

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
Green Linen and Pongee Waist
Patterns
YEE OHAN & 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 2568 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. I. CASHMAN
TENTS AND AWNINGS
and Tents & Canopies for Rent
Thirty Years' Experience.
Fort St., near Allen, upstairs.
Phone 1467.

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

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

The HUB for Clothes

WIRELESS

MUTUAL TELEPHONE CO., LTD.
PACIFIC ENGINEERING COMPANY, LTD.
Consulting, Designing and Constructing Engineers.
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

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
Includes 50c Lunch & Beer
Best Food 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. Takes 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. O. Code,
S. 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 0393.

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 STORE
Best grade of work
done on Men's,
Women's and Chil-
dren's Shoes.
SHOE STORE

LAUNDRY—
MESSENGER BOY
PHONE 3461

SILVA'S TOGGERY
Limited
"THE STORE FOR GOOD
CLOTHES"
Elika 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.
KERBNER VULCANIZING CO., LTD.
1177 Alakoa St. Phone 2434.
Fisk and Miller Tires.

MOLNERY PARK
Elegant Lots.
CHAS. S. DESKY, Agent.
Merchant, near Fort.

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

FINE FURNISHINGS
IN HOLIDAY BOXES
at
THE IDEAL Hotel Ewa Fort

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

Home Course in Advertising
Taken Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo YMCA 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 XI. WHAT DICTION BEST CARRIES APPEALS TO THE PROSPECT?

"Psychology" is a word that is often used in connection with advertising and selling. Usually it is employed loosely. Sometimes it is the false weapon of the superficial, who seek to impress through the use of high-falutin words. It would not be used here at all if it could be dodged. But it is necessary—not as a term designed to impress or to mystify—simply as a nickname for the briefest possible description of an important phase of advertising analysis.

Psychology here means just this: The analysis of mental processes—a study of how the human mind works—an observation of the way common-sense conducts itself. That is all that psychology should mean—simply an analysis of mind-mechanics.

"Copy" means advertising matter as it is after preparation and before it is produced in the newspaper or in printing, or on signs, or wherever it is to be presented. The word comes from newspaper parlance, where the news writers refer to any matter that they produce as "copy." "Copy" in connection with advertising bears the same relation to advertising as "MSS." (meaning manuscript) bears to a book in the realm of literature. However, sometimes a published advertisement may be inaccurately referred to as "copy."

So, "Psychology of Copy" simply means: An analysis of advertising manuscript in its relation to the workings of the human mind.

If you can analyze your prospects in accordance with some such plan as suggested in the previous chapters, you will know the phases to which you must appeal. Moreover, you will know what points to emphasize if you use a similar analysis to pick out the product's appeals. Now, consider how to get those arguments into the prospect's mind through those avenues of least resistance.

Language is the vehicle. This need not be in words alone. Some of the most expressive language of the day is in the form of newspaper cartoons. In fact, pictures sometimes describe better than mere words. Yes, and just general appearance is often equally eloquent. The flaming red tie and checker-board suit on that gambler announces the manner of man as clearly as if he wore a sign on his back saying: "I am a professional sport." Likewise the dignity of "Pierce-Arrow" advertising in the newspapers, just through its atmosphere, bespeaks luxury, grace, elegance and stability.

Need it be said that you should use language that your prospect can understand? No! We all know that. Yet, the moment we hold our pen poised, ready to write a message to the public, how we are tempted to use big words. Deep down, we are all like the proverbial colored parson who impresses his flock with words of many syllables, which, incidentally, his parishioners cannot understand. These words, however, sometimes make a good general impression and cause the flock to respect their leader as one who is learned—awfully learned—and therefore a wise man whose say-so cannot be questioned. In this case, long words may be the very best kind of advertising for the parson.

But in advertising you are up against one of the hardest obstacles that human nature offers. You have to persuade people to spend money—to part with that which their toil has brought them. So, you had better use words that will reach your readers, especially since in advertising words cost real money. First of all, your prospects must understand what you are saying. Otherwise how could you hope to budget them? You must more than persuade. You must inspire people to action—to the action of spending their money for your goods. Action-ful language is therefore necessary.

