

We must all be Americans and nothing else.—Theodore Roosevelt.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING SECTION

HONOLULU STAR-BULLETIN, FRIDAY, SEPTEMBER 10, 1915.

NINE

INDEMNITY CLAIM FOR ARABIC VICTIMS REJECTED BY GERMANY

Expresses Regret For Incident But Denies Obligation For Raider's Deed

OFFICER FEARED ATTACK WHEN ARABIC SWERVED

Imperial Government Willing to Submit to The Hague Arbitration

[Associated Press by Federal Wireless] WASHINGTON, D. C., Sept. 10.—The German note on the Arabic incident was received at the state department yesterday, but was not made public by the state department. The general terms of the note were learned from press despatches from Berlin last night, however. The main feature of the formal communication is that Germany takes the stand that she is under no obligation to indemnify anyone for the deaths of the two Americans incidental to the attack upon the sinking of the White Star liner.

Sorry for Lives Lost. Germany expresses deep regret at the fact that among those who lost their lives in the destruction of the steamship were American citizens, but under the circumstances it is unable

to acknowledge any obligation on the part of Germany to grant an indemnity, even though the commander of the submarine may be shown to have been mistaken in accepting the intentions of the commander of the Arabic as aggressive. Thought Arabic Meant to Attack. The note states that on August 19, a German submarine, stopping the British steamer Dunsley, noted the approach of a large steamer, which turned out to be the White Star liner Arabic. The commander of the submarine recognized the steamer as an enemy ship, as she was flying no flag and bore no neutral markings. "As the steamer approached, she altered her course, pointing directly at the submarine. Anticipating an attack, the submarine commander ordered a torpedo to be fired. Following the firing of the torpedo, the submarine dived, coming to the surface again in a few minutes, at which time the submarine commander convinced himself of the fact that the passengers of the liner had been saved."

Men Who Get Crowds To Hawaii's Fair Building



People who return from the Panama-Pacific exposition say that the Hawaii building, with its moving picture show and its exhibit of painted fishes, attracts more sightseers than practically any other state building in the entire fair. Crowds from the building continually.

Foremost in the actual bringing of the crowds have been Chairman H. P. Wood of the exhibit committee and his corps of helpers. The photograph shows, reading from left to right: H. P. Wood, Fred Asch, head janitor; J. Finn, head of the moving picture exhibit; and E. Lyons, head usher.

TEUTON PERJURER IS SENTENCED TO SING SING TERM

[Associated Press by Federal Wireless] NEW YORK, N. Y., Sept. 10.—Gustav Stahl, German reservist, who has been living here, unable to join his regiment, and who came into prominence following the sinking of the liner Lusitania by furnishing the German embassy with affidavits to the effect that he had personally seen the guns with which he declared the Lusitania was armed, was yesterday sentenced to serve 18 months at Sing Sing for perjury.

IN WAR ARENA

RUSSIANS WIN BIG VICTORY AT SERETH RIVER. PETROGRAD, Russia, Sept. 10.—The Russian army in Galicia has won a big victory—the greatest victory and the first notable success since Field Marshal von Mackensen rolled back the Russian wave sweeping down the slopes of the Carpathians into Hungary. On the Sereth river front 17,000 German troops and 323 officers have been captured, together with many guns and munitions of war. The news comes from the war office in an official statement, which is as follows: "The Russian army has had a big success in eastern Galicia. On the Sereth river front we have captured 323 German officers and 17,000 troops; also a great number of guns and military supplies. "The Germans have been retreating in the Strypa river district since last Friday. Southwest of Trenbowla Tuesday and Wednesday we captured 150 officers and 7,000 men."

BRITISH OCCUPY PERSIAN CITY. LONDON, Eng., Sept. 10.—Failure on the part of the Persian authorities to punish certain tribal chiefs, blamed for the death of two British officers, resulted yesterday in the occupation by the British of the important city of Bushire, a place of 15,000 people, on the east side of the Persian gulf. The Persians offered no resistance to the British landing party, which seized the customs house and the offices of the city officials.

AUSTRIANS TAKE DUBNO FORT. LONDON, Eng., Sept. 10.—Austrian landwehr cavalry has entered Fortress Dubno, 30 miles southeast of Lutsk in Russia, according to a Central News despatch from Vienna. Dubno is about 30 miles north of Lemberg, and about 30 miles from the Galician border.

LONDON, Eng., Sept. 10.—Official despatches from Paris admit that the Germans have made partial gains in the west, after desperate fighting along an extensive front.

Many People In This Town never really enjoyed a meal until we advised them to take a **Rexall Dyspepsia Tablet** before and after each meal. Sold only by us—25c a box. Benson, Smith & Co., Ltd.

STORM DEVASTATES WESTERN JAPAN

[Associated Press by Federal Wireless] TOKIO, Japan, Sept. 9.—Western Japan was swept by a disastrous storm early this morning, the greatest damage being done in the prefectures of Kochi, Kanagawa, Hiroshima, Okayama and Kumamoto. Houses were torn to pieces in the gale, fields flooded, roads washed out and the line of the San'yō railroad destroyed in many places. Traffic is seriously interrupted.

NEW LINE OF SHIPS TO HANDLE SPANISH TRADE

MADRID, Spain, Sept. 10.—A new steamship line promoted by Spanish and New York capital and backed by King Alfonso with his hearty support is projected to run between Vigo and New York. It will begin in a year.

Home Course in Advertising



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 jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

CHAPTER LXXXII. WHY NEWSPAPERS COST LEAST.

The newspaper is the main medium in local advertising, although as a national medium, its general use is fairly new. As a local medium there is no other kind that compares. It reaches just the people whom the local advertiser can reach and wants to reach. The question of cost is not so important to the local advertiser because, as a rule, he would find it necessary and profitable to use the local newspaper, even though it were considerably higher in price. So natural is it for the newspaper to count on the local or home advertising as its main advertising, that at first when the publisher began to accept contracts for space from outsiders, he called it "foreign" advertising, meaning advertising which is non-local. The rate at first was high and decidedly in favor of the home dealer. Today some rates are the same for both the local and the foreign advertiser, whereas in other cases they are lower for the local advertiser than for the foreign advertiser, and in others they are lower for the foreign than for the local. There is no reason for this difference in rates, except that the publisher can get that rate in one case and not in the other. As a national medium the newspaper is strictly a medium of action-advertising. If you wish to secure just plain publicity, just a familiarization of your name or the popularization of your product, then the street car card or the billboard or some other "read as you run" method

PICK NINE HOLIDAYS FOR STORES TO CLOSE

Holidays shall be observed as follows in the stores of Honolulu, according to the decision of the board of retail trades of the Chamber of Commerce yesterday afternoon: New Year's Day, Washington's Birthday, Decoration Day, Kamehameha Day, Independence Day, Labor Day, Regatta Day, Thanksgiving, and Christmas. These holidays were formerly observed by the merchants' association. The board's vigilance committee reported that the American express company had instructed all mainland agents to route express matter for Honolulu by way of San Francisco. The "Dollar Day" sale proposition was again discussed and a committee appointed to see if it can be arranged. The hour of meetings was changed from 2 to 2:30 o'clock.

COMMERCIAL COURSES SPECIALTY THIS YEAR

Y. M. C. A. night school instructors are concentrating their attention on commercial courses for the coming term. The demand of the businessmen here for good office workers caused the change in program. R. E. Lambert will be in charge of the book-keeping and accounting classes. He will also teach spelling and business letter writing. With this work will go courses in "business English," "commercial arithmetic" and "commercial law." The course beginning October 4 extends 36 weeks on Monday, Wednesday and Thursday evenings. J. F. Barry will instruct again in the excellent course for machine shop apprentices. Classes in English, shorthand, Spanish, Japanese and other courses make up a most attractive program.

might do the work as well. But if you want your advertising to bring immediate results—to cause the person to decide to go and get the thing—then the newspaper is quite without peer, especially if yours is an article which is sold through that method of distribution which is based on local dealers.

The cost of newspaper advertising is considerably less than magazine advertising. It has been figured out that for \$1500 in 50 leading newspapers you could secure 100 lines of space reaching eleven million people. That same advertising in 10 leading magazines would cost \$1440, and would reach only two and a half million people. So you see, comparatively, the newspaper advertising is four times as cheap as that of the standard magazine.

Most advertising space is figured on a "line" basis. That refers to an agate line, 14 of which comprise an inch of space. Suppose that one line in a newspaper costs about a third of a cent per thousand circulation. In other words, the advertising in a paper which reaches 100,000 people would cost about 100 times a third of a cent per line (or per 1-14 of an inch of a column).

The price varies greatly from one paper to another, depending upon class of circulation. The cost of some dailies is as high as 10 cents per line for 10,000 circulation or 1 cent per line per thousand. That is higher than is usual of a large city paper. A great, big newspaper might cost 85c a line or nearly \$12 an inch, and yet it would probably be far cheaper than the smaller one when figured on the basis of cost per thousand.

For preferred space there is an extra charge of 25c. Newspaper rates vary with the amount of space used. A maximum rate is charged when minimum space is used—and vice versa. Some papers reduce their charges according to the frequency of insertion. In these cases, one inch every day during the year will earn a far lower rate than 335 inches all at one time. Such a system of rates is called a "fixed space" basis. The "open space" plan does not take into consideration the frequency of insertion so much as it does the total amount of space used during a certain period.

