

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:		FOR SYDNEY:	
Sierra	Jan. 18	Ventura	Jan. 3
Ventura	Feb. 8	Sonoma	Jan. 24
Sonoma	Feb. 29	Sierra	Feb. 14
Sierra	March 21	Ventura	March 6

C. BREWER & CO., LTD. General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
Matsonia	Jan. 4	Manoa	Jan. 4
S. S. Lurline	Jan. 11	S. S. Matsonia	Jan. 12
S. S. Wilhelmina	Jan. 18	S. S. Lurline	Jan. 18
S. S. Manoa	Jan. 25	S. S. Wilhelmina	Jan. 25

S. S. Hilenian, 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. Tenyo Maru	Jan. 14	S. S. Nippon Maru	Jan. 8
Nippon Maru	Jan. 29	S. S. Shinyo Maru	Jan. 15
Shinyo Maru	Feb. 11	Chiyo Maru	Feb. 15
Persia Maru	Feb. 29	Tenyo Maru	Mar. 7

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 TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. E. ALASKAN, to sail on or about February 11.
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
Niagara Jan. 7 Niagara Jan. 23
Makura Feb. 4 Makura Feb. 23
THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE



TO THE MAINLAND

Same Rate San Francisco

Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"
The Fastest and Most Luxurious Ship in Pacific Waters.
FOR THE MAINLAND—
Leave Honolulu: Jan. 15, Feb. 4, Feb. 26, Mar 16
Arrive San Francisco: Jan. 20, Feb. 9, Feb. 21
One Way and TOURIST \$45 and STEERAGE \$35 ROUND TRIP \$130 up
FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC.,
FRED L. WALDRON, LTD., Agents Honolulu

A Genuine Hit is the Service

by the

WESTERN PACIFIC
DENVER & RIO GRANDE
ROUTE
QUICK TRANSIT
NO DELAYS
FRED L. WALDRON, LTD.
Agents

OAHU RAILWAY TIME TABLE

OUTWARD

For Waialua, Waialua, Kahuku and way stations—8:15 a. m., *8:30 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., *3:30 p. m., 6:15 p. m., *9:30 p. m., *11:15 p. m.
For Waialua and Lihoua—10:20 a. m., *12:40 p. m., *5:00 p. m., *11:00 p. m.

INWARD

Arrive Honolulu from Kahuku, Waialua and Waialua—*9:36 a. m., *5:31 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *8:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Waialua and Lihoua—*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 Waialua.
*Daily, except Sunday, 12 Sunday only
G. F. DENISON, F. C. SMITH, Superintendent, G. P. A.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Friday, Dec. 31. (No ships scheduled.)
Saturday, Jan. 1. Maui—Claudine, I.-I. str. Kauai—Kinai, I.-I. str. Molokai, Lanai—Mikahala, I.-I. str. Sunday, Jan. 2. (No ships scheduled.)

VESSELS TO DEPART

Friday, Dec. 31. (No ships scheduled.)
Saturday, Jan. 1. Hilo—Mauna Kea, I.-I. str. Sunday, Jan. 2. (No ships scheduled.)

MAILS

Mails are due from the following points as follows:
San Francisco—Ventura, Jan. 3.
Japan and Philippines—Nippon Maru, Jan. 4.
Australia—Niagara, Jan. 7.
Vancouver—Niagara, Jan. 26.
Mail will depart for the following points as follows:
San Francisco—Manoa, Jan. 4.
Philippines and Japan—China, Jan. 12.
Australia—Ventura, Jan. 3.
Vancouver—Niagara, Jan. 7.

TRANSPORT SERVICE

Logan, at coast.
Thomas, due here January 4 from Manila.
Sherman, sailed December 15 for Manila.
Sheridan, at coast.
Dix, sailed December 11, for Manila.
Warren, in the Philippines.
Buford, at Cristobal.

