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Dealers in Old Kona Coffee
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Antiques and Chinese Merchandise.
Nuuanu, above Paushi.

Suggestions and design for
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Gold and Platinum Settings.
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TENTS AND AWNINGS
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HAVE YOU HAD YOUR FEET "FOOTGRAPHED" YET?
REGAL BOOT SHOP
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All kinds of Wrapping Papers and
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AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
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156 Hotel Street. Phone 2313.

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



FOR THE MERCANTILE MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

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 XIX.
A FEW TYPOGRAPHICAL RUDIMENTS.

You will find almost as many different kinds of type as there have been created geniuses in the art of printing. In general, however, these may be divided into two big classes. The Gothic, which is the severe angular kind, and the Caslon, which is a daintier style of curved construction.

In the Gothic family there are many relatives, each with a different name. But they are all quite similar and there is no need of the advertiser burdening his mind with their appellations. You can usually have a type book at hand for reference, so that you can select the font you want.

What does font mean? Font refers to the series of all the letters and figures, etc., in each special branch of the type family. Font is a special term which applies to each different classification of type in particular. These are also general terms which are used as subdivisions of special classes, into which one general font or family of type may be divided. For instance, a Cheltenham font would be a certain branch of the general Caslon family. But there are different tribes of even the Cheltenham. For instance, there is a Cheltenham condensed, which means that the letters, etc., in this particular subdivision are abnormally narrow. If you wish a Cheltenham type which is abnormally fat you will have to ask for the Cheltenham extended. Then, too, there is the Cheltenham italic, which refers to the kind of Cheltenham whose component types slant from lower left to upper right. "Bold" specifies the style of face which makes a heavy impression and this is sometimes called black face. Its opposite is the light face type whose printing surface is thin and whose impression, therefore, is dainty. While the Gothic family is rugged, plainer and simpler, you can use the Caslon style and accomplish strength and boldness without sacrificing the graceful curves and other little points of prettiness which distinguish the Caslon from the blunter Gothic.

In size, type vary from that which is so small that it is called pearl, up to that which is so large that it has to be carved out of wood, for if it were lead it would be quite heavy to handle. You hear printers say, "That's 8-point—that is too small, it ought to be 12-point." What do they mean by point? This point system is simple enough. A point is merely an arbitrary measurement which equals 1-72 of an inch, so when you want to use type an inch high you specify 72-point. If you want your reading matter of letters 1-6 of an inch high, you would indicate 12-point. There is some type as small as 5-point. Smaller, therefore, than a fourteenth of an inch high.

A point, then, is a technical term to designate the height of type. The width of a unit of type naturally varies. The letter I, of course, is narrower than the letter W. Luckily the letter M is only just as wide as it is high. Out of this happenstance grows the fact that the unit of width measurement is called an em. The em, therefore, of any certain height or point of type would be of the width of the letter M in that particular size. In other words, the em would be as wide in number of points as that particular type happened to be high.

So it follows that the em, in connection with the 12-point type, would be 12 points wide. Therefore, since in this case the unit of measurement is 1-6 of an inch, there would be six ems in each inch of width. Therefore, a column two inches wide would comprise 12 ems. Likewise, the em in a style of type 36 points high would be 36 points or 1/2-inch wide—and so on.

"Better make this a 12-em column." Sometimes you will hear the printer say that, without regard to the size of type which is to be used. Whether it is to be 12 points high, or 18 points, or of still some other height. But the em, when used independently in this way, refers to a pica em, which is always a 12-point type. This, then, is the usual em used in designating column width and even though we do not know what the height of type can be, we can understand a 12-em width to mean two inches wide whenever such specification is made without regard to size of type.

"Line" is another arbitrary point of measurement in publication phraseology. Most space is sold on the basis of this unit. This is technically an agate line, which is theoretically 5 1/2 points high. In other words, there are 14 of these lines to an inch. Therefore in a newspaper, for instance, where the space is quoted at 10c a line, \$1.40 would be the price for each inch of height in a given column.

