

LORD-YOUNG
Engineering Co., Ltd.
Engineers and Contractors
Pantheon Block, Honolulu, T. H.
Telephones 2610 and 4567.

M'CHESNEY COFFEE CO.
COFFEE ROASTERS
Dealers in Old Kona Coffee
MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
The very best for every use.
J. C. AXTELL'S
Alaska Street

SPECIAL SALE
Grass Linen and Pongee Waist
Patterns
YEE CHAN & CO.
Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
HAWAIIAN JEWELRY NOVELTY CO.
King and Bethel Streets.

JAMES NOTT, Jr.
Plumber and Sheet Metal
Worker.
Phone 2566 74 S. Beretania

Reliable Transfer Co.
PHONE 5319
Bethel St., bet.
King and Hotel Sts.

Economize in everything—
Use White Wings.
At Your Grocer's.

RE-TIRE AND SUPPLY CO.
GUARANTEE SATISFACTION.
Corner Nuuanu and Pauahi Sts.

FONG INN & CO.
Antiques and Chinese
Merchandise.
Nuuanu, above Pauahi.

Suggestions and designs for
RESETTING AND REMODELING OLD JEWELRY.
Gold and Platinum Settings.
WALL & DOUGHERTY.

Territorial Agents for—
STANDARD GAS ENGINES
Honolulu Iron Works Company

D. J. CASHMAN
TENTS AND AWNINGS
and Tents & Canopies for Rent
Thirty Years' Experience.
Fort St., near Allen, upstairs.
Phone 1467.

HAVE YOU HAD YOUR FEET "FOOTGRAPHED" YET?
REGAL BOOT SHOP
Fort and Hotel Streets

PAPER
All kinds of Wrapping Papers and
Twines, Printing and Writing Papers
AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
Phone 1410. Geo. G. Guild, Gen. Mgr.

The HUB for Clothes

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel St.

PACIFIC ENGINEERING COMPANY, LTD.
Consulting, Designing and Constructing Engineers.
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1046.

STEINWAY
Bargains in Other Pianos
PLAYER PIANOS.
THAYER PIANO CO., LTD.
156 Hotel Street. Phone 2313.

HOTEL STEWART
SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Meals in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car-
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island Headquarters. Cable
address "Stewart" A. B. G. Code,
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing
For particulars address E. L. KRUSS,
Wahiawa. Phone 9393.

Seaside Hotel
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

CORAL GARDEN HOTEL
See the Wonderful Marine Pic-
tures in KANEHOE BAY—
Glass-bottomed sail and row-
boats for hire—Good Meals
Served.
A. L. MacKAYE, Proprietor.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rates That Are Right—
American and European Plan
"On the Beach at Waikiki"

SHOE Best
grade of work
done on
Men's,
Women's
and Child-
ren's
Shoes.
SHOE
MAKERS' STORE

LAUNDRY—
MESSENGER BOY
PHONE 3461

SILVA'S TOGGERY
Limited
"THE STORE FOR GOOD
CLOTHES"
Elks' Building, King Street.

Pure Ice
Delivered in any quantity at any
time. Phone 1128.
OAHU ICE CO.

The Wall Paper House
OF HAWAII.
LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2434.
Fisk and Miller Tires.

Molnery Park
Elegant Lots.
CHAS. S. DESKY, Agent,
Merchant, near Fort.

THE IDEAL PLACE TO BUY CLOTHES.
THE IDEAL
Hotel Ewa Fort

Canton Dry Goods Company
Hotel St., near Bethel St.

Home Course in Advertising
This Course is in the Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y.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 VIII
TO FIND THE APPEALS OF THE "HALF-KNOWN AND HALF-WANTED."

On the basis of an analysis of this second class of the "Half-Known and Half-Wanted," you can tell what features of the commodity to emphasize, what appeals to use in order to bring about the necessary steps of (1) attention, (2) desire, and (3) action. You can also readily see what features of the prospect's make-up are easiest of approach. Thus, in advertising something that falls under this class, you would be inevitably brought to the fact that although your copy must have display value to awaken a dormant or potential interest, it must also be persuasive with real reasons—designed to create desire. Therefore, you must use a medium that is more than merely glanced at, for the mere flaunting of a name or trademark would not create desire for the "Half-Known and Half-Wanted." So, necessarily, you would place this kind of advertising in publications which are READ—surely the newspapers, and possibly the magazines if you are a national advertiser with a wide enough distribution and with sufficient funds to use the less actionful mediums in addition to the newspapers.

