



Es menester ser grande para apreciar la grandeza.

It takes greatness to understand greatness.

Not always do I urge a man to smoke Van Dyck. Many men are not ready to smoke so good a cigar.

And others—ah, well, they seem to think good smoking means only much smoking. I pity such and praise to him some far milder domestic cigar.

Myself, I find that great pleasures are far greater when approached with moderation.

I would not go to a banquet each night. I hold myself from chatter-boxing talk, for quiet pauses help in the deep talk between friends. I choose not to ride every moment in luxurious automobiles.

I am not always seen with a cigar in my mouth. Even when so, I do not puff rapidly to see how fast it will burn.

But when I smoke—why what more need I say than that I smoke Van Dycks?

Van Dyck

Havana—all Havana—Spanish made

Two for a quarter and up

M. A. Gunst & Co., Inc., Distributors

Grand Showing Oriental Goods

All manner of Chinese Art Goods, Antiques and Curios. Furniture, Tapestries, Chinaware, Etc.

FONG INN & CO.

Nuanuu Street

Above Pauahi Street

Grand Christmas Sale Now On

Here is your chance to get your Xmas Hat at cost price, also latest trimmings, Oriental Goods and Curios

KING STREET, NEAR BETHEL

K. ISOSHIMA

\$1.25 YOUR CHANCE \$1.25

100 Hours Light for \$1.25

Delta Flashlights are the longest lived lights in the market. These Flashlights use a common dry-cell and give a clear, bright light for 100 hours.

The best, safest and cheapest light around your home, garage and automobile.

Don't throw your old auto batteries away, but buy a Delta hand lamp, use your old batteries and save money.

Lewers & Cooke, Ltd.

Lumber and Building Materials

177 South King Street

PORTO RICO FRUIT GROWERS WILL FOLLOW HAWAII'S PUBLICITY LEAD

Point to Fact That Canned Hawaiian Pines Are Eaten on Their Tables

The advertising committee of the Fruit Growers' Association of Porto Rico, after several months' careful consideration of the question, has submitted to the association a report saying: "Advertising of Porto Rico citrus fruits and pineapples is a necessity if these fruits are expected to maintain their position in the market."

The committee suggests an advertising campaign to cover all cities of 15,000 or more population throughout the New England and Atlantic States, says that \$25,000 is the minimum amount needed to start such a campaign, and urges that the advertising be undertaken at once.

It is proposed to raise funds for advertising by means of an assessment of two cents per box on all fruit shipped. All fruit contributing to such a fund would be marketed under an advertised brand and would be properly graded and inspected. The marks of these advertised brands would not be permitted to be used on fruit not contributing to the advertising funds.

Have Committee of Five. The committee expects to receive from all the growers individual opinions as to the merits of the committee's suggestions. If the proposed plan be adopted, the advertising will be placed in the hands of a committee of five, to be selected by the growers, and instructed to "employ a reputable advertising agency to prepare and place the copy."

Commenting on the importance of the proposed move, which may ultimately lead to the expenditure of a great sum for newspaper advertising, the Porto Rico Progress of October 27, the only all-English newspaper in Porto Rico, said editorially:

"The Porto Rico fruit industry has already assumed proportions sufficient to warrant its further commercial expansion, and if it is to expand it must be handled as any other business enterprise. There probably is no food product marketed in the United States equaling in value that of Porto Rico citrus fruit and pineapples that is not substantially advertised. This advertising is carried on not only to increase and develop new consumption so that the business may grow but also to insure fair prices and steady market for the current normal output. Other Districts Advertise.

"When it comes to advertising

fruits almost every producing section has come to the realization that publicity is absolutely essential. Hawaii has built up its pineapple industry on advertising, and the far-reaching effect of this publicity is felt even here in Porto Rico where Hawaiian canned pineapple is consumed. The raisin growers of California are advertising, and some of us now get raisin bread at home at fairly regular intervals where it was almost as rare as cake in times not long past. Peaches are advertised, grapes are advertised, cantaloupes, pears, plums and all seasonable delicacies demand and pay for an increasing amount of publicity each year.

"Conditions which last year forced the question of marketing and advertising on the local growers may not again develop for many years. It is to be hoped so. Certainly they do not now exist. But the present production and the promised growth of the fruit industry in Porto Rico demand immediate and constant publicity."

SUGAR MEN SAY HOCHI'S STORY AN INVENTION

Know Nothing of Any Plan to Bring More Japanese Labor to Territory

"Positive invention" is the way officials and representatives of the Hawaiian Sugar Planters' Association today characterized a story published yesterday afternoon in Fred Makino's Japanese newspaper, the Hawaii Hochi, that limited immigration of Japanese laborers to the territory is to be resumed.

The story related that the department of labor in Washington had complied with requests of the sugar planters of Hawaii to waive the "gentlemen's agreement" in part, to allow 500 Japanese to be brought here from Japan soon. The reason for this, said the Hochi, was partly because the Filipinos were proving undesirable.

President Dowsett of the Sugar Planters' Association said this morning that he knows nothing whatever of such a move, that he has no idea that there is even a legitimate basis for the story, and that he knows of no reason why such a plan should be advanced.

