

HOTEL STEWART
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Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Hotels in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
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On car lines transferring all
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Hotel Steuart recognized as the
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LUXURIOUS AND
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STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near de-
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For particulars address E. L. KRUSS,
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CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rains that are Right—
American and European Plan.
"On the Beach at Waikiki"

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Best
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Men's
Women's
and Chil-
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Shoes.
Manufacturers' SHOE
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Messenger Boy
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Distinctive Millinery
Creations equaled by no
other Honolulu shop, at
Miss Powers, Boston Bld.

Silva's Toggery
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"THE STORE FOR GOOD
CLOTHES"
Shoe Building, King Street.

PURE ICE
Quick Service
Courteous Treatment
OHU ICE CO.
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Best stock of
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all purposes.
LEWERS & COOKE, Ltd.

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PIZZA—WE GIVE IT.
REPAIRING VULCANIZING
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465 Alhambra St. Phone 2494.
Pneumatic and Miller Tires.

McInerney Park
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MILLINERY
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Hotel St., near Bethel

Canton Dry Goods
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Hotel St., near Bethel St.

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Duplicate Christmas Order Sale.
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FOR FURNITURE
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New York Dress Co.
Ladies and Gentlemen Tailors.
1106 Union St., nr. Hotel St.

The finest collection of
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waiian souvenirs, at
H. CULMAN, Hotel-Fort

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Oriental Art Goods
Fort, above Beretania

Toyo Panamas
For Men, Women and Children.
K. UYEDA,
1023 Nuuanu St.

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PRINTING : ENLARGING
Best in the City.
Honolulu Picture Framing &
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Limited.
"NAMCO" CRABS, packed in
Sanitary Cans, wood lined.
Nuuanu St. near King St.

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Phone 2515 1079 Alakea

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By fitting it throughout with our
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ELECTRIC SHOP
Phone 4344 1135 Fort St.

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DRY GOODS
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Everything Musical
Fort, next to the Clarion

Largest and most complete
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Under New Management.
BAILEY FURNITURE CO.

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Old Mayflower
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always pleases.
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Home Course in Advertising
This Course is the only one in the world...
IN 90 CHAPTERS... A CHAPTER A DAY
FOR THE MERCHANT MAN... FOR THE MANUFACTURER... FOR THE AMBITIOUS YOUTH

ADVERTISING PREVENTS PRICE SUICIDE.
The most dangerous way to sell is on the basis of price. If your argument is real—if your price is lower—then this is because of one of two reasons. Either it is due to greater efficiency, or else, to lesser profit. If greater efficiency be the cause, you can sell on price all right. But alas, too often, lowness of price is caused by cutting profit.

The manufacturer or the wholesaler is apt to say: "We will sell this thing at practically cost this year. Thus, we will get a big business started. Then next year we will raise the price and make a little money." But next year he tries to raise the price when some one else lowers their price, so down goes the price again. Accordingly, he may have to go through all the hard work of running his business for another year—with all the risk of investment and without a cent of profit.

Too many big businesses are run in that way, because they try to sell at lower prices than they can afford. One way to dodge this danger, is to bring in some element which will make it profitable for dealers to handle your products and sell them, whether they have to pay a little more for them or not. For instance, a special design in the goods may make it possible for the dealer to get more money for your brand than for other things of a similar kind. A patented difference of some kind may yield this same result.

But, in a good many things, all novel ideas seem to have been run to the ground. Then it is necessary to sell just what your competitors sell. In that event, the best way to steer away from the danger of selling on price is to put your case on the basis of the dealer's profit. The best way to do that is to adopt some sort of an advertising element which will enable you to make your argument the advertisement of the goods and their consequent profitability to the dealer.

The salesman who sells goods on the basis of their advertisement, does not have to cut his price in order to get business. Therefore, the manufacturer whose goods are sold on this basis is not tempted to cut down the quality of his products in order to make possible a little profit. This evasion of the price whirlpool also helps the dealer.

The merchandise manager of a big department store, noted for its bargains, recently cited a good case in proof of this point. The women's suit buyer came to him and, with tears in her eyes, she said that her year's business in her department would have to show a loss.

"Why?" the merchandise man asked her.
"Because," she replied, "the shoppers have reported that all over town the other department stores are cutting their prices on women's suits. We have got to do so, too."

