

The Washington Times

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SATURDAY, SEPTEMBER 10, 1910.

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AUGUST CIRCULATION. Daily. The number of complete and perfect copies of The Washington Times printed daily during the month of August was as follows:

Table with 2 columns: Date and Circulation. Rows for August 1st through August 31st, showing daily circulation figures and totals for the month.

The net total circulation of The Washington Times (daily) during the month of August was 1,410,886, all copies left over and returned being eliminated.

Sunday. The number of complete and perfect copies of The Washington Times printed Sundays during the month of August was as follows:

Table with 2 columns: Date and Circulation. Rows for August 7th, 14th, 21st, 28th, showing Sunday circulation figures and totals for the month.

In each issue of The Times the circulation figures for the week are plainly printed at the head of the first page at the left of the date line.

Persons returning to the city may obtain prompt and satisfactory delivery of The Washington Times to their homes or offices by notifying this office either by mail or telephone.

KILLING TWO BIRDS WITH ONE STONE. Killing two birds with one stone is just as pertinent a figure of speech today as it ever was.

The canal fortification board has completed its plans and submitted them to General Wood, who will submit them to the Secretary of War, who will submit them to the President.

ANTI-CANNON CLUB MEMBERSHIP GROWING. The membership of the Anti-Cannon Club is growing almost as rapidly as the population of a Western boom town.

Band Music. The verdict of the jury yesterday, following closely on the heels of Colonel Roosevelt's sensational attack on Senator Lorimer, caused as much of a sensation as Mr. Roosevelt's refusal to eat at the same table with Senator Lorimer.

The Unspeakable Fly. During a recent trip in the West I have noted with interest the general campaign in print, at least against the housefly.

Concert Today. By the United States Marine Band, White House, at 4:40 p. m. WILLIAM M. SANTELMANN, Leader.

STREET LIGHTS NOT FAIRLY DISTRIBUTED. The suburban residents who appeared before the Commissioners yesterday made out a strong case for a more equitable distribution of street lights.

THE NEW PRESIDENT OF THE CONSERVATIONISTS. If the delegates to the conservation congress in St. Paul had spent months searching the country over for a president, it is doubtful if they could have found a better man than Henry Wallace.

Attention of the Commissioners has been sharply drawn to it, plans should be adopted to change it. There seems to be no question but that the Commissioners could supply at least such light as is absolutely necessary to suburban districts by reducing the amount of illumination in districts which are already abundantly supplied.

front ranks in the progressive movement of the Middle West. As publisher of "Wallace's Farmer," a big agricultural weekly, and as a citizen, he has been hammering away for intelligent agricultural development and wise conservation for a quarter of a century.

It is doubtful whether the suburban residents have helped their cause by the threat to oppose the "Judson plan" for handing the District debt. If they carry out the purpose expressed by one of the protesters, and fight this plan in Congress, they may find they have merely indulged in the ancient and foolish practice of cutting off the nose to spite the face.

AN OLD TRUTH PROVED BY SAD EXPERIENCE. One of the good results of the proper enforcement of the customs law is the lesson it teaches that before the law all offenders stand on even terms.

The wife of a prominent business man in Poughkeepsie arrived at New York from Europe last week and failed to declare a valuable pearl necklace which the customs officials had reason to believe she had obtained abroad.

In the Mail Bag. Marine Band Music. INTEREST in the engagement next week at the Columbia Theater of Al H. Wilson in his song drama, "Metz in Ireland," centers in the personality of his new leading woman, Mabel Wright.

Colonel Harvey and his daughter. Col. P. F. Harvey and his daughter, Mrs. C. H. Arnold, Jr., have returned to their residence at 1721 Q street, from the mountains of Virginia, where they spent the summer.

George Edward Wilson, who spent the summer at Logansport, Ind., is with his parents, Mr. and Mrs. Harry Wilson, at present at the Craddock shoe factory in Baltimore.

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RISKS HER LIFE TO SPARE SLEEPING DOG



MISS MABEL WRIGHT.

INTEREST in the engagement next week at the Columbia Theater of Al H. Wilson in his song drama, "Metz in Ireland," centers in the personality of his new leading woman, Mabel Wright.

While but little has been divulged regarding her personality, it may be said that she has a great heart, if the following story is to be credited. According to the story, Miss Wright was driving her automobile down a steep grade toward a bridge spanning a fifty-foot gully.

