's announcement that the report of each officer practically has been completed and suggests a definite plan of defense upon which the best minds have advised.

In connection with the announcement John Hays Hammond, president of the National League of Republican Clubs, declared the people were behind Mr. Wilson in his plan for an adequate national defense, regardless of politics, and that it would be political suicide for any leaders of the Republican party to fail to cooperate with him.

Cherniavsky Trio Will Soon Make Appearance Here



Music lovers of the city are looking forward with unusual pleasure to the coming of the famous Cherniavsky trio—violinist, pianist and cellist—who will give four concerts here. The dates are September 20, 23, 25 and 27 and each appearance should see a large crowd at the Hawaiian Opera House.

Leo Jan and Michael Cherniavsky are three men of the finest talent and appeal to popular audiences as well as to musical virtuosos. They should make a distinct hit in Honolulu.

Sympathy and ensemble being the two most important factors in really great trio playing, it is easy to understand how the Cherniavskys are what they are today. Brought up side by side, taught that what belongs to one belongs to each of them, playing together not only trios but solos, accompanied by each other for the last 14 years, all these factors joined to their phenomenal native talent have combined to produce the finest of trio playing.

And this fact has been recognized in the wide world over—by the royal family of Russia (liberal patrons of the fine arts), who have called upon the Cherniavskys' musical talent on numerous occasions, the Czar himself granting them favors and privileges in recognition of their genius; and again (to

TEUTON OFFICIALS CRITICIZED FOR YIELDING TO U. S.

Internal Troubles Feared in Germany Over Reversal of Submarine Policy

LONDON, Eng., Sept. 3.—As American dispatch last night states that the Berlin officials here that serious internal troubles throughout Germany will follow the decision of the Kaiser and his principal advisers to relax the submarine campaign, upon the success of which the German people have been placing an exaggerated importance.

The action of von Bethmann-Hollweg and Foreign Minister von Jagow is known to be in conflict with the opinions of the naval chiefs, and the general public is inclined to side with von Tirpitz and sympathize with him in his voluntary retirement in protest.

London Press Urges Further Protest.

The London Telegraph says that the United States should protest further against the German contention that the commanders of its submarines should be permitted to distinguish between liners and merchantmen. That paper warns the United States that it will be sacrificing neutral rights forever if it agrees now to the announced terms of the German note and sets such a dangerous precedent.

The United States, the Telegraph points out, stands today as the most powerful of the neutral nations and in the position of spokesman for all the lesser neutrals.

It is reported here that von Tirpitz will resign at once, to be succeeded by Admiral von Pohl, at present commander of the Baltic fleet.

MEXICANS SLAY TWO AMERICANS ON TEXAS SOIL

U. S. Troops, in Running Fight, Kill One; Funeral Rites Over Orozco Body

BROWNSVILLE, Tex., Sept. 3.—A raiding band of Mexicans yesterday committed a double murder upon Texas soil and later engaged in a fight with half a company of United States infantrymen, sent out upon their trail. The Mexicans directed their raid against a pumping plant, manned by three Americans, Donaldson, Smith and Dodds. The three pumpmen made an effort to defend the plant, but it was rushed and captured.

Dodds made his escape and brought word of the raid to the soldiers, while Donaldson and Smith were taken prisoners by the Mexicans.

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The soldiers followed the raiders to Dry Lake, 12 miles north of Brownsville, where the dead bodies of the two Americans were found, flanked by bullets.

A short distance away the soldiers located the raiders, who had surrounded themselves in a dry canal. There were 15 Mexicans in the trenches and half a company of soldiers in the assaulting party.

The soldiers made a slow advance against the raiders, who fired a number of shots and then broke and ran, leaving one dead Mexican in the canal. The soldiers kept up a running fire for some time, the bodies finally retreating.

There were no casualties among the American infantrymen.

NO INDICTMENTS RETURNED FOR FRANK LINDBERG

MADEIRA, Portugal, September 3.—No line will be initiated for the lynching of Lee M. Frank.

The grand jury yesterday reported, declining the evidence it had obtained from its investigation into the case against the alleged kidnaper.

Thirty-five witnesses had been examined, including the chief of police and citizens from every walk of life. None offered any information which would disclose the identity of any one of the men who were taken into the main building of the state prison farm in Madeira, and named Frank, spirited him away and hanged him in the woods.

BRITISH EXCHANGE RALLIES TWO POINTS

NEW YORK, N. Y., Sept. 3.—After fluctuating to as low as 24.85, after falling at the opening of the exchange, the British pound was quoted at the close of the day yesterday at 24.92, the highest point it has touched for several days.

SOUTHERN PACIFIC CHARGES REBATING

NEW YORK, N. Y., September 3.—Charges were made before interstate commerce commissioners here yesterday that all American steamship lines using the Panama canal are discriminating among shippers. Counsel for the Southern Pacific Company made the

ALABAMANS WON'T GIVE WOMEN VOTES

MONTGOMERY, Ala., Sept. 3.—By a vote of 21 to 10, a bill providing for women's suffrage in the state was yesterday defeated.

Charges, they declared, traffic of old automobiles being sold at lower prices than the advertised rates.

LAMB, PONY AND PIG ARE AERIAL RAID CASUALTIES

LONDON.—"One lamb, one pony, one pig," make up the total of the losses to British farming stock caused by bombardment and aerial raids up to the present time, according to an official statement issued by the parliamentary commission appointed to investigate agricultural damage.

LABOR LEADERS CALL STRIKE AT REMINGTON CO.

PHILADELPHIA, Pa., September 3.—Eight hundred workers employed in the construction of the new plant being erected by the Remington Arms Company here went out on strike yesterday, joining the strikers in the old Remington works. The labor leaders say that the strike will stop all progress on the new building, a claim which the contractors deny. The latter say that a sufficient number of workmen remain on the job to handle it.

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."

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

CHAPTER LXXXVI. THE MAGAZINE AS A MEDIUM.

When considering what medium to use, you are apt to think of publications which are issued periodically, whether daily like the newspapers, or weekly, or monthly like the general magazines and the trade journals.

The magazines originally supported themselves on the subscriptions they got. Advertising was purely incidental. Today the magazine that tries to live on its subscription is apt to die. Almost always it costs more to get a subscription than the subscription brings in. Therefore, the advertising that the magazine carries today is the backbone of the profit of the publication. That is why the magazines have such powerful organizations to sell their space. These men who represent magazines are equipped to tell almost any advertising manager something about his business.

Although, in most cases, each magazine has its own selling force, that is seldom so in the newspaper field. As many as 20 different newspapers may all be represented by one organization. It is difficult for one corps of men to sell the advertising space for 20 or so newspapers. They cannot work as effectively for any one newspaper, as can the salesman for a magazine who can give all the arguments in favor of his magazine as well as in favor of magazine advertising in general.

The magazine is sold on the basis of the page as a unit, but, usually, you can buy as small as seven lines or half of an inch of one column. The cost is figured on the circulation. This figures out about three times as much as the same circulation per line in newspapers. If the

newspapers were figured on the basis of page and the magazines were figured on the basis of page, then perhaps the cost would be about the same per page per thousand of circulation in either medium. But take a magazine of 100,000 circulation, with a cost per page of about \$300. A newspaper page with 100,000 circulation might cost nearly that amount per page. But of course the newspaper page is several times as big as the magazine page. So when you figure on a per inch basis, the comparative cost is about one-third as great in the usual newspaper per thousand of circulation, as in the magazine.

One big claim in favor of the magazine is that the people when reading a magazine are at leisure. They are at ease. They have nothing to pull their attention away from your ad. Therefore, they can concentrate on the magazine, whether it be the reading matter or the advertisements.

