

Kaui
represents the
country
of the future.

The Garden Island.

THE
GARDEN ISLAND
represents
Kauai.

ESTABLISHED 1904. VOL. 9. NO. 45.

LIHUE, TERRITORY OF HAWAII, TUESDAY, NOVEMBER 5, 1912.

SUBSCRIPTION RATES, \$2.50 PER YEAR 5 CENTS PER COPY

BUSINESS MAN AT AD CLUB

**L. Mesick An Experienced
Newspaper Man Speaks Be-
fore Interested Audience.**

CALLS IT BUSINESS NEWS

**Deals in Plain Talk on Plain
Copy, and advocates Artistic
Display Ads.**

The following very interesting speech was made by L. Mesick, superintendent of the Hawaiian Gazette Co.'s, big job department at a recent meeting of the members of the ad club in Honolulu:

"It was with considerable temerity that I accepted an invitation to read a paper before this club on the subject of 'The Printer's Side of Setting Up Ads.' At first glance it seems an easy subject to handle; but on second thought, I don't see how I can approach it understandingly without going back of the printer—without starting with the cause for which the printer is merely a means to the effect.

"The object of all advertising is to draw favorable attention to something—to enlist the interest and sympathy of the people—acquisitiveness, in short. We all need the money. If metaphysicians will overlook my trespassing upon their preserves, there is a psychological moment in which to advertise—and a best or most effective way in which to do it. Of late years business people understand the science of advertising much better than formerly, and so much less money and effort is misdirected. An advertisement, wide of the mark, would be a display of blankets and woolen clothing in very hot weather. These particular goods would not be needed at the time and possibly never would be—if the weather continued sultry. But a powder or a lotion guaranteed to relieve prickly heat; cooling drinks, refreshing baths, clothing that, being scientifically constructed, is warranted to cool, not heat, the body—these things put before the people when they are sweltering would find eager takers at fair prices. People generally want what they want when they want it. The merchant who puts forth in his windows and in his newspaper space the things that the people need and crave at the time, has the lead of those who do not recognize this psychological moment.

Bargain Hunters.
"A noticeable per cent of the people are bargain hunters. The psychological moment to reach these people is not so much when the goods are most needed, although the offerings should be timely, as when an array of tempting prices can be offered.

Business News.
"The advertising columns of a newspaper should be bright, snappy in phraseology, fresh. They furnish the business news of the community, and are a sure guide to strangers as to what conditions they will find in that community when they go there. Advertisements should be changed often—the oftener the better. This is an expense, of course, but it is warranted by results. A merchant I knew in California made a liberal appropriation for newspaper advertising, his specialty being readers, always something fresh to say. He told me of an incident that came to his notice in the lake region of the Middle West. A storekeeper advertised in the community weekly. 'A fresh stock of dry goods, hardware and groceries just received by the schooner Alice.' At the time my merchant noticed this advertisement, the schooner named had been at the bottom of the lake for twelve years—and the country merchant's advertisement had never been changed in all that time.

"The point I have tried to lead up to is that the written advertisement placed in the printer's hands should contain timely business news, something that may be featured. An advertisement written and displayed in one tone is not appealing in these days of high specializing. If the point in the

ELEELE HAS NEW TWIRLER

**Newly Discovered Pitcher "Sur-
prises the Natives" With His
Wonderful Work in the Box.**

LIHUE'S POLITICAL MEET

**With Brass Band and Oratorical
Display, Pleasant Evening Was
Spent—Mahlums Entertain.**

ELEELE, Nov. 4.—One of the most exciting ball games ever played on the local field was played here Sunday, when Kauai Railways defeated the big Eleele's to the tune of 12 to 10 in an eleven inning game. The little youngster who pitched for the winners did heady work, notwithstanding he is young and "small for his size." The umpire would shout "strike three, batter out," and one could not help but look on with amazement. A large and enthusiastic audience greeted the players who played with a snap and ginger from start to finish.

Politics In Lihue

Last Friday night was political night for Lihue. About three score or more, more or less interested politicians gathered at the city hall where they were interestingly entertained by oratorical fireworks and sweet strains of the Lihue band. Director Joe Souza and his boys occupied the stage and added a touch of the real old-time political feature to the occasion, rendering appropriate airs which were very much appreciated. The speakers acquitted themselves with credit—as they always do—and on the whole, it was said to be one of the best meetings of the campaign.

Mahlums Entertain

The home of Mr. and Mrs. Mahlum of Waimea was the scene of mirth and joy last Saturday evening when a host of young people were entertained at a masked ball. Many splendid costumes were worn, and the terpsichorean artists enjoyed the hospitality of their charming hosts to the limit, being loathe to depart until the wee hours of the morning.

Harry Vincent, of Honolulu and who will be remembered as having relieved Operator Haggemann at the local wireless station during the latter's vacation has arrived, and will be placed in charge of the new station when put in readiness.

written advertisement to be featured is indicated, or pointed out to the printer, it would be just as well; if it is not indicated, but still is there, I believe the advertisement compositor in these days will be able to discover it. I say this because the printer is not a mere mechanical automaton, but is generally a man of intelligence, who gathers new ideas easily and rapidly, and, if necessary, is of an artistic temperament. His work often fails to be ideal from my standard, but the fault is not always the printer's—often he is but obeying some higher authority.

Artistic Display.

"In displaying ads there should be decided contrast, the things to be featured brought out sharply, in contradistinction to the remaining matter which may be regarded as explanatory. This is designed to make an instant impression upon the mind of the reader of the gist of the ad. First impressions count.

"The free use of extraneous ornamentation in ad setting is not in good taste. Neither are large, glaring borders. A well balanced Continued on page 6.

ELECTION DAY OF THE PAST

**All is Over and the County Will
Once More Resume its Nor-
mal Form.**

GARDEN ISLAND IS FIRST

**Special Wireless and Telephone
Service Gave This Paper
Lead Over all Competitors.**

The election "has come" and gone, and for a few moments, we feel it our duty to fling aside our mail of modesty long enough to say to the public that THE GARDEN ISLAND is the first newspaper in the Territory to place a complete report of the results of the election before its readers. By special wireless arrangement, and an all night reporting service, we were enabled to secure returns of the mainland election as rapidly as they were reported, and through the courtesy of the members of the local Republican Club, we were provided with local election returns. We wish to heartily thank all who assisted in any way whatsoever in furnishing us with every possible means to get the news before our readers so promptly. The papers will leave THE GARDEN ISLAND office for all parts of the island as soon as the last returns are counted, and the extra force which will be waiting for the copy can be given a chance to set it up.

The full report as nearly correct as is possible to give under the circumstances will be found on a separate page in this issue, the idea in having it appear so, being a matter of convenience to any one who might desire to retain it for future reference.

Mrs. Moragne's Party

One of the most enjoyable affairs of the week was given Saturday evening by Mrs. Moragne. The evening was devoted to music, the performers being Miss Day, who is an accomplished musician, assisted by Messrs. de Laey and Palmer. After the musicale the guests sat down to a delicious spread. Those present were: The Misses. Ayer, Miss McIntyre, Miss Day, Miss Mumford, Miss Witt, Mr. de Laey, Mr. and Mrs. Palmer, Mr. and Mrs. K. C. Hopper, and Mr. and Mrs. Moragne.

The Baldwin Dance

A social function of unusual pleasure was the dinner and dance given by Mr. and Mrs. Ben Baldwin at their beautiful Makaweli home to the Makaweli young people on the evening of October 25.

The regular November term of the Circuit Court of the Fifth Circuit convenes to-morrow. The absence of any criminal case on the docket, did away with the necessity of calling a grand jury, thus enabling the Court to get down to business at once.

Mrs. Ben Baldwin entertained at dinner Saturday evening.

Sperry flour—the best everywhere, the bakers declare. tf.

Miss Lucas of Honolulu, is the guest of Mrs. W. H. Rice, Jr.

