

Honolulu Star-Bulletin

HONOLULU STAR-BULLETIN, TUESDAY, NOVEMBER 16, 1915.

I am a firm believer in preparedness, but I am unable to perceive the necessity of rushing headlong into extraordinary expenditures.—Senator Cummins.

DYNAMITER FAY WILL BE CHARGED UNDER TRUST LAW

Department Officials Say the Sherman Act Covers Alleged Irregularities

[Associated Press by Federal Wireless] WASHINGTON, D. C., Nov. 15.—Lieut. Robert Fay, who has confessed that he is a German army officer, connected with German secret service and delegated to work in the United States to prevent the shipment of munitions of war to the Allies...

The department believes that the act covers the irregularities with which these Germans are charged, basing the belief on the theory that a conspiracy to interfere with the manufacture and export of munitions is a conspiracy in restraint of interstate and foreign commerce.

TWO WEDDINGS IN FORTNIGHT FOR WILCOTT

Robert C. Wilcott, who figured as a witness in the territorial grand jury's investigation of the city jail scandal, and Mrs. Wilcott, who was Mrs. Rebecca Crawford, now believe that they are truly and legally married, and Rev. Rein K. Kamalopoli is of the same opinion. On October 27 Wilcott and Mrs. Crawford decided to get married, and taking F. W. Gough and Hans F. Biedel as witnesses, they hastened to the Rev. Kamalopoli, who proceeded, as he thought, to unite the couple.

WARDELL SUGGESTS PROBE OF COURSE OF PACIFIC MAIL

Justus S. Wardell, surveyor of customs at San Francisco, and somewhat well-known here, has broken into print again by recommending to Secretary William C. Redfish of the department of commerce a congressional investigation of the course of the Pacific Mail Steamship Company's fleet, because the Seaman's Act, he declares, was not responsible for the sale of the big liners.

Wardell was in Honolulu a few months ago as a witness in an opium smuggling case, and created a sensation one day by calling Farny Corna, a well-known Honolulu Chinese, many objectionable epithets. Mr. Corna replied by bringing suits for \$5000 damages. The action is still pending.

BRITISH SHIP ON FIRE ABANDONED BY CREW

LONDON, Eng., Nov. 15.—Reports to Lloyd's from St. Helena announce that the British steamship Indian Monarch of 2800 tons, which sailed from New York on October 3 for Auckland, being one of the ships turned to a new route by the allies in the Panama canal, was abandoned by the crew on November 9, when 420 miles south of St. Helena. The ship was afire and efforts to check the flames proved useless.

NEW YORK'S MAYOR IS UNDER SURGEON'S KNIFE

NEW YORK, N. Y., Nov. 15.—Mayor Mitchell was operated on yesterday morning for appendicitis. Reports from his physicians last night state that he is doing well.

ORDERS OF THE HAWAIIAN DEPT.

Special Order 252, War Department, Oct. 29.

Leave of absence for two months to take effect upon his relief from treatment at the Walter Reed General Hospital, Washington, D. C., is granted 1st Lieut. Leo J. Ahern, 6th Field Artillery. Lieut. Ahern will sail for Hawaii on or about January 5, 1916.

Special Order 258, War Department, October 30.

When the services of Sgt. Andrew C. Calhoun, Quartermaster Corps, are no longer required at Galveston, Texas, he will be sent to Fort McDowell, Cal., to report to the commanding officer, who will send him on the first available transport to Schofield Barracks, Hawaii, for duty as a chauffeur.

YUAN CONSIDERS MARTIAL LAW IN CHINA'S CAPITAL

(Special Cable to Nippon Jiji) TOKIO, Nov. 15.—According to authentic reports from Peking it has been announced that revolutionary leaders are now entering Peking in disguise.

