bility.-Walter Lippmann,

sonululu Star-Bulletin

HONOLULU STAR-BULLETIN, SATURDAY, AUGUST 21, 1915.

SIGNIFICATION

*Jes. 5 \$ 12013

ARABIC DEATH LIST GROWS; MORE AMERICANS ARE AMONG MISSING:

Clearing Up Facts of the Tragedy

OFFICIALLY ESTABLISHED ARABIC WAS UNWARNED age

Unconfirmed Report Says That White Star Liner Lapland Sunk: Bovic Safe in Port

[Associated Press by Federal Wireless] WASHINGTON, D. C., August 21 .-An ominous silence has fallen over officialdom here and no comments concerning the probable action of the United States are to be obtained, pending the final word of the president. The decision whether the sinking of the Arabic and the killing of a number of American citizens is or is not a deliberately unfriendly act on the part of Germany rests with the president. Until he speaks, the lips of the iministration officials are sealed.

Tension at Capital increases.

The tension that has held the capital since the first word came of the torpedoing of the Arabic noticeably increased yesterday, when the consular offices at Queenstown forwarded by cable the affidavits of American survivors, testifying to the fact that the attack upon the passenger ship was made without the least attempt to warn the passengers and crew of their danger or give them an opportunity to prepare for the destruction of the ves-

The consular messages also stated that there exists little grounds now for further hope that all the Americans among the passengers escaped.

The state department has been fur-shed with a full list of the names of the Americans who had taken pass-age on the Arabic, and these are being ecked off as the names of survivors are secured and verified. So far eight names are left and it is believed now that the number of American victims of the German torpedo will be found

the attitude of the administration is a receptive one. The president is awaiting the full details which the state separtment has ordered Ambassador Page to collect and forward, pending the receipt of which he is reserving

Official reports last night show that he Arabic received not the least warnng and made no attempt to escape fter discovering the presence of the ubmarines. On the contrary, the Arawas hastening to the rescue of

It is conceded now that the convoy

Masonic Temple Weekly Calendar

Leahi Chapter No. 2, O, E. S.; Stated; 7:30 p. m. lulu Lodge No. 409; Spe-

cial, Second Degree; 7:30 p. WEDNESDAY-Hawalian Lodge No. 21; Special, Third Degree; 7:30 p. m.

Honolulu Chapter, Rose Croix No. 1; Special; 7:30 p. m.

Harmony Chapter No. 4, O. E. S.; Stated; 7:30 p. m

SCHOFIELD LODGE WEDNESDAY-

SATURDAY-Stated meeting, 7:30 p. m.

HERMANNS SOEHNE

Versammlungen in K. of P. Hall. Montag, August 2 and 16. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

ORDER OF PHOENIX.

Beretania and Fort streets, every by the Russians. Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E. RUSSIANS CLAIM

dially invited to at back to Keterkakulva.

State Secretary Lansing Busy ing of the liner through St. George's channel to the open sea did not render her liable to attack, once her convoy had left her and that none of the rights of the noncombatants aboard had been abridged by the presence of destroyers at the beginning of the voy-

> Only one point seems to be left to be cleared up. This is, whether, when the Arabic left her course and sweryed towards the steamer Dunsley, appeared to be sinking, Captain Finch so directed his ship as to make it appear that he was endeavoring to ram the submarine, or whether his change of course justified the commander of the submarine into interpreting his approach as hostile and made for the purpose of attack. Valuable Mail Lost.

An unconfirmed report was in circulation in New York yesterday that in the registered mail sunk with the Arabic were American securities, between five and seven million dollars in value. which were being sent to Wall Street. A large part of these securities, it is stated, were already sold for future livery. The report is not officially confirmed, nor is the statement that the securities were insured for transportation at Lloyds. Much other valuable property is known to have com-posed the cargo.

AFFIDAVITS BEAR OUT

OFFICERS' TESTIMONY

LONDON, England, August 21 .-- At least five passengers, including two Americans, Mrs. Josephine Brugiere of San Francisco and Dr. Edmund Wood of Wisconsin, and 40 mem bers of the crew were drowned in the sinking of the White Star liner Arabic, submarined off Fastnet light-house on Thursday morning.

Nine other passengers are missing.

believed that they must be added to the known dead.