What is action-ful language? Consider this sentence: "Of momentous emolument to the populace of this metropolis and environs would it be to participate in our semi-annual merchandising event." Almost every word in that sentence is built on Latin roots. On the other hand, suppose you said: "You can save money at this twice-a-year sale." This last sentence is made up of good old Angle-Saxon which crackles with crispness.

Keep away from adjectives as much as possible. After you have written an ad, attack all those words which simply qualify and ask of each one: "Does this have to be an adjective? Can a verb say the same thing just as well?" If so, you are lucky, because verbs swing the reader along, whereas adjectives are passive. Incidentally, look at that last sentence. Can't you feel the action in the verb "swing"—and the inaction in the adjective "passive"?

Study the style used in newspaper articles and you will know what diction has proved most effective in newspaper advertising, and in every other kind of advertising, too.

Tomorrow's chapter will be: "Is 'You' the Best Word in an Advertiser's Vocabulary?"

DENMARK WILL OPEN GREENLAND COAL DEPOSITS

(By Associated Press.)
COPENHAGEN, Denmark.—The Danish government is taking steps to mine coal in Greenland more intensively. This is due to the fact that it is difficult now to buy English coal in Denmark. The coal famine, in fact, is so serious here that the government is planning to relieve the situation in part by cutting wood from the government forests. Steps are also being taken to increase the production of peat.

Coal has heretofore been mined in Greenland only in an experimental way, but the deposits there, in the opinion of experts, are very extensive. The heating qualities of Greenland coal, however, are not regarded as equal to the English variety.

The government is also taking a new interest in the copper mines of this far northern colony, thinking that the mines are capable of more extensive development which would be profitable at the present time.

BORN

HUMPHRIES—In Honolulu, November 24, 1915, to Mr. and Mrs. Wilfred Ruskon Humphries of Walkiki a daughter.

BLANCHARD—In Honolulu, November 24, 1915, to Mr. and Mrs. Louis Blanchard of Winam avenue, near Kapahu road, a daughter.

BAIRD—At the Pacific Sanitarium, Honolulu, November 24, 1915, to Mr. and Mrs. Archibald Baird of Pacific Heights, a daughter.

FRANCIS—In Honolulu, November 25, 1915, to Mr. and Mrs. Charles Francis of Kamehameha IV road, Kalihi, a son.

MORRE—In Honolulu, November 22, 1915, to Mr. and Mrs. E. A. Morre of Palama Cottage No. 28, a son—Remedios.

MARRIED

RODRIGUES-HAPU—In Honolulu, November 22, 1915, Frank Reddio Rodrigues and Miss Mary Hapuu, Rev. Father Ulrich Richard of the Catholic cathedral, officiating; witnesses—Nicholas Nakai and Adeline Nakai.

DIED

FRANCIS—In Honolulu, November 24, 1915, the infant son of Mr. and Mrs. Charles Francis of Kamehameha IV road, Kalihi.

SHIMAMOTO—In Honolulu, November 23, 1915, Shizuko, daughter of Mr. and Mrs. Manjiro Shimamoto of Beretania street, 10 months and 1 day old.

MUCK—At the Queen's hospital, Honolulu, November 22, 1915, Muck Sing (k) of School street, a native of China, 55 years old.

MARRIAGE LICENSES.

L. E. Taylor, American.....23
Miss Mabel R. Hontchen, American 20
Frank Kahala, Hawaiian.....28
Miss Mollie Luheia, Hawaiian.....19
Charles J. Ziegler, American.....27
Tessie Riepen, American.....20

KILL MANY ANIMALS BY INVESTIGATION OF CANCER CAUSES

(By Associated Press.)
LONDON.—Cancer investigations cost the lives of 87,253 animals in England and Scotland during the year of 1914, states a report issued by the home office. Of these experiments, 2,749 were in the nature of inoculations and were performed almost entirely upon mice to test vaccines. The public health department used something over 24,000 animals in various experiments.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Saturday, Nov. 27.
Hilo—Mauna Kea, I.-I. str.
Sunday, Nov. 28.
Molokai, Lanai, Mikahala, I.-I. str.
Kauai—Kinai, W. G. Hall, I.-I. str.
Monday, Nov. 29.
Yokohama—Chiyo Maru, T. K. K. str.

