

SAY STUDENTS CAUSED WRECK

Ship Commander Exonerated by Affidavit

Captain of City of Rome Rated Among Most Proficient of Masters

BOSTON, Sept. 28.—Two "student rookies" in the conning tower, were in charge of the submarine S-51 when the undersea craft was rammed and sunk by the City of Rome, according to an affidavit which Savannah line officials have obtained indirectly from Michael S. Lira of St. Louis, one of the three survivors.

Reports of the existence of such an affidavit were confirmed today by officials of the Savannah line, which operates the City of Rome.

Captain Luther B. Dow, business manager of the American Steamship Licensed Officers' association, obtained the affidavit from a member of the City of Rome's crew, to whom Lira is reported to have told his story.

Captain John H. Diehl, commander of the City of Rome, was notified that the affidavit had been obtained, before he left with his ship on the return trip to Savannah. He expressed great satisfaction on hearing that the statement, which he was told would vindicate him, had been secured.

E. R. Richardson of New York, vice president and general manager of the company, here to participate in the Savannah line's inquiry into the cause of the collision, issued the following statement after he had conferred with local company officials:

"The entire personnel of the Ocean Steamship Company (which controls the Savannah line) from the highest officials to the humblest employe, is deeply distressed and grieved by the great loss of life resulting from the collision of our ship with the submarine S-51.

"We, however, feel and believe that the master of the City of Rome did everything that able seamanship

OUT OUR WAY



WHY MOTHERS GET GRAY.

By Williams

CAILLAUX GETS REPLY ON DEBT

Further Meeting Will be Held Tonight

Financial Position of French Nation Explained by Minister in Short Speech

(U. P. Leased Wire to The Bend Bulletin) WASHINGTON, Sept. 28.—The American debt funding commission late today submitted to Finance Minister Caillaux of France its reply to Caillaux's statement concerning the capacity of France to pay its \$4,200,000,000 obligation handed the Americans this morning.

Secretary of the Treasury Mellon and Under Secretary of the Treasury Winston will meet further tonight with the financial experts of the French mission.

The American commission had earlier today received from Caillaux his statement on the inability of the French debt mission to consider settlement of the \$4,200,000,000 debt on the terms of the American proposal.

In a 25 minutes' session this morning, Caillaux presented the commission the results of the analysis by his financial experts of the American plan's reaction on French finance and made a short speech concerning France's capacity to pay and its financial position.

Jack Cassidy, officer of the state organization, is taking the initial steps. In order that he may have full information as to the number of veterans who are located and who are interested in such a movement, Cassidy asks all men eligible for membership, even though they may be members of some other camp at present, to write to him at room 252, Courthouse building, Portland.

veterans in presenting any claims they may have, Cassidy points out.

One of the largest department stores in Chicago is owned and managed by a woman.

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NOW IS A GOOD TIME TO ADVERTISE

A Message to Business People

By CARL P. JOHNSON
President, Johnson, Read & Co., Chicago

WHAT'S WRONG with the business situation, put that question to the most hard-boiled pessimist you know and he will scratch his head a long time before he can think of anything serious enough to worry about. I do not mean to imply that the millennium is here, but prosperity on a sound basis, assuredly we have.

The prosperity that prevails is well ordered, substantial, normal, and that it will continue for a considerable period is the general opinion of competent observers. Booms are business reverses, with the inevitable lark-brown taste and splitting headaches as an aftermath. No thinking person wants a boom. Certainly the manufacturer today prefers sustained volume, based upon sound fundamental conditions.

Let's take an inventory of some of the basic conditions which back my belief that this is a good time to advertise. The crops, not the stock market, are the real barometers of business. The latest surveys by the Brookshire Economic Service indicate that 1925-26 will be another \$10,000,000,000 crop year. James R. Howard, one of the outstanding authorities in the country on agricultural problems and the first president of the American Farm Bureau Federation, is a Brookshire executive, and I feel every confidence in his forecast.

Business reviews issued by banks, mercantile agencies and by the various trade and class journals call attention to the increased purchasing power of the farmer, whose "comeback" within the past two years has been little short of marvelous. Mail-order business, which has always afforded a reliable index to the farmer's buying power, has grown by leaps and bounds.

The farm implement business, likewise, has not only recovered from its post-war slump, but set a new record in sales. The farmer has again become the mainstay of industrial activity, and the ten billion dollars of new wealth which he is producing is a tremendously reassuring factor.

Not only is he a producer, but as a consumer he cuts some ice. He represents a market made up of more than thirty per cent of our population and his prosperity overflows into every channel of industry and trade.

