

PROMOTION WORK SUCCESS

(Continued from Page 1)

Every line of railway of any consequence operating in the United States and Canada has or is about to include Hawaii in its field of operations. There is no excursion or steamship agency or hotel information bureau the world over that is not supplied with data concerning Hawaii. Our advertising matter is being sought for on every hand.

No lecturer on travel fails to include Hawaii in his talks.

No globe-trotter considers his work well done unless he can tell of the wonderful surf riding at Waikiki, describe the entrancing Paikuli, and thrill his listeners with an account of how he saw the world's making in Kilauea's pit of everlasting fire.

These seven years of effort have forged an endless chain around the globe, each link being indelibly marked "Hawaii."

More Hotels Needed Soon

Where the Territory could accommodate one guest comfortably seven years ago, we now have better accommodations for one hundred, but the demand upon us is going to be much greater in the immediate future, and it is not too early to plan for additional hotel accommodations on a large scale. We are fortunate in having so many desirable home hotels or family boarding-houses in addition to our larger hostels, which add materially in making the stranger comfortable; and what is said of Honolulu applies to all of the islands. The trip to the Volcano of Kilauea has been made one of the most easy of outings. Heo has enlarged and improved his hotel service. The Volcano Hotel Company has spent a great many thousands of dollars during this period in adding to its hotel accommodations at the edge of the crater of Kilauea, making the hotel a thoroughly comfortable and first-class resort.

The extinct crater of Haleakala, on the island of Maui, can now be visited without discomfort, the rest-house at the top of the mountain affording shelter during cold or stormy weather. The hotel accommodations on the island of Maui are greatly improved. This also may be said of the island of Kauai.

The different islands have vied with each other in the building of good roads. In fact, all parts of the Territory are making rapid progress in arranging for the care and entertainment of the traveler.

There has been a decided improvement in ocean transportation matters during the past year. The building of the S. S. Wilhelmina and the replacing of the Alameda with the Sierra have been of great help, and it is pleasing to know that the outlook is favorable to an early and extensive betterment of travel facilities on the Pacific.

Scope of Work Extended

During the past year the Hawaii Promotion Committee has extended the scope of its activities in a marked degree. On the Pacific Coast a number of innovations have increased the efficiency of the work. Instead of confining our efforts to Southern California, we are now expanding our energies more equally among the entire Coast, and especially in the rich region of the American and Canadian Northwest. Through the closing of our exhibit in Los Angeles, we were enabled to enter into a contract with the well known advertising firm, the Peck-Judah Company, through which we are securing a wide circulation of our printed matter from several hundred points west of the Rocky Mountains, personal representation in Los Angeles, San Francisco, Portland and Seattle, and office desk room for Mrs. Headlee in Seattle. Besides this we are getting carried one page of advertising in the company's "Railroad Blue Book," probably the most authentic railway guide in the West, with a paid subscription circulation of 10,000 copies monthly; one page in the monthly publication "Touring," and approximately three pages in the company's annual, "Summer Trips."

We have also arranged with the Ames Bros. Company for folder-rack service, beginning July 1, this year, in Victoria, Vancouver and Spokane, points not covered by our other contracts; and we have been able to retain the services of the Railway Folder Schedule Distributing Company of San Francisco, by which we get our printed matter well displayed in many hotels on the mainland not otherwise provided for, and in the racks on the vessels of the Pacific Mail, Pacific Coast and Oceanic steamship companies.

Closer Touch With Orient

Through the acquaintance established during my four and a half months' trip through the Orient and Australia, I feel confident that we shall receive direct benefit in the way of a constantly increasing number of stopover tourists from these countries.

Prior to my visit to Colombo, the North German Lloyd steamers calling at that busy port refused to allow the distribution of any advertising matter on board their steamers. An exception, however, was made in our case, and the committee's special Far East folder, printed in English, French and German, is now placed in the hands of every passenger stopping at Colombo on his way to Australia, China and Japan.

At Yokohama the distribution of our folders has hitherto been confined to the Pacific Mail agency and Cook's, but now that the Japanese Welcome Society has established a permanent agency there, I feel assured that we shall be able to secure a much more satisfactory service. We shall also be able to cover Kobe in the same way.

