

Mr. Sidney F. Taliaferro Marries Miss Elizabeth Kirkwood Fulton

The residence of Mr. Daniel Fraser in F street was the scene of a beautiful wedding last evening when his niece, Miss Elizabeth Kirkwood Fulton, daughter of Mrs. Thomas Fulton, of Glasgow, Scotland, became the bride of Mr. Sidney Taliaferro.

The drawing-rooms were exquisitely decorated with white roses and chrysanthemums and feathery Scotch beater interspersed with palms and maiden-hair ferns and trailing asparagus. Pink and lavender chrysanthemums formed the decorations in the reception hall and pink roses were used in the drawing room.

The bride was attended by Mrs. Daniel Fraser Fulton, of Yorkers, N. Y., as matron of honor. Little Miss Jacquelin Taliaferro Smith and Van Taliaferro Smith, niece and nephew of the bride, served as ribbon-bearers. A small cousin of the bride, Miss Eleanor White, of Stamford, Conn., was flower girl. Mr. Roland Croxon acted as best man.

The bride, who was given in marriage by Mr. Fraser, wore a gown of ivory satin mounted on silver lace and white tulle. The bodice was a duchesse and rose point lace combined with tulle and a court train of ivory chiffon and panne velvet hung from the shoulders. Her veil was of tulle and rose point lace and she carried a bouquet of white roses and white heather. Her only ornament was a bar pin of sapphires and pearls, the bridegroom's gift.

The matron of honor was gowned in pink and brown in silver and mounted on silver lace. The bodice was of pink tulle and satin, with touches of robin's egg blue and orchid colored satin. Her bouquet was of pink roses. The little girl and ribbon-bearer wore dainty pink corded frocks and Master Smith wore a black velvet suit with collar and cuffs of white satin.

At the reception following the ceremony, Mrs. Fulton, mother of the bride, assisted the bridegroom, Mr. Taliaferro, in receiving the guests. Mrs. Fulton was gowned in black satin and Chantilly lace trimmed with duchesse and old point, and Mrs. Taliaferro wore black velvet. Both carried bouquets of white roses and lilies of the valley.

Mr. Taliaferro and his bride left later in the evening for their wedding trip, the latter traveling in a tailored suit of fawn-colored English cloth trimmed with brown fur and small brown velvet hat embroidered in beads. Upon their return they will reside at 3531 Seventeenth street.

The Postmaster General and Mrs. Burleson will return to Washington tomorrow from their cottage on the Jersey coast and will be joined by their daughters, Misses Lucy and Sidney Burleson, who have been the guests of their sister, Mrs. Richard Van Wyck Negley, in Tenby since their return from the summer spent in the West.

Dr. H. Parker Willis, secretary of the Federal Reserve Board, has returned from the Philippines where he has been six months ago to establish a money system in conformity, as far as possible, to that of the United States.

Mrs. Joseph C. H. Colquitt entertained informally at tea yesterday afternoon at her apartment in the St. Regis, in compliment to her sister-in-law, Miss Harriet Colquitt, who is her guest. Mrs. Colquitt is in New York with her daughter, Miss Julia Boling, who is the guest of Mrs. Colquitt's sister, Miss Delphine Heyl, assisted the hostess in receiving. The tea table was adorned with a centerpiece of yellow dahlias and goldenrod and the drawing-rooms were decorated with the same flowers.

Miss Colquitt will leave Washington today for her home in Savannah, Ga.

One of the most interesting announcements of the autumn season was that of the marriage of Miss Frances Lippitt, daughter of Senator Henry F. Lippitt, of Rhode Island, to Brig. Gen. Moreton Gage, of the British army, on last Saturday. Miss Lippitt met Brig. Gen. Gage while he was attached to the British Embassy at Washington. At the outbreak of the war he volunteered and at the present time is a cavalry officer commanding a division of Indian troops in France.

Miss Lippitt arrived in France three weeks ago. She left New York on the liner Rochambeau with Miss Katherine Dorr, of Boston, and at the time of sailing, Brig. Gen. Gage, who is now in England, was going to France to engage in relief work among the wounded soldiers.