But if such lines of type were set "well leaded" they would occupy more than one inch for each 14 lines, because leaded means that there would be little lead partitions separating each line from the one above it. If you say, "Set with 2-point lead," you would mean that between each line you would want a strip of lead 2-14 or 1-7 of an inch high. If you did not want the type thus spread out in length, then it would be set "solid,"

BY AUTHORITY.
SEALED TENDERS.
Sealed tenders will be received by the Board of Harbor Commissioners until 2 o'clock p. m. of Friday, January 7, 1916, for furnishing and installing Electrical Equipment on Job No. H. C. 88-E and H. C. 88-MX for sugar handling machinery at Kuhio Wharf, Hilo, Hawaii.
Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol building, Honolulu, and with Mr. W. R. Hobby, Hilo, Hawaii.
The Board of Harbor Commissioners reserves the right to reject any or all tenders.
(Signed) A. C. WHEELER,
Acting Chairman, Board of Harbor Commissioners.
6337-10t

SEALED TENDERS.
Sealed tenders will be received by the Board of Harbor Commissioners until 2 o'clock p. m. of Monday, January 3, 1916, for Sugar Handling Machinery on Job No. H. C. 88-M, for Sugar Conveying System, Kuhio Wharf, Hilo, Hawaii.
Plans, specifications and blank forms of proposal are on file in the office of the Board of Harbor Commissioners, Capitol building, Honolulu, and with Mr. W. R. Hobby, Hilo, Hawaii.
The Board of Harbor Commissioners reserves the right to reject any or all tenders.
(Signed) A. C. WHEELER,
Acting Chairman, Board of Harbor Commissioners.
6337-10t

RESOLUTION NO. 351.
Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Twenty-four Hundred Dollars (\$2400.00) 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 (Fire Hose).
Presented by
CHAS. N. ARNOLD,
Supervisor.
Honolulu, December 2, 1915.

I hereby certify that the foregoing Resolution passed First Reading and was ordered to print at the meeting of the Board of Supervisors held Thursday, December 2, 1915, on the following vote of said board:
Ayes: Ahia, Arnold, Horner, Larson, Logan, Total 5.
Noes: None.
Absent and not voting: Hollinger, Shingle, Total 2.
E. BUFFANDEAU,
Deputy City and County Clerk.
*336-Dec. 3, 4, 6.

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.

Office of the Constructing Quartermaster, Honolulu, T. H. Sealed proposals will be received here until 11 a. m., January 4, 1916, and then opened for furnishing labor and materials in the construction of 15 frame buildings at Fort De Russy, T. H. Plans and specifications on application.
6338-Dec. 6, 7, 8, 9, Jan. 2, 3.

When a child dies in Greenland the natives bury a living dog with it, the idea being that the dog should be used by the child as a guide to the other world.

which would mean that the bottom of one type would rest right on top of the type in the line below, with no space between the two.

In getting type set, you have the choice of three main methods. Either you can select hand composition or linotype or monotype. The manual method permits of the greatest possible variety in the construction of the type composition. It is the most flexible way of setting display matter or reading matter.

Reading matter, however, can be set more economically by machine. Most newspapers in the ordinary running type of the news column use linotype. By this method, each line of type is one solid piece of lead as wide as the width of the column. Naturally, then, if a typographical error is made, the entire line must be thrown away and a new one "cast" in its place. By the monotype machine each individual letter is a new type which has been particularly cast for that purpose. This machine uses a roll of paper similar to that used for automatic piano-players. Into this paper a special machine—similar to a typewriter—has pricked a series of little holes. These holes each result in the individual manufacture of that particular type, whether it be letter, punctuation mark, or figure. Virtually, then, the monotype makes type to order in the sequence necessary and thus automatically sets up the type as it is needed.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Tuesday, Dec. 7.
San Francisco—Matsonia, Matson str.
Hilo—Mauna Kea, I.-I. str.
Wednesday, Dec. 8.
Kauai—W. G. Hall, I.-I. str.
Thursday, Dec. 9.
Maui—Claudine, I.-I. str.