We believe in Sperry Flour—every day and every hour. tf.

Every child writing a letter to Santa Claus, addressing it to WALL NICHOLS COMPANY, HONOLULU, giving their Post Office address, will be remembered at Christmas time. Don't forget.

Sperry flour—Best on the coast is the housewife's boast. tf.

GARDEN ISLAND SWEETENS JAPAN

**More Than a Million Buzzy Bees
Are Sent to Japan To Im-
prove Home Product.**

VISITING PUBLIC SCHOOLS

**Mrs. Govea, Prominent Portuguese
Hanamaulu Resident PASSES
Away—Fassoth Dinner.**

The Garden Island Honey Co., has shipped the largest consignment of bees ever known to leave the Territory at one time. They recently shipped four hundred hives, containing five-frame colonies each, or about 20,000 bees per box. This extraordinary shipment was consigned to Nagasaki, Japan and the sweet builders are of the big Italian variety. The Japanese hope to successfully replace the small native, unprolific bee.

If the Garden Island honey bee is a progressive as the Kauaiian usually is, it would be best for the ship's officers to be mighty careful and sure of their courtesies toward the little Kauai-Italians.

Visiting Public Schools

Within the last few weeks the Hanamaulu school has entertained several of our prominent business men among whom were Supervisor H. D. Wishard and Judge Lyle A. Dickey. That such prominent men should interest themselves in our public school affairs sufficiently to visit them, indicates that at last the public schools are about to receive the attention due them and from the right element, too. Other business men and especially the parents of school children, should follow this example. Every parent should become acquainted with the teacher of his child. Too many parents are satisfied with the report of the "new teacher," which is usually given by their offspring many cases in which matters are largely exaggerated. Parents and friends, you are welcome at any of our public schools. Come as a grouchy critic if you must, but be sure and visit the boys and girls in school. They need your presence to encourage them, so please meet them half way, see their little hearts beat like a trip-hammer and their little eyes sparkle, when they behold mama or papa paying a visit to school.

Mrs. Govea Dies

The death of Mrs. Ignacio Govea, a well known Portuguese resident of Hanamaulu occurred at 6 a. m. yesterday, death being due to stomach trouble, and ensuing after a lingering illness. Deceased was 45 years of age and a devout member of the local Catholic church. A husband and four children, all of whom, with the exception of a son Joe who resides in Honolulu, were at her bedside, when she passed away, are left to mourn her loss. The funeral was held at 5:30 p. m. in the Kapaia Catholic Church, Rev. Father Hermann conducting the services after which the remains were gently lowered into their last resting place.

The entire community attended the funeral, the procession being headed by a hundred or more little children, followed by the pall bearers. The Lihue band, the music of which rendered a pleasing solemnity to the occasion, was also in attendance.

Pleasant Dinner Party

WAIMEA, Nov. 4.—The hospitable home of Mrs. Fassoth was the scene of delight last Saturday, when the charming hostess entertained the young people at dinner places being arranged for fourteen.

PARCELS POST JUNE 1, 1913

**Rate of One Cent Per Ounce Will
be Made. Parcels Seventy-two
Inches in Length May be Sent.**

ALL TERRITORIES INCLUDED

**Some Interesting Waimea Notes—
New Teacher Arrives For
Waimea School.**

The parcels post law which will go into effect June 1, 1913, provides that hereafter fourth class mail matter including farm and factory products, not now embraced in either the first, second or third class, not exceeding eleven pounds in weight nor greater in size than seventy-two inches in length and girth combined, and not of a character perishable within a period reasonably required for transportation and delivery.

The United States and its territories, including Alaska, but excepting the Philippines, is to be divided into eight postal zones, which are to be worked out by experts.

