

# BABST, NEW HEAD OF AMERICAN SUGAR, IS MAN OF STRONG ACTION

### Believes in Advertising and Plenty of It—Confidence in Newspaper Publicity

By G. W. HARRIS.

(In The Editor and Publisher.)  
 Earl D. Babst, the new president of the American Sugar Refining Company, whose elevation to that important office after a brief four months of work for the company as a director and vice-president was chronicled two weeks ago, looks upon his new job primarily as a new and larger opportunity for service—a chance for work—just hard, honest, conscientious work.

And wise men who know the history of the American Sugar Refining Company will not incline to regard the post of active executive head of that corporation as exactly a sinecure, even at the present stage of the rapid evolution through which it has passed in a very few years away from the policy and ideals with which it started just about a quarter of a century ago.

**His Present Task.**  
 There is plenty of hard work yet to be done in completing the rehabilitation of the company in public esteem and in the direction of developing and building up its business on sound and progressive lines that are above suspicion or question and not merely within the edge of the law; and Mr. Babst, whose selection for his present position ten years ago, or even five, would have been so revolutionary as to startle the business world, may be looked to in confidence to continue and assist greatly the evolution of this gigantic enterprise from the savagery of monopolistic speculation to the highest ideal of corporate management, an ideal springing from a keen appreciation of the great practical value of right conduct. He is a man who believes in evolutionary, rather than revolutionary, processes and methods, for he is a student of history and a master of arts (from the University of Michigan), as well as a clear-thinking business man.

In the prime of manhood, having just completed his forty-fifth year, still imbued with the spirit of youth (he has the aspect and carriage, the supple elasticity of muscle and movement, of a man of 35), he confronts his new and arduous task confidently and with abundant energy. He radiates vitality—and good will.

**Practises the Golden Rule.**  
 Mr. Babst believes in the golden rule in business; not as some "uplifters" believe in it—for the other fellow—but believes in putting that rule into practice in his business. He believes in a "square deal" for every toiling, mulling worker in the \$90,000,000 corporation which he heads, and for every man and woman of the great public who buys any quantity large or small of any of the products which that corporation brings to the open market. He believes in honest goods, honest quality, honest weight.

And he believes in advertising—honest advertising—and plenty of it; newspaper advertising, yes, and monthly and weekly magazine advertising, and various other kinds of advertising that are approved by wide-awake and progressive business men because they have proved their efficacy in bringing results—in selling the goods.

Thus much as a business creed may be predicated on Mr. Babst's past



EARL D. BABST  
New President of American Sugar Refining Company.

achievements—on his splendid record of service for the National Biscuit Company, to whose legal and business affairs in active management he devoted himself for more than a decade—proceeding his finding of a new interest in sugar. But do not expect him to affirm or to deny this creed, or even to admit that he has a "business creed" in his mental storehouse.

He is literally, conspicuously, and ex-hibitively, a man of few words, is Babst; a doer, not a talker. He would rather work than talk about what he is going to do, or even about what he has done. At the outset of his career he adopted the rule of keeping his own counsel, or at least of not talking for publication, and he has kept and still observes that rule religiously. In the last two weeks he has been as much besought and beset as he is spoken to by newspaper reporters, probably, as any man in New York. And he has seen as many of them as his hundreds of other callers would permit him time to see, but he has not talked to any—except, coyly but firmly, to decline to talk.

In the light of what this man has done in helping to build up the great and successful and universally respected business of the National Biscuit Company, what he can do for the American Sugar Refining Company becomes a subject of lively public interest. It is no idle conjecture that his future will copy fair his past. A clean, straightforward business man, having no experience of or sympathy with the methods of the monopolists and speculators of "high finance," but believing in work and habituated to work himself, he should be able to put the American Sugar Refining Company in the forefront among the great manufacturing corporations of the world—not for mere bulk of business done, and not because of dominance over its rivals, but as an efficient and honorably conducted enterprise meriting success by the quality and worth of its service to the public.

At the time the Atlantic fleet was making its world trip Admiral Cowles was commander of the Kentucky. Following the completion of the trip he went to Manila and made his headquarters there, but much of his work afterward took him along the Chinese coast.

# MAYOR LANE AND MORMON PASTOR AT UNVEILING

Before a large assemblage of people the monument to the late David Kalanokalani was unveiled this morning at Puka cemetery by his widow at 11:30. The services commenced with the singing of several short and appropriate songs by the Mormon choir, of which church Kalanokalani was a member. The singing was followed by a short prayer by Brother Miner of the Mormon church, who continued in a short and solemn address in which he dwelt upon the virtues of the well-known Hawaiian.

Mayor Lane followed with an address in which he dwelt upon the deceased's generous acts and upon his public spiritedness and finished with a short sketch of his career.

The monument is a handsome shaft of blue marble standing upon three bases and drawing slightly in towards the top like a blunt topped pyramid. Close to the summit of the monument are carved Gates Ajar, and upon the top lies an open book upon whose pages are inscribed the appropriate verses: "Lost but not forgotten," and "An honest man's the noblest work of God!"

# STANDING ORDER FOR PINES EACH WEEK TO COAST

The new territorial marketing division's building in Maunakea street will be ready for occupancy in about four months. The contract was let three days ago and the Pacific Engineering Company will begin work at once. The building will front on Maunakea street and will be 100 feet long. After its completion a refrigeration plant will be installed for the preservation of meats and vegetables, according to Supt. A. T. Longley.

The territorial marketing division now has standing orders for 1100 crates of fresh pineapples a week, the shipments to be made to the branch office in San Francisco. According to Supt. A. T. Longley the division will ship as many pines as possible, up to 1100 crates, each week. On the Lurline next Tuesday the division will be able to ship only about half this number, which will make it "bad for the division's business," said Mr. Longley today.

Crates of Oahu-grown pineapples to the number of 1096 were shipped to the San Francisco branch in the steamer Matsonia yesterday by the division. Each crate contained from 12 to 24 pines.

The San Francisco office has written to the Honolulu office for a shipment of pineapple plants with the fruit on them. The plants will be shipped in the Lurline next Tuesday and will be used for exhibition purposes in their rocery stores in San Francisco and other California cities.

# ADD ANOTHER \$1100 TO Y. W. C. A. BUILDING FUND

Subscriptions toward the Y. W. C. A. fund for the purchase and remodeling of the building on Hotel and Alakes streets amount so far this week to \$1100. This sum brings the total subscriptions up to \$36,553, leaving approximately \$9450 yet to be secured.

Miss Cora Varney of the women's association, who has general supervision of the work, says the collections have come in in a manner high gratifying to those in charge. A committee is to meet next Saturday to decide on furnishings for the building.