VESSELS TO DEPART

Saturday, Nov. 27
Hilo—Mauna Kea, I.-I. str.
Sunday, Nov. 28.
(No ships scheduled.)
Monday, Nov. 29.
Maul—Claudine, I.-I. str.
Kauai—W. G. Hall, I.-I. str.

MAILS

Mails are due from the following points as follows:
San Francisco—Mauna, Nov. 30.
Yokohama—Chiyo Maru, Nov. 29.
Australia—Ventura, Dec. 2.
Vancouver—Niagara, Dec. 1.
Mail will depart for the following points as follows:
San Francisco—Chiyo Maru, Nov. 30.
Yokohama—Chiyo Maru, Dec. 24.
Australia—Niagara, Dec. 1.
Vancouver—Makura, Dec. 10.

TRANSPORT SERVICE

Logan, at coast.
Thomas, left here Nov. 15, for Guam and Manila.
Sherman, now at coast.
Sheridan, due December 5 from Manila, for San Francisco.
Dix, now at Seattle.
Warren, in the Philippines.
Buford, at Cristobal.

OCEANIC STEAMSHIP CO.
6 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:	FOR SYDNEY:
Ventura.....Dec. 3	Sierra.....Dec. 13
Sonoma.....Dec. 26	Ventura.....Jan. 3
Sierra.....Jan. 16	Sonoma.....Jan. 26
Ventura.....Feb. 8	Sierra.....Feb. 19

C. BREWER & COMPANY, L.L.D., General Agents

Matson Navigation Company
Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:	FOR SAN FRANCISCO:
S. S. Manoa.....Nov. 30	S. S. Wilhelmina.....Dec. 1
S. S. Matsonia.....Dec. 7	S. S. Manoa.....Dec. 7
S. S. Lurline.....Dec. 14	S. S. Matsonia.....Dec. 15
S. S. Wilhelmina.....Dec. 21	S. S. Lurline.....Dec. 21

S. S. Milonian, 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:	FOR SAN FRANCISCO:
S. S. Shinyo Maru.....Nov. 26	S. S. Chiyo Maru.....Nov. 26
S. S. Chiyo Maru.....Dec. 24	S. S. Tenyo Maru.....Dec. 21
S. S. Tenyo Maru.....Jan. 14	S. S. Nippon Maru.....Jan. 5
	S. S. Shinyo Maru.....Jan. 18

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be dispatched 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
G. 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.....Dec. 10
Niagara.....Jan. 7	Makura.....Dec. 29

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

Try the WESTERN PACIFIC DENVER & RIO GRADE

Routes for quick transit of freight.
FRED L. WALDRON, LTD., Agents

RESOLUTION NO. 348.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Three Hundred and Twelve Dollars (\$312.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as City and County Equipment.

Presented by DANIEL LOGAN, Supervisor.
Honolulu, November 23, 1915.

RESOLUTION NO. 347.

At a regular adjourned meeting of the Board of Supervisors of the City and County of Honolulu, held on Tuesday, November 23, 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, Larsen, Logan. Total 6.
Noes: None.
Absent and not voting: Shingle. Total 1.

E. HUFFANDEAU, Deputy City and County Clerk.
6328-Nov. 24, 26, 27.

RESOLUTION NO. 342.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Six Hundred and Eighty Dollars (\$680.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for an account known as Repairs, City and County Equipment.

Presented by DANIEL LOGAN, Supervisor.
Honolulu, November 23, 1915.

RESOLUTION NO. 341.

At a regular adjourned meeting of the Board of Supervisors of the City and County of Honolulu, held on Tuesday, November 23, 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, Larsen, Logan. Total 6.
Noes: None.
Absent and not voting: Shingle. Total 1.

E. HUFFANDEAU, Deputy City and County Clerk.
6328-Nov. 24, 26, 27.

CAPTURE ONE OF GERMANY'S LATEST SUPER-SUBMARINES

LIVERPOOL, Eng.—The Daily Post publishes a report of the capture of one of Germany's latest super-submarines, 250 feet long and carrying, in addition to torpedo tubes, four guns of fairly large calibre. The submarine was launched at Stettin a fortnight ago.

The Post states that within a few hours after leaving her base she was caught "in one of those traps we have so skillfully laid for these craft some-where in the German ocean."

Fire swept part of the business section of Dayton, N. Y. The loss is \$75,000.

STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY