



"A picture of father and mother."---

How it would delight your children, how it would please your friends.

R. W. Jenkins
PHOTOGRAPHER
1015, BROADWAY, NEW YORK

BATTLE FOUGHT

(Continued from Page 1)

near Halewa, with two Blue cavalrymen, was "flushed," as the hunters say, by two Red cavalry patrols, breaking the coast end of the line. The cavalrymen were sent to reinforce the marines, who were also busy. At 5 o'clock this morning Capt. Cutts, commanding the marines, threw up entrenchments on the beach in front of Halewa hotel, to cover a squad of marines with a machine gun. A detachment of marines, also with a machine gun, was placed at the entrance to the bridge near the hotel, and that bridge, theoretically, of course, was destroyed by the removal of twenty planks. This put the marines in readiness to delay any Blue cavalry that might be mousing about between themselves and the Red forces.

At 6:40 o'clock Capt. Cutts, having made the preparations above described, received the following message from the Red commander by a mounted orderly: "You will hold the crossing of the Anahulu river until further orders. Lieut. Baird, Fifth cavalry, has been ordered to reconnoiter the country to the east of your position, and assist you in holding the crossing." Signed Janda, Chief of Staff. Another Signal Station Captured. Shortly afterward, Lieut. Baird reported in person and said he had a cavalry detachment of 10 men with

which he was scouting to the eastward of the marine position, between Halewa and the hill. The first thing the Red cavalry detachment did was to make the capture of some Blue cavalrymen, according to a message received at 8 a. m. The Blue cavalrymen were operating another signal station.

With this capture and that of the other Blue signal station, the Reds have cut off this end of the signal line that Col. Wilder established, practically putting the line out of commission.

During the morning the marines have not gone into concerted action, but there has been desultory firing at stray Blue cavalrymen. It is seen that the marines have accomplished their mission to delay the Blue cavalry. At 8:30 o'clock the umpires got a message that the Reds had succeeded in getting a troop of cavalry up to a commanding position on high ground near Schofield Barracks, evidently scoring an important point for the Red invaders. They are still holding the position and at this time, the middle of the morning, it looks from this end as though the Reds were gaining an advantage.

MAIN PART OF RED ARMY SLEEPS AT KAWAIHAPAI

BY LAURENCE REDINGTON
(Star-Bulletin Staff Correspondent with the Red Army)
KAWAIHAPAI, Oct. 21.—With the war only a day old, and hostilities not actually opened between the invaders and defenders of Oahu, the red army has met with a piece of good fortune that greatly betters its chance of successfully fighting its way across the island to Pearl Harbor, and thence right through to Honolulu. The marines have come into the war game as a complete surprise to all but the umpires and the Red commander, as reinforcements to the Northern Detachment, and this evening a detachment effected a sensational landing in front of the Halewa hotel, and encamped within a couple of hundred yards of the spot where they hit the beach.

Following the part that they have always played in the theatre of war, an especially that taken by the United States marine corps in recent Central American troubles, the "soldiers and sailors, too," as Mr. Kipling terms the members of the marines corps, have come to the front as Red allies, and their weight will be thrown against the defending Blues. Shortly before 5 this evening, a vessel, which afterwards proved to be the navy tug Navajo, was seen pointing toward Halewa harbor. Half a dozen Hawaiians, a handful of hotel guests, Captain W. H. Johnson, umpire with the Reds, and the writer, were the only persons who saw the marines leave their "battleship" camp in the big sailing launch that

Republican Meetings Tonight

Fourth District-- Luzo and Punchbowl Streets

Fifth District-- Waipahu, Ewa

was towed up for landing purposes and pulled for the beach, landing in a downpour of rain that descended at the exact moment that the boat's bow caught the sand, and that made the other wet spells of the day look like a Scotch mist by comparison.

Hardly had the first boatload of marines come ashore when a small detachment of Red cavalry, came clattering up to the hotel and reported to Captain Cutts, in command of the marines. They had been rushed to the landing point by Colonel McGunagle, the Red commander, as soon as the Navajo was sighted off the Reds' concentration camp at Kawaihapa, 5 miles from Halewa. Tonight, in the pouring rain, the

(Continued on Page 7)

THEORETICALLY DEAD.
HALEIWA HOTEL, Oct. 22.—The most heart-rending decision that Capt. Walter H. Johnson, umpire, has had to make yet was this morning when a Red orderly galloped across the bridge near the hotel, the bridge having previously been theoretically destroyed. Therefore, theoretically the orderly fell in to the river and both he and his horse were declared duly drowned. He was a surprised orderly to learn of his untimely demise.

FIRE AND DEATH

(Continued from Page 1)
the night of September 27th, an alarm of fire spread about the huge ship. An investigation developed a fire of no mean proportion in the Number 3 hold, where a quantity of gummies had been placed for shipment to Hawaii. All officers as well as members of the crew were called to the fire stations at the midnight hour. Efforts made to extinguish the fire failed as far as the use of streams of water was concerned. A hasty consultation among the officers resulted in the order being issued that the hatches be opened, and the hold flooded.

It is said that about one hundred and thirty-hales of gummies many destined for Honolulu were either destroyed or badly damaged. According to estimates made on board the vessel it is believed that the loss will amount to about \$4000.

SHARP'S TALK ON ILLUSTRATIONS

Tom Sharp furnished the paper of the day at the meeting of the Honolulu Ad Club at luncheon last Thursday noon in the Palm Cafe. The meeting was a good one from the start. It included some business discussion of the affairs of the club and a mighty good story on Klondike advertising by Mr. Strange. At the meeting to be held on Thursday next Mr. Sharp has promised a paper on "Billboards and Penmanship."