Home Course in Advertising

Talks Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School IN 90 CHAPTERS A CHAPTER A DAY



CHAPTER XXXIX.

WHY DO STORES HOLD SALES?

Especially when it comes to sales, the buyer selects the stock for his department to feature on the basis of its stability, which means its advertisability. All special goods which are thus to be featured in a sale are chosen by the buyer—the department manager.

The merchandise manager, who acts as a sort of head buyer, may suggest and may often initiate. But, as a rule, it is the buyer who says: "That shall go at 99c and that at 46c." And very frequently the buyer will choose what goods are to go into the ad. He will mark prices on those goods. Sometimes so low that every such article he sells will mean a loss to the store and therefore a black mark against the profit of his department.

He knows his first job is to make money for his department. And yet, he willingly and knowingly marks the goods below cost. He willingly puts in a pair of gloves that cost him \$1.05 and marks them 95c. Every pair he sells is a dime out of the store's coffers. But the buyer realizes that this is one way to attract people to his store so that they see the service and realize how pleasurable it is to deal there. That is why he offers them a real bargain—a bargain which is not only a bargain in the ad—but is really a bargain in the actual value of the goods.

The department store is built on advertising. But this advertising is often made successful by bargains—the merchandising ability to sell at tremendously low prices. For, prices of themselves will attract trade for a department store.

The department store can do this because they can sell enough other goods to make up for the loss they may incur on an advertised bargain. So it is volume of business that underlies a department store's success. For that is what makes possible this kind of action-advertising.

Of course, all department stores do not have price as the keystone of their business-getting. But most do. If they do not have price, they must have some sort of an appeal of class, exclusiveness or style. And yet such stores all over the country are apt to resort to price-attraction every now and then.

Of course, the buyer's job in connection with advertising is one of detail and simply pertains to his own department. Seldom does a buyer initiate a sale in his department of sufficient importance to dominate the entire store. Such is most often true of furniture departments. Furniture sales are apt to become the major attraction of a store, for the reason that furniture mounts into money so fast. A furniture sale may turn over 20 or 30 thousand dollars a day in a great big store.

That means that they can afford to buy a page, for instance, in the biggest newspapers, and yet have enough business so that that page advertising for the one department would only cost at the rate of 2% or 3% of the volume of consequent sales. But you can see how impossible it would be for the notion department, for instance, to have a sale all of its own and, like the furniture department, predominate the store through a page of advertising. If a notion department buyer got all the business in the city in his line that day he probably wouldn't get enough to warrant the cost of advertising on anything like a 2% or 3% basis.

Usually, however, these little sales details are simply constituent elements of merchandise attraction which the buyers prepare and plan are to serve merely as units in a general sales scheme which the advertising manager of the department store conceives and conducts. Some big stores will have different sales of this kind almost every week in the year. This week it will be "Employees' Sale—next week, the "Employer's" Sale—another week, the "Department Heads'" Sale and so on, through the "Golden Harvest" Sale and a lot of other such events. To each of these, buyers, or department heads, contribute. They participate simply by having their little department items included in the general occasion.

Many old established stores have these events in almost as conventional and inevitable rotation as the calendar itself. A good many of them know now just what kind of a sale they are going to have a year hence.