The merchandise man agreed that was true, but he did not let the buyer leave his office without this word of advice:
"If you had put in that advertised line, you would not have to sell your stock at a loss. Then you would have had a kind of goods that no other local stores had. Then, you would not have to fear comparison because, people could not compare. For, even if other suits were being sold at lower prices, your advertised suits would be sold by you at as low as any goods of that brand."

BY AUTHORITY.
RESOLUTION NO. 405.
Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the following sums, aggregating Five Thousand Six Hundred Dollars \$5,600.00 be and the same are hereby appropriated out of all moneys in the Permanent Improvement Fund, in the Treasury of the City and County of Honolulu, as advances against the cost of preliminary engineering expense for the following purposes, the same to be refunded out of the moneys to become available therefor from the bonds for said improvements, and to be expended for Salaries, Payrolls and Incidentals, to wit:

Hotel Street	\$ 250.00
Pauali Street	250.00
Lulitana Street	300.00
Beretania St., King to Nuuanu	300.00
Beretania St., Alapai to Puna-	
hou street	350.00
Punalu Improvement District.	500.00
Smith Street	250.00
Iwilei District	500.00
King St., Richard to McCully.	500.00
Beach Walk	500.00
9th Avenue, Kaimuki	150.00
6th Avenue, Kaimuki	150.00
Bishop Street	100.00
Kapahulu Road	150.00
Manoa Improvement District	
No. 1	1000.00
Improvement of Kalakaua Av.	250.00
King Street Extension	100.00

Presented by
R. W. SHINGLE,
Supervisor.
Honolulu, January 8, 1916.
Approved this 22nd day of January,
A. D. 1916.
JOHN C. LANE,
Mayor, City and County of Honolulu,
T. H.
6386-3t

SEALED TENDERS.
Sealed tenders will be received by the MAUI LOAN FUND COMMISSION at Waikuku, Maui, T. H., up to 7:30 o'clock p. m. of Friday, January 28th, 1916.
For Road Improvement Haku-Pauwela - Kula - Kaupakata District, Maui, T. H.
Plans, specifications and blank forms for proposals are on file in the office of the MAUI LOAN FUND COMMISSION, Waikuku, Maui, T. H., and in the office of the Superintendent of Public Works, Capitol Building, Honolulu, T. H.
The Maui Loan Fund Commission reserves the right to reject any and all bids.
MAUI LOAN FUND COMMISSION.
R. A. Wadsworth, Secretary.
6373-10t

EDWARD B. TRAFON, found guilty several days ago of holding up and robbing several stage coaches of tourists in Yellowstone National Park in States district court at Cheyenne, Wyo., to five years in the Federal penitentiary at Leavenworth.

MOVEMENTS OF MAIL STEAMERS
VESSELS TO ARRIVE
Friday, Jan. 28.
Hawaii and Maui—Mauna Kea, I. I. str.
Saturday, Jan. 29.
San Francisco—Nippon Maru, T. K. K. str.
Hilo—Mauna Kea, I. I. str.
Sunday, Jan. 30.
Molokai, Lanai—Mikahala, I. I. str.
Maui—Claudine, I. I. str.
Kauai—Maui, Kinai, I. I. str.

VESSELS TO DEPART
Friday, Jan. 28.
Maui—Claudine, I. I. str.
Saturday, Jan. 29.
Yokohama—Nippon Maru, T. K. K. str.
Hilo—Mauna Kea, I. I. str.
Sunday, Jan. 30.
(No ships scheduled.)

MAILS
Mails are due from the following points as follows:
San Francisco—Nippon Maru, Jan. 29.
Japan and China—Seattle Maru, Jan. 30 or 31.
Australia—Makura, Feb. 4.
Philippines—U. S. A. T. Sherman, Feb. 6.
Vancouver—Makura, Feb. 23.
Mall will depart for the following points as follows:
San Francisco—Manoa, Feb. 1.
Japan, China and Philippines—Nippon Maru, Jan. 29.
Australia—Sierra, Feb. 14.
Vancouver—Makura, Feb. 4.

