

Politics is the science of citizenship. Citizenship is sharing in a commonwealth. Only in a democracy has citizenship real meaning.—David Starr Jordan.

# Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, THURSDAY, NOVEMBER 18, 1915.

NINE

## MUSIC OF EAST AND WEST HEARD AT BIG BANQUET

### Entertainment Marks Closing of Coronation Ceremonials in Ancient Capital

KIOTO, Nov. 17.—While the first coronation feast was purely Japanese in entertainment and the second purely modern, the third and last banquet, which was held tonight, was an intentional mingling of the East and the West.

After the ancient Japanese music adopted from old Chinese airs, came the modern music of the West. Two kinds of ancient music, respectively known as "Banzairaku" and "Tahetraku" were played by the court musicians as accompaniment of a dance bearing the same name, performed by the courtiers. The musical instruments used consisted of three drums, three harps and three flutes, all of different description and various other instruments of Chinese origin. Both "Banzairaku" and "Tahetraku" are themes of the dances accompanied by music, which are performed only at the court ceremonies on happy and important occasions, such as the coronation ceremony, imperial birthday or imperial New Year party.

The modern Occidental music was played by a grand orchestra of artists of the body guard band and the Toyama military school band. The airs were composed for the occasion and will be handed down to the coming generation for use on occasions of similar court festivities.

The guests of the evening were the same as at the preceding banquet, and included the American Ambassador and Mrs. George W. Guthrie. The Emperor, Crown Prince and Imperial princess and princesses all participated. Beautiful autumn flowers were used for decoration, among them an abundance of gorgeous chrysanthemums of variegated hues and tints. The serious and merry tunes of the ancient and modern music enlivened the occasion. The entertainment marked the closing of the coronation ceremonies in Kioto.

## Schofield Notes

(Special Star-Bulletin Correspondence)

SCHOFIELD BARRACKS, Nov. 17.—Plans are being made to have a big "country" dance at the 25th Infantry hall about the end of this month for the benefit of the Army Relief Society. Mrs. John P. Wilson is at the head of the preparations, and is being assisted by Mrs. L. W. V. Keston, Mrs. Daniel L. Howell, Mrs. William W. Forsythe, Mrs. John O'Shea and other ladies of the garrison. The proceeds to be derived from the dance, to which an admission of \$1 will be charged, and from the various booths, where ice cream cones, pumpkin pies, doughnuts and other nice things to eat will be sold, will be forwarded to the Army Relief Society as part of the year's contribution from the four regiments at Schofield. The entire garrison, from colonels to lieutenants, with many guests from town and from the other army posts, will be on hand in country regalia to enjoy what is expected to be a most informal and enjoyable occasion, when a colonel dressed as a rube will at best rank about as high as a country school teacher. Though the date has not yet been definitely set, the dance will probably take place on Tuesday, November 30. This will be the first post dance that has been held at Schofield in some months.

The garrison has been much alarmed over a number of typhoid fever cases which have broken out at Castlepoint, principally among the Japanese servants, one of whom died. Only one case has been found so far among the troops. John Fair, son of Capt. John S. Fair, constructing quartermaster at Schofield, just convalescing from an operation for appendicitis, has also been taken with typhoid fever.

Arrangements have been completed for divine services in the post chapel for Thanksgiving Day. High mass will be celebrated at 10 a. m. The Rev. Chaplain Lenehan of the 4th Cavalry will deliver a sermon appropriate to the occasion. Father Valentin's male choir will render special music. Chaplain Fealy of the 1st Field Artillery will sing mass.

Sgt. Harvey M. Snyder, one of the best known and most popular non-commissioned officers in the service, has transferred to the 1st Field Artillery from the 3d Field Artillery, and has joined the regiment from Fort Sam Houston, Texas.

MaJ. Arthur S. Cookin, general staff, Capt. P. D. Mettler, ordnance department, and 1st Lieut. Russell Maxwell, ordnance department, were visitors at Schofield yesterday to witness the firing of the 4.7-inch guns.

Lieut. Howell M. Estes, who recently joined the 4th Cavalry, has been assigned to K Troop and attached to the machine gun troop for duty.

**RAY MURINE EYE REMEDY**  
For Red, Watery, Itchy Eyes and GRANULATED EYELIDS  
Cures Strain, Smart, Swollen Eyelids

## GETTING READY TO TAKE ANNUAL RUSSIAN RIDES

Some time before now and the first of January officers of mounted commands must take the annual Russian ride test, and it is understood that already the officers of the 4th Cavalry and 1st Field Artillery are getting ready for the hurdlings.

In the mounted branches the Russian ride test is fixed instead of the longer test ride for officers of other branches, and every officer of cavalry or field artillery from the second lieutenants upward must undergo the test, whereas in the other branches the test ride is only for officers above the rank of major.

The Russian ride is a swift run of about three miles with six or more hurdles to get over, and the officer must make it in nine or 10 minutes. It is strenuous work, comparable to stoopchasing or fox hunting, and an officer must keep on familiar terms with his saddle in order to ride the distance in the time set.

Other branches than the cavalry and field artillery take their test rides at a specified time while each command of the mounted branches fixes its own time for the Russian ride.

On the mainland the test ride consists of riding 90 miles in three days, or 30 miles a day, without any physical injury, while on the Hawaiian islands and in the Philippines the distance is reduced to 20 miles a day, on account of the tropical climate and the rougher traveling.

## U. S. MANUFACTURERS SHY AT FRENCH ORDER FOR HAND GRENADES

[Associated Press by Federal Wireles] PITTSBURGH, Pa., Nov. 18.—Officials of the French government are endeavoring to place an order with local steel men for \$9,000,000 unfilled hand grenades. The manufacturers are unwilling to experiment in the manufacture of these trench missiles at their own expense, but express a willingness to handle the order on specifications.

## MERGER OF WHITE CO. DENIED BY OFFICIAL

[Associated Press by Federal Wireles] CLEVELAND, O., Nov. 18.—The reported deal, whereby the firm of Morgan & Co., the fiscal agents of the plant and business of the White Automobile Company, is declared to be a ridiculous announcement by the president of the White company.

## Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo M.C.A. 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 VII. HOW TO ADVERTISE SOMETHING "HALF-KNOWN AND HALF-WANTED."

Baseball stock goes into the pigeon-hole of the "Unknown-Untreated." So does Beaver Board, Santogen, Encyclopedia Britannica and many others, for such must not only make known their names, but also must establish the identity of the species to which they belong. They must prove whether they be fish, fowl or beast, and then must prove why the possible purchaser ought to have something of that species. Finally, they must prove why the public should prefer their particular brand above all other possible brands of the same type—that is, unless they monopolize their field.

Now we come to a class that does not need such extensive, nor intensive, pioneer work. Let us call this class the "Half-Known, Half-Wanted." For example, let us take a new automatic telephone. This is operated without operators. You turn a dial and get your number yourself. You have no one to swear at. You can be morally certain whether the party sought is really busy or not. It is different in many ways—after all, it is a telephone, and in that fact is of familiar familiarity. As to its demand—well, it's kind of "half-wanted."

"You see, I subscribe to a manual phone system now, and

## LAKEVIEW NO. 2 OIL STOCK PAYS DIVIDEND AGAIN

Stockholders of Lakeview No. 2 Oil Company received their third dividend in the Larline's mail. Like the first two it was 2 cents a share, being equal to 6 per cent on the par value, or 12 per cent on the price at which treasury stock had been offered up to the first dividend, for this, the first year in which dividends have been paid.

It is seven or eight years since the stock was brought to this territory, and at many stages in the history of the company failure seemed certain. Two assessments were levied but in one case a stock bonus rewarded those who paid the levy. At present the company has large areas of proved oil territory for long terms, also selling contracts with both the Standard and Union, and the prospects appear favorable for a steady run of dividends.