Other sugar men declare that the story is "made out of whole cloth," that the planters have proposed no such plan, Washington authorities have agreed to nothing of the sort, and as is known here, nor is there any such idea being advocated among the island planters.

Neither Governor Bingham nor the Japanese consulate has had any advice on such a scheme. In fact, all around it is branded as untrue, so far as Hawaii's sugar men know, and beyond that as a preposterous idea.

"Some Japanese may be advocating the plan, but no representative of the planters is doing it, that's a certainty," said one sugar man.

ORDENSTEIN IS REELECTED BY FORESTERS

At the annual election of officers of Court Lunallo, No. 690, A. O. F., held last evening, Joseph Ordenstein was reelected to the office of chief ranger. More than 100 members were present at the election. James K. Kaula, who has been the financial secretary of the lodge for the last 10 years, finds himself still at his post, as he was among those reelected.

The other members elected to office are as follows: Sub-chief ranger, John Kekewa; treasurer, William Ahia; recording secretary, D. K. Trask; senior woodward, John Keola; junior woodward, David Fuller; senior beadle, John Aylett; junior beadle, A. Awa; trustees, C. H. Rose, E. J. Crawford, N. Fernandez; auditors, E. S. Boyd, J. Bicknell and Edward Wingham; organist, H. Van Gieson.

A committee was appointed to arrange for a smoker in the near future although no definite date has been set. A cablegram was sent to the permanent secretary in San Francisco to meet Delegate Kuhio on his arrival there next Tuesday.

The Daughters of Warriors will hold a meeting next Sunday at 2 o'clock in the afternoon, at the home of Mrs. Rosalie Blasdel, rear of the Maternity Home on Beretania street. At Sunday's meeting plans will be formulated for the annual celebration of the organization which will be held December 11 at McKinley High school.

The Manufacturers' Shoe Co. received by the Wilhelmina the new Gipsy Button Boots in black and gray.—Adv.

PILES CURED IN 6 TO 14 DAYS PAZO OINTMENT is guaranteed to cure blind, bleeding, itching or protruding PILES in 6 to 14 days or money refunded. Manufactured by the PARIS MEDICINE CO., St. Louis, U. S. A.

SAVE YOUR HAIR! 25 CENT BOTTLE STOPS DANDRUFF

Every Bit of Dandruff Disappears and Hair Stops Coming Out

Try This! Your Hair Appears Glossy, Abundant, Wavy and Beautiful

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scourge. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine tonight—now—any time—will surely save your hair.

Get a 25-cent bottle of Knowlton's Danderine from any drug store or toilet counter, and after the first application your hair will take on that life, lustre and luxuriance which is so beautiful. It will become wavy and fluffy and have the appearance of abundance, an incomparable gloss and softness; but what will please you most will be after just a few weeks' use when you will actually see a lot of fine, downy hair—new hair—growing all over the scalp.

Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them, its exhilarating and life-producing properties cause the hair to grow long, strong and beautiful.—Adv.

Watch Your Children Often children do not let parents know they are constipated. They fear something distasteful. They will like Rexall Orderlies—a mild laxative that tastes like sugar. Sold only by us.

Benson, Smith & Co., Ltd.

Sachet Powder

In your Christmas packages imparts a delicate lasting fragrance. The following odors in original bottles are to be found among others in our complete stock:

Coty's Rose Jacqueminot
Coty's L'Origan
Coty's L'Effleur
Hudnut's Elaine
Piver's Azorea
Piver's Floramya
Piver's Pompela
Houbigant's Quelques Fleur
Houbigant's Coeur de Jeannette

Roger & Gallet's Violette
Houbigant's Ideal
Violet Ambre Royal
Kerckoff's Djer-Kiss
Piver's La Trefle
Piver's Safranor
Bouquet Jeanice
Indian Hay
Bouquet des Amour

We have many popular odors in bulk and sell them in any quantity.

Benson, Smith & Co., Ltd.

The Rexall Store

Fort and Hotel Streets

Phone 1297

OPEN UNTIL 11:15 P. M.

Oriental Goods

Wide Stock of every description

"The Best at Any Price"

THE CHERRY

Fort Street

Cor. Pauahi

Money Talks!

and during this week we can save you money on Westinghouse Electric-ware

TOASTER STOVE Regular price \$5.00 Prosperity week, only \$4.00

TURN-OVER TOASTER Regular price \$3.75 Prosperity week, only \$3.00

RADIANT TOASTER Regular price \$2.25 Prosperity week, only \$1.80

ELECTRICAL PROSPERITY WEEK

CHAFING DISH

Regular price \$13.00 Prosperity week \$10.40

3-HEAT DISC STOVE

Regular price \$6.25 Prosperity week \$5.00

CURLING IRON

Regular price \$3.00 Prosperity week \$2.40

PERCOLATORS

Pot type, 5-cup

Regular price \$5.00 Prosperity week \$4.00

Same in 7-cup size

Regular price \$8.00 Prosperity week \$6.40

9-cup, machine type

Regular price \$18.50 Prosperity week \$14.80

6-lb. Electric Iron only \$2.25 (usually \$3.00)



All these Westinghouse goods are fully guaranteed.