

SEE COYNE FOR FURNITURE Young Building

New York Dress Co. Ladies and Gentlemen Tailors. 1106 Union St., nr. Hotel St.

DIAMONDS FINE QUALITY—LOW PRICES CULMAN'S

H. MIYAKE Oriental Art Goods Fort, above Beretania

Toyo Panamas For Men, Women and Children. K. UYEDA, 1023 Nuuanu St.

DEVELOPING PRINTING ENLARGING Best in the City. Honolulu Picture Framing & Supply Co.

Y. TAKAKUWA & CO. Limited. "NAMCO" CRABS, packed in Sanitary Cans, wood lined. Nuuanu St. near King St.

The Waterhouse Co., Ltd. Underwood Typewriters. YOUNG BUILDING.

HAPPY NEW YEAR TO YOU ALL! SWEET SHOP!

SERVICE—SATISFACTION SAFETY Bower's Merchant Patrol 1097 Alakea St. Office Phone 2615 Res. Phone 1051

FURNISH YOUR HOME RIGHT By fitting it throughout with our dependable electric fixtures. ELECTRIC SHOP Phone 4344 1135 Fort St.

JORDAN'S DRY GOODS Fort St.

Honolulu Music Co. Everything Musical Fort, next to the Clarion

All the latest Fiction at ARLEIGH'S on Hotel St.

H. HACKFELD & CO. Limited Commission Merchants HONOLULU

PURE ISLAND MILK AND CREAM. Honolulu Dairymen's Assn., 4676—Phones—1542

Classy collegian clothes at the CLARION.

MOVING To Love Bldg., 1144-1146 Fort Street. Under New Management. BAILEY FURNITURE CO.

Sachs for Dry Goods

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 Hawaiian Island Headquarters. Cable address "Stewart" A. B. O. 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 depot; grand scenery; fine bass fishing. For particulars address E. L. KRUSS, Wahiawa. Phone 0283.

SEASIDE HOTEL CHARMINGLY SITUATED AT WAIKIKI Delightful Rooms; Perfect Cuisine.

CORAL GARDEN HOTEL See the Wonderful Marine Pictures 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. Rooms that are Right—American and European Plan. "On the Beach at Waikiki"

SHOE Best grade of work done on Men's Women's and Children's Shoes. Manufacturers' SHOE STORE

Laundry—Messenger Boy Phone 3461

Silva's Toggery Limited "THE STORE FOR GOOD CLOTHES" Eike's Building, King Street.

PURE ICE Phone 1128 OAHU ICE CO.

The Best Polish for Johnson's Prepared Wax Sold by Lewers & Cooke, Ltd.

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

McInerny Park Elegant Lots CHAS. DESKY, Agent Merchant, near Fort

MILLINERY HONOLULU HAT CO. Hotel St., near Bethel

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

Perfection in Style, Fit and Fabric—Rochester-Adler Clothes—THE IDEAL

PORTO RICO WAS OFFERING SUGAR AT CONCESSION

Last of Hawaiian Old Crop Arrival Reported in Willett & Gray of December 23

That Porto Rico offerings of sugars at a concession from the regular price were the features of the market during the week just before the Christmas holidays, is the view of Willett & Gray of December 23. Their market letter of that date follows, in part:—

Rawe. "The week under review has generally been quiet. The market quotation for nearby positions, however, has shown an advance of 1-8 of a cent on a sale of about 2000 tons to operators at 3 7-8c c. & f. (4.89c). This price was also paid by Federal and Warner for two small lots in port. Other than this business there was practically nothing done, only one other sale being reported of December shipment at 4.83c to operators. Owing to the advance in nearby values, holders of sugars for distant shipments also increased their views, and at one time during the week early January was held at 3 3-4c c. & f. (4.77c) and on January 2 at 3 5-8c c. & f. (4.64c), but as we go to press holders have reduced their views, and it is now possible to buy early January at 3 5-8c c. & f. (4.64c) and all January at 3 1-2c c. & f. (4.51c). February was offered during the week at 3 7-16c c. & f. (4.45c) and later sold at 3 1-4c c. & f. (4.26c).

"The feature of the week has been the increased offerings of Porto Rico sugars, and these sugars can be bought at a concession from Cuban sugars for arrival about the middle of January being obtainable at 4.64c, and it was thought that if refiners showed any interest at this figure, that early January arrival could be obtained at the same price.

"As we go to press some 21,000 bags prompt Porto Rico sold at 4.51c.