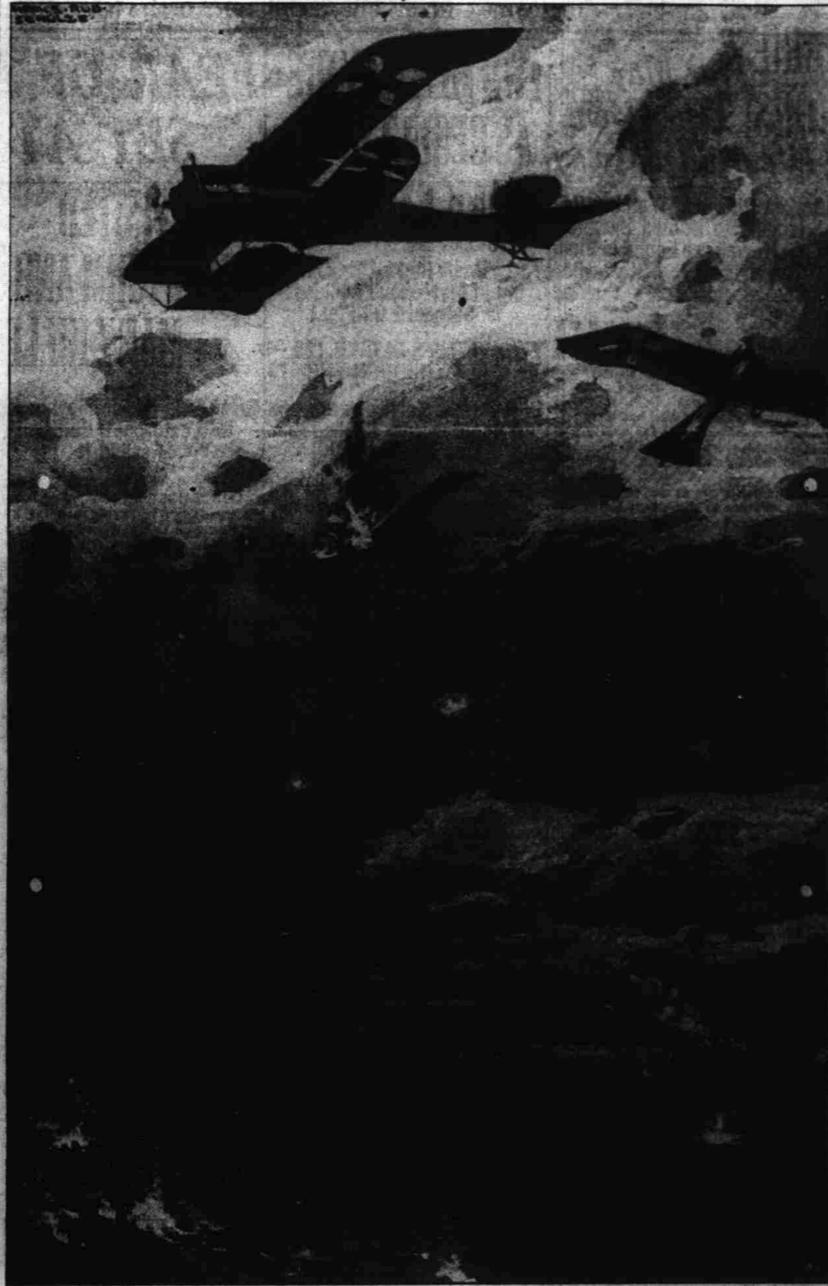
# Light Sidelights on Police Court Scenes

Malta Lohli and Mrs. John Hihahia, well-known Honolulu let ladies, did a big business at the departure of the Matsucia yesterday and in celebration of their prosperity they secured various bottles of "dago red." Thus it was that when the patrol wagon arrived in front of the fish market at 2:48 p. m. yesterday, on report that the street there had become congested, Malta and Mrs. John were found surrounded by an amused crowd. Both were taken to the cooler at Merchant and Bethel streets to sober up.

John F. Silva, driver of a mail auto into which Orimoto, a Japanese paper carrier, collided while on a bicycle in Manoa valley early yesterday, was arrested by W. J. Lillis, examiner of chauffeurs, at 2:36 o'clock yesterday afternoon on complaint of the bicyclist. Police reports earlier in the day gave the driver's name as being John Manoa but evidently the officer making the report might have taken the driver's name off one of the street signs, the accident having happened on Manoa road. Silva is held on a charge of heedless driving.

MR. and MRS. GEORGE K. FRENCH, formerly of San Diego and La Jolla, California, and now residents of Honolulu, were invited guests of Mr. and Mrs. John D. Spreckels aboard the yacht Venetia yesterday afternoon.