As she sped around the turn Miss Wright saw an old dog asleep in the road. It was too late to stop. She gave a quick turn of the steering wheel and headed the machine toward the fence on the brink, hoping to pass the sleeping animal. But the machine skidded, and as it crashed through the fence Miss Wright jumped.

While the machine rolled down the bank Miss Wright, who had rolled partly over the edge, after a desperate struggle, reached a place of safety. Then, woman like, she straightway forgot all about a diamond ring she had lost in her wild scramble, her wrecked machine, her narrow escape from sudden death, and was found a few minutes after making friends, as only a woman can, with the old, half-blind dog.

Robert N. Harper, chairman of the Chamber of Commerce, will today place before his associates data given him yesterday by shoe experts who believe that a factory for footwear can be maintained successfully in Washington.

Before members of the committee who inspected the model shoe factory at the new Berberich street, 812 Pennsylvania avenue, yesterday, George Gifford and Fred J. Nash, experienced shoe manufacturers, declared that there is a market in the South waiting for Washington-made shoes. In their opinion, with a cash capital of \$5,000 and a full capitalization of \$100,000, there is no reason why Washington should not operate a successful and paying shoe concern.

Mr. Gifford declared that there were but three requisites for the successful operation of a shoe factory in any locality—a business man, a financial man, and a shoemaker.

He informed the local business men interested in the project by the offer of Mrs. Edelin, who will donate a factory site near Benning, that there is a likelihood of a veteran shoemaker named McCarthy, now completing contracts with the shoe factory of the Baltimore shoe company, who is interested in the project to the extent of investing at least \$80,000 and his experience in the practical side of shoemaking, and has aroused their interest in the projected establishment of the factory.

Since the experts who are connected with the shoe machinery company explained that their machines are installed in factories on a royalty basis, and that they guarantee to educate the factory operators in the running of the devices, the idea of the establishment of a shoe factory in Washington to supply the demand here, and further South, appealed to the business men of Washington as an excellent prospect.

The principal bid of Washington as the location for such a factory, it is explained, lies in the fact that St. Louis, practically a Southern city, and Lynchburg, Va., where the Craddock shoe factory is located, have both prospered by seeking the Southern trade. It is also explained that the wearing of a lighter shoe in the South will greatly decrease the cost of manufacture. The employees of a shoe factory such as is projected here, it is said, an average of \$16 a week.

The shrewd experts have advised the local men that if they seriously consider the establishment of a shoe factory here, they must count on the production of not less than 1,200 pairs of shoes a day, and that an output of 2,500 would give a much better prospect.

MORE ABOUT MARS. FLAGSTAFF, Ariz., Sept. 10.—More water vapor in the atmosphere of Mars has been discovered by the astronomers at Lowell Observatory.

Miss Edith Wetmore Sails From New York for Europe

Daughter of Senator From Rhode Island and Mrs. Wetmore, After Summer at Newport, Leaves to Spend Several Months Abroad.

Miss Edith Wetmore, daughter of Senator and Mrs. George Wetmore, called from New York this morning for Europe to spend several months.

Miss Mildred Peck, daughter of Mr. and Mrs. Richard Lee Peck, left Washington yesterday morning with a party of friends from New York to motor to Buena Vista Springs, Pa., where she will be the guest of Miss Edith Gracie, daughter of Colonel and Mrs. Archibald Gracie, at their cottage, for several weeks.

Mrs. Josef Kaspar and her daughter, Miss Frances Kaspar, have returned to their home from Europe, where they spent the last three months. They will be joined in a day or two by Mr. Kaspar, who spent the summer at their country place in Virginia.

The wedding of Miss Kaspar and Dr. H. W. Lawton will take place at noon Wednesday, September 14, at the bride's home, 217 M street. It will be followed by a breakfast.

Mrs. W. W. Chance will be matron of honor and Miss Kaspar's only attendant. Dr. H. H. Donnelly will be best man for Dr. H. Lawton.

Dinner Party. At De Koven Cottage. Mr. and Mrs. Reginald DeKoven, who are spending the summer at the villa, "Clifton," Bar Harbor, entertained a large party at dinner last evening.

The wedding of Miss Edith Deacon to George Lee Peabody, which was to have taken place in Newport, next Thursday, has been postponed, owing to the illness of the bridegroom. The wedding will probably take place some time in January, either in New York or Boston.

Colonel and Mrs. Parker, of the Albermarle, have as their guests their son-in-law and daughter, Capt. E. M. Reeve, U. S. A., and Mrs. Reeve, and their son, Parker Maynard Reeve, of Fort Niagara, N. Y.