People close to the situation state that an outbreak is due in the Chinese capital soon, and the Yuan Shih-Kai government is now taking steps to locate the revolutionists. In case outbreaks occur throughout the city it has been decided by the Yuan government to declare martial law in Peking. News from Peking states that Yuan Shih-Kai has decided to become emperor some time before April 1 of next year. The friends of the monarchy have decided that the time is not yet ripe for the change, but according to official reports Yuan has decided to make all arrangements for the change in government.

E. Heki, minister to China, who has been in attendance at the coronation ceremonies in Kioto, has returned to Peking. It was announced at the time of his departure that the Chinese government has decided to wait for some before changing the government to a monarchy.

MULTITUDES FLOCK TO TOKIO TO CELEBRATE

(Special Cable to Hawaii Shimpo.) TOKIO, Nov. 15.—This city is now the center of a great crowd celebrating the coronation ceremonies. From cities close to Tokio several hundred thousand people have come here to join in the festivities. As Kioto is 400 miles away, the populace who could not afford the trip to the ancient capital have gathered here for the celebration.

Every home and public building in this city has been decorated with flags and flowers and the streets seem like tunnels, as the decorations extend from one side of the street to another. Mikiya and Ueno parks are the scenes of vast gatherings of visitors who are celebrating the great event of the year.

SIX SCORE MEN OF WAR AT JAPAN'S BIG REVIEW

(Special Cable to Hawaii Shimpo) TOKIO, Nov. 15.—It has been announced that the grand naval review which will take place on December 4 in Tokio bay will be the greatest review in the history of Japan. There will be 128 men-of-war in the bay and the total tonnage of all the fighting ships will amount to 800,000. The emperor will be on board the cruiser Ikoma, which has a tonnage of 13,750.

VILLA HEADING FOR HERMOSILLO; CALLES IN CHASE

Carranzistas Attempting to Reach Garrison Before Rebels Can Force Fight

[Associated Press by Federal Wireless] DOUGLAS, Ariz., Nov. 15.—The important city of Hermosillo, the capital of the state of Sonora, is now the objective of the main Villista army and two Carranza expeditions. General Dieques, at the head of the Carranza garrison of Hermosillo, is entrenched there with 800 men and 24 cannons, while an army of 6000 reinforcements is making forced marches in an effort to reach the capital before Villa with his army can storm and capture it.

Villa is reported to have a force of 11,000 men available for the Hermosillo campaign. General Calles, with an army of 7000 with 20 field pieces, is hurrying behind Villa, in an effort to bring about a rear action which will delay the march upon Hermosillo until the reinforcements can reach there.

SAN FRANCISCO IS GETTING CORNER ON BIG TRADE IN COPRA

Copra shipments passing through Honolulu in the last few months, or coming here from Fanning Island for reshipment to the mainland, have become more numerous, and according to the Coast Seaman's Journal, indicate that San Francisco is becoming the clearing house for the copra of the South Seas. "Hardly a week passes," says the Journal, "that one or more windjammers loaded to capacity with copra do not make port. Before the war commenced, the big market for copra was in France, especially Marseilles, where the oil was extracted and used in large quantities in the manufacture of perfumes and fine soaps.

With the cutting off of the European demand, however, the growers of coconuts in the South Seas had to turn in another direction to sell their copra, and San Francisco seemed the logical port. At the present time several schooners are bound to the islands to load full cargoes or are bound from the various island ports to San Francisco loaded to capacity with the dried fruit of the coconut groves.

William Sells was killed and two others seriously injured when their automobile overturned near Albany, N. Y. Two steel cargo steamships will be constructed for the Bull Inland Steamship Co. by the Maryland Steel Co.

IN WAR ARENA

RUSSIANS PRESS HINDENBERG FOR POSSESSION OF RAILROAD

LONDON, England, Nov. 14.—The offensive of Gen. Brusilov against the army of von Hindenberg along the Drina front is continuing, the Russian objective being to regain possession of the Windau-Mitau railroad. The Russians have driven the Germans back in a number of places to within a few miles of this line, the possession of which by the Slavs will compel a further withdrawal of von Hindenberg along his whole front.

TEUTON OFFENSIVE IN WEST THROWN BACK

PARIS, France, Nov. 15.—German attempts to regain a part of their positions lost in the big offensive of the French in September were yesterday repulsed, the German loss being several thousands in killed, wounded and prisoners. The Teutons launched attacks on both the west and the south fronts, directed against the Tambre Butte, in the Champagne, and the labyrinth in the Artois district, south of Vimy. The attacks broke down and the enemy fell back, losing heavily both in the advance and his retreat.

KITCHENER DENOUNCED AS INCOMPETENT

LONDON, England, Nov. 15.—Field Marshal Lord Kitchener, the secretary of state for war, who arrived yesterday at Mudros, on the island of Lemnos, in the Aegean, was vigorously denounced as an incompetent and as an autocrat in a speech made in the house of commons by Sir Arthur Markham, member for the Mansfield division of Nottingham. "So long as Lord Kitchener, who will accept advice from no one, remains at the head of the war office, just that long Great Britain will continue to lose," declared Sir Arthur, who denounced the war lost for the failure of the Allies at Antwerp and for the failure of the expedition at the Dardanelles to gain its objective at Constantinople.

Lord Kitchener, he said, has been responsible for the withholding of the news of the war from the public, the attitude of the head of the war office being to treat all opinions as "derisives."

LOMBARDY CITY RAIDED BY AUSTRIAN AIRSHIPS

ROME, Italy, Nov. 15.—An official announcement, last night reported another Austrian aerial raid, the city of Brescia, in Lombardy, having been attacked by two aeroplanes. The amount of material destroyed by the bombs was slight, but seven of the citizens were killed and ten others wounded.

BERLIN HEARS FRENCH EXPEDITION ABANDONED

BERLIN, Germany, Nov. 15.—According to reports published by the Frankfurter Zeitung, the French war ministry has abandoned the idea of

BARON KATO MAY SUCCEED OKUMA IN PREMIERSHIP

Aged Statesman Has Dropped Hints of Retirement After Coronation

(Special Cable to Nippon Jiji) TOKIO, Japan, Nov. 15.—It is expected here that Marquis Okuma, aged premier of Japan, will resign his post at the conclusion of the coronation of the emperor Yoshihito, and that he will use his influence to make Baron Kato, former foreign minister, his successor as premier. Baron Kato resigned recently as foreign minister. He and Marquis Okuma are members of the Doshikai party, the dominant one of the empire now. At a dinner held in Tokio last week Count Okuma hinted at his intention to resign, although no formal statement was made then, nor has one been made since.

sending a force to Serbia by way of Albania and has ordered the expedition already landed at Santi Quaranti on the Albania coast to reembarc. The march, according to the Zeitung, was to march the troops into Serbian Macedonia by way of Monastir, but it was found that the route decided upon was impossible.

SLAY GUNNERS BRING DOWN ZEPPELIN

CHALONS, France, Nov. 14.—German planes lost eighteenth Zepppelin on Sunday, according to word that has been forwarded here from the Hague, the Russians being credited with the destruction of the great air craft. The Zepppelin, which was scouting over the Russian lines south of the Drina, was hit by a shell from an anti-aircraft gun and set on fire.

The dirigible, blazing, retreated south, landing behind the German lines north of Grodno. The crew was rescued but the Zepppelin itself was destroyed by the flames.

BRITISH LOSSES HEAVY IN GALLIOLI CAMPAIGN

LONDON, England, Nov. 15.—Harold John Tassan, parliamentary under secretary for war, in response to a question, yesterday informed the house of commons that the present tally loss of the British from the first of May to the end of October was 795 men. Of the total casualties 50,000 were sick and under treatment, of whom 30 per cent would be able to rejoin their commands.

Officials of the street car company in Atlantic City threatened to cease business unless some way was discovered to drive out itchy buses.