Atlantic City a Success

For several years the committee has had under consideration the advisability of establishing a bureau of information at Atlantic City, America's greatest tourist resort. This year, thanks to the cooperation of the pineapple interests, we were able to undertake the work. What is considered the most desirable place on the Board Walk was secured, and an interesting exhibit installed. The immediate success attending the sale of Dole's pure pineapple juice was so pronounced that the pineapple planters of Hawaii have been encouraged to put up large quantities of this product. In fact, the bottling of pineapple juice bids fair to become one of Hawaii's greatest and most profitable industries. The exhibit is also doing effective work in advertising Hawaiian canned pineapple, while the distribution of our folders from the information booth is creating a decided interest in Hawaii throughout the Eastern part of the United States. During the short time the exhibit has been open thousands of people from Chicago, eastward, have heard of Hawaii; hundreds have expressed a desire to know more, and many have already been sufficiently interested by what they have learned of Hawaii at At-

lantic City to plan for a trip across the Pacific the coming winter.

Has Confidence of Public

The Hawaii Promotion Committee has won for itself an enviable place in the confidence of our own people. This has never been so evident as during the past year. Our files and the columns of the daily papers show this to be true for all parts of the Territory, as well as for Honolulu. Every mail from the other islands brings lists of names of friends or acquaintances of the writers on the mainland, with the request that we supply them with our printed matter. As a matter of course, also, the Hawaii Promotion Committee is expected to father the annual Washington's Birthday Carnival, and to advertise it abroad, to encourage the biennial trans-Pacific yacht race; to play a leading role in entertaining notable visitors, etc. All of this is of course very gratifying to the Committee, inasmuch as it proves that the organization is generally recognized as filling a place of large usefulness in the community.

The year just past has been by far the best from the standpoint of tourist travel in the history of the islands. The coming fall and winter promise to exceed last year's record to the extent that the present increased transportation facilities will permit—this being between two and three hundred passengers monthly. The number of visitors in the city during the past summer has been equal to the heaviest winter travel up to two years ago, and business has been good in all lines.

Claims Credit For Big Results

The fact that the tourist traffic has increased so greatly during the past two or three years, and that the future promises so much more in this line, should be a matter of the greatest satisfaction to all who have been, directly or indirectly, connected with the work of the Hawaii Promotion Committee. For up to the present time we have been engaged practically alone in publicity work for the islands, without the tremendous advertising force of great transportation companies, hotels, etc., which in the case of almost every successful tourist resort in the United States and Europe bear the burden of this most important work. The business men of Hawaii, who have willingly subscribed the funds which have made the Committee's work effective, have not, in the majority of instances, been those receiving direct benefit from increased commerce and passenger traffic with the rest of the world; but rather by those who profit indirectly by that which benefits the community as a whole.

How Floral Parade is Advertised

In advertising last year's Floral Parade, the Committee secured an unusually large amount of publicity for the Territory. Over 50,000 copies of Mr. Harry Mint's excellent poster, in the form of window cards, post cards, stickers, and billboard sheets, were widely distributed in almost every part of the civilized world. In the United States mainland, and throughout Europe, this distribution was especially thorough; while practically all seaport cities of the Orient and Australasia were well covered.

The Committee has already taken active steps in advertising the 1911 Parade, and the offer of a prize of \$100 for a poster design, has attracted considerable attention among mainland artists, and it is hoped that designs may be submitted by local competitors.

Creating Desire To Travel

During the year just closing, we have made use in greater degree than ever before of special form letters and post cards, addressed personally to many thousands of names on selected lists which we have been able to secure. The excellent results accomplished through this method in the

past may well be looked for again—in fact the returns by every mail indicate that the desired impression has been made. Before leaving on my trip to the Orient last September, I had sent out to practically every country assessor in six of the most prosperous States of the Middle West, a request for a list of a few of the more prominent and well-to-do citizens of his community, who might be interested in making a pleasure trip to the islands. As a result we secured approximately 10,000 addresses to which we sent out printed matter.