## NEW "NIGHTIES" CAUSE DELIGHT AMONG MANY POOR TOTS OF CITY

Theodore Newell, the man who sent three dozen children's nightgowns to the Associated Charities in response to a request for clothing for poor children from that organization, says he gets as much good out of the gift as the children do.

"I like to do these little things for the kiddies," says Newell, "for it blesses both them and me. I shouldn't be surprised if there are other strangers within the gates of Honolulu who would be more than glad to do these things if they only thought of it."

Newell's unique gift of three dozen nightgowns brought the written thanks of the acting secretary and manager of the Associated Charities, who wrote:

"To realize how much your gift is appreciated you would have to see the kiddies to whom your garments are going, for words cannot express the comfort and joy that they will give to the little people. They seldom get things first hand and are joyous over getting old clothes and broken toys, so you can imagine something of the ecstasy that will be expressed on their little faces to be recipients of new garments which are their really own."

Mr. Newell is staying at the Young hotel. He read the notice from the Associated Charities asking for old clothes for the city's poor in the Star-Bulletin one afternoon, and early the next morning he had the 36 new nightgowns sent to the charity organization's office.

## IN WAR ARENA

LONDON SAYS HOSPITAL SHIP WAS TORPEDOED BY SUBMARINE. LONDON, Eng., Nov. 18.—The British hospital ship *Anglia*, sailing under the Red Cross with wounded, was attacked and sunk by a German submarine in the Channel yesterday, 85 out of her complement of 385—crew, wounded passengers, surgeons and nurses—being either killed by the force of the explosion or drowned.

The 300 survivors, who managed to reach the small boats, have been picked up and brought to port. That the attack was made by a submarine, deliberately, was shown when the British collier *Lustania*, which went to the aid of the *Anglia* and which was standing by to assist in rescuing the wounded passengers, was likewise attacked by the submarine and sunk by a torpedo. Her crew was rescued without loss.

The British steamer *Trenegous* is also reported to have been torpedoed and sunk. There are no reports as to the fate of her crew.

## RUSSIANS DRIVING ENEMY FROM DVINK POSITIONS.

PETROGRAD, Russia, Nov. 18.—Another attempt of the Germans to force the crossing of the Dvina was made yesterday south of Dvinsk, the Tatars having brought up a fleet of pontoons which they launched in their expected surprise. The Russian scouts had reported the expected attempt and Russian artillery had been posted to command the river. When the pontoons had reached the center of the stream the shells destroyed them, drowning all the occupants. The artillery then cleared the west bank of the Germans.

West of Dvinsk the Russians stormed a long stretch of the German trenches, driving the occupants back and occupying the positions.

The council of ministers yesterday issued an order suspending the operations of the remaining industrial and commercial enterprises being carried in Russia and belonging to subjects of the enemy countries. The order affects 1000 concerns and 30,000 persons.

## ZEPPELIN BOMBARDS TEUTON TRENCHES; MANY KILLED.

PETROGRAD, Russia, Nov. 18.—Through a mistake on the part of the commander of a Zeppelin on Monday night, many German soldiers were killed and a portion of their trenches blown to pieces.

The Zeppelin was operating over the region south of Romet, scouting and searching for an opportunity to bombard some of the Russian positions. When she flew over the German trenches the remaining material and commercial enterprises being carried in Russia and belonging to subjects of the enemy countries. The order affects 1000 concerns and 30,000 persons.

The explosions were terrific and, as

to put in the automatic phone also, would require the spending of more money than I really have to—and in a way might be an unjustifiable duplication." Something like that is the average attitude at first. Thus, you would find that this product, on analysis, would gravitate under the head of the "Half-Known" and "Half-Wanted." It would be but semi-familiar and only passively desired, both as to the specific thing itself, and also as to the class of goods of which it is a part. To win the prospect's attention, therefore, your appeal should be to prove it a necessity. You must explain a great deal. You might, for instance, tell how it works. You might show why it works better than other things which it resembles, and against which it competes. Only thus can you create desire. To start the prospect's action, you could prove the profitability of your article. You have got to make him feel he'd better have it after all.