MANY ADVANCE MEETINGS FOR REVIVAL WORK

Plans to bring John E. Brown and C. P. Curry, the noted evangelists, to Honolulu for a campaign have been completed by the campaign committee. The evangelists will arrive in Honolulu on November 20 and remain here until December 15, during which time they will hold meetings each evening, and mass meetings for men on Sundays.

Extensive publicity will be given the campaign. William Waterhouse of Pasadena, Cal., who is advance agent for the campaign, now is in Honolulu and is planning to organize a chorus of 100 singers. Prior to the coming of the evangelists, cottage prayer meetings will be held in 10 districts in Honolulu, with two meetings each week in each district. The sermon and address end of the campaign will be handled by Mr. Brown, who is said to be a forceful speaker and a man who has toured the mainland in evangelistic work. The chorus work will be in charge of Mr. Curry. Mr. Brown is president of the International Federation of Christian Workers.

The Central Union, Methodist and Christian churches and the Young People's League will contribute singers toward the campaign chorus. The executive committee is composed of W. A. Bowen, chairman, Rev. A. A. Eberole, A. E. Larimer of the Y. M. C. A. and Miss Carolyn B. Chandler of the Y. W. C. A.

Fort Shafter Notes

(Special Star-Bulletin Correspondence) FORT SHAFTER, Nov. 15.—The transport Thomas brought a number of officers and enlisted men for this post. Some of the officers have been ordered to the 3d regiment for their tour of foreign service and others are returning from leaves spent on the mainland. Of the latter three returned with brides. Lieut. Clyde R. Abraham and Mrs. Abraham, Lieut. and Mrs. Thomas J. Cain, and Lieut. and Mrs. George M. Halcomb are those who have just returned. Lieut. Robert A. Love returned from a leave of absence spent in California, and Dr. James D. Higgins was a passenger on the Thomas, having spent the past two months traveling through the East. 3d Lieut. Alfred L. Rockwood, who was recently transferred to the 3d from the 12th Infantry, was one of the new arrivals at Shafter, as well as Lieut. Reinke, who has been assigned to the battalion of engineers stationed at Shafter. There were 59 enlisted men for the 3d Infantry on the Thomas, and one each for the engineer and quartermaster corps.

The following named enlisted men, unassigned, who arrived on the Thomas for the 3d Infantry, bring the strength of the regiment up to 1793, and they are assigned to companies as follows:

- To Company A, 3d Infantry—Privts. Andrew Bodnar, Charles W. Henderson, Charles Menger. Company B—Privts. John F. Hammonds. Company C—Privts. Joseph L. Hogwood, Joseph Carlin, James H. Warnock, Charles S. Urban, Raymond A. Peake, Louis J. Schwartz, Morris B. Moody, James J. Radcliff. Company D—Privts. Ben F. Howard, James L. Vincent, Vern A. Morris, Felix G. Fernaldes, Elworth A. Watson, Leo J. Shehan, Henry F. Speis. Company E—Privts. Stanley P. Potrzebowski, Joseph M. Shelman, Edward Mondak, George O. Higgins, Gus Crisp. Company F—Privts. Wright B. Day, Gottfried A. Jaszewicz, Frank Welsh. Company G—Privts. Ralph Kinsey, George W. Fenrick, George E. Woods, Herbert Wilson, Jas. A. Murphy, Harry L. Warden, Henry L. Woolguth. Company H—Privts. Joseph K. Smith, William E. Ross, Geo. A. Garbooske, Roy O'Neill, John Lebana. Company I—Privts. Willie C. Alfrey, Michael Lachmanch, Walter Camp. Company K—Privts. Harold Woods, Roma G. Cable, Jesse Woods, John P. Amama. Company L—Privts. Guy R. Sanborn, James W. Shields, Edward Looney, Herberer, Carl M. Apperson. Company M—Privts. Eugene Byer, William H. Heley, Donald McArthur.