On Trail of Auto Owner

Early last February we sent out a form letter to the Secretaries of various commercial organizations in practically every city and town of importance in the country, asking that they secure for us membership lists of automobile, golf and country clubs in their vicinity. As a result we now have a most valuable collection of addresses numbering upwards of 20,000, made up of men of means and leisure in every part of the country. To the addresses thus obtained, we have sent a specially prepared letter calling attention to Hawaii's excellent roads, the facilities for bringing motor cars from the Coast, and the pleasure and satisfaction derived from spending the winter months in the Territory. We later followed up this letter with a postcard giving the freight rates on automobiles between San Francisco and Honolulu, and inter-island rates. By every mail we are receiving replies from these communications, and I feel certain that we shall note a very large increase in the number of tourists with autos during the coming winter.

After the Pedagogue Also

Besides the above we mailed, early this year, a letter to the principal of practically every high school in the United States and Canada, west of the Mississippi River, together with 10,000 postcards calling the attention of teachers to the splendid summer climate we have, and the desirability of Hawaii as a place to spend their long vacation.

Through a letter addressed to librarians of practically all of the public libraries of the United States, we have received a thousand or more lists of books on Hawaii, which are on their shelves. Through this means we are enabled to suggest other books, which they lack, and which are valuable in spreading general information concerning the Territory.

Another valuable list of between 5,000 and 10,000 addresses of persons likely to be interested in Hawaii, was obtained through the courtesy of many wholesale grocery firms throughout the Western States, who at our request sent us lists of their customers to whom they have been selling Hawaiian pineapple.

Books on Trains and Ships

I would also state here, that, through our suggestion, various books on Hawaii, selected by us, were purchased and added to the libraries on the vessels of the Pacific Mail, Toyo Kisen Kaisha, Matson Navigation Company and Oceanic Steamship lines, and of the limited trans-continental trains of the Santa Fe and Southern Pacific Railway systems.

Get Ready For Exposition

It will never be possible to measure the exact value to us of our exhibit at the Alaska-Yukon-Pacific Exposition, in Seattle, last summer and fall. The total cost, including the Federal appropriation, was less than \$100,000, which amount is certainly but a pittance of the actual value in publicity, which the islands received from it. I mention this because I believe that no time should be lost in making preparations for taking a prominent part in the exposition which will mark the opening of the Panama Canal in 1915, which means so much to Hawaii.

One of the most significant signs of last winter were the number of ex-

ursions which attempted to organize for the trip to Hawaii, but which failed on account of steamship facilities.

Three Excursions Likely

In this connection we have good reason to believe that there will be at least three large excursions arranged for the coming winter, which will be actually carried out: one from Seattle and two from Los Angeles.

Within the past few weeks we have had several parties of from eight to twenty, recruited in Los Angeles, by the German American Savings Bank, which is running a tourist department and largely through our efforts has lately turned its attention seriously in this direction. The assistant manager of this bureau recently spent several weeks here studying the field thoroughly, and we may safely expect to receive the active support of this organization in the future. Thos. Cook & Son are also planning a series of excursions to Hawaii for the coming winter. Raymond & Whitcomb, Collier and other tourist agencies all include Hawaii in their itineraries.

Results From Australasia

One result which can be traced almost exclusively to our work is the very great increase in the number of visitors received from Australia and New Zealand. Two years ago it was rare to have more than two or three passengers stop over from the monthly steamers from the antipodes. Now we seldom have less than thirty or forty.

Hawaii Sets the Pace

Hawaii now sets the pace for systematic publicity work, not only in the Pacific, but more recently has been openly recognized as leading in this line of work by Porto Rico, in the Atlantic. Our methods are being inquired into and copied, and "Hawaii's enterprise" is the lash that is being effectively used just now to stir half a dozen different communities to a realization of their neglected opportunities. Through Governor Freat we were recently asked by the Governor of Porto Rico for information regarding our methods, and our exhibit at Atlantic City this summer was studied with much interest by Porto Rico's progressive executive.

The Philippines, under the energetic management of Governor Forbes, is taking a renewed interest in getting in touch with the rest of the world, and within the past month we have been again asked to assist a newly established publicity bureau through our experience. Japan has for some time been noting and making use of some of our methods, while Java and Ceylon are also beginning to appropriate funds for advertising their attractions to tourists.

