

CORPORATION NOTICES. NOTICE TO BONDHOLDERS OF HONOLULU PLANTATION COMPANY.

Notice is hereby given that, pursuant to the provisions of that certain mortgage dated the first day of May, A. D. 1908, which was executed by the Honolulu Plantation Company to the Mercantile Trust Company of San Francisco, as trustees, those certain One Hundred (100) of the bonds secured by said mortgage, and hereafter designated by their numbers, were on the 3rd day of February, 1916, selected, drawn and designated for payment and redemption in the manner provided in said mortgage. Said bonds so selected, drawn and designated for payment will be paid at the office of the Company, at No. 503 Market Street, Room 201, Hooker & Lent Building, in the City and County of San Francisco, State of California, at the rate of One Thousand (1000) Dollars per bond and accrued interest on the first day of May, 1916. Such bonds shall be surrendered to the Company for payment, redemption and cancellation as provided in said mortgage, and interest thereon shall cease from said first day of May, 1916.

The following are the numbers of the bonds so selected, drawn and designated: Numbers 43, 48, 51, 76, 80, 93, 100, 108, 115, 122, 137, 147, 148, 149, 152, 155, 193, 194, 209, 206, 225, 225, 227, 229, 234, 239, 243, 250, 260, 268, 306, 320, 321, 324, 333, 343, 362, 404, 413, 417, 422, 438, 440, 473, 474, 521, 532, 552, 555, 558, 559, 562, 567, 576, 588, 598, 595, 599, 602, 608, 627, 635, 637, 645, 671, 700, 704, 706, 735, 756, 758, 807, 809, 812, 816, 828, 830, 832, 842, 847, 852, 858, 873, 880, 889, 903, 915, 917, 918, 923, 930, 933, 935, 936, 943, 959, 970, 971, 976, 989.

Respectfully J. A. BUCK, President, Honolulu Plantation Co., 503 Market Street, 201 Hooker & Lent Building, San Francisco, California. Dated Feb. 3, 1916. 6406-29t

ELECTION OF OFFICERS.

OLAA SUGAR COMPANY, LIMITED. At the annual meeting of the stockholders of the Oloa Sugar Company, Limited, held at the office of the Company, 924 Bethel Street, Honolulu, T. H., on Friday, the 25th inst. at 2 o'clock, the following officials were elected to serve for the ensuing year: L. A. Thurston, President; W. F. Dillingham, 1st Vice-President; E. A. Mott-Smith, 2nd Vice-President; A. W. T. Bottomley, Treasurer; A. W. Van Valkenburg, Secretary; J. L. Cockburn, Auditor. A. W. VAN VALKENBURG, Secretary. 6408-7t

ELECTION OF OFFICERS AND DIRECTORS.

HONOKAA SUGAR COMPANY. At the annual meeting of the stockholders of the Honokaa Sugar Company, held at the office of F. A. Schaefer & Company, Limited, its Agents, in Honolulu, on Tuesday, the 29th of February, 1916, the following Officers and Directors were elected to serve for the ensuing year: OFFICERS: F. A. Schaefer, President; W. H. Baird, Vice-President; A. P. Welch, 2nd Vice-President; J. W. Waldron, Secretary; James Greig, Assistant Secretary; W. Lanz, Treasurer; Auditor: A. W. Van Valkenburg. DIRECTORS: F. A. Schaefer, W. H. Baird, H. Focke, George Rodiek, W. Lanz, J. T. McCrosson, J. W. Waldron. J. W. WALDRON, Secretary. 6410-3t

ELECTION OF OFFICERS AND DIRECTORS.

PACIFIC SUGAR MILL. At the Annual Meeting of the Stockholders of the Pacific Sugar Mill, held at the office of F. A. Schaefer & Company, Limited, in Honolulu, on Tuesday, the 29th of February, 1916, the following Officers and Directors were elected to serve for the ensuing year: OFFICERS: F. A. Schaefer, President; Cecil Brown, Vice-President; J. W. Waldron, Secretary; W. Lanz, Treasurer; Auditor: A. W. Van Valkenburg. DIRECTORS: F. A. Schaefer, Cecil Brown, J. T. McCrosson, George Rodiek, W. Lanz, G. E. Schaefer, J. W. Waldron. J. W. WALDRON, Secretary. 6410-3t

ELECTION OF OFFICERS.

MAKAHA COFFEE CO., LTD. At the annual meeting of the stockholders of the Makaha Coffee Company, Limited, held on Tuesday, February 29, 1916, the following officers were elected to serve for the ensuing year: G. N. Wilcox, President; A. S. Wilcox, Vice-President; J. M. Dowsett, Secretary and Treasurer; H. Holmes, Auditor. The above officers constitute the Board of Directors. J. M. DOWSETT, Secretary. 6411-3t

TO WHOM IT MAY CONCERN.

Be it known that John Johnson has established an office at 638 South King St. for the benefit of those who have inventions and are in doubt as to the proper course of procedure in marketing their products. 6410-4t

STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY.

BY AUTHORITY. RESOLUTION NO. 452.

Be It Resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the balance of the allotment of Two Hundred Fifty Dollars (\$250.00), made in Resolution No. 405, for Hotel Street Improvement, and amounting to Two Hundred Forty-four Dollars (\$244.00), same being to cover advances against the cost of preliminary engineering expense for such street improvement under the operation of Act 164, be, and the same is hereby rescinded.

Presented by CHAS. N. ARNOLD, Supervisor. Date of Introduction: Honolulu, Hawaii, February 17, 1916.

Approved this 29th day of February, A. D. 1916. JOHN C. LANE, Mayor, City and County of Honolulu, T. H. 6411-3t

RESOLUTION NO. 453.

Be It Resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Two Hundred Forty-four Dollars (\$244.00), be and the same is hereby appropriated out of all moneys in the Permanent Improvement Fund in the Treasury of the City and County of Honolulu, as an advance against the cost of preliminary engineering expense for the following purpose, the same to be refunded out of the moneys to become available therefrom on the bonds for said improvements, and to be expended for Salaries, Payrolls and Incidentals, to wit: Manoa Improvement District Number One \$244.00

Presented by CHAS. N. ARNOLD, Supervisor. Date of Introduction: Honolulu, Hawaii, February 17, 1916.

Approved this 29th day of February, A. D. 1916. JOHN C. LANE, Mayor, City and County of Honolulu, T. H. 6411-3t

RESOLUTION NO. 454.

Be It Resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the balance of the allotment of Two Hundred Fifty Dollars (\$250.00), made in Resolution No. 405, for Pauahi Street Improvement, and amounting to Two Hundred Thirty-seven Dollars and Fifty Cents (\$237.50), same being to cover advances against the cost of preliminary engineering expense for such street improvement work under the operation of Act 164, be, and the same is hereby rescinded.

Presented by CHAS. N. ARNOLD, Supervisor. Date of Introduction: Honolulu, Hawaii, February 17, 1916.

Approved this 29th day of February, A. D. 1916. JOHN C. LANE, Mayor, City and County of Honolulu, T. H. 6411-3t

SEALED TENDERS.

Sealed Tenders will be received up to 12 o'clock noon and opened on the 13th day of March, 1916, at the Office of the Clerk of the City and County of Honolulu, Room 8, McIntyre Building, for furnishing 500 Pemco Series Fixtures, for exterior wires complete, with 3/4-foot Ornamental Cast Iron Arm, japanned, with 20-inch reflector and large base socket. A certified check for the sum equal to 10 per centum of the amount bid submitted must accompany proposal. The Board of Supervisors reserves the right to reject any or all tenders and to waive all defects. D. KALAUOKALANI, Clerk, City and County of Honolulu. 6411-10t

BY AUTHORITY. SEALED TENDERS.

Sealed tenders will be received by the Superintendent of Public Works up until 11 a. m. of Monday, March 20, 1916, for Constructing a Road and Reinforced Concrete Bridge in the Kuahaha Tract, Makawao, Maui, T. H. The Superintendent of Public Works reserves the right to reject any or all tenders. Plans, specifications and blank forms of proposal are on file in the office of the Superintendent of Public Works, Capitol Building, Honolulu, and with Mr. A. L. Burdick, Agent, Public Works Department, Wailuku, Maui. CHAS. R. FORBES, Superintendent of Public Works, Honolulu, February 28, 1916. 6409-10t

CORPORATION NOTICES.

ELECTION OF OFFICERS. WAIANAEE COMPANY. At the annual meeting of the stockholders of the Waianae Company, held on Tuesday, February 29, 1916, the following officers were elected to serve for the ensuing year: G. N. Wilcox, President; A. S. Wilcox, Vice-President; J. M. Dowsett, Secretary and Treasurer; H. Holmes, Auditor. The above officers constitute the Board of Directors. J. M. DOWSETT, Secretary. 6411-3t

NOTICE.

I will not be responsible for any debts contracted in my name without my written order. JAMES K. RICE, Honolulu, March 1, 1916. 6411-3t

BY AUTHORITY. TERRITORY OF HAWAII.

OFFICE OF THE SECRETARY. This is to certify that the attached is a true and correct copy of the decree of change of name of Bernie Mallonskey to Bernie Mallon, the original of which is on file in the governor's office.

In testimony whereof, the Secretary of Hawaii has hereunto subscribed his name and caused the Great Seal of the Territory to be affixed. Done in Honolulu, this 25th day of January, A. D. 1916. (Seal) WADE WARREN THAYER.

In the matter of the petition of Bernie Mallonskey for a change of name. Decree of Change of Name. On consideration of the petition of Bernie Mallonskey, of the City and County of Honolulu, Territory of Hawaii, for a decree changing his name to Bernie Mallon, and there appearing to be good reasons for granting the said petition:

Now, therefore, by virtue of the authority in me by law vested and me hereto enabling, I, Lucius E. Plakham, governor of the Territory of Hawaii, do hereby order and decree that the name of Bernie Mallonskey be and hereby is changed to Bernie Mallon, and that a copy of this decree be published for at least four consecutive weeks in the Honolulu Star-Bulletin, a newspaper published in the City and County of Honolulu, Territory of Hawaii. Dated at Honolulu this 25th day of January, A. D. 1916. (Sgd.) LUCIUS E. PINKHAM, Governor of Hawaii. 6394-Feb. 19, 17, 24, Mar. 2, 9.

LEGAL NOTICE.

IN THE CIRCUIT COURT OF THE First Judicial Circuit, Territory of Hawaii.—At Chambers.—In Probate. In the matter of the estate of ANNIE ALDRICH BARTON, Deceased. Notice to Creditors. Notice is hereby given that Letters of Ancillary Administration with the Will Annexed have been issued to Hawaiian Trust Company, Limited, a Hawaiian corporation, as Ancillary Administrator with the Will Annexed of the Estate of Annie Aldrich Barton, late of the City of Oakland, State of California.

All Creditors of the said Estate are hereby notified to present their claims against the said estate, duly authenticated and with proper vouchers, if any exist, even though the said claims be secured by mortgage upon real estate, to the said Hawaiian Trust Company, Limited, at its office at 120 South King street, Honolulu, within six (6) months from the date of the first publication of this notice, or within six months from the day they fall due, otherwise such claims, if any, will be forever barred. And all persons indebted to the said estate are hereby notified to make immediate payment to the undersigned as such Ancillary Administrator. Dated at Honolulu, T. H., Feb. 3, 1916. HAWAIIAN TRUST COMPANY, LIMITED, Ancillary Administrator with the Will Annexed of the Estate of Annie Aldrich Barton, deceased. Frear, Prosser, Anderson & Marx, Attorneys for Ancillary Administrator. 6388-Feb. 3, 10, 17, 24, Mar. 2.

NOTICE.

Chang Kam Hin and Chang Ching will purchase the business of Y. Lun Tai on March 15th, and wish to notify the public that they will not be responsible for any debts owed by Y. Lun Tai. CHANG KAM HIN, CHANG CHING. 6412-3t

OLELO HOOLAHA.

O ka poe no lakou na inoa maialo iho, ua houai ae nei i lakou i loko o kekahi hu, a i ike ia ma ka inoa o Chun Kau & Company, ma ke ano he poe kua i lo bipi lilihi, ma ke King Market, Limited, Honolulu. Honolulu, Hawaii, Feb. 29, 1916. CHUN KAU, Kahau. LEE TIN HOY. LAU SANG. CHOU HING. 6412-2t

NOTICE.