The rate on fourth class matter weighing not more than four ounces is to be one cent for each ounce or fraction and on matter in excess of four ounces weight the rate is to be by the pound, the postage in all cases is to be prepared by distinctive postage stamps. Rates are fixed as follows for rural route or city delivery:

On all parcels most matter mailed at the postoffice from which a rural route starts, for delivery on such route, or mailed at any point on such route for delivery at any other point thereon or at the office from which the route starts, or on any rural route starting therefrom, and on all matter mailed at a city carrier office or at any point within its delivery limits for delivery by carriers from that office, or at any office for local delivery, five cents for the first pound or fraction of a pound and one cent for each additional pound or fraction of a pound.

WAIMEA NEWS NOTES

A Filipino stabbed another Filipino at the Waimea mill camp.

Lester Robinson nearly cut off two of his toes with a sharp ax.

Axal Blackstad fell from his horse and broke his arm.

Miss Mabel Gilbert of Honolulu stayed from Wednesday to Saturday in Waimea. She made her trip for her health and found old friends in Waimea who were delighted to see her.

Miss Louise Dean of Arlington Mass., arrived on the Kinau to teach in Waimea school. Mr. and Mrs. Brown have a warm welcome for Miss Dean as they have many mutual friends in Mass. She will teach one of the Third Grades.

Mr. Hjorth and his daughters will be greatly missed in Waimea. Misses Elsie and Gerd left last Saturday and Mr. Hjorth will follow them next week.

The Lihue Electric Co., is constructing a sub-station for their lighting plant at the top of the Kapaia hill near the Korean church.

Harry Waldron of the Honolulu Iron Works returned to Honolulu Saturday on the Kinau.

Dr. Derby returned to Honolulu Saturday, that he might exercise his right to cast a ballot. He will return to Kauai next week.

NEW WIRELESS PLANT OPENS

**The Most Up-to-the Minute Plant
in Existence, Being Equipped
With Latest Instruments.**

RADIUS OF 1000 MILES

**Opens in Time to Receive Elec-
tion Returns From Frisco, Giv-
ing all Night Service.**

Engineer L. W. Branch of the Mutual Telephone Co.'s, Wireless Telegraph Department was wearing a broad smile yesterday morning. When asked why he appeared so happy. We were informed that the first wireless telegram had been sent and received at the new station at Lihue, which Mr. Branch has just completed for his company.

The work of installation was completed Saturday afternoon and Sunday morning the instruments were tuned and adjusted to the highest pitch of efficiency. Sunday evening promptly at eight thirty o'clock the generators were started up and the call "Hu" "Hu" "Hu" (which is the call of the Kahuku station on Oahu) was given, and as quick as thought the operator at Kahuku came back with the glad news that he heard the Lihue Station and that the signals came loud and strong. Mr. Branch then sent a telegram to Manager J. A. Balch in Honolulu informing him that the new station was ready for business. In less than fifteen minutes Mr. Branch received an answer and congratulatory message from Manager Balch. Thus a wireless station that the people of Kauai can feel proud to have; at their service was placed in commission, and in a few days the old station at Nawiliwili will be dismantled and all the wireless business will be handled from the Lihue station.

The new station is of three kilowatt capacity with a transmission radius of about 1000 miles and a receiving radius of about 2000 miles. The instruments are all the very latest production of Marconi's factory and every piece of material that was used in the construction of the station is of the very latest and best that could be obtained.

At the present time the power will be generated at the station by a gasoline power plant, but as soon as the new power plant is completed at Lihue, electric current will be purchased from the local concern.

Many people may be interested to know that there is not a wireless telegraph station west of the Rocky Mountains that is as up to date and complete in every way as the station at Lihue, and all those who feel interested will be gladly shown through the whole plant at any time and visitors are always welcome.

The station will be open all night tonight to receive the local and mainland election returns.

Mr. H. Vincent will be the operator in charge of the station, and as soon as the work of dismantling the old Nawiliwili station is finished Mr. Branch will go immediately to Lahaina Maui, where he will install a plant similar to the one here.

Supervisor H. H. Brodie paid his respects to our schools yesterday and will return to-morrow. He was accompanied by Mrs. Brodie. This is Mrs. Brodie's first trip to this side of the island since her return from the coast and her many friends hope to see her more often in the future.