TRANSPORT SERVICE
Logan, left Balboa for Honolulu and Manila Jan. 25.
Thomas, due here Feb. 15 from San Francisco.
Sherman, due here from Manila Feb. 6.
Sheridan, sailed Jan. 15 for Guam and Manila.
Dix, at Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS DEPARTED
Per I. I. str. Mauna Kea, for Hilo, January 26—D. K. Kahalelo, R. W. H. Makekua, H. Akana, A. H. Hanna, W. S. Mays, A. Mason, C. J. Wall, A. F. Wall, J. H. and Mrs. McKenzie, Mrs. J. A. McFennan, Mrs. H. H. Renton, Mrs. Raymond Smith, Mrs. C. J. Robinson, E. Gay, Mrs. W. A. Dickson, Mr. and Mrs. H. P. Cooke, Mr. Wood, Leslie Scott, Tum Yip Kee, A. J. Hoserill, J. J. Sun, C. B. Blum, John Ferreira, Joseph Ferreira, J. H. Jang, R. H. Baker and wife and daughter, Rev. J. Kekipi, K. Uehida, Mrs. Sam Parker and two children, L. H. Johnson, Goo Wan Hoy, J. Lightfoot, Mrs. James Edwards, G. W. King, J. O. Day, W. H. Mist, Dr. C. B. Wood, John Morrison, Robert Paris, H. C. Waldron, Mrs. F. Hedemann, Miss M. Ryan, W. F. Meade, Mrs. T. Harada, Master Harada, T. Harada, C. E. King.

Per Canadian-Australian line S. S. Niagara, for Suva, New Zealand and Sydney, January 26—Mrs. J. G. McLeod, Miss D. McCleod, Martin Kennedy, Miss A. Kennedy, E. F. Darby, Rev. K. B. Fulbrook, G. W. Chandler, A. D. Peoples, Mr. and Mrs. G. S. Beeby, Mr. and Mrs. F. B. Falkner, 4 children and nurse; Mr. and Mrs. F. W. Roller, Mr. and Mrs. E. N. Hester, J. G. Budd, L. Davis, I. L. Berk, D. J. Mish, H. Hayward, Mr. and Mrs. H. Weston, Mr. and Mrs. de Cordova, Miss M. Shaw, Mrs. A. Ada Harris, Mrs. C. E. Brown, J. Korchinsky, Mr. and Mrs. S. Smith, Miss E. J. Colquhoun, Mr. and Mrs. Hobday and infant, Mr. and Mrs. Gaston Cabrie, John Shket, H. A. Atkinson, John Fisher, W. G. Robinson and J. Sletig.

After a break in the trade of nearly five years, Philippine authorities have permitted the resumption of the shipment of live cattle from Hongkong to the islands. The declared value of exports of cattle from Hongkong to the Philippines in 1910 was \$510,626, but since then the volume of trade has been inconsequential, owing to the efforts of the officials to keep the diseases prevalent in South Asia out of the islands.

ELECTION OF OFFICERS.
Notice is hereby given that the Sociedade Portuguesa de St. Antonio Beneficente de Hawaii at its annual meeting held December 13, 1915, elected the following officers to serve during 1916:
M. S. Freitas President
M. C. Garcia Vice-President
J. F. Durao Secretary
Jose Caetano Treasurer
Members Supreme Board—John Lemes, J. F. Spinoia, Jr., and L. P. C. Correla.
Board of Directors—B. Camara, J. C. Cabral, Jr., J. F. Freitas, Manuel M. Pereira and Manuel Souza.
At a subsequent meeting held January 24, 1916, the above officers assumed the responsibilities of office, and the following, comprising the Board of Auditors, were appointed and confirmed:
A. H. R. Vieira, Louis R. Medeiros and Louis O. Rosa.
J. F. DURAO,
Secretary.
Honolulu, January 26, 1916.
6381-2t

SEALED TENDERS.
Sealed Tenders will be received by the Acting Superintendent of Public Works up until 11 a. m. of Tuesday, February 1, 1916, for Constructing and Installing Alley Foundations for Three Bowling Alleys in the National Guard Armory, Honolulu, T. H.
The Acting Superintendent of Public Works reserves the right to reject any or all tenders.
Specifications and blank forms of proposals are on file in the office of the Superintendent of Public Works, Capitol Building, Honolulu.
A. C. WHEELER,
Acting Superintendent of Public Works.
Honolulu, January 21, 1916.
6377-10t

