

HOTEL STEWART
SAN FRANCISCO
 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 theatre, cafe and retail districts. On car lines answering all over city. Case municipal car-line direct to door. Motor Bus meets trains and steamers. Hotel Stewart recognized as Hawaiian Island steamers. Cable address "Stewart" S. O. Code. J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
 LUXURIOUS AND COMFORTABLE
 STRICTLY FIRST CLASS
 100 ROOMS 50 BATHS

Wahiawa Hotel
 Nearly 1000 feet elevation; near depot; grand scenery; fine bass fishing. For particulars address E. L. KRUSS, Wahiawa. Phone 6353.

SEASIDE HOTEL
 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"

SHOE
 Best grade of work done on Men's and Children's Shoes.
 Manufacturers' SHOE STORE

Laundry—Messenger Boy
 Phone 3461

SPRING MILLINERY
 Confections of unusual beauty
 MISS POWER, Boston Bldg.

Silva's Toggery
 Limited
 "THE STORE FOR GOOD CLOTHES"
 Elks' Building, King Street

PURE ICE
 Quick Service
 Courteous Treatment
OAHU ICE CO.
 Phone 1128

Big stock of brushes for all purposes.
LEWERS & COOKE, Ltd.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.
KERSHNER VULCANIZING CO., LTD.
 1177 Alakea St. Phone 2494. Fish and Miller Tires.

McInerney Park
 Elegant Lots
CHAS. DESKY, Agent
 Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
 Hotel St., near Bethel

Canton Dry Goods Company
 Hotel St., near Bethel St.

A thoroughly fresh, up-to-date stock at your service
THE IDEAL

LEGAL NOTICE
 No. 333.
 TERRITORY OF HAWAII
 LAND COURT

TERRITORY OF HAWAII TO Charles Lambert; Wing Wo Tai Co.; Chock Tong; Woag Chee; Giovanni A. Somma; Dr. Wah Lan; Hoffschlaeger Company, Limited; J. M. Stainback, Attorney General and Joshua D. Tucker, Commissioner of Public Lands; City and County of Honolulu, by John C. Lane, Mayor and President of the Board of Supervisors, and to all whom it may concern:

Whereas, a petition has been presented to said Court by Hoffschlaeger Company, Limited, an Hawaiian corporation, to register and confirm its title in the following described land:

That certain parcel of land with the buildings thereon, situated at the south corner of King and Nuuanu streets, District of Kona, in the City and County of Honolulu, Territory of Hawaii, the same being portions of the land mentioned or described in Land Commission Award No. 625, Royal Patent No. 1769 to S. Reynolds; and in Land Commission Award No. 114, Royal Patent No. 298 to A. Paki; and all of the land mentioned or described in Grant No. 6173 to the Trustees under the Will of Simson Magnin, deceased, and particularly described as follows:

Beginning at the north corner of this piece, being also the south corner of King and Nuuanu streets, the true azimuth and distance to Government Survey Station "Mossman" being 154° 38' 54.9 feet the coordinates of said "Mossman Sta." referred to "Punchbowl Trig. Sta." being 539.4 feet south, and 422.5 feet west and running by true azimuths:

- 64° 19' 53.14 feet along the south side of Nuuanu street to the north corner of Land Court Petition No. 298;
- 332° 03' 115.55 feet along Land Court Petition No. 298 to land described in Land Court Petition No. 216;
- 242° 18' 39.92 feet along Land Court Petition No. 216;
- 152° 20' 58.8 feet along same;
- 244° 14' 22.66 feet along same to King street;
- 152° 20' 55.48 feet along the west side of King street to the point of beginning;

Area, 5875 square feet;

You are hereby cited to appear at the Land Court to be held at the City and County of Honolulu on the 18th day of February, 1916, at 2 o'clock in the afternoon, to show cause, if any you have why the prayer of said petition should not be granted. And unless you appear at said Court at the time and place aforesaid, your default will be recorded, and the said petition will be taken as confessed, and you will be forever barred from contesting said petition on any decree entered thereon.