## GENERAL ANALYSIS OF PRODUCT AND PROSPECT

(Non-advertisable articles, and those advertisable only on price not included)

Class of Product	If the Article itself be "Unknown and Wanted"	If the Article be "Half-Known and Half-Wanted"	If it be Needed, but is "Unknown as to Brand"
<b>HOW TO SECURE PROSPECTS</b>	CLASS A	CLASS B	CLASS C
(1) Attention	Suggest Novelty	Show Necessity	Emphasize Name
(2) Desire	Describe Virtues	Explain Details	Repeat Suggestion
(3) Action	Offer Further Information	Prove Its Profitability	Secure a Trial Use First
<b>HOW TO APPEAL TO PROSPECT'S SUSCEPTIBILITIES</b>	CLASS A	CLASS B	CLASS C
(1) Business	Show How to Make Money	Show How to Save Money	Show it Costs No More
(2) Pleasure	Invite to Be One of "Free"	Suggest Folly of Self-denial	Intimate That "It's Fun to Try It"
(3) Weakness	Give it Flavor of "New Toy"	Argue They'll "Get it Eventually"	Inquire "Why Not Change?"
<b>IN APPLYING ABOVE, WHAT TO USE BY WAY OF</b>	CLASS A	CLASS B	CLASS C
Coppy	Reason-Why, With Thorough Arguments	Reason-Why, Combined With Display	Publicity—With Display Paramount
Medium	Clearly Read—Such as Newspapers	Read—Such as News-papers or Magazines	Seen—Newspapers or Other Mediums

Of the major human incentives, "business" is usually the best one to which to appeal when advertising anything "Half-Known and Half-Wanted." The business instinct could be hit in the case of the automatic phone, for instance, by showing that to contract for this service would mean the saving of money. You might suggest to your prospective subscriber that he would lose business if he did not have the automatic in his store. Conversely, you could tickle his sense of pleasure by getting him to feel, "Well, what's the use of denying myself?" The next thing would be to coddle his inherent weakness to the end that he would surrender, feeling: "Well, I'll get it eventually. I guess I might as well sign up for one now." Monday's chapter will be: "To Find the Appeal of the 'Half-Known' and 'Half-Wanted.'"

## NAVY BUREAUS AFTER OIL WELLS IN CALIFORNIA

[Associated Press by Federal Wireles] TAFT, Calif., Nov. 18.—On behalf of the navy department naval men have filed on 69 sections in the oil districts. The operators have forwarded a telegraphic petition to Governor Johnson to protest to Washington against this federal invasion of the state.

## VILLISTAS RAID LOS MOCHIS; FOUR AMERICANS DEAD

[Associated Press by Federal Wireles] TOPOLOBAMPO, Sinaloa, Mex., Nov. 18.—A raiding party of Villista troops are reported to have attacked Los Mochis, killing a number who attempted to defend the place and looting. Among the dead are one British subject and four Americans.

## THOUSAND GEISHA GIRLS MARCH IN BIG PARADE

(Special Cable to Nippu Jiji) KIOTO, Japan, Nov. 17.—More than 1000 geisha girls marched in the parade today in honor of the coronation ceremonies. It was estimated that there were more than 1,000,000 people who witnessed the procession. The weighing machine used in the laboratory of the bureau of standards in Washington is said to be the most accurate in the world. It will weigh the wing of a fly.

The troops had abandoned their bomb proofs to watch the airship attack the Russians, the casualties amongst them were heavy. An account of this affair was given out officially by the war office yesterday.

## DANES SEES BIG TEUTON FLEET SAIL THROUGH CATTAGAT, COPENHAGEN, DENMARK, NOV. 18.

—Despatches last night from the Swedish port of Helsingborg, on the narrowest stretch of the Sound, state that yesterday afternoon a big German battleship, protected by a flotilla of 25 destroyers, had passed to the north, into the Cattagat, the squadron proceeding at high speed.

