

CITY PLANNING COMMISSION TO BE REINSTATED

The city planning commission is to come back as a financially recognized department of the city, according to a decision reached by the city council today in making its final overhauling of the municipal budget for the ensuing year. An allowance of \$4500 was made for this commission. It is to be set up in making its final overhauling of the municipal budget for the ensuing year. An allowance of \$4500 was made for this commission. It is to be set up in making its final overhauling of the municipal budget for the ensuing year.

LET 'ER BUCK

Pendleton, Sept. 25.—Even President Prince Campbell of the University of Oregon got the poetry bug, which is quite common among the Round-Up visitors this year. He read the following greeting to the George Palmer Putnam bunch at the cowboy breakfast served them Friday morning:

Dear comrades, here's a heart and hand
That from our camp begins to sound.
The jargon if we can't command
Such language as our Irish say.

We've felt at "wa," we've smiled at "fun."
That from our camp begins to sound.
The jargon if we can't command
Such language as our Irish say.

So, comrades, here's a heart and hand
That from our camp begins to sound.
The jargon if we can't command
Such language as our Irish say.

BRIDGE GAINS BY HIGHWAY OPENING

Vancouver, Wash., Sept. 25.—Receipts on the Interstate bridge Sunday totaled \$1500, from 6255 customers. The number of persons crossing going north and south was 15,778; motorcycles, 33; two-passenger cars, 653; eight-passenger cars, 4133. Travel over the bridge has increased since the North Bank and Pacific highways have been opened to through travel, the receipts on Sunday, September 17, totaling \$1542. A traffic count on the North Bank highway showed a total of 721 motor vehicles passing both ways on Thursday and 724 Friday. Two wagons passed each day.

The Pacific highway was crowded by cars Sunday going both north and south, taking advantage of the run to Kalama over the new pavement. Many motorists went down to Gobel on the Columbia River highway, crossed the ferry and returned by way of Vancouver. C. C. Hutchins, secretary of the Chamber of Commerce, said:

During the day, according to road authorities, a car passed over the highway at an average of each four minutes. The Prunarians were out in force for the trip and took advantage of it to spread invitations to the Prune Festival, October 12-14.

STATE FAIR GATES OPEN; SUN SMILES

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Several hundred people paid their way into the grounds to give the exhibits a preliminary "once over" Sunday. These, together with the hundreds of exhibitors, attendants and concessionaires, gave the state fair grounds a busy appearance.

Oregon's best in agricultural and livestock exhibits has been headed Salemward for several days past from all sections of the state, a steady stream of exhibit-laden motor trucks pouring into the fair grounds all day Sunday until at night every booth and stall was filled and tents were hastily erected to take care of the overflow.

The usual Sabbath calm was rudely shattered in the last minute rush of preparation for the opening day. Exhibitors put the finishing touches to their booths and displays, stockmen gave their entries a final rubdown and the "hot dog" and other concession men were busily erecting their booths and getting their wares in shape for a rushing first day's business.

Especially is there a marked increase in the cattle exhibits this year over previous years, with a total of 610 of the "best in the West" competing for blue-ribbon honors. The Shorthorn class, which has heretofore numbered from 30 to 40 entries, this year has 150, of which 122 are in the beef class and 28 in the milk class.

The Jersey class is first in point of numbers, with 165 entries. Four counties have entered herds this year, as follows: Columbia, Holsteins; Washington, Holsteins; Polk, Jerseys; Marion, Jerseys.

FORD'S PROFITS GO TO NEW HIGH MARK

(Continued From Page One)

of his products, and as one man they had declared that in another manufacturing it was below cost at the time. This is how Ford explained it to me:

"In fixing the price of anything we manufacture," he said, "we always fix a price that is below cost at the time that it is made. The first thing that happens is that everybody is thereby put on his tiptoes.

MARKET BROADENS

"The most important effect, however, is the enormous broadening of the market that follows. We are driven to capacity and more today because we cut prices to less than what was so a year ago. Our prices are no longer less than cost, because we have refined our methods of production and are able to buy our raw materials for less because we can buy in even larger quantities. As I have said, we reduced costs so much by reducing selling prices that we are making more cars and more tractors — and more profits — than ever before."

I asked Mr. Ford if the same principles could not be applied to any industry.

"They not only could be applied," he replied, "but they should be applied. What the public wants is service and low prices give the maximum of service by making it possible for the greatest number to buy and use what is manufactured.

"What the manufacturer wants is profit, and a broad market with a small profit on each unit affords a greater profit at the end of the year than a large profit on each of a small number of units.

"I marvel that manufacturers cannot see this. Apparently they do not. Their chief concern seems to be to include in cost every possible item and pile upon that the greatest profit they believe can be collected. It is a fatal policy. Many a concern has been wrecked by proceeding upon such lines."

Ford's cash balance is now up around the \$200,000,000 mark. Money has lost all meaning to him except as an instrument with which to carry out his plans. A while ago his secretary called his attention to a deposit of \$2,000,000 in a bank at Windsor, Ont., that Ford had forgotten all about.

TURKEY GETS PEACE NOTE FROM ALLIES

(Continued From Page One)

that the allies would give in to the demands made by Mustafa Kemal Pasha and that they had decided to recognize Turkish rights over Thrace before the peace conference begins, produced a considerable joy among the Turkish people in general but depression in palace circles. A meeting of the imperial princes was held, and it is understood that the crown prince advised the sultan to abdicate the throne at once. A telegram was sent to Ferid Pasha, the sultan's brother-in-law, now in Switzerland, to purchase a motor car, which is being sent here today carrying with her the most important crown jewels, worth several million pounds.

ATTITUDE OF KEMAL NOW VITAL FACTOR TO PEACE (By United News)

London, Sept. 25.—The allies having agreed on the general terms of a peace conference to be held in the near future, the attitude of Kemal now moves rests with Mustafa Kemal and his ministerial council and their reaction to the conference offer of Great Britain, France and Italy.

By today or Tuesday, the allies hope to receive an answer from Kemal. This answer, it is generally believed, will determine whether there is to be peace in the Near East on the basis of the allied terms, or possible hostilities.

In British official circles it is believed Kemal will accept the allied offer, which provides for the return of Constantinople and eastern Thrace to the Turks and internationalization of the Dardanelles.

Officials base their expectation of an acceptance by Kemal on the argument that Great Britain, France and Italy claim to support practically his entire claims, except in that the return of the straits, which provides for the freedom of the straits.

FRENCH POLICY FACTOR

Kemal's final decision may depend upon the attitude of the French. If they back up Great Britain in the demand that the straits be kept open, and make it plain to Kemal that he cannot expect to receive any further concessions from France, the Turkish Nationalists probably will abandon all

WOMAN'S NOSE BROKEN

Vancouver, Wash., Sept. 25.—A head-on collision between cars driven by F. St. Johnson and A. H. Sandberg, Sunday afternoon, resulted in a broken nose and cut face for Mrs. Sandberg. The accident happened on Fourth Plain avenue near the city limits.

GREECE ACCEPTS U. S. OFFER TO RESCUE SMYRNA REFUGEES

(By United News)

Athens, Sept. 25.—The Greek government has accepted the offer of Admiral Mark Bristol, American naval commander in the Near East, to evacuate under the protection of United States destroyers, all Christian refugees still in Smyrna and other points in Asia Minor.

The offer is contingent on Greece supplying ships upon which to transport the refugees. It is estimated that there are 150,000 refugees waiting to escape.

General Paoulas, former generalissimo of the Greek army, has been appointed governor general of Thrace.

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