WHAT HAWAII CAN DO FOR TOURISTS BY ACCEPTING AUSTRALASIAN PLAN

OUT DOOR WORK FOR OUR VISITORS

Timely Schemes Suggested By Hume Ford For Hawaii

GOVERNMENT SUPPORT AND SUPERVISION OF TOURISTS WORK

Man From Australia Soon To Arrive. Where Tourists Are Drawn From—How To Get Them

At the meeting and lunch of the Territorial Transportation Committee, held at the University Club at noon today, plans were made for the entertainment of Percy Hunter, the delegate from Australasia, and head of the New South Wales Tourist Bureau, who is expected on the Korea. He will draw up a working plan with members of the committee for the proposed Joint Australasian-Hawaiian Bureau in New York City.

The following is the report read by the secretary of the committee:

To His Excellency the Governor of Hawaii and the Directors of the Territorial Transportation Committee.

Gentlemen:—Mr. Percy Hunter, manager of the New South Wales Government Tourist Bureau, is expected to be with us from the 12th to the 16th of October to discuss in behalf of Australasia the drawing up of plans with Hawaii for joint work in advertising in America the allurements of our Paradise of the Pacific and Australasia. It may be of interest therefore to know something of the work of the Australasian Bureaus and the manner in which we can all work together, Hawaii being the logical stopping place one way or the other of all who cross the Pacific.

Your secretary visited last year Fiji, Samoa, New Zealand, Tasmania, Victoria, New South Wales, and Queensland, studying the Government Tourist Bureau systems there and interesting the Australasians in their neighbor, Hawaii.

In Fiji and Samoa everything is done through the Governors, and it seems likely that some sort of co-operation will come about in this direction, although at present neither is equipped with a tourist bureau.

Tourist Bureau

In New Zealand the head of the Government Tourist Bureau holds almost a Cabinet position. He builds new roads, cuts trails, erects hotels and accommodation houses, conducts the affairs of a city that is also a resort, puts rival transportation lines in service when local management is extortionate, and in every way looks out for the comfort of the tourist, local or foreign. Literature distributed is only a side issue, the satisfaction given the tourist after he arrives in New Zealand is the great advertisement that lures others season after season to visit the wonderland of the South. The manager of the Tourist Bureau is an out-door man of remorseless energy, who knows every trail or mountain path in New Zealand. If a trail is uncertain in winter he leads his guides and makes the trip, and then, if it is safe, sends the tourist on his way, with an accommodation hut every ten miles at his disposal, where hot meals or a night's rest may be secured at two shillings each. Soon, these huts grow into hotels and the trail becomes a road, and farms spring up along the route. This is what the Tourist Bureau is doing for New Zealand and the Tourist.

Caring For Tourist

In Tasmania, with a population about the same as that of Hawaii, the Government maintains a splendid little Tourist Bureau. In Hobart you may be rung up at your hotel and a cheery voice call, "Do you wish to go anywhere today?" "Yes," you say. "Up Mount Wellington?" "All right," comes the quick response. "I'll send around and see if a party can be made up and let you know in half an hour." The party is made up, two hack loads, and the glorious trip enjoyed at a small cost. In directing the tourist to a list of equally reliable hackmen in Tasmania, the head of the Tourist Bureau himself sees to the comfort of the stranger, and there are splendid trips planned for him everywhere about Tasmania, and a list kept of those who wish to make them whenever a party is being formed. Australians and New Zealanders go to Tasmania to be taken care of by its excellent Tourist Bureau, and they return again and again season after season.

Melbourne Elaborate

In Melbourne, Victoria, the Government Tourist Bureau maintains palatial offices and exhibition rooms. It is needless to say that not only is the tourist conducted everywhere, but even the young men who go away for their two weeks' summer vacation are taken care of by the Bureau. Ridiculously low excursion rates are made on the railways from time to time to Adelaide, a thousand miles beyond to Broken Hill, and even to Sydney and Brisbane, while the bona fide tourist is always given half rates or less. Everything is done to tempt the people to travel and observe. The Cook representatives complain here, as they do in New Zealand, that while the Government Tourist Bureaus have multiplied tenfold the number of tourists and travelers in the last decade, their commissions as travel brokers are less in the aggregate, transportation rates having been reduced almost everywhere from a shilling to as low and sometimes lower than a penny a mile, and at this the transportation companies make money.

At Aidelaide, the capital of South Australia, a Government Tourist Bureau is to be established and correspondence opened with your committee.

From West Australia come cordial assurances of healthy cooperation in the joint plan proposed, the Bureau at Perth, the West Australian capital, awaiting the result of our conference with Mr. Hunter.

Joint Tourist Bureau

Your secretary discussed with Mr. Hunter in Sydney a year ago some of the outlines of a plan for joint Hawaiian-Australasian work in America. Mr. Hunter's Bureau is magnificently organized; the clerks seem to have every possible bit of information at the tips of their fingers. There are the outdoor men who can conduct you anywhere, the indoor men who seem to have been everywhere, so as to be able to tell you about it and enthuse you, and there is a clerical force upstairs. Guide books there are to everything, even to booklets that tempt you to become a trolley-car fiend or an habitue of the ferry boats. There are conducted trolley tours, differing daily, and all sorts of conducted or prearranged daily and week-end combination trips at reduced fares. And it all pays. The Australasian Tourist Bureau is a place beloved by the people, where even school children go for instruction about their own land and are welcomed.

From Sydney there are little tours to the Blue Mountains, Jenolyn Caves, owned and conducted by the Tourist Bureau, as is the hotel at the mouth; steamer tours of the near by rivers, and ocean tours at $2.50 per day to the New Hebrides, Solomon, Marshall (more than half way to Hawaii), and other South Sea and equatorial islands, to say nothing of a cruise at the same rate along the Australian coast to still savage New Guinea.

Success: Best Proof

So successful have the Australasian Tourist Bureaus proved that all the States are falling into line. Queensland now has her Government Tourist Bureau, with headquarters at Brisbane, whence the tourist is sent inland or up the coast to the wonderful Kearns Falls country, while New Zealand has palatial offices in Sydney and other Australian cities, although a combination for mutual work in each other's country is now on foot.

The steamship companies with headquarters at Brisbane wish to participate in a plan for a Joint Tour ist Bureau, as do those of Melbourne, Sydney, and New Zealand. It is likely that the cheap cruises to the South Sea islands will be looped up with Honolulu and even the Pacific Coast. The five-dollar-a-day cruise from the Coast to and among the Hawaiian Islands is being brought about by the Matson Company, and everything seems in position to join hands with Australasia for the exploitation of the Pacific for the benefit of the tourist and the permanent settler.

Japan is also preparing for tourist promotion work in America, and even Dutch Java is contemplating something of the sort. A combination with these for Round-the-Pacific cruises from the west American coast ports via Hawaii may be worth considering and discussing.

What Would It Cost Hawaii?

Presuming that the annual expense of maintaining a joint Commercial Museum and Tourist Bureau in New York, with branch offices in other cities, should amount to $100,000 per annum, it is suggested that the pro rata division of appropriations be as follows:

State—	Population.	Amt.
N. S. Wales	1,400,000	$25,000
Victoria	1,200,000	22,000
New Zealand	1,000,000	20,000
Queensland	500,000	10,000
S. Australia	400,000	8,000
W. Australia	200,000	5,000
Tasmania	175,000	5,000
HAWAII	150,000	5,000
Fiji	(native)	1,000
Samoa	(native)	1,000
		$102,000

Against a revenue that may possibly be self-supporting, of 5 per cent. from the railway and steamship companies on sale of tickets.

It is proposed to invite Java, the Philippines, and Japan to cooperate to the extent of working with the Bureau to send tourists to Japan back to America via the Philippines, Java, and Australasia and Hawaii, and Australia to send her American tourists back home via Java, Philippines, Japan, and Hawaii.

Where Do the American Tourists Hail From?

According to the leading hotel register in Honolulu, for the years 1906-7-8, exclusive of the Fleet months, one special excursion, and the Congressional party visits, a careful survey up to 1,000 names, month after month, gives the following table of figures, which hotel men of experience say in their judgment is approximately correct:

Out of every 1,000 visitors to Hawaii from the States there are likely to register at the hotels from the

East	422
South	51
Central West	97
Northwest and Canada	134
San Francisco	220
Los Angeles	76
	1000

For these the distributing point from which literature could be most advantageously sent would be

Chicago	573
San Francisco	343
Seattle	84
	1000

A Honolulu hotel register would show a larger number of actual registrations from San Francisco, but as many of the 'Frisco drummers, especially those after our Chinese trade, make four visits a year, a deduction must be made.

Hotel and shipping men seem to think that New York first and then Chicago and San Francisco should be the central distributing points of Hawaiian information, with branch offices in Seattle and Los Angeles. Facts and figures seem to justify this. There is a large percentage of tourist traffic from Europe bound for Australasia and the Orient that passes through New York. A New York office could reach out by placing literature on the trans-Atlantic boats and through co-operation with the London office of the Australian Tourist Bureaus.

New York would be the central point from which Australasia would undoubtedly work. Hawaii might exert her greatest energies in the Northwest, but it would not be necessary to ignore practically the majority of our American tourists who now come to us from about Chicago and the East.

Exhibition Rooms

Large exhibition rooms in New York City, where a Commercial Museum of the Pacific might be maintained would surely be beyond the hopes of Hawaii alone; with her neighbors' co-operation it becomes easy of accomplishment. Every prospective tourist to Australasia and Japan should, both in London and New York, be able to learn something at general headquarters of the first stopping place on the Pacific—Hawaii.

In Sydney the Government Tourist Bureau of New South Wales occupies a spacious ground floor in the business center and a basement. The basement being fitted up most attractively as a commercial and agricultural museum. A basement would go with a ground floor on Broadway, New York. Cinematograph boxes with moving pictures of Hawaiian and Australasian scenes could be placed along the walls; a space could be reserved, as in the Los Angeles Chamber of Commerce, for stereopticon lectures, while on the main floor the walls and windows could be adorned with attractive paintings of Pacific scenes. Each State or Island could have its desk space, and the general force could supplement the work and handle the ticket bureau, where circular-cruise tickets and railway transportation across the continent could be arranged for and hotel accommodation en route engaged and coupons, if desired, secured for payment at fixed rates. Literature could be sent out from the New York office and advertising for the year contracted for. Some even advocate the free service of Kona coffee to visitors to the Hawaiian section.

The expenses of a Chicago office need not be great, nor should it cost much to conduct branches in San Francisco and Seattle, when it is considered that both railways and steamship companies will gladly pay commissions on sales of tickets and heartily co-operate with such movements that cannot but benefit their treasuries more than any others.

The Australasian steamship companies when asked what concessions and combinations of cruises and rates they would make to aid such a bureau, have invariably replied that with a Joint Tourist Bureau in operation it could command, not ask for, concessions. That better service could be secured for the public goes without saying.

Wake Up, Hawaii!

Your secretary, after months of study in Australasia of her methods of taking care of the tourist and a year studying the possibilities of Hawaii for the white visitor and settler, is as firmly convinced as he is of anything in this life that the English language does not contain words too strong for use in urging Hawaii and her people to wake up to the fact that the twenty thousand dollars spent annually to attract people to he Paradise of the Pacific should be backed by an equal effort to co-operate with the tourist after he arrives in Hawaii. The excellent work of the Promotion Committee should be given the substantial backing it deserves by supplementing it with a force of enthusiastic workers whose sole duty it should be to attend to the outdoor work. There should be an active energetic, enthusiastic man of remorseless energy at the head of the outdoor work to make good the splendid efforts of the Promotion Department. This head of the work for the tourist after his arrival in Hawaii should be untrammeled by any obligations to private interests; his pay and the expenses of his department should come from the Government and from the Government only.. Without such a man and department to be of service to the tourist attracted to Hawaii, much of the splendid effort of the Promotion Committee in getting people here is minimized and the work in America in connection with Australasia would be robbed of its chief reason for being. It is the outdoor force to carry out the promises intimated by the advertising force that has made Australasia the ideal stamping ground for the tourist of every sized purse. I know of no place in the world, and I have hunted her nooks and corners for a decade, that offers in so brief an area so many marvelous and alluring attractions to the tourist as does Hawaii. I know of no place where the tourist is so hampered in getting about and where so little is done to aid him to get from place to place and yet in all the world there is no more hospitable people—always a door open to the stranger, but the stranger does not usually care to travel relying on the generosity of chance acquaintances for a night's lodging or a square meal.

Over-Night Houses

New Zealand through her Tourist Bureau has eliminated this phase of tourist life in New Zealand and a very slight effort on the part of an outdoor man in Hawaii would obviate it here. On the Island of Oahu Government aid need not be appealed to for the erection of accommodation houses on the New Zealand plan. Individuals have already offered to come forward and supply this crying need to the tourist and the inhabitant of the Islands. It but needs the active aggressive man of initiative and force at the head of the outdoor work to soon have rest-houses established on every Island a plenty. Private capital has been offered toward building an auto road around Oahu. The outdoor chief should make it his business to know every highway and by-way, to crystallize such a sentiment, get the enthusiasts together, and the road will be built, either by private subscription or out of the public funds.

Mountain Trails

Your honorable chairman, the Governor of Hawaii, is deeply interested in the cutting of mountain trails; the outdoor tourist chief should have charge of these, for they can become one of Hawaii's greatest tourist assets and attractions.

Of a Sunday there are 70 to 100 walkers on the slopes of Tantalus, and I know from experience that the average male tourist but awaits a companion who knows the trails to take many a pleasant mountain tramp. The Oahu Walking Club seeks to erect a rest and refreshment shed on Tantalus. Such a rest-house should be erected by and under the direction of the Tourist Department, and the Legislature should not be niggardly in supplying the funds. College boys there are aplenty in Honolulu who know all the mountain trails of Oahu; they would gladly take turns week-ends acting as guides, and already several mountain houses and camps have been offered for the use of the tourist, if only the resourceful party-making man of authority will materialize.

The windward side of Oahu is delightfully cool in summer, and daily dollar coaches ply to rail and hotel connections. There is a mountain trail second to but few in the world of travel, and swimming beaches unsurpassed by any, save perhaps Waikiki. Yet, for the lack of an outdoor chief of the tourist work for Hawaii, this part of the Island is a closed book to the tourist, and to most Honolulu people.

Outdoor Chief

The chief of an outdoor department could here, as in other lands, 'phone daily to the hotels, great and small, to ask if any guest wished to join a walking, driving, or auto party. The smaller hotel keepers assure me that often their people leave Honolulu for the Coast because they know of no week-end or daily excursions to break the regular routine and I know of several men of use in Hawaii today who when ready to leave have been tempted to stay over for a tramp or a camping trip and they are still here. There should be someone to get the tourists together for their own pleasure and the benefit and advertisement of Hawaii. At Waikiki I have reason to know that an outdoor man of energy could keep surfing parties going all the time if he would only use the phone, or could cooperate with the chief of out door tourist work, and what more advantageous method of spreading Hawaii's fame broadcast? In every way we need the outdoor man on Oahu and a general energetic head of this department, who would visit the other islands and organize systematic work. At night-time in Honolulu the stranger within our gates is at a loss for amusement; yet we have a Chinatown unequaled in America. I have taken acquaintances to visit the Oriental theaters, the dainty geisha dances, the archery galleries, the quaint temples, the silver and gold-workers, and the brightly lighted shops of our Oriental town. They have returned night after night, caught and held by the strange charm of Chinatown. Responsible guides there are who would gladly conduct parties through this portion of the city at night, show all its pleasant attractions, and provide for a Chinese or Japanese supper. Here is an asset worth considering.

Recent visiting local parties to Maui and Haleakala only demonstrate that this field should be worked, and that there should be someone who could and would make up and conduct the parties. The same is true of the wonderful canyons of Kauai, reputed to excel anything of the kind on the American continent. Everywhere there is a field of labor for the Outdoor Chief, designing and carrying out Wonder Tours that are suggested and advertised by his co-adjutors and heads of the Promotion Committee.

We have everything superlative to offer the sightseer from either America or Australasia, the highest island mountains in the world (excepting Fujiyama), the largest active and the largest quiescent craters, and the balmiest climate. We meet next week the representative of Australasia; he can tell us many things that it will be well for us to know, regarding the best methods of getting the public to visit scenic wonders. It is to be hoped that we can unite our efforts with his and reach hands across the sea in both directions to bring America and Australasia nearer together and nearer to ourselves. It can be done.

ALEXANDER HUME FORD,
Correspondent Secretary Territorial Transportation Committee.