1st Lieut. John B. Richardson, Battalion Adjutant, 3d Infantry, has been relieved as exchange officer, and 1st Lieut. Clyde R. Abraham, battalion adjutant, 3d Infantry, has been detailed in his stead. Lieut. Richardson has been detailed as assistant to the prison officer.

A board of officers has been appointed to meet to investigate the circumstances attending the damage to private property of 1st Lieut. Henry C. K. Muhlenberg, 3d Infantry, and make recommendations as to compensation for the same.

1st Lieut. Paul S. Reinecke, Corps of Engineers, who arrived in the transport Thomas from San Francisco Friday, has been assigned to duty with Company I, 3d Battalion Engineers, Fort Shafter.

Upon the recommendation of the commanding officer, Company L, 3d Infantry, the following appointment is made in that organization: 1st Cpl. George Kester to be corporal, vice Fischer, transferred.

Pvt. Roy V. Smoot, Company H, 2d

MILLION MEMBERS HOPE OF WOMEN OF NAVY LEAGUE

Auxiliary Plans Campaign to Boost "Preparedness" Program

[Associated Press by Federal Wireless] WASHINGTON, D. C., Nov. 15.—The Women's Section of the Navy League, at its first meeting yesterday, unanimously passed a resolution authorizing a membership campaign to increase the number of members to one million by January 1, in order that at least that many women of the nation should stand back of the congressional campaign for the preparedness of the nation for adequate defense. Every state in the Union was represented at the meeting, while there were also delegates present from Hawaii and Panama.

Assistant Secretary of the Navy Roosevelt, who was present as one of the speakers, advised the women to persuade as many men as they knew who have joined no service and lack a proper knowledge of military and naval matters to show their readiness to help defend the country from invasion by enrolling themselves in the naval reserves and secure some training.

ARMY NOTES

Sgt. Olaf G. Neal, 75th Company, Coast Artillery Corps, Fort Kamohameha, Hawaii, is detailed to pursue the next radio course at the Coast Artillery School, and will be sent to Fort Monroe, Virginia, to report to the commanding officer, Coast Defense of the Chesapeake Bay, January 1, 1916.

The following enlisted men of the Coast Artillery Corps are detailed to pursue the next artillery course at the Coast Artillery School, and will be sent to Fort Monroe, Va., where they will report to the commanding officer, Defenses of the Chesapeake Bay, January 1, 1916: Pvt. James H. Roberts, 15th Company, Fort Ruger, Hawaii; Pvt. Theodore Pals, 5th Company, Fort De Russy, Hawaii.

Infantry has been detailed on special duty as assistant to the prison officer, and ordered to report to Captain William Reese Scott, 2d Infantry, for duty.

Pvt. Clyde C. Dillon, Company M, 3d Infantry, has been detailed on special duty as tinner in the quartermaster corps.

Sgt. Caner Lewis, Company L, 3d Infantry, has been transferred as a sergeant to Company M, 3d Infantry.

1st Lieut. Frederick F. Black, Signal Corps, has been relieved from duty with Field Company E, Signal Corps.

2d Lieut. Alfred L. Rockwood, unassigned, 3d Infantry, has been assigned to Company M, 3d Infantry.

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Home Course in Advertising. Take Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo T.M.C. High School IN 90 CHAPTERS. A CHAPTER A DAY. 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 III. WHAT DOES A TRADEMARK ACCOMPLISH? Particularly in publicity, the keystone of any campaign is the trademark. This may be a coined name like "Uneda," or it may be an existing name like "Ford," whose distinctive design is well-known to the readers of 6000 newspapers. Especially in the national publicity of a manufacturer, a trademark is indispensable, for the reason that the value of such advertising is not the sum of the separate values of each ad. There is a bigger value which piles up with continuity. This is called "cumulative" value. It increases geometrically with repetition. The arguments upon arguments which the advertiser builds up in favor of his goods will fall short of their full efficiency unless they be made to mean a particular brand of the kind of goods that are being described. What good would it do the Fels Naptha soap people simply to advertise the virtues of a Naptha soap in so many newspapers so often? They have got to advertise "Fels" Naptha soap. There must be a peg on which to hang the garment of superiority which advertising weaves in favor of the particular article. In case of Fels Naptha soap, it is the combination name presented in a way that almost any newspaper reader can picture in his mind's eye.