The kind of things which come under this class are numerous. Automobile advertising, for instance, is one of the most prominent. This variety usually makes the purchaser spend money which he otherwise would probably not spend, for the motor car is seldom a necessity. To that extent, this class is the same as the class of the "Totally-Unknown" and is different from the class where the KIND is really KNOWN and WANTED, even though the specific commodity is "Unknown as to Brand." The main difference between the "Unknown-Unwanted" and the "Half-Known and Half-Wanted" type, is that in the latter class similar commodities are already half-known to the prospective buyer. Therefore you do not need as much description.

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 Unwanted"	If the Article be "Half Known and Half Wanted"	If it be Needed, But is "Unknown as to Brand"
HOW TO SECURE PROSPECTS	CLASS A	CLASS B	CLASS C
(1) Attention	Suggest Novelties	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
HOW TO APPEAL TO PROSPECTS' SUSCEPTIBILITIES	CLASS A	CLASS B	CLASS C
(1) Business	Show How to Make Money	Show How to Save Money	Show its Costs No More
(2) Pleasure	Invite to Be One of First	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?"
IN APPLYING ABOVE, WHAT TO USE BY WAY OF	CLASS A	CLASS B	CLASS C
Copy	Reason—Why, With Thorough Arguments	Reason—Why Combined With Display	Publicity—With Display Paramount
Medium	Closely Read—Such as Newspapers	Read—Such as Newspapers or Magazines	Seen—Newspapers or Other Mediums

Yet, to make people buy the "Half-Known and Half-Wanted" commodity you must not only make them want the COMMODITY in general—you must also make them want your specific BRAND. Therefore, you must first establish a desire for something of the same kind as the thing which you advertise. But, since the desire is half-created to begin with, your main task is to make the specific thing which you advertise PREFERRED above all others in this class. This can be best done through the newspaper.

Quite often a commodity, such as an automatic telephone or an automobile or a vacuum cleaner or a remedy may at first belong in the class of the "Unknown-Unwanted." As such it may necessitate complete description. Then, as the commodity becomes better known through advertising, it will automatically graduate from that class into the "Half-Known and Half-Wanted." Then, as something which is fairly well-known, it will grow to require emphasis as to its special brand more than in regard to the general class of which it is a part.

Tomorrow's chapter will be: "How to Advertise Something 'Unknown by Brand.'"

GEORGIA NEGRO BREAKS OUT OF JAIL TO VISIT HIS TWENTY-SECOND BRIDE

THOMASVILLE, Ga.—Malachi Jenkins, sometimes known to his friends as William Johnson, is a Thomas county dandy who confesses to having entered the matrimonial state just 22 times. Malachi's latest venture in the matrimonial line is a resident of Lowndes county, and, weary of being separated from her, he broke jail here a few nights ago and made his way to her home.

BY AUTHORITY.
RESOLUTION NO. 344.
Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Five Hundred Seventy-seven Dollars and Fifty Cents (\$577.50) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury, for the construction of curbing at the Central Grammar School (\$315.00) and Littlekalanani School (\$262.50), provided, however, that said sum is advanced out of said General Fund to be reimbursed from the School Special Fund; when the same becomes available out of the account known as Repairs and Maintenance.
Presented by,
BEN HOLLINGER,
Supervisor.
Honolulu, November 18, 1915.

At a regular adjourned meeting of the Board of Supervisors of the City and County of Honolulu, held on Thursday, November 18, 1915, the foregoing Resolution was passed on First Reading and ordered to print on the following vote of said board:
Ayes: Ahia, Arnold, Hollinger, Horner, Logan. Total 5.
Noes: Larsen. Total 1.
Absent and not voting: Shingle, Total 1.
E. BUFFANDEAU,
Deputy City and County Clerk.
6325-Nov. 19, 20, 22.

LEGAL NOTICES.
IN THE CIRCUIT COURT OF THE First Judicial Circuit, Territory of Hawaii.

In the matter of the estate of Bernard Liebman, deceased.
NOTICE TO CREDITORS.
Notice is hereby given that Harry Halpern has been appointed administrator of the estate of Bernard Liebman, deceased, and all creditors of the deceased or his estate are hereby notified to present their claims, duly authenticated and with proper vouchers therefor, if any exist, even though the said claims may be secured by mortgage upon real estate, to the said Harry Halpern at the office of the Hawaiian Electric Company, Limited, on King street, in Honolulu, within six months from the date hereof (which is the date of the first publication hereof), otherwise such claims, if any, shall be forever barred.
All persons indebted to the said estate are hereby notified to forthwith make payment to the said Harry Halpern, at the above address.
Dated at Honolulu, T. H., November 8, 1915.
HARRY HALPERN,
Administrator of the estate of Bernard Liebman, deceased.
Lorrin Andrews, attorney for administrator.
6315-Nov. 8, 15, 22, 29, Dec. 6.

CORPORATION NOTICES.
DIVIDEND NOTICE.