The late Ambrose L. Thomas of Chicago once told a story about two doctors. "To illustrate my point," he said, apropos of an advertising error, "I'll tell you about my friend Bones. Bones was taken ill, and his family physician being out of town, a specialist was called in. But the family physician unexpectedly returned, and he and the specialist entered Bones' chamber together. They found the man in a high fever and partially unconscious. Each put his hand under the bed clothes to feel Bones' pulse, and each accidentally got hold of the other's hand. 'He has typhoid,' said the first physician. 'Nothing of the kind,' said the other. 'He's only drunk'." — Rochester Herald.

Blank books of all sorts, ledgers, etc. manufactured by the Bulletin Publishing Company.

Cholera Morbus and Bowel Complaints

"Over 95 cases in every hundred of summer complaints could be avoided," says a leading specialist, "if every one was careful to keep his system toned up with Duffy's Pure Malt Whiskey. It's the most effective germ destroyer known to the medical profession."

ABSOLUTELY PURE & UNADULTERATED — TRADE MARK

DUFFY'S PURE MALT WHISKEY

is an absolutely pure distillation of malted grain; great care being used to have every kernel thoroughly malted, thus destroying the germ and producing a predigested liquid food in the form of a malt essence, which is the most effective tonic stimulant and invigorator known to science; softened by warmth and moisture, its palatability and freedom from injurious substances render it so that it can be retained by the most sensitive stomach.

It cures nervousness, typhoid, malaria, every form of stomach trouble, disease of the throat and lungs, and all run-down and weakened conditions of the body, brain, and nerves. It is prescribed by doctors and is recognized as the world's greatest family medicine everywhere.

(Dose):—One teaspoonful in each glass of drinking water during the hot weather will kill all germs.

If weak and run down, take a teaspoonful four times a day in half a glass of milk or water.

Duffy's Pure Malt Whiskey is sold throughout the world by druggists, grocers and dealers, or shipped direct for $1.00 per bottle.

If in need of advice, write Consulting Physician, Duffy Malt Whiskey Company, Rochester, New York, stating your case fully. Our doctors will send you advice free, together with a handsome illustrated, medical booklet containing some of the many thousands of gratifying letters received from men and women in all walks of life, both old and young, who have been cured and benefited by the use of the World's greatest medicine.

Legal Notices.

IN THE CIRCUIT COURT OF THE First Circuit, Territory of Hawaii. At Chambers; in Probate. In the Matter of the Estate of Seikichi Shigeyoshi, Deceased. Order of Notice of Hearing Petition for Administration. On reading and filing the petition of G. Tashiro, a friend of the widow of deceased, alleging that Seikichi Shigeyoshi of Okiura, Japan, died intestate at Okiura, Japan, on the 3rd day of March, A. D. 1908, leaving property in the Territory of Hawaii necessary to be administered upon, and praying that letters of administration issue to him, the said G. Tashiro, it is ordered that Monday, the 2nd day of November, A. D. 1908, at 9 o'clock a. m., be and hereby is appointed for hearing said petition in the court room of this court at the Judiciary building, Honolulu, Oahu, at which time and place all persons concerned may appear and show cause, if any they have, why said petition should not be granted, and that notice of this order shall be published once a week for three successive weeks in the Evening Bulletin newspaper published in Honolulu.

Dated September 26, 1908.

(Sig.) J. T. DE BOLT,
First Judge of the Circuit Court of the First Circuit.

Attest:
(Sig.) JOHN MARCALLINO,
Clerk.

A. S. Humphreys attorney for petitioner.

4116—Sept. 26; Oct. 3, 10, 17.

SANTAL CAPSULES MIDY

URINARY DISCHARGES RELIEVED IN 24 HOURS

Each Capsule bears the name MIDY. Beware of counterfeits. ALL DRUGGISTS.

For Distilled Water and Aerated Soda Water, delivered to office and residence, RING UP 557,

Arctic Soda Water Works
1263 Miller St. M. R. DE SA.

The Weekly Edition of the Evening Bulletin gives a complete summary of the news of the day.

Legal Notices.

ASSIGNEE'S OF MORTGAGEE'S NOTICE OF INTENTION TO FORECLOSE AND OF SALE.