VESSELS TO DEPART

Tuesday, Dec. 7.
San Francisco—Manoa, Matson str.
Molokai, Lanai—Mikahala, I.-I. str.
Kauai—Kinau, I.-I. str.
Wednesday, Dec. 8.
Hilo—Mauna Kea, I.-I. str.
Thursday, Dec. 9.
Kauai—W. G. Hall, I.-I. str.

MAILS

Mails are due from the following points as follows:
San Francisco—Matsonia, Dec. 7.
Yokohama—Tenyo Maru, Dec. 20.
Australia, Makura, Dec. 10.
Vancouver—Makura, Dec. 29.
Mail will depart for the following points as follows:
San Francisco—Great Northern, 11 to-night.
Yokohama—Chiyo Maru, Dec. 24.
Australia—Sierra, Dec. 13.
Vancouver—Makura, Dec. 10.

TRANSPORT SERVICE

Logan, at coast.
Thomas, at Manila.
Sherman, now at coast.
Sheridan, sails today for San Francisco.
Dix, due from Seattle tomorrow morning.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS ARRIVED

Per I.-I. str. Mauna Kea from Hilo, December 4.—Mrs. O. K. Akau, Miss E. Pea, J. K. Akau, L. W. Howard and wife, L. S. White, R. F. Lange, D. H. Bryne, L. A. Dolan, Mrs. L. Duncan and three children, John Parry, Bow Chong Chan, W. F. Sinclair, J. C. Barteis, Mrs. H. H. Renton, C. A. Woodie, H. Lydecker, H. Yost, P. Hanon, Rev. H. S. Hong, O. L. Scoren, Robert Hind, Miss M. Campbell, Frank Kaw Wah, Chang Tung, S. W. Nawahi, Malani, Chock Hoo, M. S. Hammon, R. H. Trent, Wm. Thompson, D. G. White, Y. Taska, Dr. Ohata, J. Gabaler, R. M. Allen, W. Aiken.

PASSENGERS DEPARTED

Per I.-I. str. Mauna Kea, for Hilo, December 4.—Mrs. Phillips, T. H. Do nohue and wife, Felix McDonald and wife, Dr. and Mrs. Van Poole, Mr. and Mrs. Wilson, Lieut. Applin, Wm. Rathman, Capt. Echels, Capt. N. Stanton, S. Matsui and wife, Mrs. H. Fujii, H. Koyu, T. Kawahara, T. Kurahara, D. Kobayashi, Master Murnoto, T. Kijihara, E. K. Yap, A. W. Bottomley, Gen. Samuel Johnson, J. T. McCrossen and party of six, Mrs. Lovell, Miss McGuire, H. Arita, E. K. Baird, T. McAbu, Ah Lang, K. Fujimoto and wife, Y. Kofke and wife, D. Sakewa, I. Sakewa.

PASSENGERS EXPECTED

Per S. S. Matsonia, sailed from San Francisco Dec. 1, due here December 7.—G. L. Doshka, C. D. Wright, T. E. Evans, E. B. Halberg, Mrs. E. B. Halberg, J. A. McLennan, Mrs. J. A. McLennan, Mrs. Cameron, Miss B. Burk, Miss D. Clearwater, M. B. Henshaw, W. Mutch, F. A. Cook, H. F. Damon, I. H. Beadle, Mr. Doty, G. A. McDermott, Harry J. Auld, C. M. Lyon, William E. Mills, Mr. Hitchcock, Mrs. Howard Hitchcock, Miss Z. M. Hummel, Miss C. Cunha, Mrs. C. Cunha, Miss Margaret Thrum, Mrs. C. V. Thrum, Miss Margaret Wentch, F. J. Runyon, Mrs. F. J. Runyon, Alex. Morrison, Mrs. Alex. Morrison, Mrs. A. R. Gurrey, Miss Mae Booton, Miss Ruth Garber, Mrs. Thomas E. Snook, Mrs. Hazel Francis, Mrs. A. Richey, Miss H. A. Merrilow, Mrs. David L. Peterson, Mrs. Clara Kirkpatrick, Mrs. Bertha Naatz, Miss Elsie Allen, Miss B. Buck, Mrs. Geo. L. Rogers, Miss Lelia Grosvenor, Miss E. E. Macaulay, Mrs. V. Hurd and children, V. Hurd, Henry Harrington, John Ely, Mrs. John Ely, P. S. Barton, H. P. Butler, Mrs. H. P. Butler, Andrew Clark, Mrs. Andrew Clark, J. H. Drew, Mrs. J. A. Drew, Miss Cora M. Johnson, Miss Anna Johnson, Mrs. P. L. Weaver, Mr. Cameron, H. D. Sloggett, Miss Alice Hoogs, Mrs. A. E. Quantrell, Mrs. F. Love, Mrs. W. H. I. Turner, Mrs. Blake, Mrs. James Finney, Mrs. Grace Yaeger, Mrs. Palmerton White, Mrs. R.