# A BATTLE IN THE AIR AS SEEN BY A WAR PAINTER



# MUST HAVE BIG ENOUGH NAVY TO REJECT INSULTS, SAYS ADMIRAL

### Cowles, Retired Commander of Pacific Fleet, Recently in Honolulu, Favors More Ships

Rear Admiral Walter C. Cowles, retired ex-commander-in-chief of the United States Asiatic fleet, who was in Honolulu on August 10, en route to the mainland and Washington, D. C., is quoted in an interview given the Japan Advertiser of Tokyo during his stopover in Japan on the way from Manila, as being in favor of a greatly augmented navy for the United States.

At the time the Atlantic fleet was making its world trip Admiral Cowles was commander of the Kentucky. Following the completion of the trip he went to Manila and made his headquarters there, but much of his work afterward took him along the Chinese coast.

Admiral Cowles is quoted at some length in the Japan Advertiser on the subject of United States naval expansion, which he says will be largely stimulated by the present war.

"The United States loves peace," he declares, "but she cannot hesitate to take up arms when her dignity and prestige are impaired. War cannot be avoided when liberty and independence are at stake.

**Navy Necessary for Peace.**  
 "The expansion of the navy is a necessity in maintaining peace. For instance, the construction of one battleship cannot be finished in six or eight months, and if the United States wishes her independence intact, she should always be ready to reject the insults of others. For these reasons, it is important to have a strong navy. The United States must have more soldiers and more ships for these reasons.

"No nation," says Admiral Cowles, "should entertain any idea of controlling the Pacific ocean, which is a world possession. All nations bordering the Pacific should use it for trade. The Pacific is nobody's possession. It is the club of all nations of the world where all are free to

come and engage in all maritime enterprises. Americans, Japanese, Chinese, Mexicans—all nations are welcome to engage in a peaceful maritime war. If each nation restrains selfish actions there will never occur any quarrel between them on the Pacific."

In regard to China, Admiral Cowles is optimistic over its future and tells of the wonderful opportunity there for the development of resources. As to the Philippines, he says:

"My cousin is a true pessimist. 'How's that?' 'Even the brand of hope he uses is forlorn.'"

Pure Milk---DAILY  
 Pure Butter---DAILY  
 Velvet Ice Cream

HONOLULU DAIRYMEN'S ASSOCIATION  
 Phone 1542

# NOTICE.

We are pleased to acquaint the good public with the fact that we have bought the entire stock of the Bell Clothing Co., Hotel Street, and will conduct a Monster Clearance Sale, commencing August 28, 1915, and continuing for two weeks only, to make room for our new stock already ordered from the manufacturers.

This is a rare opportunity for every one to provide himself with high grade articles of wearing apparel at prices never equalled.

### SAMPLE:

- Gents' Hats, felt and straw, regular prices \$1.75 up..... 50c to \$1.00
  - Boys' Hats, felt and straw, regular prices 75c up..... 20c to 35c
  - Overalls, Boss of Road, regular price \$1.00..... 50c to 65c
  - Jumpers, Boss of Road, regular price 75c up..... 35c to 50c
  - Boys' Stockings, regular price 10c up..... 5c each
  - Shirts, regular price 75c to \$1.25..... 25c to 50c
  - Collars, all sizes..... 25c per doz.
- Etc., Etc., Etc.

**ROYAL TOGGERY,**  
 MEDEIROS & GUERRERO, Proprietors

Hotel Street Near Young Hotel

# LOCAL CHOICE OF JUDGE FAVORED BY ONE SENATOR

United States Senator Henry F. Ashurst of Arizona, Democrat and a member of the senate judiciary committee, writing a local lawyer under date of August 5, expresses his conviction in the soundness of local selection in judicial appointments, and, inferentially, his refusal to be bound by party affiliations in matters concerning public welfare. Senator Ashurst writes in connection with the nomination of Chief Justice Robertson as follows:

"I favor heartily the reflection of general local sentiment in such appointments, and I believe that the one that meets the approval of all persons whom he is to serve in a judicial capacity should be the appointee."

"I shall file your communication with Mr. T. W. Gregory, the attorney-general, and have kept a copy thereof for use in the judiciary committee of the senate, of which I am a member, when the nomination comes up for confirmation."