Notice is hereby given that pursuant to the power of sale contained in that certain mortgage, dated the 21st day of December, 1900, made by P. Silva and wife, of Honolulu, Island of Oahu, Territory of Hawaii, to the Western and Hawaiian Investment Company, Limited, Mortgagee, and recorded in the office of the Registrar of Conveyances, in Honolulu aforesaid, in Liber 214, on Pages 372 to 374, inclusive, and assigned to John G. Correa by Assignment dated August 24, 1908, and recorded in the Office of said Registrar in Liber 309, page 129, the assignee of the mortgagee intends to foreclose said mortgage for condition broken, to-wit: the non-payment of principal when due.

Notice is likewise given hereby that the property covered by said Mortgage will be sold at public auction by James F. Morgan, auctioneer, at his office, 857 Kaahumanu Street, Honolulu aforesaid, on Monday, the 19th day of October, 1908, at 12 o'clock noon of said day.

The property covered by said Mortgage and intended to be sold as aforesaid consists of the following:

All that certain piece or parcel of land situate on the Ewa side of Liliha Street, Honolulu aforesaid, being 60 feet on Liliha Street and 90 feet deep;—And being a portion of Royal Patent 5648, L. C. Award 1144 to Piilikua, and devised to said P. Silva, Mortgagor, by Will of Thomas Silva, duly entered into Probate.

Together with all the improvements, rights, easements, privileges and appurtenances thereto belonging.

Terms: Cash, United States gold coin.

Deeds at expense of purchaser.

For further particulars apply to W. C. Achi, Room 1, McIntyre Building, Honolulu, attorney for the Assignee of the Mortgagee, or James F. Morgan, auctioneer, 857 Kaahumanu Street, Honolulu.

Dated at Honolulu, this 19th day of September, 1908.

JOHN G. CORREA,
Assignee of the Mortgagee.

4110—Sept. 19, 26; Oct. 3, 10, 19.

HIGH SHERIFF'S SALE NOTICE.

Under and by virtue of a certain Alias Execution, issued out of the Circuit Court of the First Circuit, Territory of Hawaii, on the 17th day of September, 1908, in the matter of Henry Smith, Trustee, Plaintiff, against Raymond Reyes and Mary Reyes, Defendants, No. Equity 1576, I did, at 11:57 A. M., of the said 17th day of September, 1908, make a demand on Raymond Reyes, defendant, for payment of within amount of said Alias Execution, and said Raymond Reyes, defendant, having failed to comply with such demand, either in whole or in part, I did, on said 17th day of September, 1908, levy upon, and shall offer for sale and sell at public auction, to the highest bidder, at the front entrance of the Capitol Building, in Honolulu aforesaid, at 12 o'clock noon of TUESDAY, the 27th day of October, 1908, all the right, title, interest and estate of the said Raymond Reyes, defendant, in and to so much of the property hereinafter described as may be necessary to satisfy the said Alias Execution, unless the sum of One Thousand One Hundred Ninety-four and 80-100 ($1194.80) Dollars, that being the amount for which said Alias Execution issued, together with interest, costs, and my fee and expenses are previously paid:

PROPERTY TO BE SOLD.

1. All the right, title, interest and estate of the said Raymond Reyes in and to that certain piece or parcel of land situate on the Asylum Road in Honolulu, Oahu, and being all of Lot 3 of the subdivision of the Machado (Asylum Road) property, as set forth in Partition Deed recorded in the Hawaiian Registry of Conveyances in Honolulu, in Liber 241, page 111, the said lot containing an area of 36,872 square feet.
2. All the right, title and interest of the said Raymond Reyes in and to that piece or parcel of land situate at Kahuluu, North Kona, Hawaii, described in R. P. 5498, L. C. A. 5689 to Nahoounauna, containing 3 acres and 524 fathoms.
3. All the right, title and interest of the said Raymond Reyes in and to that piece or parcel of land situate at Kahuluu aforesaid, described in R. P. 4834, L. C. A. 5678 to Kauwale, containing an area of 1 acre 885 fathoms.

Terms—Cash.

Deeds at the expense of purchasers.

Dated September 24, 1908.

WM. HENRY,
High Sheriff, Territory of Hawaii.

4114—Sept. 24; Oct. 10, 26.

185 editorial rooms—256 business office. These are the new telephone numbers of the Bulletin office.