Witness the Honorable William L. Whitney, Judge of said Court, this 26th day of January, in the year nineteen hundred and sixteen.

Attest with seal of said Court: (Seal)

A. K. AONA, Registrar.
 6380—Jan. 26, Feb. 2, 16.

CORPORATION NOTICE.
NOTICE OF CALLING OF BONDS FOR PAYMENT.

Waialua Agricultural Company, Ltd. Notice is hereby given that, pursuant to the terms of that certain mortgage or trust deed dated March 31, 1906, recorded in the Hawaiian Registry of Deeds in Liber 279, page 109, given by the Waialua Agricultural Company, Limited, to the Hawaiian Trust Company, Limited, as trustee, securing an issue of \$1,500,000 in bonds, the said Waialua Agricultural Company, Limited, has elected to pay the whole of the outstanding or unpaid portion of said bonds upon the 31st day of March, 1916, and will redeem all of said outstanding bonds, with the interest thereon to said 31st day of March, 1916, by the payment thereof at said date at the office of the Hawaiian Trust Company, Limited, in Honolulu.

And notice is further given that, if any bond so called for payment shall not be presented to the said trustee on or before the said 31st day of March, together with all coupons unmatured, said Waialua Agricultural Company, Limited, will then deposit with said trustee, to the credit of each of said bonds not so presented, designated by the number thereof, a sum of money in gold coins, as required in the said bond, equal to the amount required for the redemption of such bond, with the interest thereon to the date of redemption, which deposit, by the terms of said mortgage or trust deed, will be a full payment of the said bonds and coupons as between the company and the holder of such bonds and coupons, and thereafter the holder of any such bonds and coupons must look to the payment thereof, with accrued interest, only to the sum so deposited in the hands of the trustee, and the company shall in no wise be chargeable with interest upon said bonds or with any claim in reference thereto or for the coupons aforesaid, said bonds ceasing to bear interest on and after said date of March 31, 1916.

Dated, Honolulu, January 18, 1916.
 CHAS. H. ATHERTON,
 Treasurer, Waialua Agricultural Company, Limited.
 6372—Jan. 15, 19, 22, 26, 29, Feb. 2, 5, 8, 12, 16, 19, 23, 26, Mar. 1, 4, 8, 11, 15, 18, 22, 25, 29.

THE BEST DRESSED WOMEN.

Women who stand out in the world of dress are those who continue throughout one season, or many of them, a certain silhouette, a certain choice of color.

One of the most notably lovely women in smart American society, who has behind her a vast fortune, wears only black or white, or the two mingled. She has not worn a color for 15 years. Another woman who is well known for her beauty and artistic tastes, who also has an elastic bank account, has always worn a high

bone collar to the ear during the day, with long, narrow sleeves that cover the wrists. Continuing with a fashion that is eminently becoming to you, modifying it sufficiently to keep you from looking like an old-fashioned figure plate, is often to gain fame in dress.

To his partner: Yes, my wife is extravagant, but how can I help that?

To his doctor: You know her better than I do.

To his sister: She is a wonderful manager—is Adele. I never saw a woman who could make a dollar go so far.

To his best friend: Yes, old man, all women, as you say, are alike, and I guess my wife is no worse than the rest of them.—Life

To serve porridge or cereal so it won't stick to the spoon, first dip the spoon in milk.

Home Course in Advertising



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAIN STORES' EFFECT ON ADVERTISING.

A modern tendency toward the syndication of retail stores into chains has much to do today with the advertising problems which a manufacturer must face. These chain outlets change the selling conditions, also, because instead of having to persuade 700 individual store owners to stock your goods, you need to persuade only one chief buyer who will decide on your proposition for the 700 stores which comprise his syndicate.

The chain store element is becoming so important that it is figured today that there are over 3000 different chains of stores and they include probably fifty or sixty thousand retail stores and the Kellogg people in shutting out fifty or sixty thousand stores are cutting down their market, and they would be glad to sell chain stores if it were not for the fact that the chain stores have their life and prosperity built on the fact that they buy bigger, sell more and sell a little cheaper. If Kellogg could force those chain stores to sell at 10c, it would be a great thing for them, and that is why he has tried to hold the dealers to a price. He has tried to force them to sell at 10c and on that basis he has been attacked in the courts for restraint of trade, and he has been enjoined from enforcing the price.