The statements of the Arabic's officers are supported in all details by the passengers, the Americans mak-ing affidavits of the circumstances of the attack for the information of the rerican embassy here, to be for-red officially to the American

Last night a report from Queens re that the White Star liner Lan and of 11,607 tons, from New York to Liverpool, had been sunk by a tor-pedo in St. George's channel, but no authoritative source for the rumor could be obtained. The Lapland salled from New York on August 12, with three hundred and eighty-one passen-

gers, including thirteen Americans.

Another rumor yesterday stated that the White Star liner Bovic, plying between New York and Manchester, had been attacked and sunk. The safe arrival of the Bovic in Liverpool last night set that rumor at rest. Many Ships Sunk.

German submarines have been bus er in the last forty-eight hours than for any like period since the war began, having sunk fourteen steamers, with a combined tonnage of 46,698 tons, in the last two days. The only known loss of life, however, was that in the sinking of the passenger liner

SERBIA AGREES TO ALLIES' TERMS?

ROME, Italy, August 21.-Diplomat ic pressure by the powers of the Entente is said to have induced Serbia to agree to an immediate cession to Bulgaria, in exchange for the latter's participation in the war on the side of the Allies, of a portion of Macedonia captured by Serbia in the second Balkan war. Serbia, it is understood, receives a large pecuniary compensation, of which she will stand badly in need at the end of the war.

Giving color to this report is an official despatch from Sofia, announce ing the resignation of Gen. Fetcheff. the Bulgarian minister of war, on account of "ill health," to be succeeded by Gen. Jecaff.

SLAV AND TEUTON FLEETS BATTLING IN RIGA GULF

PETROGRAD, Russia, August 21.-The German Baltic fleet and the Rus sian fleet are engaged in battle in the Gulf of Riga, it is officially announced. and the bulletin states that, at the hour it was posted, the battle was still in progress.

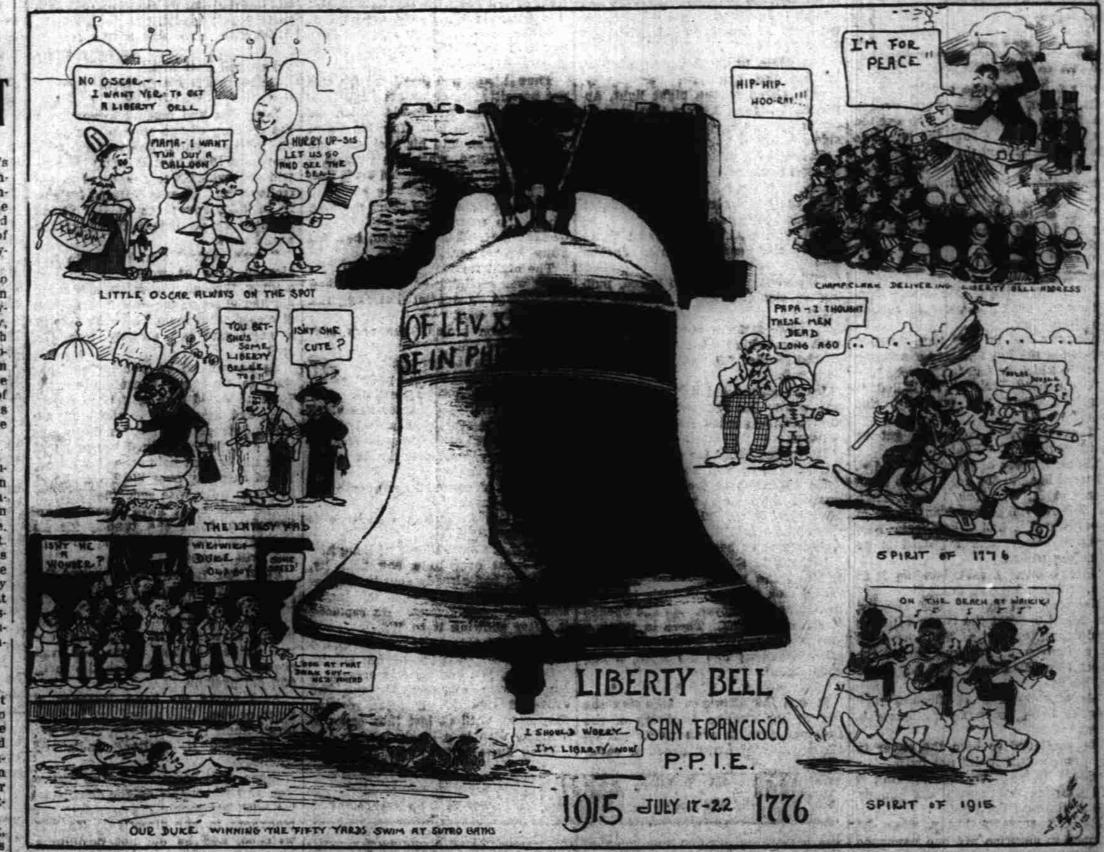
Since the eighth of the month, the German fleet has been attempting to force an entrance to the gulf in order to assist the German forces in Cour-HONOLULU LODGE NO. 1, MODERN land to occupy the west coast of the