# Love's Bakery

# EMPIRE THEATER

The House of Silent Drama.  
 Matinee at 1 to 4 o'clock.  
 Evening performance from 8:15 to 10:15 o'clock.

Special Thursday's Program.  
 Who Goes There?..... Edison  
 Two reel drama..... Edison  
 One Kiss—Comedy..... Selig  
 Buster Brown Causes Commotion—Comedy..... Edison  
 The Professional Scapgoat—Comedy..... Vitagraph

# OPEN A CHARGE ACCOUNT THE MODEL CLOTHERS FORT ST.

# ORIENTAL GOODS Wide stock of every description "The Best at Any Price." THE CHERRY Fort St., Cor. Pauahi.

# HOUSE COLLAPSED AND FLOATED AWAY JUST AS THEY MOVED OUT

Devastation and suffering that followed in the wake of the first sweep of water which came down upon the districts in south China when the floods started, are described in a letter received by Y. Kwai Fong of the Bank of Hawaii, from his sister-in-law, Mrs. Tsang Yau.

Mrs. Tsang Yau lost all of her property in the high waters, and witnessed countless scenes of suffering during the days and weeks when the flood raged, as well as enduring much suffering herself. Her letter to Mr. Yap is written in English script, but in Chinese words, as is becoming the custom now among the Chinese in place of the ancient symbols.

"We were not afraid of the water when it first began coming," writes Mrs. Tsang Yau, "for we had seen many small floods before, and we did not suppose that this one would be any worse than were the others.

"We did not think of moving, therefore, until the water had risen to a height of several feet. In fact by the time we did leave it had risen to five feet about the house, and just as we got out from it the entire building collapsed and went floating away through the raging water.

"We were at the east gate in the city of Canton when the flood came," continues Mrs. Tsang Yau, "but now we have moved to the Holy Trinity school which is being used as a place of refuge by many of the poor sufferers. We have seen much sorrow and have had a part in it ourselves."

No large gifts are reported by the soliciting committees from the Chinese Christian Union and the Merchants Association today, though several small ones have been made. Chinese are looking forward to the mail which is to arrive on the Korea the last of the month, and which will probably bring the details of the great calamity.

# HOPES TO BUILD UP BUSINESS IN VENEZUELA ORCHIDS IN HONOLULU

G. G. Tucker, collector of orchids in Cumana, Venezuela, wants to start up a business in Hawaii. He has just written to A. P. Taylor, acting secretary of the Promotion Committee, and asks for information concerning the possibilities of shipping his fragrant wares to Honolulu.

Already the Star-Bulletin has printed the story of Mr. Linken of San Francisco, who plans to begin buying ferns from the islands, and now comes Mr. Tucker and his orchids. He offers to send cases of 50 for \$25 a case.

Mr. Taylor has taken up the orchid question with local flower men, who say that the orchids which Mr. Tucker gathers are of the most dainty and exquisite variety. The flower men have asked for more information on the proposals of Mr. Tucker, and now it is likely that he will be given an opportunity to send samples of his flowers to Honolulu.

"The war in Europe," says Mr. Taylor, "is the cause of a great quantity of letters from people who wish to build up various sorts of business here in the islands, either in importing, in exporting or in both.

"For example, I have received just recently a letter from Guayaquil, Ecuador, a firm there wanting to find trade in the islands for cocoa, coffee, Panama hats, ivory nuts, rice, sugar, flour, lard, silks, cotton, woollens and many other commodities.

"A letter from Malta some weeks ago was sent along with samples of cigarettes, the writers wishing to begin the exportation of cigarettes to the islands. Many letters are from Ahow, an action alleging false imprisonment, Spanish firms, as their business has been very vitally affected by the war."

STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY

We Recommend That You Use  
**Rexall**  
 "93" Hair Tonic  
 Benson, Smith & Co., Ltd.