The announcement of her wedding came as a great surprise to her friends in this city. Brig. Gen. Gage is now on the staff, but will return to his troops after a short stay in Paris.

Franklin Perry Schofield, the son of Commander and Mrs. Frank Schofield, who are making their home in Washington this winter, has returned to the Tome School, Port Deposit, Md., for the coming season.

Dr. and Mrs. J. C. Boyd, of Washington, are at the Wolcott Hotel, in New York City, en route to Williamstown, Mass., where Mr. Walter W. Boyd will enter college. Mr. and Mrs. Charles H. Hays, of Washington, have returned from Bar Harbor, Me., and are at the Wolcott for a few days before returning home.

Commander K. Nomura, naval attaché of the Japanese Embassy, is in New York at the Hotel Astor for a few days. Also in New York at the Hotel Astor is Brig. Gen. James A. Buchanan, U. S. A., retired.

Mrs. Julian James left Washington yesterday morning for a two weeks' visit at Atlantic City. She will return here on October 13, to be present at the opening of the Theodoros Bailey Myers Mason house, which she has presented.

Like an Open Book For Young Mothers!

Most women look upon becoming a mother, for the first time, as something full of unknown mysteries, a agony and pain; a time of distressing days and months. These are misguided conclusions. "Mother's Friend," will prove its great value as an ally to those distressing pains and assist nature in doing its work with ease and comfort. Get "Mother's Friend" at your drugist.

The Bradford Regulator Co. 211 Lamar Bldg. Atlanta, Ga.

Expansion of Frank Seaman, Inc., Shows Advertising's Growth

The removal of the office of the merchandising and advertising service of Frank Seaman, Inc., to the new Printing Craft building at Thirty-fourth street and Eighth Avenue, New York, is indicative of the phenomenal growth of the art of advertising, that greatest of all forces for increased business activity. Today the offices of Frank Seaman, Inc., occupy the entire sixteenth floor space (over 6,000 square feet) in this new giant among the mammoth office structures of the metropolis.

The various departments, made necessary by the complex demands of modern agency service, all assembled on one floor, are so correlated as to produce the greatest amount of efficiency. Writing, design, art, and the most modern and up-to-date methods of merchandising problems, have separate rooms opening into a well appointed conference room, where general consultations may be held.

In addition to the purely business side of the organization there are rest rooms for stenographers and women clerks, a kitchen for the preparation of lunches and a dining-room each for men and women. Every facility is offered for comfort and efficiency that can be found in any live of business organizations.

Started in Two Rooms. Twenty-six years ago the beginning of this big advertising institution of today found ample space for the transaction of business in two little rooms. Since that time Frank Seaman, Inc., has played its part in the development of the art of advertising and has kept pace with the progress of advertising as evidenced by the fact that the headquarters of this nationally known advertising agency has been compelled to seek larger quarters three times during the past ten years. To quote from the agency's notice of removal: "This removal itself is by no means unusual, but what is unusual is that this extension is forced not by new accounts, but by the largely increased volume of advertising of firms we have had the pleasure of serving for many years."

"It has been our service method, not our solicitation, that has made it necessary for us to move. And in this day of off-changing agency relations the experience of advertisers whose steady patronage has made our own growth imperative, may be said to have directly influenced the growth of our firm, which seeks sound and successful, though not spectacular, selling assistance."

Among the nationally known advertising accounts handled by Frank Seaman, Inc., are the General Electric Company, Kodak, Colgate, Studebaker, Johnson & Johnson, Liggett & Myers Tobacco, and many others.

It is interesting to know that in advertising the products of their clients, Frank Seaman, Incorporated, will spend with the newspapers of the United States and Canada this year over \$2,000,000. As in all big organizations, there is one man who stands at the head and whose influence is felt throughout all departments. Frank Seaman, president of Frank Seaman, Inc., has been an advertising man all his life. In fact, it is not going too far to say that the art of modern advertising has its birth and growth in Mr. Seaman's lifetime, and he has contributed as much, perhaps, to that art as has any man living.

Mr. Seaman was born in Pittsford, N. Y., half a century ago, and his first business venture was in Rochester, where he established the Rochester Evening News, in 1880. This was the first evening newspaper published in that city. Mr. Seaman maintained a job-printing plant for many years, and during this long period did a great deal of newspaper and book work. Among his customers were Emma Abbott, Lotta, Fritz Emmett and other stage favorites of a former generation.

