

Scenery is one of the richest assets of a nation. With our own it is one of the least used.—Enos A. Mills.

Honolulu Star-Bulletin

The higher a man climbs in position the more obvious becomes his faults.—Lyman Powell.

HONOLULU STAR-BULLETIN, MONDAY, FEBRUARY 7, 1916.

NINE

CANADA STIRRED BY REPORTS OF HOSTILE AEROS

Fire, Believed of Incendiary Origin, Destroys Ontario Munitions Factory

(Associated Press by Federal Wireless) OTTAWA, Canada, Feb. 6.—A report that three aeroplanes were seen early last night, flying on the Canadian side of the St. Lawrence River along the line of the Grand Trunk Railroad, headed in the direction of Montreal, has been received by Col. Sherwood, head of the Canadian secret service.

Early last night a fire broke out in the Jardine munition factory, located at Hespeler, Ontario, the first reports being that the factory had been destroyed by a bomb. The fire, which destroyed one of the buildings of the munition plant, is regarded by the authorities as of undoubted incendiary origin, and the militia is now guarding the plant and assisting the police in searching out suspicious characters.

Several persons were injured in the fire, which fact adds to the indignation of the public at Hespeler. Suspects Arrested. Three arrests have been made of suspects, one of the prisoners being a German and the other two Austrians. The ruins of the Parliament Building broke out in fire afresh yesterday, but this was speedily brought under control.

Yesterday a startling discovery was made in a local hotel, where a trunk that had been left by a transient visitor or before the war, in lieu of his board bill, was opened by the police. The hotel guest, who had registered as Carl Schuyert, drew attention to the presence of the trunk in the hotel storeroom by forwarding money from San Francisco sufficient to meet the charges against it and asking that the trunk be sent to him on the Pacific coast.

BODY OF MINISTER LAW FOUND IN RUINS

OTTAWA, Canada, Feb. 7.—Searchers in the ruins of the burned parliament building here last night have discovered the body of B. E. Law, representative from Yarmouth, Nova Scotia, who was believed to death in the catastrophe of last week. The body was found crouched in a telephone booth, and it is believed that he fled there hoping to escape the fumes of the gases caused by the explosion.

INDIANA GRAFTERS END JAIL SENTENCE

(Associated Press by Federal Wireless) LEAVENWORTH, Kan., Feb. 7.—With the release from the United States penitentiary here today of Alexander Zell, former street inspector of Terre Haute, Indiana; Edward Holler, former chief of police; Charles Houghton, city hall custodian, Joseph O'Mara and George Sovern, nine of the men convicted in the election conspiracy cases, will have satisfied the government for their offenses. Four of the offenders were paroled on December 21. Twelve remain in prison.

A report from Archangel, Russia, states that the French packet Bretagne was wrecked when she struck an iceberg in the White Sea.

JOHNSON AND WHITMAN HINT AT PEACE PACT

(Associated Press by Federal Wireless) SAN FRANCISCO, Cal., Feb. 6.—The elephant took advantage of the transcontinental telephone facilities last night to invite the Bull Moose into the harmony camp, and the message received a gracious reply. Governor Whitman of New York, the guest of honor at a banquet of the New York Realty Board, and Governor Hiram Johnson of California, the guest of honor of the San Francisco Realty Board, were the talkers on each end of the transcontinental line.

FORMER U. S. OFFICIALS ENGAGE IN FIST FIGHT

WASHINGTON, D. C.—George Von L. Meyer, former secretary of the navy, and Truxton Beale, former United States minister to Persia, had a fist fight in front of the fashionable Metropolitan club here. Before members of the club could intervene the men had exchanged several blows, although it is said neither was seriously hurt.

A long standing disagreement between Meyer and Beale came to a climax when they met in the club. Witnesses say that an argument started as they approached the doors and soon their words became heated. When they reached the sidewalk they came to blows.

Meyer was attended by Dr. Cary T. Grayson, naval aide and physician to President Wilson. One eye of the former secretary was slightly bruised, but there was no disfigurement. Beale was bruised but not seriously.

WHITMAN IS OUT FOR ANOTHER TERM; WANTS HUGHES FOR PRESIDENT

(Associated Press by Federal Wireless) NEW YORK, N. Y., Feb. 7.—Gov. Whitman wants another term in Albany. Last night he issued his formal announcement of his candidacy to succeed himself in office, and at the same time denied that he is seeking the vice-presidency.

"I am going to stand for Justice Hughes just as long as he will let me," said Mr. Whitman. "I consider him the fittest man for the presidency that there is in public life today. I want to see him President of the United States, a post for which I consider him peculiarly adapted both by temperament and by training."

JAPANESE SHIP CAPTAIN HONORED FOR BRAVERY

(Special Cable to Nippon Jiji) TOKIO, Japan, Feb. 5.—In recognition of his gallantry and coolness in getting all the passengers and crew of the Nippon Yusen Kaisha steamer Yatsuka Maru, torpedoed near the Suez Canal, into lifeboats, without the loss of one person, Capt. T. Yamawaki, master of the liner, and Mrs. Yamawaki were guests of honor at a dinner last night, given by Minister of Communications K. Minoura, which was attended by Admiral Baron G. Isibara, member of the supreme board of the Japanese navy, and many other prominent men. The Yatsuka Maru was torpedoed without warning and sunk in 45 minutes.

RIVERS RUN RIOT AND THOUSANDS ARE HOMELESS

Levees Go Down in Arkansas and Towns Are Buried Under Raging Torrents

(Associated Press by Federal Wireless) LITTLE ROCK, Ark., Feb. 7.—With the Mississippi raving and tearing at its levees, and the Arkansas river 15 feet above high water level, the floods have engulfed large sections of this state, killing 19 persons and doing an incalculable amount of damage to farm land and city.

Scores of towns scattered along the lower levels of the river bottoms have been inundated by the rising waters, and last night a fresh break in the Arkansas river levees was reported which engulfed many more.

Already there are thousands of families homeless, wandering about, living as best they can, or roosting like fowls in the trees at night.

The Mississippi is swollen to the brim. Here and there along the river's line in this state the levees are threatening to yield to the increased pressure of the waters.

Thousands of workers have been called out to battle with the floods of the Mississippi, and the railroads are aiding by rushing supplies to the workers.

At Arkansas City, on the Arkansas river, the levee is holding firm, but 700 laborers have been rushed to the danger points with bags of sand and wattles of willow with the hope of stemming the inroads of the waters. The river at that point is already 15 feet above the level of the town, and if the levee should break nothing could save the city.

PREDICT SPEEDY ACTION ON SUGAR TARIFF IN HOUSE

Carolina Representative Expects Free Sugar Clause Repealed During This Month

(Associated Press by Federal Wireless) WASHINGTON, D. C., Feb. 6.—The administration bills providing for the creation of a tariff commission and for the repeal of the free sugar clause in the Underwood Tariff Act will be reported to the house this week by the house committee on ways and means and every effort will be made to have work upon this legislation rushed.

According to Representative Claude Kitchin of North Carolina the chairman of the ways and means committee, the repeal of the free sugar clause will be the right of way.

"I expect that the house will pass this repeal act before the 20th," said Mr. Kitchin yesterday.

MRS. MOHR ACQUITTED

(Associated Press by Federal Wireless) PROVIDENCE, R. I., Feb. 7.—Mrs. Elizabeth Mohr, widow of Dr. C. Frank Mohr, for whose murder the woman and two negroes, Cecil Victor Brown and Henry H. Spellman, have been on trial for some weeks, was formally acquitted by the jury late Saturday. The negroes were convicted of the actual murder of the doctor.

IN WAR ARENA

GERMAN WARSHIP SUNK IN THE CATTAGAT

LONDON, Eng., Feb. 7.—Despatches from Copenhagen announced last night that a large German warship has been sunk in the Cattagat, between the Swedish coast and the island of Anholt.

The first intimation of the Copenhagen authorities had of the affair came from frantic wireless calls for assistance. These stopped abruptly.

It is believed that the Teutonic craft struck one of the many floating mines in the vicinity and went down before assistance could be rendered her.

GERMANY FORCES PRISONERS TO MAKE SHELLS IN POLAND

PETROGRAD, Russia, Feb. 7.—German prisoners here are authorized for the statement that the Berlin authorities have established a large branch of the Krupp gun and ammunition works at the city of Shavil, southwest of Riga. Here they have brought thousands of French prisoners and have forced them to work at the making of shells and guns. The entire male population of the city has also been impressed into service, declare the prisoners.

In northwest Russia there has been an exchange of Russian and German air raids with little serious consequence resulting from the Teutonic efforts.

FRANZ JOSEF REPORTED IN GOOD HEALTH

ZURICH, Switzerland, Feb. 7.—Continued rumors of the illness of Emperor Francis Joseph are declared to be without foundation, as the aged monarch is said to be in the habit of rising every morning before 4 o'clock and getting to his desk long before sunrise. He accomplishes an immense amount of labor before he has had his breakfast, declare reports from Vienna.

SOCIALIST RESIGNS SEAT IN REICHTAG

BERLIN, Germany, Feb. 6.—Otto Ruel, a prominent Socialist, has resigned from his seat in the Reichstag as a protest against the voting of further war credits.

POISON GAS TANKS BLOWN UP IN FRENCH SHIP

PARIS, France, Feb. 7.—During the recent bombardment in the Champagne front, the French gunners have been directing their fire against a known depot of the tanks containing the poison gases the Teutonics invented and made use of first in this war. Finally yesterday one of the French batteries succeeded in getting the range of the depot and a few moments after dense clouds of the suffocating gas was observed rising before the prevailing wind straight into the Teutonic supporting trenches.

This is but one of the munitions depots demolished by the French bombardment.

ALLIES' GUNS HAMMER TEUTON LINES ON WEST FRONT

LONDON, England, Feb. 7.—Daily the bombardment of the German lines in the west increases in violence, according to the despatches from headquarters of the French and British armies in France, but still there is no hint of the expected thrust at the Teutonic trenches.

Paris reports that the Gallic artillery, reinforced of late by several heavy pieces, directed an "intense artillery fire" upon the German trenches in the vicinity of Maison de Champagne.

French official reports also claim a success for the Gallic birdmen. According to the official communiqué, a French battleplane, after desperate fighting in the clouds above the trenches of the hostile armies, managed to bring down a mass of flame and smoke, one of the big German warplanes.

Russia also announces that her air

LOCATES HUGE SWORD FISH IN CITY'S MARKET

J. W. Jump Finds Monster 14 Feet Long With Tail 49 Inches Across.

"That there are plenty of big fish in Hawaiian waters may be evidenced by a trip to the fish market. Saturday morning I saw a swordfish there that weighed 735 pounds," says J. W. Jump of Los Angeles, one of the best-known game fishermen in America. "I believe that a visit to the fish market will prove to those who do not believe game fishing is worth while that there is really something in boosting the sport in Hawaii."

Mr. Jump declares that the tail of the swordfish measured 49 inches across, and that the fish was at least 14 feet long. He is very much impressed with the size of the fish here, and states that when you find them in the local markets it is certain that the sportsmen of the country will be able to locate them.

Mr. Jump and F. K. Burnham of Martinez, California, have been fishing in Oahu waters for the past few days, and report that they have had fair success. They are going after the big tuna and plan, with Harry Morris of Denver, a trip to Maui waters this week in the Morris Maru.

Haleiwa will become the goal of the fishing expeditions by the prominent fishermen here, according to Mr. Jump. The other day one fisherman landed a 400-pound swordfish in that region, and Mr. Jump with one or two other anglers will go to the fishing grounds there some time.

ELEVEN STOCKS PAY DIVIDENDS FOR FEBRUARY

More Than Quarter of Million Goes in Early Payments of Local Companies

Dividends paid so far this month by 11 local sugar stocks and miscellaneous corporations listed on the Honolulu Stock Exchange amount to more than a quarter million dollars, the total being \$298,750.

Payments were made on February 1 as follows: Haiku, \$15,000; Pala, \$22,500; Kekaha, \$15,000; Pioneer, \$60,000; Koloa, \$7,500; Tanjok, Oloa Rubber Company, \$2,000; and Honolulu Brewing and Malting Company, \$4,500.

On February 5 dividends were paid by the following: Hawaiian Commercial, \$100,000; Honoumuli, \$11,250; Hutchinson, \$30,000; and Paauhau, \$30,000.

men have been busy, and that in response the Teutonic aviators have raided certain parts of the northwestern district of the Czar's empire.

In the other theaters of the great war there has been more or less activity. Madrid last night reported that 900 German officers and men, and 14,000 of the Teutonic colonial troops, had crossed the line between the German Kamerun and Spanish Guinea, and have been ordered interned for the rest of the war.

The Spanish authorities are quoted as saying that this is taken to mean that the British-French campaign against the enemy in the Kamerun is rapidly drawing to a successful close.

MAY DEMAND INDEMNITY FOR TEUTON RAID ON SALONIKI

ATHENS, Greece, Feb. 7.—Greece wants payment for the lives lost and the property damaged by the Zeppelin raid over Saloniki. Immediately after the raid the government appointed a special commission to investigate the affair and report on the amount of damage done by the German air craft.

The commissioners spent several days in and about Saloniki and other places damaged by the raiders, before returning to Athens and preparing their report.

In the document, just published, the commissioners recommend that a demand by the premier, in the name of the country, be made upon Germany as once for a complete indemnity for all damages sustained by the Grecian city.

SWISS COMMANDEER SUGAR; PRICE JUMPS

(Associated Press by Federal Wireless) BERNE, Switzerland, Feb. 6.—The Swiss government will by executive order establish a sugar monopoly in Switzerland this week, taking all stocks of sugar from dealers and raising the price from 8 1/2 cents to 10 cents a pound. This move is made as a revenue measure, to meet the expenses of continued mobilization, and also as a precautionary measure to insure a sufficient supply of sugar being kept in the republic.

ALLOW JAPANESE TO CHOOSE ALLEGIANCE?

(Special Cable to Hawaii Shipno) TOKIO, Feb. 6.—Representative Morita, from the Aishi division, yesterday introduced an important bill into the lower house, a measure that particularly affects the Japanese residents of the Hawaiian Islands. Under the terms of the Morita bill, if it passes, as seems likely, the children of Japanese subjects born abroad will have the right, when they reach the age of 20 years, to elect to which country they desire to bear allegiance and that choice shall be accepted by Japan.

Yesterday it was announced that Lieut.-gen. Oka, minister of war, will resign from the cabinet (because of ill health).

Today the Emperor will view the coronation gifts, sent from abroad, to the Emperor and herself, the gifts being now at Akasaka palace. Included in these is the special "coronation number" of the Hawaii Shipno and coronation writings of 3000 Hawaiian-Japanese children.

NEW YORK SUBWAY DEPOTS WATCHED

(Associated Press by Federal Wireless) NEW YORK, N. Y., Feb. 6.—Police, gathered thickly at the entrances to the subway stations and holding up every one carrying handbags for examination, stating that they were acting under orders, led to reports last night that attempts to dynamite the subway were being made. While the police refused to explain, except to say that they had been ordered to question every one carrying a bag into the subway stations, it was suggested from higher up that the authorities were after burglars and not dynamiters. No unusual burglary has been reported publicly.

CARRANZA TAKES STEPS TO RELIEVE FAMINE

(Associated Press by Federal Wireless) GALVESTON, Texas, Feb. 7.—Mexico has taken steps to relieve the food situation throughout the republic. Word has reached here that the Carranza government recently appropriated \$6000 gold for the purchase of fishing schooners, which will be sent out into the Gulf of Mexico and the Gulf of California for fish, in the hope of relieving the food shortage. After this has been effected the schooners will be sold to the fishermen as cheaply as possible.

ADMIRAL USHER ASKS PROTECTION FOR SHIP

(Associated Press by Federal Wireless) NEW YORK, N. Y., Feb. 7.—Fear that fanatics might drop bombs upon the cruiser Washington, bringing home marines from Haiti, Admiral Usher, commanding the Brooklyn navy yard, last night asked the Brooklyn police to station extra men on the Brooklyn and Manhattan bridges as a safeguard and precaution. The admiral made no attempt to conceal his anxiety for the Washington officials. His request was granted.

ITALIAN CONSUL ESCAPES DEATH BY HAIRBREADTH

(Associated Press by Federal Wireless) MILWAUKEE, Wis., Feb. 7.—Armino Conte, Italian consular agent in this city narrowly escaped death in his apartment here last night when an infernal machine exploded, shattering the place and blowing the consular agent across his bedroom. The police, when they arrived, found another bomb, with the fuse but partly burned, lying near the outer door of the apartment.

IMPERIALISTS CLAIM BATTLE IN SZE CHUAN

(Associated Press by Federal Wireless) PEKING, China, Feb. 7.—The government here announced yesterday that revolutionaries had been defeated by government troops north of Sui Fu, Sze Chuan province. Two hundred rebels were killed and many machine guns taken by the government troops. The government also announced that American missionaries, reported missing in Mongolia, have been definitely reported safe.

STRIKE IN NEW YORK REFINERY IS ENDED

(Associated Press by Federal Wireless) YONKERS, N. Y., Feb. 7.—The officials of the Federal sugar refinery here have settled the trouble with their workers and 700 strikers will return to work this morning. The strikers are gratified with the results of their demand for higher wages, as the refinery has granted almost all they asked.

PANAMAN EXPOSITION IS OPEN FOR BUSINESS

(Associated Press by Federal Wireless) PANAMA, C. Z., Feb. 7.—The President of the Republic of Panama yesterday formally opened the Panama exposition, which is to last for 100 days. Large attendance was reported for the first day of the big fair.

TAKATA MARU SINKS

(Special Cablegram to Nippon Jiji) TOKIO, Japan, Feb. 5.—The Nippon Yusen Kaisha steamer Takata Maru, in collision off Cape Race with the American steamer Silver Shell and abandoned by her crew, which was taken aboard the Silver Shell, finally has sunk.

PROSPECT GOOD FOR PATCHING UP LUSITANIA CASE

Substitute Phrase Submitted By Germany May End Diplomatic Duel

(Associated Press by Federal Wireless) WASHINGTON, D. C., Feb. 6.—An announcement of the latest advance made by Germany, in the draft reply submitted on Friday by Count von Bernstorff to Secretary Lansing, was made yesterday by the department of state. This announcement explains that the German foreign office had authorized the German ambassador to offer a substitute phrase for the word "illegal," as used by the United States, in the tentative Lusitania agreement. The phrase offered in substitution avers that the killing of any American citizens was not intended in any act of any German commander. The destruction of the Lusitania was carried out under orders as an act of reprisal, in which reprisal no citizens were included.

The outlook for a settlement along the lines suggested is bright, as if President Wilson gives his approval to the substitution, Germany will at once embody it in a formal communication, thus framed along lines approved in advance by the administration.

A statement that the campaign of submarine warfare against all British shipping in the North Sea blockade zone was inaugurated by Germany in retaliation for the "illegal" blockade of German ports by the British navy is in the tentative agreement, as a preface to the German exposition of the Lusitania affair. This preface, continuing, says that Germany has already modified the methods of her submarines on account of Germany's friendship for the United States and because it was shown that the fullest use of the submarines in their blockade of British ports could not be obtained without loss of life to American citizens.

The agreement which Germany is willing to sign if allowed to substitute her phrase for the word "illegal" in connection with the sinking of the Lusitania, states that Germany is willing to assume the liability for the lives of the Americans lost and offers to pay a suitable indemnity to the relatives of those killed.

The agreement also expresses the readiness of Germany to cooperate with the United States in securing "the freedom of the seas."

Masonic Temple Weekly Calendar

MONDAY—Hawaiian Lodge No. 21, Stated, 7:30 p. m.
TUESDAY—Masonic Board of Relief, Regular, 5 p. m. Honolulu Lodge No. 409, Special First Degree, 7:30 p. m.
WEDNESDAY—Hawaiian Lodge No. 21, Special Second Degree, 7:30 p. m.
THURSDAY—Honolulu Commandery No. 1, Stated, Red Cross Degree, 7:30 p. m.
FRIDAY—Honolulu Chapter No. 1, R. A. M., Special Mark Master, 7:30 p. m.
SATURDAY—Lei Aloha Chapter No. 3, O. E. S., Stated, 7:30 p. m.

SCHOFIELD LODGE WEDNESDAY—SATURDAY—

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner of Berea and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E. meets in their hall on King St., next Fort, every Friday evening. Visiting brothers are cordially invited to attend. C. J. MCCARTHY, B. P. O. E. W. THINBERG, Sec.

HERMANN'S BOHNE.

Versammlungen in K. of P. hall Meetings, January 3 and 17; February 7 and 21; March 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretar.

Honolulu Branch of the National German American Alliance of the U. S. A.

Meetings in K. of P. Hall on Saturdays: February 12, March 11, April 8, May 6, June 3, July 1. PAUL R. JENSEN, President. C. BOLTE, Secretary. 6374—Jan. 18 to July 1 Incl.

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo YMCA High School IN 90 CHAPTERS A CHAPTER A DAY



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER LXX.

OTHER FUNCTIONS OF ADVERTISING DEPARTMENT.

All adjuncts to advertising, such as sampling and demonstration work should be taken care of by the advertising department. Some recommend that the advertising department should also be a clearing house for complaints. This hardly seems necessary. The advertising department should sit in on discussions as to how to handle complaints. Possibly it should have something to say in regard to how the credit department should dun a man for his money. But as to the actual adjustments of complaints, such function belongs to the sales department.

The advertising department of the Carborundum Company is a good example of versatile functions. That industry makes an absolutely different, special kind of abrasive product, of variety which covers the biggest grinding wheel down to the tiniest dental wheel. They first made the name of Carborundum known by using national advertising. Now, they pay most attention to convincing the dealer why he should push Carborundum.

To that end, they use the trade journals extensively. Then, too, they have a publication of their own which goes to the dealer and another which goes to their agents. With this, they hitch up with the sales department and get in some effective team work.

This creation of inspirational plans, to stimulate the salesman, is another big job of an all-around advertising department. The sales organization of many a big specialty campaign is stimulated and kept up to the mark by the ideas that the advertising department puts out. Most of the sales contests are originated by the publicity department. Thus the advertising manager evolves the plans for the increase of the spirit and competitive zeal of the salesman.

Why are these sales department matters originated in the advertising department? As a rule, it is the result of the effort of the advertising department to stir up the salesman through an effort to convince the salesman that the current advertising is worth talking about.

To do this consistently the advertising department may get out a publication designed to tell the salesman about next fall's advertising plans. Then gradually the advertising department finds that the efficiency of the advertising can be greatly increased by keeping the salesman keyed up, that gradually the job of stimulating the salesman is taken over by the advertising manager.

And, so, it is often true that an advertising manager has far more to do with the selling ability of a given force than the sales manager himself. He gets up all sorts of contests. For instance, this week he may put on an imitation World Series. One office will be pitted against another. All the salesmen of one branch may be pictured with regular baseball uniforms instead of business clothes. The spirit of baseball and many of its expressions are carried through this contest. Its purpose is to interest the men and get them into competition with each other on the basis of sales record which for this stunt might be called "batting records."

Lectures also often fit into the work of an advertising department. For instance, the advertising manager of the Carborundum Company spends a good share of his time lecturing before educational institutions. This is purely advertising. It is demonstration work of high class and on a big scale. Included in this phase of promotion work are lantern slides, and, in many cases motion pictures. Both these phases, in addition to many others, may properly be put in charge of an advertising department.

RAY BROWN EYE REMEDY FOR Red, Watery Eyes and GRATED EYELIDS. Sold Everywhere. 75 Cent—Canton Spa Pk.