Kanahala Boosters Abroad

We are under obligations to a great many of our own citizens for much active and intelligent assistance in our work. Hundreds have called at our office to leave addresses of friends, who would be interested in our printed matter, or to secure it by sending themselves. Many have asked to be supplied with literature for distribution while on vacations on the mainland. Space permits specific mention of only a few of these. Mr. Z. K. Myers, of Hilo, before making a several months' business and pleasure trip this summer, requested us to mail to his address in half a dozen important points he expected to visit, a liberal supply of matter. This he afterwards placed in the hands of persons who will probably sooner or later visit Hawaii. His co-operation in our work in Spokane and Eastern Washington came at a most opportune time, and his wide personal acquaintance in that section made it possible for him to do a great deal of close range promotion work.

Mr. A. B. Ingals carried a large package of our literature with him throughout his recent trip, which embraced both America and Europe. Rev. J. W. Wadman, in an extended lecturing trip through the middle west and as far east as Pittsburg, in the interests of church work in the Territory, lost no opportunity to boost Hawaii, both from the platform and in personal interviews.

Rev. W. D. Westervelt also did work along similar lines during an extended tour of the mainland, adding besides, a splendid selection of lantern slides made from his own negatives.

Mr. George W. Smith has just returned from an extended trip throughout the northwest, where he did some splendid work boosting Hawaii.

Our citizens have also shown a most commendable desire to assist in our work by making use of small leaflets of condensed information on Hawaii, as inclosures in their correspondence; and in assisting in the distribution of many thousands of floral parade stickers, postcards, etc.

We have also received some most valuable assistance from a number of professional lecturers during the past year. This has cost us virtually nothing expect a little time spent in helping these men gather their data, for which they have always been very grateful.

Franklin Matthews, the New York Sun correspondent, who visited Hawaii during the cruise of the Atlantic fleet in these waters, has been on the lecture platform for the past year, and is painting our islands in the rosiest of colors. He is a delightful talker, and his lecturing for Hawaii is very real.

John F. Moore, traveling railroad secretary of the Y. M. C. A., and a number of other persons who have visited here, are lecturing before special audiences about Hawaii in

connection with their work, and benefiting us much.

Credit Where Credit is Due

Perhaps in no other locality are the daily papers so united in helping promotion work along. Their assistance means everything to the Committee, without it we could accomplish but little.

Through the enterprising of Mr. W. I. Castle and other public-spirited citizens our beautiful valleys and mountain ridges are being opened up by easy trails, bringing the world's most charming beauty spots within the reach of all.

The work of Mr. Alexander Hume Ford in organizing the Outrigger Club cannot be too highly commended. The continued and increased interest in the greatest of all aquatic sports, surf riding, is largely due to the members of this Club.

Through the courtesy and active assistance of the Territorial Superintendent of Public Works, we have been enabled for several months past, to maintain a branch information office on the gallery floor of the new Alakea wharf building. The two rooms placed at our disposal have been fitted up tastefully at a minimum of expense: one as a writing and rest room, and the other as an office. On steamer days a member of our office staff is detailed for duty in these rooms, and already there is evidence that the enterprise is much appreciated both by local people and the traveling public.

At a cost of \$125 the Committee donated the two handsome calabashes offered as trophies for the biennial trans-Pacific yacht race from San Pedro to this port, during the month of July just past. The Hawaii Promotion Committee was largely instrumental in inaugurating the first race of this character four years ago.

Many Meetings Held

During the past year, the organization has held fifty meetings, of which three were special. These meetings have all been well attended, and the members have besides given a great deal of their private time to other work of the Committee.

A number of changes in the personnel of the Committee have taken place during the year. Mr. W. A. Bowen resigned as chairman and as a member on March 1st, on account of his leaving the Territory on an extended tour. Mr. J. L. McLean was elected to succeed him as chairman, while Mr. Norman Watkins was appointed by the Chamber of Commerce to fill the vacancy in the Committee. Chairman McLean in turn resigned from the Committee on June 23rd, as he was about to leave on a long vacation trip, and was succeeded to the chair by Mr. G. Fred Bush; the Committee billing Mr. McLean's place by the election of Mr. W. H. McInerney, as member at large.