Yesterday the German warships Will meet at their home, corner penetrated the gulf and were engaged More changes in the lately reorganized cabinet are predicted. It is reported that M. Krivashein will become

> meets in their hall, SLIGHT ADVANTAGE on King St., near LONDON, England, August 21 .-Fort, every Friday Scuthwest of Brest Litovsk the hardevening. Visiting pressed forces of the czar assert that brothers are oor they have pushed their assailants

> J. McCarthy, E.R. | LONDON, England, August 21 .-- An H. DUNSHEE, See incessant assault on the Turkish posi

San Francisco Exposition Events Seen by Honolulu Boy



John Zane, a young Chinese of this city, is studying in San Francisco this summer and amusing himself by drawing cartoons occasionally. They have cleverness and humor and his familiarity with local events and people are shown in this cartoon above, drawn for the Star-Bulletin. The arrival of the Liberty Bell from Philadelphia, the swimming meet in which Duke Kahanamoku starred and other occurrences are hit off by Zane's ready

tions defending the Dardanelles is be- FIRST MURDER IN one gain has been consolidated and organized, a fresh attack is launched. The left wing of the British contingent on the Pasha Dagh defenses.

GERMANS CLAIM BRITISH
SUBMARINE WAS CAPTURED
LONDON, Hingland, August 21,—
Contradictory assertions befog the loss
of the British submarine E-13, en route to the Baltic. The German admiralty maintains the submersible was driven

PURPOSES OF THE COURSE:-(1) To increase

returns for the retailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet

increase his profits. (3) To suggest to the fobber and

manufacturer a cautious method to create demand and

increase good-will. (4) To prepare the person with latent

This course, when delivered personally to a class of stu-

dents, costs \$15. It is equivalent to a correspondence source which costs \$95. The entire 90 lessons will be

CHAPTER LXV.

ADVERTISING TO WIN THE DEALER.

As a rule, the advertising department of the factory or

wholesale house takes care of all the details of the direct

advertising to the trade. And this work with the dealer

must be done. You must realize from the first that you

are not the only manufacturer in your line. You have

competition not only for the favor of the public, but also

for fair treatment by the dealer. You have to eater to

him. You have to prove to him that your goods are

worth his support, or at least get him not to knock them.

known as the trade publications. Almost every single

trade in the country, from tobacco through to lumber,

has one or many such trade journals. These deal directly

with the problems of the trade that they serve and are

usually read rather religiously by the dealer, although

often there are so many such publications that the dealer

always expects to read them but never does.

with the dealer. He feels justified in taking the time to

go through them. Therefore, to get the dealer's interest

and cooperation in support of your other advertising ef-

These trade journals are purely business propositions

Here enters a vast field of advertising mediums

given exclusively with this newspaper free of charge.

advertising ability for a place in this new "profession."

NANTUCKET, Mass. Luther Rose has been arrested charged with mure nam, an eighteen pear old boy, attempted and tied to a ventilator on the top of der, the first that has taken place ted to hold up H. I. Williams, teller of a sleeping car, the body of a well-in Nantucket Island in 55 years. The victim was Joseph Gomes, who was ed and was captured. Fannan applies or St. Paul to within 30 miles killed by a knife wound. Rose was peared at the teller's window and de-

More than 300 boys answered an "ad" for a job at No. 1 West 42nd street, New York. The two boys in

YOUTH TRIES TO HOLD UP SAVANNAH BANK TELLER.

SAVANNAH, Ga.-James T. Fanbadly injured but will probably live, manded money. When Williams re-

cupied by Fleischman's Baths.