OCEANIC STEAMSHIP CO.
1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:
Ventura Dec. 3
Sonoma Dec. 28
Sierra Jan. 18
Ventura Feb. 8

FOR SYDNEY:
Sierra Dec. 13
Ventura Jan. 3
Sonoma Jan. 24
Sierra Feb. 14

C. BREWER & COMPANY, LTD., General Agents

Matson Navigation Company
Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:
S. S. Matsonia Dec. 7
S. S. Lurline Dec. 14
S. S. Wilhelmina Dec. 21
S. S. Manoa Dec. 28

FOR SAN FRANCISCO:
S. S. Manoa Dec. 7
S. S. Matsonia Dec. 15
S. S. Lurline Dec. 21
S. S. Wilhelmina Dec. 29

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. Chiyo Maru Dec. 24
S. S. Tenyo Maru Jan. 14
Nippon Maru Jan. 29
Shinyo Maru Feb. 11

FOR SAN FRANCISCO:
S. S. Tenyo Maru Dec. 21
S. S. Nippon Maru Jan. 5
S. S. Shinyo Maru Jan. 19
Chiyo Maru Feb. 15

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, W. S. MINNESOTA, to sail on or about December 13.
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
Makura Dec. 10
Niagara Jan. 7

For Suva, Auckland and Sydney
Makura Dec. 25
Niagara Jan. 25

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

Try the WESTERN PACIFIC DENVER & RIO GRANDE

For quick transit of freight.
FRED L. WALDRON, LTD.
Agents

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waialua, Kahuku and way stations—9:15 a. m., 9:30 p. m.
For Pearl City, Ewa Mill and way stations—17:30 a. m., 9:15 p. m., 11:30 p. m., 9:15 p. m., 9:30 p. m., 9:15 p. m., 9:30 p. m., 11:30 p. m., 9:15 p. m., 9:30 p. m., 11:30 p. m.

INWARD

Arrive Honolulu from Kahuku, Waialua and Waianae—9:30 a. m., 9:31 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—7:45 a. m., 9:30 a. m., 11:02 a. m., 9:14 p. m., 4:26 p. m., 9:31 p. m., 9:30 p. m.
Arrive Honolulu from Waialua and Waianae—9:15 a. m., 9:15 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.

DO IT ELECTRICALLY
Hawaiian Electric Co.

NOTICE.

The steamer Alfred P. Wright of Cleveland, carrying a cargo of wheat, was destroyed by fire of unknown origin near Calumet, Mich. The crew escaped.

Notice is hereby given that on and after December 15, 1915, the freight rate on general merchandise on all steamers of the Matson Navigation Company from San Francisco and Puget Sound ports to island ports of call, and from island ports of call to San Francisco and Puget Sound, will be increased from the present basis of \$3.50 per ton to \$4.00 per ton.
Any additional information relative to classification of freights can be obtained by application at the office of our shipping department.
CASTLE & COOKE, LIMITED,
Agents, Matson Navigation Co.
6334-12t

A recent estimate shows that the Federated and Malay states have a population of 1,117,000. The chief industrial enterprises are the cultivation of rubber and the mining of tin.
All section hands employed by the Pittsburg and Lake Erie railroad between Connellysville and Dickerson Run, Pa., numbering about 400, struck lately.