B. C. Forbes, one of the keenest observers of and shrewdest commentators upon business and finance, who has just completed a 10,000 mile tour of the United States, writes:

"When you travel 10,000 miles over the United States, you become impressed afresh with the overwhelming importance of agriculture. City-bred folks, city-bred financiers, city-bred business men need to travel over the country occasionally in order to obtain and retain a proper perspective. . . .

"Sometimes you stop to ask yourself whether the people of this country have not allowed prosperity to go to their heads, so many evidences of un stinted spending do you see. But when you investigate how savings bank deposits have fared, you discover that they have increased enormously, to unprecedented totals. . . . You discover, also, that never before was there such growth in the funds and operations of building and loan societies. You discover, moreover, that the increase in life insurance policies has been colossal. . . .

by day, in every way, things are getting better and better." Truly, the little old U. S. A. is sitting on top of the world! Guglielmo Ferrero, the foremost historian of Europe, sees in the people of the United States the predestined masters of the new era. In a recent issue of the Chicago Herald and Examiner, he said:

"The United States was fabulously rich even before the war, but it was then heavily in debt to Europe, whence more than five thousand million dollars of capital had been borrowed to develop American resources. Today the United States is the creditor of the universe, having paid off substantially all the pre-war loans of Europe to America, having loaned Europe ten thousand million dollars to carry on the war, and since the war five thousand additional millions of private capital to help put Europe on her feet."

Our population of 110,000,000 represents the greatest home market in all the world. The purchasing power of this mighty market, activated as it is by the higher standards of living which have become nation-wide, is almost beyond computation.

It is no exaggeration to say that our higher standards of living were largely brought about by the power of advertising to create desires and stimulate sales. Advertising today is an economic force in business and its employment has made mass production possible.

We are organized for production on a tremendous scale. Our factory facilities have been expanded enormously. These facilities, plus scientific management, have given us leadership in mass production. Production waits on distribution.

Problems of distribution are now engaging the attention of industry as never before, and in certain lines we are beginning to hear much talk about the so-called "saturation point" and when it will be reached. Manufacturers realize that any slackening in demand slows down production or gluts the market.

Advertising is the cheapest, quickest, surest way to build sales and win markets. Our own clients, both those who advertise to industrial executives reached by trade and class publications and those who appeal to the ultimate consumer through general magazines and newspapers, agree that this is a good time to advertise, and a number of them have increased their appropriations.

I have just received a wire from James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, as follows:

"Our forecasts of total appropriations are not yet complete, but my estimate, based on data at hand, is that there will be an increase in volume over last year. I believe total advertising appropriations will show a substantial increase."

This means that the many hundreds of industries whose advertising is handled by members of the American Association of Advertising Agencies not only believe this is a good time to advertise, but are backing their judgment with cold cash.

Advertising is being budgeted as part of the sales expense by an ever-increasing number of manufacturers. The amount of the advertising appropriation should be based upon a definite percentage of the gross sales. This method insures that the advertising effort will at all times be commensurate with the projected output. It enables the advertising department and the advertising agency to adopt a consistent program, which is always more effective than spasmodic, "hit-or-miss" advertising.

A study of the advertising appropriations of hundreds of concerns reveals a wide range of difference in the per cent spent in advertising. The expenditures were generally 2 to 5 per cent, and in some instances as high as 10 per cent.

Colonel Ayres, vice-president of the Cleveland Trust Company, is authority for the statement that 42 per cent of the country's business is done during the first half of the year, and the remaining 57 per cent during the second half. On the average, sales run 14 per cent better during the last stretch of the year.

That's just one more good reason for my belief that now is a good time to advertise.

Klamath Mill Manager Predicts Development

Here on a combined pleasure and business trip, Marion Nine, manager and one of the owners of the Shasta View Lumber & Box Co., and M. L. Johnson, Klamath Falls realtor, were in Bend this morning.

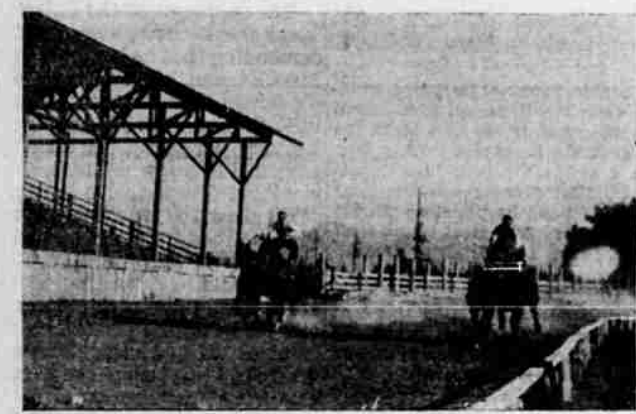
The Shasta View Lumber & Box Co. is south of Klamath Falls, on the Strahorn line and not far from the Southern Pacific line. Nine is in the Central Oregon region primarily for the purpose of looking over some timber land south of the Bend country.