Other considerations also decide the cost of newspaper space. If you do not furnish your advertisement in plate form, the newspaper will have to compose the ad. Consequently, you might have to pay a composition charge to cover the cost of labor involved.

The usual rate is based on "run-of-paper" position, which means that the publisher can place your ad anywhere in his paper, as he may see fit. Many advertisers believe the effectiveness of their ad will be increased if they have reading matter instead of other ads alongside of them. Therefore they want "preferred" position, which is called "island" position if it is entirely surrounded by reading matter. If the ad has reading matter on two sides it is said to be in "full" position. Any of these preferred positions comprise extra service and should warrant extra charge.

CARRANZISTAS MASSING CLOSE TO BORDER LINE

[Associated Press by Federal Wireless] BROWNSVILLE, Tex., Sept. 10.—Despite the agreement of Carranza authorities to remove their troops from the Texas border, a large body of the first chiefs' men have entrenched themselves at Progreso Crossing, 30 miles above here.

They have not fired on American troops, but word comes from their camp to commanders of the United States troops that they "reserve the right to fire if any Texas rangers, deputy sheriffs or civilians appear on the American side of the Rio Grande."

Regardless of what weight this threat may carry, active troop movements are under way on the American side, and in view of recent statements from Washington there is a likelihood of trouble as it is the intention of the border troops to resist fire and if any attack in force is made on American territory to pursue the Mexicans on their own soil. John Lowenbruck, an American cattle buyer, is held in ransom of \$2000 near Palomas, Sonora, according to a despatch from El Paso. His sons are reported to be en route to Palomas with the money.

PASSENGERS SAVED FROM SINKING SHIP BY \$30,000,000 BRIDE

That Mrs. Howard Spaulding, the \$30,000,000 bride, who with her husband is spending a few days in Honolulu, en route to the Orient, figured in the role of a heroine a few days before her marriage, is the information contained in a recent copy of the Morning Herald of Modesto, Cal. According to the Herald, the Spauldings were married on July 31 and a few days prior to this Mrs. Spaulding took her fast motor boat Katie Fritz and rescued passengers from a sinking ship. The paper does not name the incident nor the number of passengers saved. It is also stated in the story that the Spaulding marriage was the culmination of a childhood romance.

Richard Kimball Powers, of Lancaster, Mass., who voted at 31 presidential elections, died at the age of 104 years.

WASHINGTON DEMANDS RECALL OF DR. DUMBA; CONSPIRACY CHARGED

Austrian Envoy Acknowledges Complicity In Plan to Promote Strikes

SCHEMED TO CRIPPLE INDUSTRIES IN U. S.

Lansing Instructs Representative at Vienna to Demand Immediate Action

[Associated Press by Federal Wireless] WASHINGTON, D. C., Sept. 10.—Dr. Constantin Theodor Dumba, privy councillor and ambassador for Austria, is no longer persona grata at Washington and the foreign office at Vienna has been requested to recall him at once. The Austrian ambassador has been implicated in an attempt to curtail the output of various American manufacturing plants engaged in the filling of war orders for the Allies, a letter outlining his plans for a country-wide campaign of strikes, walkouts and malingering on the part of employees, addressed by the ambassador to Vienna, having been intercepted and placed in the hands of the American authorities. Dumba Reply Unsatisfactory. The ambassador was asked to explain his proposed anti-American activities and yesterday his explanation was handed to the state department. The American reply to the explanation is a cable note of instruction from Secretary Lansing to Ambassador Penfield at Vienna, instructing the American ambassador to inform the Austro-Hungarian government that Dr. Dumba is no longer acceptable as the Austrian envoy to the United States and to request the Austro-Hungarian foreign office to take action for his recall. The reply of Dr. Dumba to the state

department's demand for an explanation was an admission of the allegations against him, and this reply is quoted in the instructions sent to her American ambassador at Vienna. U. S. Demands Recall. Secretary Lansing cabled an follows to the Austrian foreign office: "Ambassador Dumba has admitted that he proposed plans to his government to instigate strikes in the American plants making ammunition. By reason of his admitted purpose to conspire with the purpose of crippling the legitimate trade of the United States, and by reason of the flagrant violation of diplomatic propriety shown by him in employing American citizens for the secret despatching of his messages, the president directs me to inform you that Dr. Dumba is no longer acceptable as the diplomatic representative of the Austro-Hungarian foreign office to this government." Speedy Action Demanded. The first intention of the state department, after convincing itself of the unwarranted interference of the Austro-Hungarian envoy in the internal affairs of the United States, was to present the facts to Vienna and leave the matter in the hands of the Viennese foreign office. Last night, however, in view of the aggravated nature of the case, it was decided not to wait for Vienna to move, but to take appropriate action here. It was at first reported that Ambassador Dumba would be handed his passport without recourse to Vienna, and diplomatic intercourse with Austro-Hungary summarily ended, leaving the initiative with Vienna for further inquiries and for a request for a reopening of negotiations, but it is now known that the ambassador will be allowed time to communicate with the Austrian foreign office and receive instructions from his foreign office.