OCEANIC STEAMSHIP CO.
5 1/2 DAYS TO SAN FRANCISCO.
FOR SAN FRANCISCO:
Ventura Feb. 8
Sonoma Feb. 29
Sierra March 21
Ventura April 11
FOR SYDNEY:
Sierra Feb. 14
Ventura March 8
Sonoma Mar. 21
Sierra Apr. 17
C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company
Direct Service Between San Francisco and Honolulu
FROM SAN FRANCISCO:
S. S. Matsonia Feb. 1
S. S. Lurline Feb. 8
S. S. Wilhelmina Feb. 15
S. S. Manoa Feb. 22
FOR SAN FRANCISCO:
S. S. Manoa Feb. 1
S. S. Matsonia Feb. 9
S. S. Lurline Feb. 15
S. S. Wilhelmina Feb. 22
S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.
CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA
Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:
FOR THE ORIENT:
Nippon Maru Jan. 29
Shinyo Maru Feb. 11
Peraia Maru Feb. 29
S. S. Chiyo Maru Mar. 10
FOR SAN FRANCISCO:
Chiyo Maru Feb. 15
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22
S. S. Shinyo Maru April 4
CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th.
From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail about February 24.
For particulars as to rates, etc., apply to
C. P. MORSE, H. HACKFELD & CO., LTD.
General Freight Agent.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE
Subject to change without notice.
For Victoria and Vancouver: For Suva, Auckland and Sydney
Makura Feb. 4
Niagara Jan. 29
Niagara Mar. 3
Makura Feb. 23
THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND
Same Rate San Francisco Same Rate Los Angeles
THE FLOATING PALACE OF THE PACIFIC
"S. S. GREAT NORTHERN"
The Fastest and Most Luxurious Ship in Pacific Waters.
—FOR THE MAINLAND—
Leave Honolulu Jan. 15, Feb. 4, Feb. 25, Mar. 16
Arrive San Francisco Jan. 20, Feb. 9, Mar. 2, Mar. 21
One Way \$65 and TOURIST \$45 and STEER \$35 ROUND TRIP \$130 and FARES UP CLASS AGE TRIP
FRED L. WALDRON, LTD., Agents :: Honolulu

POSTOFFICE TIME-TABLE FOR MONTHS
The following postoffice time-table for the remainder of January and the first half of February has been arranged, being, of course, sometimes subject to change if sudden arrangements are made for unexpected mail service:
UNITED STATES MAIL STEAMERS
Steamers to arrive from—
Jan.
23 or 31—Seattle Maru Moji
28—Nippon Maru San Francisco
Feb.
1—Matsonia San Francisco
1—Great Northern San Francisco
4—Makura Vancouver
6—U. S. A. T. Sherman Sydney
8—Ventura Manila
8—Ventura Sydney
8—Lurline San Francisco
11—Shinyo Maru San Francisco
14—Sierra San Francisco
15—Wilhelmina San Francisco
15—Chiyo Maru Hongkong
15—U. S. A. T. Thomas San Francisco
Steamers to depart for—
30 or 31—Seattle Maru San Francisco
29—Nippon Maru Hongkong
Feb.
1—Manoa San Francisco
4—Great Northern San Francisco
4—Makura Vancouver
6—U. S. T. Sherman San Francisco
8—Peraia Maru San Francisco
8—Ventura San Francisco
9—Matsonia San Francisco
11—Shinyo Maru Hongkong
14—Sierra Sydney
15—Lurline San Francisco
15—Chiyo Maru San Francisco

OAHU RAILWAY TIME TABLE
OUTWARD
For Waianae, Waialua, Kahuku, and way stations—9:15 a. m., *9:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:30 p. m., 5:15 p. m., *9:30 p. m., *11:15 p. m.
For Waialua and Lohela—*10:30 a. m., *12:40 p. m., *5:00 p. m., *11:00 p. m.
INWARD
Arrive Honolulu from Kahuku, Waialua and Waianae—*8:36 a. m., *5:33 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—7:45 a. m., *9:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Waialua and Lohela—*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.
The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:30 a. m., for Haleiwa; Total: returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.
*Daily, except Sunday; Sunday only, G. P. DENISON, P. C. SMITH, Superintendant.