Closely in touch with the lumber manufacturing industry in the Klamath Falls territory, Johnson predicts that at least two large mills will be constructed there as a result of the railroad development program. People in South-Central Oregon are divided in their support of the plans of the Oregon Trunk to extend south, Johnson mentioned.

Although there are between 18 and 20 mills in the Klamath country, from the California line north to Kirk, the output is less than that of the two large Bend mills, it is estimated by the visitors from Klamath Falls. It is estimated that the annual output of the 18 or 20 mills is approximately 340,000,000 feet.

Parisian women who find cigarette smoking too tame are now indulging in cigars and jeweled pipes.

At the County Fair



REDMOND, Sept. 26.—Lorena Tricky's string of horses arrived last night, and the Walters string early this morning. The Sid-Steele and the Smith strings have been here for several days. There will be over a hundred horses here for the races, sixty being now on the grounds, with more to come.

Many entries have been made for the different feature races, such as the Roman, chariot, relay and pony express races, as well as the regular track events.

Miss Tricky will be at the fair and will take as active part as usual. The woman's building is going up fast, the men of the communities donating the labor under the supervision of Contractor Erickson, who is superintending the work. All exhibit spaces will be crowded to the limit, the entries coming in daily. All records for entries at this time being broken this year.

The fair grounds are practically in shape for the fair, the entrance gate has been moved farther east and other improvements made to handle a record crowd.

Home Ranges Produce An Abundance of Feed

Flocks of sheep now being trailed from grazing allotments in the Cascade and Blue mountain forests are finding an abundance of feed on the home ranges, according to reports brought to Bend by stockmen. The abundance of feed will enable stockmen to fatten their flocks before the advent of winter.

Recent rains have started green grass over much of the Central Oregon country, and the flocks which

Will Sentence Poisoners In Illinois on Tuesday

(U. P. Leased Wire to The Bend Bulletin) MARION, Ill., Sept. 28.—Sentence will be passed, probably tomorrow, on Robert and Ruby Tate, convicted of poisoning Jodie Herrington in a love conspiracy.

The jury hearing the murder case, after 14 hours' deliberation, found the couple guilty of first degree murder and recommended a sentence of 30 years in the penitentiary for Tate and 20 years for his wife. The court probably will follow the recommendation.

Benefit Association Plans Carnival Soon

Bend review No. 30 of the Woman's Benefit association will give a carnival and dance for the general public Tuesday evening at the K. of C. hall, it was announced today by Mrs. Christine Clark, district deputy.

The occasion for this affair is to honor Miss Bina M. West, head of the association, on her election as president of the Nation Fraternal Congress, the first woman to attain this honor.

Miss West was elected president of the congress, representing 65 fraternal organizations, at its recent meeting in Duluth.

The Woman's Benefit association, the largest fraternal organization of women exclusively, is growing rapidly in Bend, Mrs. Clark reports.

National Forest Timber for Sale

Sealed bids will be received by the District Forester, Portland, Oregon, up to and including September 29, 1925, for all the merchantable dead timber standing or down, and all the live timber marked or designated for cutting on several areas aggregating about 2,900 acres within Sections 23, 24, 25, and 26, of T. 20 S., R. 11 E., and Sections 5, 6, 7, 8, 9, 17, 21, 28, 31 and 32, T. 20 S., R. 12 E., W. M., Deschutes National Forest, Oregon, estimated to be 42,650 M. feet B. M., more or less of Western Yellow Pine and other species. No bid of less than \$3.50 per M. feet B. M. for Western Yellow Pine, and \$1.00 per M. feet B. M. for other species will be considered. \$3,000 must be deposited with each bid to be applied on the purchase price, refunded, or retained in part as liquidated damages, according to conditions of sale. The right to reject any and all bids is reserved. Before bids are submitted full information concerning the timber, the conditions of sale, and the submission of bids should be obtained from the Forest Supervisor, Bend, Oregon, or the District Forester, Portland, Oregon. 73-90-96c

Bend Moose Lodge Announces
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