That is true as far as the outside competition against your ad in the magazine is concerned. But, the inside competition against your ad is keen, for it comprises all the other attractions in the magazine. Thus, your ad there must face just as much competition as if it were in a newspaper or any other medium. For a person is apt to be more engrossed in a magazine article or story than in anything they read in the newspaper. Consequently you have a bigger job to pull the eye toward your ad away from some magazine feature that attracts.

If your ads in the magazine are scattered among the reading pages, they suffer the competition of adjacent reading matter. Yet, if they are placed together in a bunch at the back of the magazine, they compete against each other, but not to the degree that street car cards do, or outdoor signs, because magazine ads need not depend entirely on display. Some of them have the appeal of art. Others have the appeal of a jingle. Others rely on a cartoon. Still others whisper enticingly in terms of daintiness. Few force attention through sheer display.

The ads on the printed page can be more versatile than the limits of a street car card or a sign can permit. Consequently, the magazine ad has not so flat a competition. In other words, the eye could go all the way through a hundred magazine ads and not get tired because there would be that continuous variety. But, the eye on going over the street car cards would be met with a sameness of display, for either it would be one of color, or just plain eye-appeal through contrast or some other physical method.

The tendency today is away from the magazines and towards the newspapers. This is proved by the great loss in national magazine advertising, and the proportionate gain in newspaper advertising.

This is largely because the virtues which the magazine possesses (with the exception of the magazine's superiority in the printing art) are also virtues of the newspapers. This trend toward newspaper advertising is also due to the fact that newspapers are free from the negative faults which mar the magazine as a medium.

NATIONAL NAVAL RESERVE PLAN IS COMPREHENSIVE

WASHINGTON, D. C., Sept. 3.—An adequate national naval reserve is to be created by the secretary of the navy, according to an announcement by Franklin D. Roosevelt, assistant secretary who is acting in the place of Mr. Daniels during the latter's absence from the capital.

The plan contemplates mobilization of power boats, yachtsmen, and navy reserves, also in the training squadrons. Nautical training schools, lighthouse service and coast surveys are other features of the plan.

The personnel of the reserve should be 50,000, said the acting secretary in explaining the plan. "It should not consist merely of numbers, but of persons capable of specialized service."

YEGGEMEN IN BOULDER

BOULDER, Colo.—Tribesmen met upon the site and gradually wiped out the interior of the growing state of John W. Brady, at Seventh and Pearl streets. Through the night, the police believe the tribesmen made their escape through Boulder canyon.

AVIATOR FALLS 1000 FEET INTO BAY AT 'FRISCO

SAN FRANCISCO, Cal., Sept. 3.—Petroff, the Argentine aviator, fell a thousand feet into the bay yesterday afternoon while making a flight in the sight of hundreds of spectators, among whom was his wife. He was uninjured, but received a severe nervous shock.

GERMANY WOULD SUBMIT CASE TO HAGUE TRIBUNAL

WASHINGTON, D. C., September 3.—According to well authenticated reports, the instructions sent to Ambassador von Bernstorff by the German foreign office are to offer to submit to The Hague tribunal the question of Germany's liability for the deaths of Americans occasioned by the submarine attacks upon the British liners Lusitania and Arabic.

John E. Guncle, founder of the National Newsboys' association, died at Toledo, Ohio. He was 69 years old.

Renall Orderlies

Sick headaches, bronchitis, piles and last breath are usually caused by indigestible bowels. Get a box of Renall Orderlies. They act gently and effectively. Sold only by us at Benson, Smith & Co., Ltd.

Masonic Temple Weekly Calendar

- MONDAY—Oceanic Lodge, No. 3711, 7:30 p. m.
- TUESDAY—
- WEDNESDAY—Hawaitan Lodge, No. 21, Special, Third Degree; 7:30 p. m.
- THURSDAY—
- FRIDAY—
- SATURDAY—Aloha Temple, A. A. O. N. M. S.; Stated; 7:30 p. m.

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 MUSTAGE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, S. E. P. O. E. U.

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