The undersigned have this day entered into a general co-partnership under the name of "Chun Kau & Company," as Retail Butchers, at King Market, Limited, Honolulu. Honolulu, Hawaii, Feb. 29, 1916. CHUN KAU, Trustee. LEE TIN HOY. LAU SANG. CHOU HING. 6412-2t

Home Course in Advertising. To be Conducted in the Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School. IN 90 CHAPTERS. A CHAPTER A DAY.



CHAPTER LXXX. THE ADVERTISING NOVELTY AS A MEDIUM.

Another medium which depends on suggestion is the advertising novelty. This is supposed to be low in cost on account of the number of days that it continues to reach the recipient. Novelty advertising is one of the original kinds. Many people used to spend more money on it than on almost any other phase. At first novelty business developed of itself. But recently these manufacturers have tried to build up an organized promotion in favor of their particular phase of advertising.

The advertising novelty is usually high in cost per person, but low in cost per person per day. The pencil that you get with the name of a store on it costs more than it would to have that message sent to you through almost any other medium. One could tell the name of the store and something good about the business for far less than the cost of that pencil. The only reason in favor of the pencil is the theory that you will think of the store it advertises. If that were so, then the pencil or any other novelty would be a tremendously good medium. But unfortunately it does not work out entirely in that way.

Because something is in front of you does not prove that you will observe it. Herbert N. Casson has said: "That which you see all the time, you never see at all." Haven't you suddenly noticed in your home something which had been there all the time but which you had never sensed before? How many buttons are there on your coat sleeve? If you are like most people you will have to count them, even if you have worn the coat for months.

Many a time men have sat at their desks day in and day out, continually looking at a certain calendar in front of them. Yet, when asked: "What concern does that calendar advertise?" they do not know. The first impression when they first saw it was about the only one their minds received. After that, even though they looked at it every day, they saw only what they sought to see—that is, the date.

Almanacs and novelties of all kinds have been put around from house to house in an effort to advertise to the housewife. Like other media of this kind, these usually give but one message, which a newspaper ad could give at much less cost per person reached. The reason an advertiser is willing to pay more for the novelty is because of the false theory that a novelty keeps giving forth its message continually and repetitively.

The fresh appeal of the newspaper is worth more than any monotonous permanence. A big cereal manufacturer expresses this point as follows: "The one big advantage possessed by a newspaper—which I shall call 'varied continuity'—is the thing that appeals to me, more than anything else. To illustrate: A salesman would get the best results by varying his appeal—sometimes by a visit when his business was not mentioned; another time when price would be discussed in detail—and the order secured.

"The schedule—made up to include 'all type' copy, text with illustration and sometimes only a picture, gets attention all along the line—and, if kept up, will be sure to have its effect.

"This is an age of living and learning. It is not enough to tell the American housewife that you have something to sell to her; you must tell her what it is, how it is made, how packed and what advantages it possesses for her over other products supposed to be similar.

"As far as we are concerned, I am sure we can obtain better results and a larger share of permanent, satisfied customers, by telling our story in a series of newspaper advertisements. Of course we do not reach every one; there is a waste in some of the circulation we buy, our claims are doubted by a certain percentage of newspaper readers, and some people do not see our advertisements at all. The law of average, however, is a safe one to follow."

POSTOFFICE TIME-TABLE FOR MONTHS.

Table with columns for ship names, destinations, and dates. Includes entries for 8-Chiyo Maru, 14-Tenyo Maru, 15-Lurline, etc.

HINTS WORTH TRYING. When the doors, windows and drawers stick use a candle to rub along the edges. The result is that they slide very easily. When using gas or electricity get a 10-cent bird cage spring. Hang it either on the light fixture or on the wall near your iron, so it comes above the ironing board; loop cord through hook. The spring gives when you iron, also saves wear and tear on cord. If grease is not old and hard, go over it thoroughly with common white chalk and let it remain a few hours. Then brush chalk until it is completely brushed out of the fabric; chalk and grease will entirely disappear. When peeling peaches and the stone is hard to remove, before peeling cut peach lengthwise of the stone, give peach a quick twist and you will be surprised how easily you can remove the stone.