My report would not be complete without reference to the painstaking and excellent work of Mr. Will J. Cooper, who has acted as Secretary during my absence from the Territory, and I would also mention the effective service rendered the Committee by Lloyd Childs at Asbury Park and F. J. Vierra at Atlantic City. Our regular office force consisting of Miss Mary Crewes and Miss Beatrice Taylor have been faithful to their duties and have also contributed their share towards the continued success of the Committee's work.

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SPORTS

RIFLE TEAM

HAWAII SHOTS DO VERY WELL

N. G. H. RIFLEMEN GET INTO THE TWENTY-SECOND PLACE

Team Improved on Last Year's Showing—Men Will Return on the Sierra—Colonel Jones Pleased

Notwithstanding all the kicks about the way the N. G. H. rifle team for Camp Perry was selected, and the insinuations to the effect that the men were more of a musical bunch, than a body of sharpshooters, the representatives of Hawaii have done remarkably well on the rifle range.

Colonel Jones received a cable yesterday from Colonel Short and Major Riley of the local team. The messages read as follows: "United States Infantry, 1st, 2186; Hawaii, twenty-two (total score) 2945."

This cable means that the regular United States Infantry won first place in the big shoot, and that Hawaii has crept up a couple of places in the list. Last year Hawaii finished twenty-fourth, and every year the team is improving a lot. To get so close to the first team is a feather in the caps of the Hawaiian shots, and there is no doubt that next year still better work will be done.

It will be interesting to see the full individual scores made by the local team, and to compare them with those of the winners. The N. G. H. team will return home on the Sierra, and they will get a great welcome from their comrades in Honolulu.

GREAT POLO GAME ON SATURDAY NEXT

It is to be hoped that the rain will clear off before Saturday, as the polo game between Maui and Oahu is scheduled for that day. It would be too bad if wet weather prevented the match being played, as everybody is interested in the coming struggle, and a big crowd has made arrangements to attend.

The polo this season has been exciting and good, and it is fine to see the number of spectators who have attended all the games. Kauai won out in the championship series, but it is not yet decided which team comes second. If Oahu wins next Saturday, they will take second honors, and if Maui manages to beat Honolulu, the Valley Islanders will be second.

The Cavalry lost every game, but they stuck to their guns in good style. The Lelehua bunch have nothing to be ashamed of, and the way they performed their hopeless task was a treat to see.

From all indications, there will be a tremendous crowd at Moanalua next Saturday, and the game should be a peach from start to finish. The lineup of Maui and Oahu will be the same as they have put in the field on previous occasions, and that is good enough for anybody.

DOTS AND DASHES.

Joe McGurn "The Game Irishman," will make Coll work his passage on Saturday night at the Orpheum. Coll is in better shape than he was when he boxed at the old Orpheum some months ago.

Most people would like to see an All-Hawaii polo team tackle the next best four that can be selected. A Baldwin vs. Rice match would draw a big crowd, and should be interesting.

The tennis experts of the island are looking forward to a possible visit from the Australian crack players, who may pass through within a few weeks en route to the mainland.

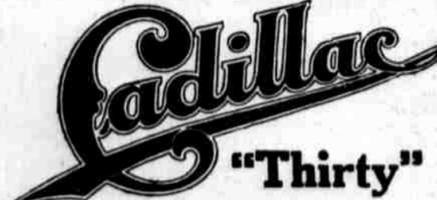
The new league will have a couple of games at the old grounds on Saturday afternoon, and a good crowd of fans is expected to attend.

Cordell is resting today, and will only take a little exercise between now and the time he steps into the ring on Saturday night.

The new gymnasium at the Y. M. C. A. will be a beauty, and all the latest appliances will be installed in the building.

There is no truth in the rumour that Baby Biss is going to box Jack McFadden at catch weights.

1911



"Thirty"

This car will add new luster to an honorable name

THE most valuable asset the Cadillac Company possesses is its good name—a good name which is not merely the result of popular caprice, but has been earned by what the car has done and what it has been.