Mr. Seaman's business life, a trial balance was taken and it was discovered that a deficit of \$9,000 existed. An investigation revealed that the cost of printing ink had been overlooked in all estimates for the year and that the \$9,000 deficit was chargeable to this oversight. Mr. Seaman says that he does not know how this oversight occurred, but the memory of the

oversight remains today and also the fact that he had to dip into his reserve fund to make good.

Desired a Larger Field. Mr. Seaman says that it was not the \$9,000 deficit that influenced him to close out his newspaper plant in Rochester; it was the desire for a bigger field; he therefore sold his job-printing plant and came to New York in 1882.

Mr. Seaman soon identified himself with Dr. Dio Lewis as advertising manager. Mr. Seaman built up the circulation of the Lewis publications to over 60,000 which, for a 2-cent magazine in the year 1882, was "going some." He became general manager and then sold out and went with the Cassell Publishing Company, American branch of the Cassell & Company, Ltd., of London, publishers of Cassell's Magazine, "Women's World" and the "Quiver."

It was while Mr. Seaman was identified with the Cassell Publishing Company that he received a request from Seth Wheeler, president of the Albany Perforated Paper Company, to undertake an advertising campaign. Mr. Seaman became very much interested in the merchandising possibilities offered and he broke away from the Cassell Publishing Company and opened his first advertising agency in an office at Broadway and Eighteenth street. Here he conducted a profitable campaign for the Albany Paper Company and business began to flow in.

Mr. Seaman's second client was the Rock Island Railroad, the first in a long list of transportation problems which have been handled by Frank Seaman, Inc. In fact, during the last twenty-five years Mr. Seaman has been advertising counsel for two of the great national transportation lines in the United States.

Started Back-Cover Idea. Mr. Seaman was the first man to seize upon the possibilities of back covers in magazines. It was his idea to make the back cover as attractive as the front cover and he induced a number of monthly magazines to sell their back covers as a whole, instead of cutting them up into quarters, which was at that time the universal rule. Back covers have been a specialty of Frank Seaman, Inc. If it were possible to go back and check up the back covers used in all American magazines during the last twenty years it would be found that very large proportions indeed have been used by Frank Seaman, Inc.

Mr. Seaman always has moved on the theory that the development of an advertising agency could best be served by taking the greatest advantage of the possibilities and build it up into a greater account. That this principle is founded on good sense is evidenced by the fact that many of the clients of Frank Seaman, Inc., have been with them for twenty years and more, and during this long period these accounts have been held by consistent and conservative merchandising methods which have insured success.

Unlike other agencies, Frank Seaman, Inc., has no solicitors. The organization regards itself as advertising counsel to its clients and its policy of conservatism has been its strength. It never directly solicited an account. It is also of interest to know that Frank Seaman, Inc., is one of the three biggest agencies in the United States and when the word "biggest" is used it means biggest in the gross amount of business handled and in the number of employees carried on the payroll. Of the agencies mentioned one has 1,300 accounts on its books, another has over 900 accounts, while Frank Seaman, Inc., has but thirty-four active accounts.

This small number of accounts is in line with Mr. Seaman's policy of giving personal attention to every account held by the organization. He believes that it is impossible to do a better job of sales applicable to all accounts held by the Seaman organization, but each and every account is overseen by one man who is held directly responsible, but who has behind him the united effort of the entire organization. Perhaps the best evidence of handling business which has given Frank Seaman, Inc., its pre-eminence in the advertising world which it enjoys today.

Fourth Cavalry, to first lieutenant; Thomas Dewey, from first lieutenant to second lieutenant; Henry D. Munnichy, from second lieutenant to first lieutenant; Hugh H. McGee, from second lieutenant to first lieutenant; Charles G. Chapman, from second lieutenant to first lieutenant; Joseph Plasmeier, Jr., from second lieutenant to first lieutenant; Fifteenth Cavalry, to second lieutenant; Harold M. Bayner, Third Cavalry, will proceed to West Point, N. Y., and report to the superintendent, United States Military Academy, for duty.