SERIOUS SPLIT IN JAPAN'S CABINET OVER NAVY BILL

TOKIO, Japan, Sept. 9.—The possibility of another cabinet crisis for Premier Okuma is very close, a serious disagreement having arisen within the cabinet regarding the recent appropriation made for naval increase during the year.

Yesterday the cabinet discussed the naval increase problem, T. Kato, the minister of the navy, insisting that the administration reopen the matter in the diet and carry through the original program. Other cabinet ministers dissented and the meeting broke up without any decision being reached.

On Monday, Count Okuma will meet the members of the National Defense Association, whom he has called together for a discussion of the naval problem.

LOUISE PEIERSON HAS NOTHING BUT PRAISE FOR ISLAND SCENES

Miss Louise Peierson, an instructor in domestic science at the College of Hawaii last year, is quoted in a lengthy interview in the Bloomington (Illinois) Bulletin concerning the charms of Hawaii. Miss Peierson's home is in Bloomington, 314 East Locust street, but she has been secured for a position in the domestic science department of the high school at Santa Monica, California, for the coming year. "The tropical conditions of Hawaii," as Miss Peierson told a Bloomington reporter, "make the colorings of trees, shrubbery, blossoms and even the sky itself wonderfully beautiful. The trees blossom as well as the bushes, and the effect is perfect. "The clouds hang so low over the mountains and there are such frequent rains that the rainbow is often seen, and these are especially beautiful. In addition to the rainbows of the day they have lunar rainbows, and at times when the sun is shining just right one can see the reflection of the rainbow in the water, which makes it seem perfectly round. The colorings of the country are beyond description."

CANE CROP OF SCHOOL NETS \$9000 PROFITS

About \$9000 came into the department of public instruction as a result of the sale of Lahainaluna school's cane crop. Lahainaluna is an industrial school where 135 boys are taught agriculture and manual training. The students cultivate 35 acres of the institution's land. The crop of cane was harvested by the Pioneer Mill Company, which paid the customary rate. Due to the high price of sugar the department realized \$3000 more than expected. Beyond its agricultural profits the school receives an appropriation of \$50,000 biennially from the legislature. German scientists have discovered a new method in manufacturing print paper, which will greatly cheapen prices.

CHARTER KINAU FOR CIVIC MEETING TRIP

Delegates from Oahu, Maui and Hawaii will be carried to Kaula for the civic convention at Lahoe September 26 and 27, by the inter-island steamer Kinau, according to the announcement of the general committee of Oahu yesterday morning. The steamer leaves here Saturday night, September 25, arriving in Kaula the next morning. Monday night it leaves Kaula and arrives here Tuesday morning. The round trip costs \$10. Secretary A. E. Taylor of the Hawaii Promotion Committee will probably be the only one to go as representative of that committee.

Captain Victor del Sanctis of the Italian army arrived at New York to purchase war supplies for the Italian army. An epidemic of typhoid fever has broken out among the prisoners confined on Hart's Island, New York harbor.

Masonic Temple Weekly Calendar

- MONDAY**—Hawaiian Lodge No. 21; Stated; 7:30 p. m.
- TUESDAY**—Honolulu Lodge No. 409; Special, Third Degree; 7:30 p. m.
- WEDNESDAY**—Hawaiian Lodge No. 21; Special, Second Degree; 7:30 p. m.
- THURSDAY**—Honolulu Commandery No. 1; Stated; 7:30 p. m.
- FRIDAY**—Oceanic Lodge No. 371; Special, First Degree; 7:30 p. m.
- SATURDAY**—Laf Aicha Chapter No. 3, O. E. S.; Stated; 7:30 p. m.

SCHOFIELD LODGE
WEDNESDAY—
SATURDAY—Work in First Degree; 7:30 p. m.

HERMANN'S SOEHNE

Versammlungen in K. of P. Hall, Montag, August 2 and 15. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, S. P. O. E. meets in their hall, on King St. near Fort, every Friday evening. Visiting brothers are cordially invited to attend. O. J. McARTHUR, Sec. E. DUNBAR, Treas.