in the case of a cleaning powder, it is "Dutch Cleanser," (if the advertiser be Cudahy & Co.) or it is "Gold Dust" if the advertiser be Fairbanks Company. Trademarks like these sometimes become parts of our vocabulary. Who would think Kodak was a coined name owned by the Eastman Company? When such trademarks do become by-words they are worth fabulous sums. For instance, it is said that if Coca Cola were to be offered for sale today that name of eight letters would bring over \$4,000,000—over half a million a letter. Think how much a by-word "Shredded Wheat" has been made through newspaper advertising, backed by magazine publicity, and you will see how anyone who starts off on national advertising without a trademark which is distinctive, descriptive, easy to say, easy to remember and of pleasant suggestion, is very apt to fall short of maximum efficiency in his advertising. "Wrigley," which you see in your newspaper almost every day in connection with chewing gum, is worth almost as many millions as there are letters in the name—at least so the Federal courts have decided. The trademark that is all these things and is also a coined word is best because it is least apt to be stolen. Trademark registration merely establishes a prior right in ownership of the trademark, but this right is always open to question. Moreover, a descriptive or personal name cannot be registered except as to its special design or some other exclusive peculiarity. It follows, then, that continuity is a prime essential of advertising. It is like rolling a barrel up a hill. If you quit now and then and let the barrel fall back to the bottom, you will make no progress. No matter how many hours you might spend in total on the task of pushing that barrel up the hill, if you did not keep at it you would ultimately be just where you started. So it is with publicity. You may advertise like wildfire day in and day out for a month, then if you drop it for a year you will have to begin all over again, for, in the meantime, the public will have forgotten. As a result, your article will be virtually as unknown as if you had never made that initial advertising expenditure. Another inevitable A-B-C of advertising is the necessity to have on hand that which you advertise. If you are a manufacturer and advertise your goods in a national way, you must make sure that if Mrs. Jones of Jonesville goes to the corner store and asks for that which—through your newspaper advertising, for instance—you have made her want, she will find it on sale. Otherwise, she will take something "just as good" and your effort will have come to naught. Likewise, if you are a retail dealer and you advertise in your newspaper that you have kitchen chairs for 34 cents, you must make sure that you have those kitchen chairs on hand when the people come in for them the next day. Tomorrow's chapter will be: "Who Should Learn About Advertising?"

Masonic Temple Weekly Calendar. MONDAY—Leah Chapter No. 2, O. E. S.; Stated; 7:30 p. m. TUESDAY—Honolulu Lodge No. 498; Special, Second Degree; 7:30 p. m. WEDNESDAY—Hawaiian Lodge No. 31; Special, Third Degree; 7:30 p. m. THURSDAY—Honolulu Commandery Red Cross; 7:30 p. m. FRIDAY—Oceanic Lodge No. 371; Special, Second Degree; 7:30 p. m. SATURDAY—Harmony Chapter No. 4, O. E. S.; Stated; 7:30 p. m. SCHOFIELD LODGE WEDNESDAY—SATURDAY—HERMANN BOEHNE Versammlungen in K. of P. Hall, Montag, October 4 und 15. Montag, November 1 und 15. Montag, December 6 und 13. W. WOLTERS, Friseur, C. BOLTE, Sekretär. HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX. Will meet at their home, corner Seravanti and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACH, Jr., Leader. FRANK MURRAY, Secretary. HONOLULU LODGE, 416 K. P. O. E. meets in their hall, on King St., near Fort, every Friday evening. Meetings without any special notice are not held.