Today there are over 2000 of these retail syndicates, comprising over 25,000 retail stores. Some of these are simply the private outlets of factories and are, therefore, directly controlled by the manufacturers for the exclusive sale of their particular products. Others are simply retail chains which buy in the open market and sell on price. Their buying efficiency and their ability to locate stores to the best advantage, gives them a power to offer goods at rock-bottom prices.

The argument of these stores is mainly that of bargain. Their favorite method of driving home this point of attraction is to cut the price on an article which the advertising has made known. Such articles are wanted and they are recognized as being worth a certain figure. When the chain stores offer them for less than that regular price, many customers are, by that fact, lured into the stores. The chain stores do not possess any great advantage as to cost of doing business. Usually the financing of the chains involves an investment which, coupled with the usual individual store's capital, might seem over-capitalized. Thus, although the individual might have more actual working overhead expense to take care of, he would not have as great a comparative investment on which to pay dividends.

Therefore, the idea that the syndicate store can sell the same goods at much less than the individual seller is often erroneous. This impression is frequently created by the fact that the chain offers a few articles of well known regular price at less than usual. These isolated instances make the public think that these cut prices are indicative of the superior value which the chain stores can render.

Meanwhile, the independent stores are overcoming the start which the chains seem to have secured in the past few years. The independents have learned many points of efficiency from the syndicates. They have caught on the details of organization and the value of standardized ways of carrying on their business. These improvements are making the independent store fear the chain competition less and less every day.

The public will continue to patronize the chain stores to considerable extent. But in the main, human nature will make people like to deal at a place that has personality. The chain establishments have good managers, but these managers, after all, are but employees. They cannot get the same personal hold on their trade as is possible with the man whose name adorns the sign in front.

He and the other independents are willing to sell the nationally advertised goods at proper prices. Such store owners know that in the long run the average person would rather have the guarantee of quality which comes from the standardized trade-mark, than they would the few cents saving possible under the cut price policy. They know, also, that the public has more faith in their stores if they carry the goods of big repute than if they seek to substitute and to force to the front inferior private brands of their own.

Some big manufacturers have such faith in the future that they refuse to sell the chain stores, for fear the chain stores will cut the price on their product and in that way make competitive dealers unwilling to handle their goods. To shut off 20,000 possible outlets in this way takes courage. But these manufacturers feel that the public wants the personal touch of resident ownership as well as the quality—insurance which comes from a store's willingness to let the consumer have advertised goods at advertised prices.

DELINQUENTS ON EMERGENCY TAX LISTS ARE MANY

Though the figures cannot be given out for publication at the internal revenue office regarding the number of persons who have not paid up their emergency or war tax, it was stated today that the total of delinquents is considerably larger than it was in either July or the December previous, these being the previous dates on which payments were due.

Monday of this week was the last day on which payments could be made without becoming delinquent, and all day a large throng of dealers, brokers and others on whom the tax falls passed in front of the cash counter at the revenue office.

MAUI NEWS

WAILUKU, Jan. 29.—Mrs. J. Charles Villiers has arranged for an organ recital to be given at the Church of the Good Shepherd on Tuesday, February 15. Harry Washburn Baldwin and the choir will assist in this recital.

O. H. Blaisdell, the typewriter expert, who held the championship records for 1910 and 1911, gave two exhibitions on Maui this week, one at each of the banks at Wailuku and Kahului. Though not in the contests for speed for several years, he holds enviable records. A large number of Maui people watched with much interest Mr. Blaisdell's work on the machine while working blindfolded.

Thirty inches of rain fell in lao valley table lands during the three days of the heavy storm last week. This is the report of C. T. Bailey, who visited the gauge on Monday before the storm and directly after the rain and wind had ceased. This is a larger record than Wailuku usually has for the entire 12 months.