Lieutenant and Mrs. Colner are being congratulated upon the birth of a son, Richard Tide, Jr., on September 14, at Washington, D. C.

Mrs. Wallace is spending some time at Fort Ethan Allen, Vt., the guest of her son, Capt. R. H. Wallace.

Assistant Paymaster John H. Knapp, U. S. N., has been ordered to duty at the Washington Navy Yard. He will reside with his parents, Capt. and Mrs. John J. Knapp, at their residence, 1615 Twenty-second street.

Rear Admiral Robby D. Evans, U. S. N., has been spending the summer at Bar Harbor, the guest of his daughter, Mrs. Harold I. Sewall, who has gone to Los Angeles. Admiral Evans will remain in California for a month before returning to Washington.

The wedding of Miss Martha Martin and James Bell will take place this evening at 8:30 o'clock at the bride's home, 225 New Jersey avenue, the Rev. J. H. Taylor officiating.

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PLEA OF INSANITY CRIPPEN'S DEFENSE

LONDON, Sept. 10.—For the first time in British jurisprudence typical American methods will be introduced in a murder trial, when Dr. Crippen is arraigned next Wednesday at the continuation of his trial to face the charge of murdering his wife, "Belle Elmore," the actress.

This was shown today when Arthur Newton, Crippen's barrister, took steps to retain a large array of scientists. Three experts have been engaged by the defense, and it is reported that in the event of necessity the insanity plea will be put forward with all the embellishment so well known to courts in the United States.

Mr. Newton expects to receive reports from two pathologists who were engaged in examining the body found in the cellar of Dr. Crippen's London residence before Monday. The testimony of these scientists will be used to refute the testimony expected from experts retained by the public prosecutor's office.

Another expert employed by Mr. Newton will permit to close the alleged finding of poison in the Crippen cellar is expected to report before the trial is continued at Bow street.

The retention of Mr. Newton by Ethel Leneve, Dr. Crippen's accused stenographer, will permit a closer cooperation between the two accused persons. Hitherto they have been kept apart and not allowed to consult one another.

The trial will largely be a battle of experts. Much of the defense fund has been employed, it is said, in the retention of scientific men to give expert testimony. Employing the method of a well-known former American prosecutor, Mr. Newton is applying himself assiduously to the study of poisons and their effect. It is presumed that the counsel for the crown is doing likewise.

The Business Doctor

By Roe Fulkerson

YOU agree with the Congressional committee that advertising increases the cost of things, do you? inquired the Business Doctor.

"Advertising is simply the world's market wagon. In your boyhood days the tin peddler shouldered his clattering load of pots, pans, cups, and dippers, and went from door to door seeking his market, and if he had good luck in a thickly settled neighborhood he called at thirty houses each day. He sold a good coffee pot for 75 cents and earned his profit. Today the dealer puts a \$2 advertisement in the afternoon paper, which carries all the information about those pots and pans to 75,000 homes instead of thirty and he sells that same coffee pot for a dime, because his market has widened by just 2,500 per cent.

And yet Congressmen are supposed to have the brain market cornered. In 1841 one of the best advertised natural curiosities in the world was the Mammoth Cave, in Kentucky. Three went into it an average of ninety-three people a day, and the admission fee was half a dollar. In 1908 there was an average of less than twelve people a day went into the cave and the price was \$1 per person. The price doubled because the advertising had been cut off, and you will note that the gross receipts were less than \$12, against \$46.50 at the old advertised price of one-half! Yet the principal of Congress issue manifestoes against advertising and the executioner stands beside the block hesitating with ax unused.

The best advertised breakfast food in the country once put out a package two-thirds the size they are sending out at present and charged 15 cents for it. They then started a big advertising campaign and so stimulated the demand for their product that they almost doubled the size of the package and reduced the price to 10 cents. Their advertising appropriation is close to \$500,000 a year, and yet it costs just five-eighths of a cent for each package.

"The State of Delaware has just incorporated the Zodiac Sky Advertising Co., which expects to spread advertising over the horizon "by means of air-going devices, machines, kites, balloons, etc."

The Japanese can give some pointers to our sensational wadpicketsmiths in the advertising line. One says he delivers goods "as quick as a shot," another that his paper is "durable as the hide of an elephant" while one grocer says that his vinegar "is sharper than the bitterness of the most diabolical of mothers-in-law."

Pickle factories please take notice. A sunny smile is the cherry in the cocktail of business. It's not a necessity but it adds a great deal to it.