## K-4 COMES OVER FOR BIG LOAD OF OIL FOR SHIPS

Coming over to get 20 or 30 barrels of lubricating oil for her engines and 150 gallons of distilled water for her batteries, the K-4 of the third submarine division sailed over from Pearl Harbor to this port yesterday, docking at 10:20 and after taking on the supplies she required started back to her base about 2 o'clock in the afternoon.

"Everything is going along nicely over there," said Lieut. J. P. Olding, commander of the K-4. "We left about 8:30 and ran around outside in the open sea for a while, to exercise our engines and other machinery, then came inside. We could make the 10-mile run from Pearl Harbor to the dock at the navy slip here in an hour if we tried."

Lieut. Olding said the submarines have been making short runs, both on the surface and submerged, since changing their base from this port to Pearl Harbor. Much of the time this week has been passed in "getting settled," as he phrased it, and in preparing for the annual engineering competition runs to begin in a short time.



The following appointment is announced for the information and guidance of all concerned:

Colonel Samuel L. Johnson, adjutant general, Territory of Hawaii, to be brigadier general and adjutant general, Territory of Hawaii.

The following appointments and assignments of officers of the National Guard of Hawaii are announced for the information and guidance of all concerned:

Name Rank Assigned to  
Allen M. Boyle, 1st Lieut. 2d Inf.  
Frank A. Luffin, 2nd Lieut. 3rd Inf.  
James S. B. Mackenzie, 2d Lieut. 3rd Inf.  
Alexander L. Almond, 2d Lieut. 3rd Inf.  
Edward J. Walsh, 2nd Lieut. 3rd Inf.  
Harold Blomfield, 2nd Lieut. 3rd Inf.  
Alvin K. Robinson, 2nd Lieut. 3rd Inf.  
W. W. Westcott, 2nd Lieut. 3rd Inf.

These officers will report in person or in writing to their regimental commanders for assignments to companies and to duty.

Second Lieut. Robert von Tempel, 3rd Infantry, N. G. H., is hereby granted a leave of absence from the date hereof to December 14, 1915, inclusive, with permission to visit the mainland.

By order of the Governor,  
SAMUEL L. JOHNSON,  
Brigadier-General, The Adjutant-General, Chief of Staff.

November 17, 1915.

Special Orders No. 89.  
The following appointments of officers in the National Guard of Hawaii are announced for the information and guidance of all concerned:

Name Rank Assigned to  
George L. Deaha, Jr., 1st Lieut. 2nd Inf.  
James W. Russell, 2nd Lieut. 2nd Inf.  
Joseph P. Teves, 2nd Lieut. 2nd Inf.  
Charles F. A. Warren, 2nd Lieut. 2nd Inf.

Lieuts. Deaha, Russell, Teves and Warren will report in person or in writing to their regimental commanders for assignment to companies and to duty.

First Lieut. William H. Keller, 2nd Infantry, N. G. H., is promoted to the grade of captain in the National Guard of Hawaii, to rank as such from date hereof, and is assigned to the 2nd Infantry. He will report to his regimental commander for assignment and for duty.

Gordon Potter is appointed a first lieutenant in the Medical Corps, National Guard of Hawaii, and is attached to the 2nd Infantry. He will report to Lieut.-Col. John D. Easton, 2nd Infantry, for duty.

The following officers having reported for duty, the unexpired portion of the leave granted to each is hereby revoked: Lieut.-Col. William R. Hiley, Capt. Arthur W. Neely, Capt. Henry P. O'Sullivan, Capt. Rudolph W. Benz, Capt. Lawrence W. Redington, Capt. Henry Van Gleason, 2nd Lieut. George W. Baker.

Capt. Charles R. Forbes, Corps of Engineers, N. G. H., is granted a leave of absence of two months and 15 days from date hereof, with permission to visit continental United States.