OCEANIC STEAMSHIP CO. 8 1/2 DAYS TO SAN FRANCISCO. FOR SAN FRANCISCO: Sierra March 21, Ventura April 11, Sonoma May 2, Sierra May 23. FOR SYDNEY: Ventura March 8, Sonoma March 27, Sierra April 17, Ventura May 8. C. BREWER & CO., LTD. General Agents.

Matson Navigation Company. Direct Service Between San Francisco and Honolulu. FROM SAN FRANCISCO: S. S. Lurline Mar. 7, S. S. Wilhelmina Mar. 14, S. S. Manoa Mar. 21, S. S. Matsonia Mar. 28. FOR SAN FRANCISCO: S. S. Matsonia Mar. 8, S. S. Lurline Mar. 14, S. S. Wilhelmina Mar. 22, S. S. Manoa Mar. 29. S. S. Hyades, Seattle for Honolulu direct, February 26, 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: S. S. Chiyo Maru Mar. 10, Tenyo Maru Mar. 31, S. S. Nippon Maru April 15, S. S. Shinoy Maru April 28. FOR SAN FRANCISCO: Tenyo Maru Mar. 7, S. S. Nippon Maru Mar. 22, S. S. Shinoy Maru April 4, S. S. Perala Maru April 19. CASTLE & COOKE, LIMITED, Agents, Honolulu.

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE. From SEATTLE and TACOMA, S. S. MEXICAN, to sail on or about March 8th. From Portland, Ore., to Honolulu, S. S. Georgian, to sail about April 5 (via Seattle). For particulars as to rates, etc., apply to C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE. Subject to change without notice. For Victoria and Vancouver: Niagara Mar. 3, Makura Mar. 31. For Suva, Auckland and Sydney: Niagara Mar. 22, Makura Apr. 19. THEO. H. DAVIES & CO., LTD., GENERAL AGENTS.

The Floating Palace of the Pacific S. S. "GREAT NORTHERN". Fastest and Most Luxurious Ship in Pacific Water. Sailings for San Francisco: March 16, April 4. 4 1/2-DAY SERVICE. For Reservations, Descriptive Literature, etc., FRED L. WALDRON, LTD., Agents, Honolulu.

MOVEMENTS OF MAIL STEAMERS. VESSELS TO ARRIVE: Friday, March 3. Australia-Niagara, C.A. str. Saturday, March 4. Hilo-Mauna Kea, I.I. str. Kaula-Likiepke, I.I. str. Sunday, March 5. Molokai, Lanai-Mikahala, I.I. str. Maui-Claudine, I.I. str. Kaula-Maui, Kinau, I.I. str. VESSELS TO DEPART: Friday, March 3. San Francisco-Persia Maru, T. K. str. China, C.M. str. Vancouver-Niagara, C.A. str. Maui-Claudine, I.I. str. Saturday, March 4. Hilo-Mauna Kea, I.I. str. Sunday, March 5. (No ships scheduled.)

JAMES NOTT, JR. Plumber and Sheet Metal Worker. Phone 2566 74 S. Beretania.

DO IT ELECTRICALLY. Hawaiian Electric Co.

See WELLS-FARGO & CO., 75 S. King St. Tel. 1616.

OAHU RAILWAY TIME TABLE. OUTWARD: For Waianae, Waiulua, Kahuku, and way stations—9:15 a. m., *9:30 p. m. For Pearl City, Ewa Mill and way stations—17:30 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 Haleiwa and Lilehua—10:30 a. m., *12:40 p. m., *3:00 p. m., *11:00 p. m. INWARD: Arrive Honolulu from Kahuku, Waiulua and Waianae—*9:35 a. m., *5:21 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., *4:25 p. m., *5:31 p. m., *7:30 p. m. Arrive Honolulu from Haleiwa and Lilehua—*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 Waianae. *Daily, except Sunday, 12 Sunday only. G. P. DENISON, F. C. SMITH, General Agent.

TRY MURINE EYE REMEDY. For Red, Weak, Watery Eyes and GRABULATED EYELIDS. John H. Parker was nominated for governor of Louisiana at a Progressive convention at New Orleans.

Star Bulletin Ads. GET RESULTS because they reach not one class but THE ENTIRE READING PUBLIC.