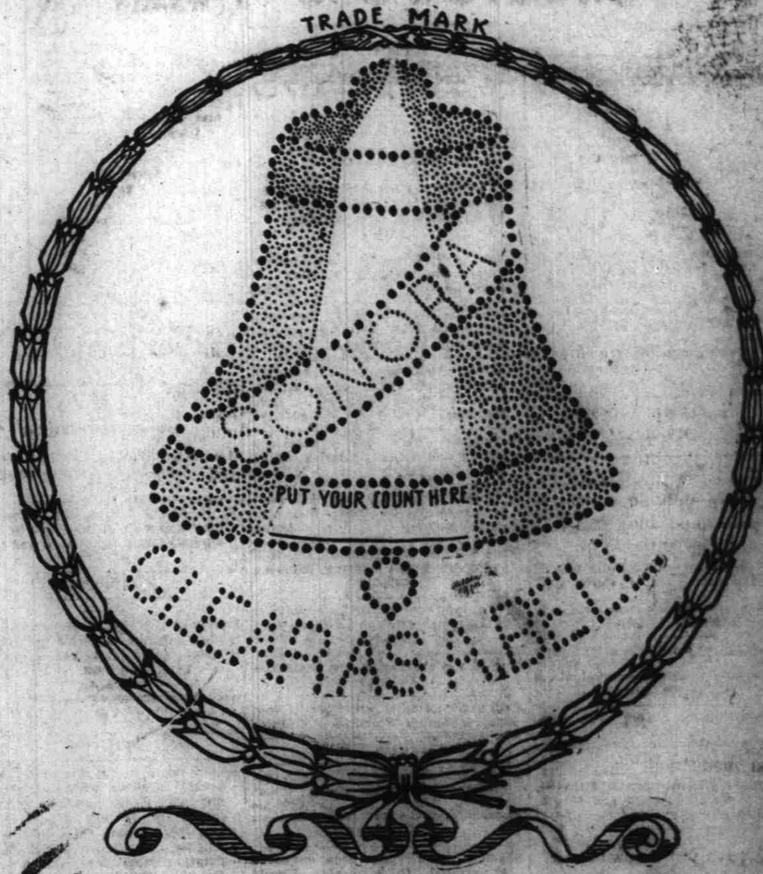
PASSENGERS EXPECTED

Per Matson str. Matsonia, due Tuesday morning, January 4, from San Francisco—Percy Cutler, Mrs. Clifford Cook, Mrs. L. H. Curtis, Mrs. D. Fraser, Charles S. Davis, William Paty, J. C. Goodwin, L. W. Hutton, R. S. Domkowitz, S. W. Bartlett, Lewis Tiger, Rev. John L. Marquis, Mrs. Warren Marshall, Michael Lyndsey, Andrew Fong Zane, A. B. Rodman, Mr. Bloomer, G. Welsh, C. H. D. Norton, A. Beate, W. A. Anderson, Misses Crawford, Miss Jean Ross, Miss C. Goodloe, R. P. Goodloe, Miss Lillie Lam, T. Rylands, Mrs. T. Rylands, Miss J. Stevens, Miss B. Patterson, Mrs. J. Doyle, Miss D. Smith, Miss H. Smith, E. C. Klinker, Mrs. E. C. Klinker, Mr. Beuter, Mrs. Beuter, Miss McLeod, Mrs. E. G. McLeod, Elias Lyman and daughter, George L. Sands, Mrs. G. L. Sands, John D. Waite, Mrs. John D. Waite, C. Mattes, Theo. E. Martin, Dr. Gustav Barr, Mrs. M. J. Mead, Mrs. G. H. Mead, Miss Elinor Castle, Mrs. Mabel W. Castle, Miss Irene Hughes, Mrs. J. A. Hughes, H. A. Bruce, R. C. Benedict, Mrs. F. C. Benedict, S. J. Snyder, Mrs. S. J. Snyder, W. P. Naquin, Mrs. W. P. Naquin, Mrs. A. Catlin, Miss Ruth Benedict, Miss Giddings, W. E. Moses, Mrs. W. E. Moses, Miss Ethelwyn Castle, Miss Alice Yates, Miss Ladd, Mrs. L. F. Rice, Mrs. Cora M. Cook, Mrs. A. Stanwood, M. Blumlein, J. Blumlein, L. W. Wolcott, Howard Gilmore, Mrs. Howard Gilmore, F. Gay, Charles Rice, Miss Dora Ahlborn, Mrs. A. J. Campbell and daughter, Monte J. Moore, Mrs. Monte J. Moore, Miss Sybil Robinson, L. C. Miller, Mrs. L. C. Miller, Benj. L. Marx, Mrs. Benj. L. Marx, Mrs. H. M. Gesner, Mrs. E. L. Conroy, Mrs. M. C. Rogers, H. Williams, Mrs. H. Williams, H. Schwab, Mrs. George L. McConihe, C. R. Smead, Mrs. C. R. Smead, F. K. Burnham, Mrs. F. K. Burnham, M. L. Lawrence, Mrs. N. L. Lawrence, W. J. Wells, Mrs. W. J. Wells, Charles B. Wells, Mrs. Homday, Master S. Suffer, Miss Alvina Burmaster, F. H. Suffer, Mrs. F. H. Suffer, Henry Holmes, Mrs. Henry Holmes, Dr. W. S. Harvey, Mrs. W. S. Harvey, Mrs. M. M. Scott, Mrs. Marshall, V. Hodge, E. W. Hulser, Mr. Wilcox, Mr. Abrahamson, Col. George DeLaVergne, Mrs. Cora G. Shoemaker, Mrs. M. F. Gardner, Master Louis Gardner, Mrs. Abadie, Miss F. Butler, Mrs. E. R. Ayers, Charles B. Mills, L. Andrews, R. C. Lydecker, Mrs. J. H. Calvert, Miss Lena Hall, Miss Peggy Calvert, Miss Ward, Miss V. Ward, Mrs. Ward, Mr. Gay, W. A. Dickey, Jr., Mrs. W. A. Dickey, Jr., A. A. Young, Mrs. A. A. Young, Richard Car-