Kehulua's Palu, possessed with a suicidal mania, and Mrs. Anna Chung Lung, who has been threatening the life of her children, were both adjudged insane this week in the Makawao court and have been sent to Honolulu to the insane asylum.

The Makawao singing class is working hard on "Queen Esther," which will shortly be given.

L. Guillen Gil, the Spanish consul-general for Hawaii, while on the recent visit to Maui was a guest of A. J. de Sousa of Wailuku.

RETURNS FROM 6000 MILE TRIP WITH MAN WANTED FOR ASSAULT

Back from a 6000-mile trip, Deputy Sheriff W. O. Crowell of Waimea, Kauai, is glad to again be in the territory. This was Crowell's first trip away from the islands, and after a short stay on the mainland he is better satisfied than before with his home. He returned yesterday on the Great Northern.

Crowell left Kauai December 11 for Everett, Wash., where he took charge of Andrew Halalu, then held a prisoner in Everett on the charge of assaulting a girl at Waimea, November 25. Halalu left Kauai the night of the alleged crime on a sailing vessel, to which he was directed by a police officer on Kauai, who was afterward suspended, although the officer said he knew nothing of the assault when he sent Halalu to the ship.

Crowell says police methods here are superior to methods on the mainland and more effective. He saw more beggars and drunks on the streets of mainland cities, he says, than he ever saw here.

OCEANIC STEAMSHIP CO.

8 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:		FOR SYDNEY:	
Ventura	Feb. 8	Sierra	Feb. 14
Sonoma	Feb. 29	Ventura	March 8
Sierra	March 21	Sonoma	March 27
Ventura	April 11	Sierra	April 17

C. BREWER & CO., LTD. General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Matsonia	Feb. 1	S. S. Manoa	Feb. 1
S. S. Lurline	Feb. 8	S. S. Matsonia	Feb. 9
S. S. Wilhelmina	Feb. 15	S. S. Lurline	Feb. 15
S. S. Manoa	Feb. 22	S. S. Wilhelmina	Feb. 23

S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
Nippon Maru	Jan. 29	Chiyo Maru	Feb. 15
Shinyo Maru	Feb. 11	Tenyo Maru	Mar. 7
Persia Maru	Feb. 29	S. S. Nippon Maru	Mar. 2
S. S. Chiyo Maru	Mar. 10	S. S. Shinyo Maru	Apr. 1

AMERICAN HAWAIIAN S. S. CO.

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, 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	Makura	Feb. 23
Niagara	Mar. 3	Niagara	Mar. 22

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

PASSENGERS DEPARTED

Per Matson str. Manoa, for San Francisco, 4 o'clock this afternoon—M. P. Mattos, Miss M. Tufto, Mrs. E. L. Tufto, Miss B. E. Rombauer, Mrs. R. E. Rombauer, M. Q. Fong, Mrs. M. Fong, Master Young, Mrs. E. N. Young, J. J. Sum, Miss J. M. Harris, P. S. Rowan, E. R. Methuay, Mrs. E. R. Methuay, A. E. Brune, Jr., H. W. Brune, Miss Alice Brune, Mrs. A. E. Brune, H. H. Young, Mrs. H. H. Young, Temple Bourke, Mrs. Temple Bourke, Miss A. R. Thompson, R. T. Platt, H. G. Platt, Jr., H. G. Platt, Mrs. H. G. Platt, L. C. Miller, Mrs. L. C. Miller.

Per I.-I. str. Kinau for Kaula, February 1.—F. Gay, F. M. Church, Mrs. Harold Kennedy, A. Menefoglio, H. Isenberg, D. B. Murdock, Mr. and Mrs. J. D. Cook, Miss Mary Behert, C. H. Dye, Mrs. R. N. Boyd.

Per I.-I. str. Mikahala for Maui, Molokai and Lanai, Feb. 1.—Mrs. A. Brown, Miss J. F. Brown, Mrs. M. S. Hannan.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Thursday, Feb. 3.
 Maui—Claudine, I.-I. str.
 Friday, Feb. 4.
 Australia—Makura, C.A. str.
 Manila—U. S. A. T. Sherman.
 Saturday, Feb. 5.
 Hilo—Mauna Kea, I.-I. str.