McBryde Sugar Company, Ltd.
Notice is hereby given that a dividend of 30c per share on all outstanding shares of the common stock of McBryde Sugar Company, Limited, will be payable on December 10, 1915.
The stock books of the company will be closed for transfers from December 1 to December 10, 1915, both dates inclusive, and stockholders are hereby notified that this dividend will not be paid on any stock represented by certificates of the old issue until same have been exchanged for new certificates.
J. WATERHOUSE,
Treasurer, McBryde Sugar Co., Ltd.
Honolulu, Nov. 18, 1915.
6325-Nov. 19, 22, 24, 26, 29, Dec. 1, 3, 6, 8, 10.

MOVEMENTS OF MAIL STEAMERS

VESSLS TO ARRIVE
Tuesday, Nov. 23.
San Francisco—Wilhelmina, Matson str.
Hilo—Mauna Kea, I.-I. str.
Wednesday, Nov. 24.
Kauai—W. G. Hall, I.-I. str.
Thursday, Nov. 25.
Mau—Claudine, I.-I. str.

VESSLS TO DEPART
Tuesday, Nov. 23.
San Francisco—Lurline, Matson str.
Molokai, Lanai—Mikahala, I.-I. str.
Kauai—Kinai, I.-I. str.
Wednesday, Nov. 24.
Hilo—Mauna Kea, I.-I. str.
Thursday, Nov. 25.
Kauai—W. G. Hall, I.-I. str.

TRANSPORT SERVICE
Logan, at coast.
Thomas, left here Nov. 15, for Guam and Manila.
Sheridan, now at coast.
Sheridan, at Manila.
Dix, now at Seattle.
Warren, in the Philippines.
Buford, at Cristobal.

MAILS
Mails are due from the following points as follows:
San Francisco—Wilhelmina, Nov. 23.
Yokohama—Chiyo Maru, Nov. 29.
Australia—Ventura, Dec. 2.
Vancouver—Niagara, Dec. 1.
Mails will depart for the following points as follows:
San Francisco—Lurline, Nov. 23.
Yokohama—Shinyo Maru, Nov. 26.
Australia—Niagara, Dec. 1.
Vancouver—Makura, Dec. 10.

Spectacles were invented in the thirteenth century.
The condor is a year old before it flies.
Professor J. Henry Kappes, an authority on music, died at the home of a son in Evaston, Ill., at the age of 91.
The condor is a year old before it flies.

OCEANIC STEAMSHIP CO.
5 1/2 DAYS TO SAN FRANCISCO
FOR SAN FRANCISCO:
Ventura Dec. 3
Sonoma Dec. 28
Sierra Jan. 18
Ventura Feb. 8
FOR SYDNEY:
Sonoma Nov. 22
Sierra Dec. 13
Ventura Jan. 3
Sonoma Jan. 24
C. BREWER & COMPANY, LTD., General Agents

Matson Navigation Company
Direct Service Between San Francisco and Honolulu
FROM SAN FRANCISCO:
S. S. Wilhelmina.....Nov. 23
S. S. Manoia.....Nov. 30
S. S. Matsonia.....Dec. 7
S. S. Lurline.....Dec. 14
FOR SAN FRANCISCO:
S. S. Lurline.....Nov. 23
S. S. Wilhelmina.....Dec. 1
S. S. Manoia.....Dec. 7
S. S. Matsonia.....Dec. 15
S. S. Hilonian, Seattle for Honolulu direct, November 13.
CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA
Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:
FOR THE ORIENT:
S. S. Shinyo Maru.....Nov. 28
S. S. Chiyo Maru.....Dec. 24
S. S. Tenyo Maru.....Jan. 14
FOR SAN FRANCISCO:
S. S. Chiyo Maru.....Nov. 28
S. S. Tenyo Maru.....Dec. 21
S. S. Nippon Maru.....Jan. 5
S. S. Shinyo Maru.....Jan. 19
CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TWENTY-FOUR DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. MINNESOTAN, to sail on or about December 15.
For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent,
H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE
Subject to change without notice.
For Victoria and Vancouver For Suva, Auckland and Sydney
Makura Dec. 10
Niagara Jan. 7
Makura Dec. 29
THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

PASSENGERS DEPARTED
Per I.-I. str. Mauna Kea for Hilo, November 20.—Capt. Wm. Howe, T. J. Heney, Dr. V. Norgaard, Jno. A. Scott, W. K. Nottley, W. B. Okawa, J. E. Breaux, B. F. Heilbron, Lieut. W. C. Whitener, Mrs. A. Lucas and 2 children, C. K. Nottley, Mrs. H. P. Monis and child, Wm. Napier, C. K. Stillman, Jr., and wife, Muster Jno. Groff, George Bustard, Geo. C. Wait, Wm. Vanatta and wife, E. K. Aiu, A. V. Peters, C. B. Hopson, H. B. Weller, C. W. Hennig, P. A. Gorman, Miss E. Decker, J. W. Doyle, Lu E. Choy, C. W. Makekani, E. K. Koonu, Master Hussey and E. K. Yap.