MURDERED MAN'S BODY

The conductor noticed blood drip fused, Fannan fired at the teller, but across one of the rear windows of the missed. Then he ran, but was caught. coach and discovered the body. The tion of his government will go far to-Albert E. Inshaw of Brooklyn, was tim had been turned inside out and Mexico. ashore and captured. The British still front were pushed through a plate killed when he fell six stories through left that way and there was a hole insist it ran aground. Fifteen of the glass window and were removed to an elevator shaft in the building oc- in the back of his head, evidently caused by a blow.

forts, these trade journals offer you a good opportunity for reaching your dealer-customers.

The trade journal, as a rule, is confidential to that trade. The public knows nothing of it and is supposed not to see its contents. Therefore, you can tell the dealer in the trade journal how much he can make on every bar of your soap he sells. That, of course, is a mighty good argument why the dealer should sell it, but is a poor argument why the public should buy it.

So, you see, in these trade journals you can talk to the dealer in a private way, and tell him, almost in a whisper, just where he comes in on your proposition. Likewise, these trade journals are valuable to you in building up that spirit of cooperation which you need to help back up your other advertising. Of course, there are objections to these publications. For one thing, they cost high compared with their circulations. Also, they are apt to be so crowded with advertising that even though you have a full page, you may be lost in the shuffle.

Therefore, your advertising department may decide that the trade journals may not be, of themselves, sufficiently strong in their ability to carry your message to the dealer. Then you would have to go to the dealer through an entirely different system. You may decide to get out a letter every week. You may decide to send a telegram now and then. Or, perhaps, once a month, you will publish a house organ and send it to the dealers.

One big national advertiser has a house organ which is almost a regular magazine. This goes to thousands of automobile owners, but is mainly meant for a selected list of 20,000 automobile dealers. This publication costs \$50. 000 a year. But it hammers home this manufacturer's argument to those 20,000 dealers month in and month out.

This magazine talks in the terms of the layman—the man on the other side of the fence. It explains the most technical engineering points in the simplest words. Anyone can understand what they mean. They try hard to make their message untechnical. And yet they are talking to men who are supposed to know the technical side of automobile engineering.

The advertising department of this factory pays much more attention to that house organ than to the expenditure of three times as much money in the magazines and other mediums which they use. They feel that the education of the dealer in their favor is the crucial point of their campaign. And this is only one of the many in-stances in which the manufacturer has found it worth while to carry on two inter-related advertising campaigns -one to win the consumer, and the other to clinch the dealer's intelligent team-work.

Alton Deluged, and Inhabitants

[Associated Press by Federal Wireless]
ALTON, Ill., Aug. 31.—The levee along the Wood river, east of this city, gave way last night before the pressure of the flood, caused by the unprecedented heavy rains, and the greater part of the city is flooded. Waer is rushing through the st nolishing many of the small ings and forcing the occupants larger buildings to seek refuge upper stories. An appeal has been sent out for motor boats to rescue many persons in peril.

GALVESTON APPROACHES NORMAL CONDITIONS

GALVESTON, Tex., Aug. 21.-Th fourth day after the great storm fli of the hurricane, and of the tidal wave piled up by the pressure of the wind.

Are Beaten: To Ask Recognition From U. S.

(Associated Press by Federal Wire VERA CRUZ, Mex., Aug. 21.— Chief Carranza, announcing his t FOUND ON TOP OF CAR

JAPAN IS ADHERING TO ORIGINAL NAVAL CONSTRUCTION PLANS

A total of 23,333,318 yen, or a purpose of naval construction durin

are now under course of co

AMBASSADOR GUTHBI AT SAN FRANCISCO EN ROUTE TO JAPAN

Associated Press by Federal W SAN FRANCISCO, Cal., As Geo. W. Guthrie, ambessador Inited States to Japan, a

COMING HERE TO GET

VERA CRUZ, Mex.—Luis Cabrera, he Finance Minister in First Chies arranga's cabinet, has salled for New ork on the New York and Cuba Mail teamship liner, Morro, Castle. His

Steamship liner, Morra Castle errand is to supervise the principal paper money to the amount of 000 pesous authorized by Castletest decree.

With this new issue the Castletest Government hopes to idate its currency, calling in optaineding notes issued at a times by the government in by the military chiefs.