VESSELS TO DEPART

Thursday, Feb. 3.
 Kaula—Maui, I.-I. str.
 Friday, Feb. 4.
 San Francisco—Great Northern, Hill str.
 Vancouver—Makura, C.A. str.
 Maui—Claudine, I.-I. str.
 Saturday, Feb. 5.
 Hilo—Mauna Kea, I.-I. str.

POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table for February is announced, being, of course, subject to change if sudden arrangements are made for unexpected mail service:

UNITED STATES MAIL STEAMERS
 Steamers to arrive from—

Feb. 4—Makura	Sydney
4—U. S. A. T. Sherman	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
16—U. S. A. T. Thomas	San Francisco
21—Great Northern	San Francisco
22—Manoa	San Francisco
25—Makura	Vancouver
25—Chiyo Maru	Hongkong
29—Sonoma	Sydney
29—Matsonia	San Francisco

Steamers to depart for—

4—Great Northern	San Francisco
4—Makura	Vancouver
5—U. S. T. Sherman	San Francisco
8—Ventura	San Francisco
9—Matsonia	San Francisco
11—Shinyo Maru	Hongkong
15—Sierra	Sydney
15—Lurline	San Francisco
15—Chiyo Maru	San Francisco
16—U. S. A. T. Thomas	Manila
22—Wilhelmina	San Francisco
23—Makura	Sydney
25—China	San Francisco
25—Great Northern	San Francisco
29—Sonoma	San Francisco
29—Manoa	San Francisco

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT and TICKETS
 Also reservations any point on the mainland.
 See WELLS-FARGO & CO., 73 S. KING ST. TEL. 1515

OAHU RAILWAY TIME TABLE

OUTWARD

For Waialua, Waialua, Kahuku and way stations—9:15 a. m., *3:30 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 Lihalehua—*10:30 a. m., *2:40 p. m., *5:00 p. m., *11:30 p. m.

INWARD

Arrive Honolulu from Kahuku, Waialua and Waialua—*8:30 a. m., *5:31 p. m.
 Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *3:30 a. m., *11:02 a. m., *1:40 p. m., *4:35 p. m., *5:31 p. m., *7:30 p. m.
 Arrive Honolulu from Waialua and Lihalehua—*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 hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waialua.

*Daily, except Sunday, 1 Sunday only G. P. DENISON, P. C. SMITH, Superintendent

NOTICE

The co-partnership heretofore existing between G. K. Wo, Trustee for Goo Fong, Lau Young Sang, P. S. Tyau, H. Afong and G. N. Sing, doing business under the firm name and style of H. Afong Company, in Empire Building, at makai side corner of Hotel and Bethel streets, Honolulu, City and County of Honolulu, Territory of Hawaii, is hereby dissolved by mutual consent.

Dated, Honolulu, January 24, 1916.
 G. K. WO,
 Trustee for
 GOO FONG,
 LAU YOUNG SANG,
 P. S. TYAU,
 H. AFONG,
 G. N. SING.

6380—Jan. 25, 29, Feb. 1, 2, 3.

Sore Eye

Granulated Eye 44.
 Eyes inflamed by exposure to sun, dust and wind. Sorely inflamed by strains and overuse. No stinging, no itching, no smarting, no burning, no watering. As used by the U. S. Army, U. S. Navy, U. S. Marine Corps, U. S. Coast and Geodetic Survey, U. S. Fish and Game Commission, U. S. Geological Survey, U. S. Army Medical Department, U. S. Army Signal Corps, U. S. Army Air Corps, U. S. Army Signal Corps, U. S. Army Air Corps, U. S. Army Signal Corps, U. S. Army Air Corps.

Austin G. Adams

Austin G. Adams, for many years paymaster of the Rutland railroad, died at Rutland. He had been ill for several weeks.

James Clarke White, for many years identified with the Harvard Medical school, died at his home in Boston at the age of 82.