For 1911, therefore, our first thought—our one and only thought in fact—has been to satisfy that widespread and implicit confidence which always expects the exceptional from a Cadillac.

You are receiving now, we verily believe, the most advanced type of exact and scientific motor car manufacture which the industry has produced.

Please co-operate with your Cadillac representative by the earliest possible inspection.

Price \$1700 f.o.b. Detroit

Touring Car, Demi-Tonneau and Roadster (Coupe \$2250, Limousine \$3000). Prices include the following equipment: Bosch magneto and Delco system, one pair gas lamps and generator. One pair side oil lamps and full lamp, one horn and set of tools, pump and repair kit for tires. 50 mile season and trip Standard speedometer, hose rail, full foot rail in tonneau and half foot rail in front. Tire holders.

Von Hamm-Young Co., Ltd., - - Agents

Important Improvements

On what was considered a perfect Car in the 9101 Model

INCREASED POWER.
Cylinder bore increased from 4 1/4 inches to 4 3/4 inches. This, with more efficient carburetor, (Schebler) which is water-jacketed, effects a material increase in power. Piston stroke, 4 1/2 inches.

The four cylinders are case singly, with copper jackets applied, retaining the exclusive Cadillac features throughout.

INCREASED COMFORT.
Wheel base increased from 110 to 114 inches, making the car easier than ever.

IMPROVED APPEARANCE.
Double drop frame, 2 1/2 in. drop, which makes car set lower, and this with the larger hood and more roomy tonneau greatly improves the appearance.

LARGE RADIATOR.
The radiator is slightly larger, hence has greater cooling capacity. This is notwithstanding the fact that the Cadillac was never deficient in that respect.

TINKEN AXLE.
Full floating type. Tinken roller bearing rear axle. This is the same axle as used on a number of America's highest priced cars.

LARGER BRAKE DRUMS.
More powerful brakes, more easily applied and greatly increased efficiency. Contracting and expanding double acting brakes, both equalized.

TWO IGNITION SYSTEMS.
Two complete and independent ignition systems, each with its own set of spark plugs. The two ignition systems consist of Bosch high tension magneto and the new and improved Delco system with single unit coil, high tension distributor and controlling relay. Either system alone is efficient for operating the car.

ENCLOSED WIRING.
All electrical wiring enclosed in copper tubes.

COPPER MANIFOLDS.
Copper manifolds are used for water inlets and outlets in the circulating system.

REMOVABLE CLUTCH.
Clutch may be removed in a very few minutes without disturbing other members.

CADILLAC MOTOR CAR CO., DETROIT, MICHIGAN
Licensed under Selden Patent

(Continued from Page 1.)

and hit halfway down the field. The ball shortly afterwards went in front of Maui's goal, and after a mixup Stewart scored for Lelehua with a fine backhand stroke. The bell went with the score standing at: Maui, 7; Cavalry, 3 1/2.

Seventh Period—This spasm was only under way 1 minute 54 seconds when Frank scored with a beautiful backhand. Then Forsyth made a long drive and missed the goal by a few feet. Hanson and Sheridan did good work, but could not quite get up, and after 6 minutes 39 seconds, Harold Rice hit a goal with his backhand. Then the Cavalry made a rush down the field and Sheridan, getting hold of the ball, hit for goal. The bell went just before the ball went through, and the goal did not count. The score then was: Maui, 9; Cavalry, 3 1/2.

Eighth Period—Sheridan was the first to hit the ball, and he took it down and then passed to Hanson, who very nearly scored, but only hit behind. Then, after the hit out, Harry Baldwin got hold and, 45 seconds after the start, hit a goal. Dave Fleming was playing a great game just now, and his riding was a treat to see. Frank Baldwin then took the ball three-fourths of the length of the field and shortly afterwards scored a peach of a goal. The time was 8 minutes 9 seconds. Then Dave Fleming brought out cheers by hitting a goal from a long distance in front of the posts; time, 8 minutes 42 seconds. That was all the scoring done, as the bell went shortly afterwards and the game ended.