Mr. Sharp in the course of his talk said:

"The use and abuse of illustrations in advertising is indeed a subject worthy of serious thought. The 20th century has been called the advertising age and unquestionably advertising in this century has become an art. But it has taken many ages to bring it to its great perfection. For ancient Greece had their public orators and upon the ruined walls of Pompeii and Herculaneum we find advertisements done in black and red. "Strange as it may seem, it was the churches in England that first made use of advertising by printing on paper, for we read that in 1480 Caxton printed one of the very first posters ever used announcing the devotional services of the church and I have no doubt that the said poster was embellished by some symbolic drawing so dear to the old-time printers. "The greatest exponents of advertising and the use of illustrations were the old families of Feudal Times—who upon their arms, shields and banners advertised to the world their family history and so from those memorial have man expended on illustrations to sell to their fellows

what they would do and what they did. The Lombard money exchangers with their signs of the three coins, later converted into the three golden balls of the pawnbroker, the peasant lamb of the woolen merchant and so on— There is surely no one today who questions the importance of the use of illustrating in advertising. The eye is ever on the look out for that which pleases. Gold, black newspaper type never of itself satisfies the artistic sense—but place a good clear picture not necessarily large in conjunction with your printed matter and then note the result. By placing an attractive illustration with a well worded ad you have attained the height of efficiency in advertising.

"But there are four essentials that are required in using illustrations: 1. They must be well drawn. 2. They must be printed clean and clear. 3. They must be dignified. 4. They must have a bearing on the object that is being advertised. "It would be the height of folly for instance to advertise a shoe and show a picture of a church steeple. This is where the abuse comes in. There are many users of advertising space who have an idea that it is an excellent policy to use a drawing no matter what the subject may be and without connecting one with the other. This is a very dangerous fallacy, because it is the drawing or cut that leaves a lasting impression on the mind and to have that impression a false one kills the effect of the ad. "It has been said that brevity is the soul of wit and I am bold enough to claim the brevity you can make your ads the better selling power they will have—and there is nothing surely so conducive to brevity than a good illustration. But let us be careful also in the use of type. The good compositor is as important as the artist. "In summing up this short article I would say: Let your illustration be of the best, your copy brief and the language so that the busy man can understand it without having to look up an encyclopedia, and with all the above qualities your advertising will attract and hold the attention, make a lasting impression, create confidence in the article advertised and above all the power to sell the same.

Y. M. C. A. NOTES
The financial committee of the association met at noon today to consider the financial needs of the association and the amount of money necessary to guarantee the work being carried on progressively and aggressively until May 1, 1913, the close of the fiscal year. After a careful consideration of the various sources of income and pledges on hand, it was decided by the committee to make an effort to secure seventy-five subscriptions of twenty-five dollars each. Harry N. Holmes will speak at the first chapel service of the association in Cook Hall this evening at nine o'clock, after the close of the night school classes. The meeting will last about twenty-five minutes. One of the features in the old building was the Monday night chapel service, and it is hoped that the meetings in the new building will be equally effective and as well attended. Mr. Holmes spoke to the class in Association History and Methods which meets for an hour before lunch on Tuesday mornings in the general secretary's office. He told of the development of association work in Australia and interested those present with his comparisons of the American and the Australian associations. Secretary Urice presented an abstract of the beginning of the association in continental Europe. Secretary Super's Bible class in instruction on the Bible will meet at his office tomorrow afternoon at twelve-thirty. Last night the Hawaii Club was organized at the association, and officers were elected as follows:—George McEldowney, president; P. V. Kaulea, vice president; and Jay Urice, secretary and treasurer. The club is now composed of eleven members and will seek to increase this number. An invitation is extended to all members of the association who are interested in amateur photography, to join. One of the features of the club will be talks about camera work which will be given from time to time by some of the leading photographers of the city.

The Republican nominees for the Legislature from Maui probably will learn at a very early date whether their names are to be enrolled on the ballots at the coming election. It is understood the arguments on the agreed statement of facts, presented to the supreme court by the counsel for the Democratic territorial central committee and Attorney General Lindsay, will be argued before the highest tribunal this afternoon.

WANTS

WANTED.
Furnished house of three or four rooms, by couple without children who will take best of care. 5372-34.

SITUATION WANTED.
Young lady wants position as stenographer and general office assistant. References furnished. Address "A. M. L." this office. 5373-21.

FURNISHED ROOMS.
767 Kinau St., Large front upper room, \$10; smaller one, \$8. House-keeping if desired. 5372-11.

Blue Serge Suits

THERE is no fabric more genteel than the popular and much-wanted BLUE SERGE. No gentleman's wardrobe is complete without a suit of this fabric. They are suitable for all occasions, and always give a man the appearance of being well dressed. Washow these serges in various waives, also fancy weaves.

THE CLARION

Hawaiian Tropic Preserves

A Case of Island Jams, Jellies or Chutneys

is just the thing to send to the Mainland for a Christmas present.

Honolulu Jam & Chutney Factory, Limited,
King, South and Hustace Streets
Phone 4045

Attractive Footwear

The kind that appeals to the good dresses—that kind with a distinctive tone and individuality.

We have just opened up thirty cases of New Button Boots—made on the newest lasts with the short forepart and round toe—They are of very pleasing styles in Dull Calf, Tan, Rus sia, Viel Kid and Patent and White Nu-Buck.

All leathers are represented in the low heel design, so much desired by the young ladies.

\$3.50 to \$5.00

LEADERS IN FOOTWEAR.

Manufacturers' Shoe Co.

Limited
1051 Fort Street

PALM CAFE

Delightfully Cool and Attractively Furnished Restaurants

Superior Grill and A la Carte Service

116-118 Hotel Street

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