First Lieutenant, Frank A. Bond, Coast Artillery Corps, relieved from duty on recruiting service. Capt. James F. McKinley, Eleventh Cavalry, detailed for general recruiting service. He will proceed to Jefferson Barracks, Mo., and report to the superintendent for a period of ten days in the methods of examining recruits, and then proceed to Omaha, Neb., and engage on recruiting duty. Capt. Robert O. Ragsdale, Infantry, relieved from duty by the resignation of Mr. Seaman.

Capt. Stuart Heintzelman, Sixth Cavalry, detailed as professor of military science and tactics at Princeton University.

Epon his muster out as colonel, Third Infantry, Missouri National Guard, Capt. Carl A. Martin, Second Infantry, will proceed to join his regiment. Leave of absence for one month granted Capt. Carl A. Martin, Second Infantry.

Capt. William B. Baker, Twenty-fifth Infantry, will report to Maj. Gen. Henry G. Sharpe, Quartermaster General, president of an army retiring board at Washington, D. C., for examination.

Leave of absence for ten days granted First Lieutenant, John P. Adams, Eighth Infantry.

Maj. Fredrick W. Plafinger, Coast Artillery Corps, relieved from present duties and detailed as inspector-instructor of the Coast Artillery of the National Guard of Oregon. Maj. Plafinger will proceed to Portland, Ore.

Maj. Harold W. Jones, Medical Corps, detailed as a member of the board of officers of the Medical Corps to determine the result of the preliminary examinations of applicants and the final examination of candidates for admission to the Medical Corps. Maj. Percy M. Ashburn, Medical Corps, hereby relieved.

Capt. Lawrence C. Crawford, Coast Artillery Corps, relieved from present duties and detailed as inspector-instructor of the Coast Artillery, National Guard of Hawaii. Capt. Crawford will proceed to Honolulu, Hawaii.

Leave of absence for one month granted Capt. Joseph Mason, Coast Artillery Corps.

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Opriebach's High Grade---Not High Priced Modish Autumn Outergarments. At Prices That Are Moderate Our Millinery Salon. 1210 F STREET

BAND CONCERT PROGRAM. By the United States Soldiers' Home Band, John R. Zimmerman, director.

NAVAL ORDERS. ORDERS TO OFFICERS. Lt. (junior grade) E. B. McCreary, to navy rank, Portsmouth, N. H., connection fitting out L&B and on board when commissioned.

New Way to Curl Hair Has Many Advantages. You will find the following to be a simple and excellent method of curling the hair.

4 BIG ELECTRICAL NEEDS For the Modern Home. Hotpoint Radiant Electric Heater. Price, \$6.00 and Up.

The Electric Iron. A labor-saver, time-saver and wife-saver. Call and see one. ONLY \$3.75 and Up.

Compact Hotpoint. A modern space-saver and excellent stove for roomer, traveler and home. Price only \$3.50. Electric Hot Pads. Superior for relieving neuralgia and similar complaints without danger of burning the part afflicted.

Our Store Is Splendidly Ready To Serve the Housekeeper. Housefurnishings. China, Glass and Silverware. Duffin & Martin & Co. 1215 F St. and 1214-18 G St.

AMUSEMENTS. NATIONAL ABORN ENGLISH GRAND OPERA COMPANY. Mat today: IL TROVATORE. TONIGHT AT 8:15. La Boheme.

BELASCO TONIGHT, 8:20. "THE CINDERELLA MAN". With Original New York Cast and Production.

B. F. KEITH'S. "WON THE BIG AUDIENCE." Star. FRITZI SCHEFF. ISABELLE D'ARMAND and BOBBY O'NEIL.

POLIS. Bringing Up Father in Politics. 50 PEOPLE.

GAYETY. "The Return of Eve" WITH EDNA MAYO.

CASINO. "The Return of Eve" WITH EDNA MAYO. LOEW'S COLUMBIA. NOW PLAYING MARIE DORO in "THE LASH".

ARCAD. 14th and Park Road. Dancing Every Night 8:30 to 11:30. Large Fine Orchestra. Skating Every Afternoon 3 to 5. THE BREAKERS ON THE OCEAN FRONT.