"The last of the Hawaiian sugars of the old crop have now arrived, and there are no floats at the present time from Hawaii, although it is expected that about the end of next week a cargo of new crop will be afloat to the east coast of the United States and will be settled for under the new contracts, and will be delivered either to Howell or Pennsylvania, Cuba.

"Receipts of new crop sugars for the week ending December 18th were 12,583 tons, against 9000 tons for corresponding week last year and 37,000 tons in 1913. New crop exports 3920 tons and old crop exports 5959 tons; together 9879 tons; all to United States Atlantic ports. New crop stock is 15,397 tons and old crop stock is reduced to 841 tons. Late on December 20th there were 55 Centrals grinding, against 44, 83 and 64, respectively, at corresponding dates in the three preceding years. Latest advices report 61 Centrals grinding, with continued favorable weather. There are 10 new Centrals that are expected to be completed for grinding this campaign, making a total of 187 Centrals to work this crop.

"As we went to press last week it was possible to buy some small lots from the Federal at 6.00c from warehouses and consignment points. This appeared to unsettle the market somewhat, as on Friday two Philadelphia refiners, the McCahan and Pennsylvania, reduced their selling basis to 5.95c, and shortly after, this cut in prices was met by American, Howell and Arbutckle. Federal and Warner state that they are practically withdrawn from the market. These conditions govern to the close.

"Business generally has been very moderate. Delays in shipments have improved somewhat in instances, particularly with Howell, who state that they should be able to ship promptly within a few days. American is about a week behind. Arbutckle prompt. "Export quotations are 4.90c, net cash, in bond, f. o. b. New York, for prompt shipment in moderate size lots only. Efforts were made during the week to obtain a cargo of January shipment Granulated at 4.50c, but so far as we can learn no business resulted."

BORN

AKALOKA—In this city, Jan. 6, 1916, to Mr. and Mrs. John Akaloka, Jr., of Waialakamilo road, Kalihi, a daughter.

REEVES—At the Department hospital, Fort Shafter, this city, January 5, 1916, to Mr. and Mrs. W. P. Reeves of the submarine flotilla, Honolulu, a son.

CHING—In this city, January 5, 1916, to Mr. and Mrs. Ching Tin Hee of 120 Kukui street, a daughter.

LEE—In this city, January 5, 1916, to Mr. and Mrs. Dee Kong Yee of 322 Buckle lane, a daughter.

FERRERA—In this city, Jan. 4, 1916, to Mr. and Mrs. John Augusto Ferrera of 617 Captain Cook avenue, Awaolu, a son.

SAFFERY—In this city, January 3, 1916, to Mr. and Mrs. Samuel M. Saffery of Dowsett lane, Palama, a daughter.

HAUMEA-PAIALUA—In this city, January 6, 1916, Solomon Haumea and Miss Helen Paialua, Rev. Father H. Valentin of the Catholic cathedral officiating. Witnesses, Isakae Kahaesaku and Katie Johnson.

HASIGAWA-NISHIMURA—In this city, Jan. 5, 1916, Husa Hasigawa, and Miss Otaki Nishimura, David Cary Peters, pastor of the Christian church of Honolulu, officiating. Witnesses, Mrs. W. G. Hall and Mrs. W. A. Ramsay.

KAAIAI-KELINOHOLA—At Kalau-papa, Molokai, January 1, 1916, Ioane Kaai and Mrs. Kakalina Keli-nohola, Rev. Father Maxime Andrae, pastor of the Kalau-papa Catholic church, officiating. Wit-

Home Course in Advertising



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER XLVI. WHERE DO THE BEST PROSPECTS LIVE?

You must not only find out who are able and likely to buy, but you must also find out where they are. You will have to decide whether to try to sell your product to the city trade or the rural trade or both. Of course, some articles would be for sale only in the country and others would have their market only in the city. But there are many things which can be used by both and the question then is which market you should develop first.

For instance, suppose you are running an insurance company. In every city there are hundreds and hundreds of insurance solicitors. Probably every city resident knows two or three people who want to sell them insurance. In the country, on the other hand, there are comparatively fewer insurance agents.

Taking that analysis, you might think that you had better make your insurance company advertising seek to sell policies by mail in the country. But actually, facts seem to show that there is a greater percentage of get-at-able prospects in the towns and cities. One company tried out the agricultural press to find this out. They gave each one of the rural publications a chance with a half page ad, saying that if any of them brought inquiries at as low a rate as their advertising among city people, then those agricultural magazines would be included among the publications in which they would take space continually.

Yet there was only one agricultural publication that brought in the inquiries at as low a cost as the average in the publications which reached the city. The advertiser went about it in the right way. They analyzed where their market was by actual experiment. They found that it would cost more to get their business from the city. From then on they knew where their best field lay.

This question of who is my best prospect is often decided at the start of the project. For instance, in the automobile field, if a company starts to make a car to sell at a low price they know that their prospects are those of medium means who cannot afford a big car, but who might be able to pay \$400 for a machine. Consequently their appeal has to be much different from that of the makers of \$5000 cars. The former's methods and the whole system would have to be more extensive and less particular as to class. But right at the beginning of those companies, the very fact of what kind of car would decide the question as to who the best prospects were.

In your consideration as to what people comprise the market, the government is about the best aid you have. They have helped develop the advertising business by the gathering of statistics which show who and where people are. If it weren't for the census, few would know that the majority of people in the United States lives outside of the towns and cities—that the rural population of the United States is sixty million.

Not only do government figures answer questions of who are our prospects (in the matter of numbers). Also they tell us who can afford to buy what we have to sell. These government figures are so valuable that every advertising man should analyze them. For instance, take the matter of ability to purchase—in towns and cities the average income per family is less than \$600 per year. In the professional class, lawyers, doctors, etc., the average income is not much over \$1000 per year. But on the farms there are six million farmers in the United States who are worth over \$15,000 apiece and there are two million farmers who average over \$2500 a year net income from their farms.

So, in the question of "Who comprise my market?" and "Where is the best field to develop?" statistics of this kind are essential to men or to women. Quite often an advertiser may think he is selling to men when really he is selling to women. Men's socks are bought more by women than they are by men. In the state of Wisconsin their census department figures out that the women of that state spend nine hundred million dollars a year. In fact, investigations seem to point to the belief that 55% of all the haberdashery that is sold over the counter is bought by women.

Good statistics will show where the best markets are when judged from the standpoint of business conditions. You would not advertise in the wheat belt, for instance, if the wheat crop had been a failure. Nor would you advertise in Aroostock county, Maine, if recent potato crops had been unprofitable. Analyzed knowledge of this kind will often prevent advertising waste.

nesses, Margaret Kewell and Maria Mitchell. RODRIGUEZ-ORTIZ—At Waipahu, Oahu, December 26, 1915, Juan Rodriguez and Miss Maria Ortiz, Rev. Father Charles L. Windels, curate of the Waipahu Catholic church officiating. Witnesses, Agapito Ribero and Concepcion Torres.

RAPOSO-MEDEIROS—At Hilo, Hawaii, December 20, 1915, Manuel Luiz Raposo and Miss Maria de Medeiros, Rev. Father Hubert Nijz, assistant curate of the Catholic church of St. Joseph, officiating. Witnesses, Jose Gomes and Augusta Gomes.

SPREEN—In this city, January 5, 1916, Harry Spreen of Waialakamilo road, married, carpenter, a native of Kohala, Hawaii, 35 years five months and one day old.

AKABOSHI—At the Queen's hospital, this city, January 5, 1916, Kamasaku Akaboshi of Naalehu, Kau, Hawaii, married, cane planter, a native of Kumamoto-ken, Japan, 47 years old.

DIED

KAHOALII—In this city, January 6, 1916, High Chieftess Grace Kamaikui Wahineikali Koboalii of 1731 Liliha street, single, a native of Waianae, Oahu, 62 years old. Public may view the body after 1 o'clock

OCEANIC STEAMSHIP CO. 5 1/2 DAYS TO SAN FRANCISCO. FOR SAN FRANCISCO: Sierra Jan. 18, Ventura Feb. 8, Sonoma Feb. 29, Sierra March 21. FOR SYDNEY: Ventura Jan. 8, Sonoma Jan. 24, Sierra Feb. 14, Ventura March 6. C. BREWER & CO., LTD. General Agents

Matson Navigation Company Direct Service Between San Francisco and Honolulu. FROM SAN FRANCISCO: S. S. Lurline Jan. 11, S. S. Wilhelmina Jan. 18, S. S. Manoa Jan. 25, S. S. Matsonia Feb. 1. FOR SAN FRANCISCO: S. S. Matsonia Jan. 12, S. S. Lurline Jan. 19, S. S. Wilhelmina Jan. 25, S. S. Manoa Feb. 1. S. S. Hyades, Seattle for Honolulu direct, January 15, 1916. 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. Tenyo Maru Jan. 14, Nippon Maru Jan. 29, Shinyo Maru Feb. 11, Persia Maru Feb. 29. FOR SAN FRANCISCO: S. S. Shinyo Maru Jan. 18, Chiyo Maru Feb. 15, Tenyo Maru Mar. 7, S. S. Nippon Maru Mar. 22. 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. S. 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: Niagara Jan. 7, Makura Feb. 4. For Suva, Auckland and Sydney: Niagara Jan. 28, Makura Feb. 23. THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS. VESSELS TO ARRIVE: Saturday, Jan. 8, Hilo—Mauna Kea, I.-I. str. Sunday, Jan. 9, Maui—Claudine, I.-I. str. Monday, Jan. 10, Kaula—Kinau, W. G. Hall, I.-I. str. (No ships scheduled). VESSELS TO DEPART: Saturday, Jan. 8, Hilo—Mauna Kea, I.-I. str. Sunday, Jan. 9, Maui—Claudine, I.-I. str. Monday, Jan. 10, Kaula—W. G. Hall, I.-I. str. MAILS: Mails are due from the following points as follows: San Francisco—Lurline, Jan. 11. Japan and Philippines—Shinyo Maru, Jan. 17. Australia—Sierra, Jan. 18. Vancouver—Niagara, Jan. 26. Mail will depart for the following points as follows: San Francisco—Matsonia, Jan. 12. China, Philippines and Japan—China, Jan. 12. Australia—Sonoma, Jan. 24. Vancouver—Makura, Feb. 4. TRANSPORT SERVICE: Logan, at coast. Thomas, left Jan. 5 for San Francisco. Sherman, at Manila. Sheridan, due here January 13 from San Francisco, for Manila. Dix, at Manila. Warren, in the Philippines. Buford, at Cristobal. PASSENGERS EXPECTED: Per Matson str. Lurline, due here from San Francisco Tuesday morning, January 11: W. D. Stone and wife, Mrs. J. E. Raymond, P. H. Timberlake, P. H. Davis and wife, O. K. Oleson, J. S. Potter, Austin M. Burton, Capt. Elvezio Mini, Miss B. E. Rombauer, Mrs. R. E. Rombauer, Miss Lillian B. Hammerson, Miss Marie Lillian B. Garton and child, Dr. A. C. Garton, Mrs. Will L. Doud, H. T. Littlefield and wife, J. H. Fisher and wife, Mrs. V. C. Schoenberg. Passengers for Honolulu on the transport Sheridan due here January 13 from San Francisco will be the following: Maj. F. E. Lacy, Quartermaster's Corps; Capt. W. C. Done, 25th Infantry; Capt. W. C. Baker, C. A. C.; 1st Lieut. George H. Paine, Field Artillery; John D. Bennett, Infantry; P. L. Martin, C. A. C.; S. H. Tighman, C. A. C.; L. J. Ehern, Field Artillery; G. R. Meyers, C. A. C.; 2nd Lieut. H. J. Knerr, C. A. C.; Cris M. Burlingame, C. A. C.; Roy L. Jones, Infantry; Raymond Morris, Infantry.

DO IT ELECTRICALLY Hawaiian Electric Co. FREIGHT and TICKETS Also reservations any point on the mainland. See WELLS-FARGO & CO., 72 S. King St. Tel. 1516

OAHU RAILWAY TIME TABLE. OUTWARD: For Waianae, Waialua, Kahuku and way stations—9:15 a. m., *2:30 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., *9:30 p. m. For Waialua and Lihoua—*10:30 a. m., *2:40 p. m., *5:00 p. m., *11:00 p. m. INWARD: Arrive Honolulu from Kahuku, Waialua and Waianae—*8:30 a. m., *5:31 p. m. Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *3:30 a. m., *11:02 a. m., *1:40 p. m., *4:36 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 8:30 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, 15 Sunday only. G. F. DENISON, P. C. SMITH, Superintendent.

800 TITLED BRITONS KILLED IN WAR; ONE OF ROYAL FAMILY LONDON, Eng.—The new issue of Debrett's Peerage, the official annual record of British titles, strikingly illustrates how the aristocracy has suffered through the war. A roll of honor of some 800 names is given of those killed in battle or who have died of wounds, filling 12 pages. The list contains the names of one member of the royal family, six peers, 16 baronets, six knights, seven members of the house of commons, 164 companions of various orders, 95 sons of peers, 82 sons of baronets and 84 sons of knights. Changes in succession to more than 100 titles thus have been caused.

Sore Eyes Granulated Eyelids. Eyes inflamed by exposure to Sun, Dust and Wind quickly relieved by Marine Eye Remedy. No Smarting, just Eye Comfort. As Your Druggist's 50c per Bottle, Marine Eye Remedy Tubes 25c. For Sale at the Eye Remedy Dispensary of Marine Eye Remedy Co., Chicago