Capt. Lawrence W. Redington, 1st Infantry, is detailed in the adjutant-general's department, and will report to the adjutant general for duty.

By order of the Governor,  
SAMUEL L. JOHNSON,  
Brigadier-General, The Adjutant-General, Chief of Staff.

## 208 DROWNED IN ANCONA TRAGEDY

[Associated Press by Federal Wireles] NEW YORK, N. Y., Nov. 18.—The latest official advice concerning the number lost in the sinking of the Italian liner *Ancona* by an Austrian submarine and the subsequent shelling of the fleeing lifeboats confirm the count made within two days of the affair. Out of a total of 507 persons aboard the liner when she sailed from Genoa, 208 were killed or drowned.

James Evans of Pittsburgh was expelled from the Chicago Board of Trade for making false reports on trades.

## NAVY SHIPYARDS LOWEST BIDDERS FOR BATTLESHIPS

Mare Island and Philadelphia Yards' Estimates are Well Within Appropriations

[Associated Press by Federal Wireles] WASHINGTON, D. C., Nov. 18.—The bids for the construction of the dreadnoughts authorized by the last Congress were opened at the navy department yesterday, with the government navy yards as bidders in competition with the private yards. As a result of the bidding it is found that none of the private corporations have submitted bids coming within the maximum of the congressional allowance for completed hull and machinery. The maximum fixed by Congress is \$7,000,000 for each of the two battleships.

Two of the navy yards, Philadelphia and Mare Island, have bid within the limit. The latter yard, the bid being based on the installation of turbine engines, submits a figure of \$7,412,154.

A number of reassignments of naval officers were announced yesterday at the department. Capt. Carlo Brittain, who has been on duty in the bureau of navigation, has been assigned to the command of the battleship *Michigan*, from December 1, relieving Capt. A. P. Niblack. Capt. Niblack's new assignment has not been announced, but it is expected that he will be assigned to the general board. There has been a suggestion that Capt. Niblack may succeed Rear Admiral Victor Blue as head of the bureau of navigation.

Capt. Brittain's place in the bureau of navigation is to be filled by Capt. John Dayton.

Cmdr. Arthur McArthur, now on duty with the battleship *Nebraska*, has been ordered to the command of the mine depot ship *San Francisco*, now at the Portsmouth navy yard.

## WAR ORDERS BLOCK EASTERN RAILROADS

NEW YORK, Nov. 18.—Shippers and transport companies throughout the Atlantic seaboard are suffering from an unprecedented congestion of freight on all lines, the offerings being more than the railroads can handle.

One railroad has 7000 loaded cars between this city and Pittsburgh blocked by heavy traffic. Many of these blockaded cars are loaded with railroad equipment and locomotive parts, billed to Russia on government orders.

One thousand cotton textile manufacturers and operators from the southern and New England states gathered at Greenville, S. C., for the Southern Textile exposition.

Fire of mysterious origin caused damage estimated at \$150,000 to the Heilrich saw mill and lumber yard at Evansville, Ind. The plant had not been operated for several weeks.

## Masonic Temple Weekly Calendar

MONDAY—  
Leah Chapter No. 2, O. E. S.; Stated; 7:30 p. m.

TUESDAY—  
Honolulu Lodge No. 469; Special, Second Degree; 7:30 p. m.

WEDNESDAY—  
Hawaiian Lodge No. 21; 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—  
Stated meeting; 7:30 p. m.

HERMANN ROEMER  
Vereinsmungen in K. of P. Hall, Montag, October 4 and 11, Montag, November 1 and 15, Montag, December 4 and 11. W. WOLTERS, President. C. BOLTE, Secretary.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX  
Will meet at their home, corner Bernice and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Lodge. FRANK MURRAY, Secretary.

HONOLULU LODGE, 918, E. P. O. meets in their hall, King St., every Friday evening at 7:30 o'clock. W. WOLTERS, President. C. BOLTE, Secretary.

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