PASSENGERS EXPECTED
Per Matson str. Wilhelmina due here from San Francisco Tuesday morning, November 23.—W. E. Devereux, J. A. Templeton, M. Kawahara, A. G. Cunha, J. L. K. Cushingham, P. M. Smoot, Frank Boyer, Miss Houtchens, Mrs. M. Southard, J. R. Cooke, M. E. Zoring, Miss J. Emkorb, Mrs. Wm. Weirich, Mrs. Florence B. Smith, Miss E. M. Lowden, B. G. Rivenburg, E. B. Schrader, Miss A. L. Hopper, Mrs. M. Davis, Mrs. C. O. Bailey, Mrs. C. L. Sexton, Mrs. A. A. Wilder, Mr. Thompson, G. Schaefer, H. D. Corbett, G. Hughes, Mrs. John C. Whitaker, Miss F. Costello, Miss Lee Murphy, Mrs. John Wyeth, Miss Eda Schlot, Miss Anniken Krogh, Mrs. David Thrum, Mrs. Albert S. Howard, Mrs. M. Peters, Mrs. C. B. High, Mrs. W. G. Scott, Mrs. C. Chillingworth, Miss Scott, Mrs. C. B. Cooper, Mrs. James Low, Mrs. Aiden Anderson, Mrs. G. F. Benton, Mrs. J. L. Caldwell, Mrs. Leavett, Mrs. F. E. Thompson, Mrs. Herbert Fleishacker, Miss Jennie Sliker, Miss Marion Marsden, Miss M. L. Blake, Miss Llnna Armstrong, Z. G. Peck, Mrs. W. E. Devereux, William Rathman, W. C. Dinwiddie, A. E. Trolley, L. F. Merrill, J. H. Moragne, H. D. Wishard, Miss Elolse E. Macaulay, W. T. Spalding, C. S. Raymond, Mrs. M. H. Zoring, Mrs. M. H. Thurber, Miss Jessie Smith, Mrs. J. W. McGuire, Mrs. J. S. Cochrane, F. Koelling, Mrs. H. L. Camper, Miss L. E. Perkins, Mrs. C. L. Sexton, Mrs. E. F. Ray, A. S. Guild, J. C. Evans, A. Ruddle, H. Lemig, Edgar E. Brooks, Miss Elizabeth Whitaker, Mrs. M. White, Mrs. W. P. Phister, Miss N. McAnely, Miss E. Lake, Mrs. C. J. Decker, Albert S. Howard, R. T. Platt, H. G. Platt, Mrs. H. G. Platt, Miss H. Ridley, E. A. Berndt, Mrs. E. A. Berndt, M. Peters, Dr. C. B. High, W. C. Scott, Charles Chillingworth, Miss E. Buckland, Mrs. C. R. Buckland, Master Richard Low, Aiden Anderson, G. F. Renton, Miss Virginia Caldwell, Capt. Leavett, F. E. Thompson, Herbert Fleishacker, Mrs. Day, Miss Salome McKelvey, G. P. Wilcox, Mrs. G. P. Wilcox, E. K. Johnstone, C. E. Phillips, W. H. Shipman.

Try the WESTERN PACIFIC DENVER & RIO GRANDE
Routes
For quick transit of freight.
FRED L. WALDRON, LTD., Agents

BAGGAGE
Honolulu Construction & Draying Co., Ltd.
85 Queen St.
Phone 4981

DO IT ELECTRICALLY
Hawaiian Electric Co.

OAHU RAILWAY TIME TABLE
OUTWARD
For Waianae, Waialua, Kahuku and way stations—* 9:15 a. m., *3:20 p. m.
For Pearl City, Ewa Mill and way stations—*7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:20 p. m., 5:15 p. m., *9:30 p. m., *11:15 p. m.
For Wahiawa and Lilehua—*10:20 a. m., *2:40 p. m., *5:00 p. m., *11:00 p. m.
INWARD
Arrive Honolulu from Kahuku, Waialua and Waianae—*8:36 a. m., *5:21 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *9:36 a. m., *11:02 a. m., *1:40 p. m., *4:28 p. m., *5:31 p. m., *7:30 p. m.
*Arrive Honolulu from Wahiawa and Lilehua—*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.
The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a. m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.
*Daily, *Except Sunday, *Sunday only.
G. P. DENISON, F. C. SMITH, Superintendent, G. P. A.
STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY