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**MAMMOTH HOTEL SYNDICATE IS FORECAST BY CHAIRMAN BERNDT**

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are based on the experience of fourteen years of intensive fertilization of the tourist field, but primarily because Hawaii and anything Hawaiian is the fad with the traveler, which condition was aggravated by the World's Exposition at San Francisco last year where Hawaii made good in every respect. The cataclysm of Europe by way of their incidence has helped to turn the travel this way. We are on the crest of a delightful comber "on the beach at Waikiki" riding in on a surf board dexterously handled, and with caution and fore-sight we will land on the shores of plenty, truly the Paradise of the Pacific, greater, more peaceful, and beautiful than ever anticipated.

The Promotion Committee's administration activities in the headquarters at Honolulu covers a multitude of deeds and plans of procedure in bringing the islands to the attention of the public through a vast amount of correspondence, through articles on the islands written by our efficient secretary, in utilizing the columns of railroad, steamship, financial, trade and tourist journals as well as prominent newspapers on the mainland and through photographic illustrations, for which there appears at the present time to be a great demand, created to a large extent, the Promotion Committee modestly believes, through the efforts of the committee to gain publicity.

Changed Conditions. However, no matter how sincere our efforts to attain greater promotion success and no matter how strong our action impelling influence for better civic and commercial attainments, unless we keep abreast with the times in the development of the transportation, hotel and automobile roads problems we will decidedly miss our mark. Only recently two of these elements were again impressively brought to the attention of our local community by a prominent San Francisco hotel manager. He came here and investigated the transportation situation, the hotel situation and the road situation, and advised that all three be increased, augmented and bettered particularly the latter two as transportation was well on the road of being solved by the resumption shortly of the Great Northern Pacific S. S. service and the adding of the palatial Maui by the Matson Navigation Company, if Hawaii was to reap the harvest of tourists which was due the territory.

Hotel Syndicate Suggested. From my point of view real success in the game will only be attained when the local transportation companies (rail and water) join hands with the principal hotel interests and syndicate

the hotel proposition throughout the islands. I see the day coming when the big men now identified only with the sugar industry will be at the head and will be the real backers of all tourist promotion schemes. It will mean less of an investment for them, less responsibility and greater profits. Hawaii is so situated geographically and naturally to return bigger profits on tourists than sugar, particularly should the sugar consumption not keep pace with the phenomenal development of the industry in other parts of the world.

Under this syndicate plan the tourists could be passed along from the mainland to Hawaii and from place to place in the islands and always in the same good care, the tourist feeling that he was being advanced from point to point, that he might share in the charm of climate and scenes always permitted to those who reside here.

The hotels of Honolulu and the islands generally have been up to the standard, and as a matter of fact they have gradually met the increased demands placed upon them. However, the business interests which regard sugar and pineapples and other agricultural interests as the only factors for real investment, have not regarded the hotel business and other interests growing out of tourist travel as investment outlays. That the hotel business and other features incident to tourist travel are regarded from a cold blooded legitimate business standpoint is entirely evidenced by the participation of the big interests upon the mainland in just such enterprises as these, and profitably at that. Investments in enterprises of this character neutralize the great attractions of the Volcano of Kilauea, Crater of Haleakala and the Canyons of Kaula, centralizing interest in them and create an increased travel from other parts of the world.

Concentrate Efforts. Cohesiveness has been the success of other communities, such as Pasadena, where all hotel interests and all interests are harmoniously agreed in concentrating tourist travel direct, and even in making up parties to send them to other tourist centers, believing that a friendly interest in other places thus manifested makes additional friends for themselves.

The present year indicates a high-water mark for the Hawaii Promotion Committee, of which we, as members, feel exceedingly proud. The travel has been so good that every branch of business, large and small, feels the results of this in-pouring of outside money. All our communities now believe that the Promotion Committee slogan adopted many years ago is absolutely correct and that slogan is "Promotion Pays."

**TERRITORY MUST HAVE EFFICIENCY IN TRANSPORTATION, FORBES SAYS**

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spending of the money. When it comes to expenditure, trust your engineer. Get a good one and let him alone. His whole training is to think in terms of results, and it is results you want. Check him by them, but if he shows he can produce, then leave his methods and his man alone. Don't meddle. Any interference with his work, however well intended, only wastes your time, impairs the purchasing power of your money and deteriorates the quality of the delivered product.

"Thus far I have advocated to you the necessity of good roads in general, of these roads in particular, and of those three, the most important now. I think it proper that you should go to the legislature and the public works department may be counted on to do what it can to help you in information and estimates. But for reasons, good or bad, and not to be foreseen now, the legislature may fail you. Do not then be discouraged. Tackle the job yourselves. Get the roads built. Go in debt for it, if need be. Sell bonds.

Get the Facts First. "I speak in general terms; it must be your task to deal in specific figures. Venture no vote without a campaign of education first. Get the exact facts and assemble them for intelligent deduction. You know how long it has been since the present Volcano road was built and what it cost. You know what it entails in annual repairs. Find out the cost of building the type of road you decide should be adopted. Find out the cost of unremitting upkeep and make provision to have that sum set rigorously aside each year. Then see what your saving will be on your present bill for inadequate upkeep.

"You have trustworthy figures to show what the tourist business means to you, now, that it has begun to make itself seriously felt. Venture a little something on its growth; the Matson line and the Hill line are venturing. Then reckon the saving in maintenance, the present known income from tourists, and the estimated future income, against the interest charges and the assignments for sinking fund.

"You want travel. You want to be something more for all the years to come than just the sleepy little sugar port you need to be. You know that only travel can work the change. Concentrate on giving service to this growing travel. Remember that the

transportation companies will help you, if you help yourselves. They may be selfish, but theirs is an enlightened selfishness. They are always ready to spend a dollar to make a dollar. Convince them that they are making a paying venture. Help them to make it pay better, and then watch them scramble to build up the traffic.

**"WALKING THE DOG" FOX TROT COMPANION, TEACHERS DECLARE**

NEW YORK.—The American Society of Professors of Dancing, organized in 1882, is holding its annual convention at the Majestic hotel to settle the all-important question of the proper steps for the devotees of tango in the coming season.

Contrary to the prevailing opinion, the tango is not to go, but it will never supplant the waltz, which will stay on forever, so the dancing teachers say. There are the walking the dog, the hula fox trot, tactics militaire and any number of others.

"The keynote of dancing this season will be simplicity and grace," said Miss Rose I. Byrne of Boston. "There is now a decided tendency toward the military and the Hawaiian. The military trot will undoubtedly gain in favor. The steps are very simple and it is most inspiring when danced to one of Sousa's marches."

**PORCUPINES SPEAR AUTO TIRES**

WINSTED, Conn.—Motorists traveling through the wilds of Southern Berkshire are continually delayed by porcupines puncturing their tires. A porcupine which held up the car of William Fox near Sandfield Center last night paid with its life for filling one of the tires with quills.

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**FROM THE ORIENTAL PRESS HERE AND ELSEWHERE**

Under the heading of "Japan Welcomes United States to China," the Tokio Jiji Shippo, one of the most enterprising newspapers in Japan, has published the following editorial:

"It cannot be denied that many Japanese are inclined to look askance at American activities in China. Perhaps the long history of unfortunate policies of European powers in the Far East has produced a peculiar psychological effect upon them, and it seems difficult for them to see American activities in any different light. Since American relations with Japan became more or less strained, thanks to the anti-Japanese legislation in California, the Japanese attitude towards our enterprises in China has been especially unfortunate.

"China's most urgent need today is money, for the country is on the verge of bankruptcy. Under the presidency of Li Yuan Hung the north and south may come to terms, but even a united China cannot maintain peace and order within its borders, unless it has the wherewithal to keep the wheels of government running. The bare cost of maintaining China's machinery of administration is estimated at \$3,000,000 a month. With no funds forthcoming from provincial governments, the central government knows no means to make the ends meet. Unless financial aid be proffered from foreign sources, China's flickering hope of rehabilitation may once again go out in the recurring storm of revolution. The question is where she may look for aid. She has been struggling to borrow money from various sources.

but so long as the five-power group is in existence foreign bankers would hesitate to advance any considerable sum without conferring with that body. The trouble is that the five-power group is in no position to take care of China's finances. Even England's great resources have been taxed to the straining point. Although Japan is in a better shape, her treasury alone is not capable of supporting China. Where but the United States shall we look for immediate relief of our destitute neighbor?"

**WOULD OPEN BANKS**

TOKIO, Japan.—The Economic Investigation Committee recently appointed by the government with Premier Okuma as chairman has adopted resolutions calling for the establishment of two Sino-Japanese banks, one in Manchuria and the other in China proper. The government will soon open negotiations with the Chinese government concerning the institutions which will be joint enterprises of Japanese and Chinese capitalists. It is planned that the Japanese government will grant a subsidy and that in the case of the bank in China proper one-third of the board of directors may be nominated from among the Chinese stockholders.

Construction of a new international bridge or tunnel for Niagara River at Buffalo, by local capitalists is authorized in a bill by Representative Smith of New York.

**HELP WANTED**

There are men in Honolulu who are not working steadily. Some, because they do not know just where to find steady work.

To these men, then, Honolulu employers are appealing for help!

Read these "Help Wanted" ads and land your steady job.

It will pay every worker in Honolulu to read the Star-Bulletin Want Ads every day. It will also pay every employer to have his Want Ads in the Star-Bulletin.

**FEDERAL TELEGRAPH CO.**

Up-to-the-minute service to the Mainland and steamers Sierra, Sonoma and Ventura at sea.

The Federal Company has been awarded U. S. Government contract to equip all battleships and three of the largest radio stations in the world (including Pearl Harbor) with Poulson apparatus.

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