A New Year's Gift For You

The Star-Bulletin will present some one of its many readers a beautiful Sonora Phonograph, Mahogany finish, net price \$35.00.

Absolutely Free on January 6, 1916



THE SONORA PHONOGRAPH

was the only instrument given a perfect score of 100% for tone quality at the Panama-Pacific Exposition, San Francisco. This instrument plays all makes of disc records, Victor, Columbia, Edison and Pathe, with one sound-box, and is provided with a jewel needle, making changing of needles unnecessary.

A tone modifier is its latest attachment, making it possible to graduate the volume from the loudest to the softest volume while the record is playing. The motor is extra strong, allowing several records to be played with one winding. This instrument is on exhibition at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, and will be demonstrated any time during the contest.

Count the Dots

This beautiful prize will be awarded to the person giving the correct total number, or the nearest correct total number of dots contained in the above picture for the entire period from December 7, 1915, to December 31, 1915, inclusive.

All the dots inside of the wreath must be counted each day, as the number of dots will be changed daily. Clip the bell from the Star-Bulletin each day, count the dots and insert your count in the space provided on rim of bell, then write your name and address plainly on the lines below, place clipping in envelope, seal it up and deliver to Hawaiian Phonograph Supply Company, 150 South Beretania Street, either by mail or in person. The contest will close with the issue of December 31, 1915, of the Star-Bulletin, and the last counts must be delivered at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, not later than 9 a. m., Thursday, January 6, 1916, at which time the prize will be awarded.

Contestants may send in their clippings daily or weekly, or all together after the contest closes December 31.

Back copies may be procured at the Star-Bulletin Office at any time.

Your Name.....
Address.....

No employe of the Star-Bulletin or the Hawaiian Phonograph Supply Company, nor members of their families, will be allowed to enter this contest.

We attend to Checking and Sealing of

BAGGAGE

on all outgoing steamers without inconvenience to passengers.

We also make a specialty of Furniture Moving.

Union-Pacific Transfer Company, Ltd.,

U. S. Mail Carriers.

King St. next to Young Hotel

Phone 1878

DO IT ELECTRICALLY
Hawaiian Electric Co.

FREIGHT and TICKETS Also reservations any point on the mainland.
See WELLS-FAR GO & CO., 72 & King St. Tel. 1515

STAR-BULLETIN 75 CENTS PER MONTH