AN INDEPENDENT DAILY NEWSPAPER

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED.

H. D. Slater, Editor-in-Chief and controlling owner, has directed The Herald for 16 Years; G. A. Martin is News Editor.

EL PASO HERALD

Editorial and Magazine Page

Tuesday, September Eighth, 1914.

THIRTY-FOURTH YEAR OF PUBLICATION.

Superior exclusive features and complete news report by Associated Press Leased Wire and 300 Special Correspondents covering Arizona, New Mexico, west Texas, Mexico, Washington, D. C., and New York.

Published by Herald News Co., Inc.; H. D. Slater (owner of two-thirds interest) President; J. C. Wilmarth (owner of one-fifth interest) Manager; the remaining one-eighth interest is owned among 12 stockholders who are as follows: H. L. Capell, H. R. Stevens, J. A. Smith, J. J. Mundy, Waters Davis, H. A. True, McIlennon estate, W. F. Payne, R. C. Canby, G. A. Martin, A. L. Sharpe, and John P. Ramsey.

The American Plan

IT WOULD be well if Europe's rulers would sit down by their water coolers, and smoke their pipes, and read romances, instead of reaching out for chances to slay all foes they get their glims on, and paint the blooming landscape crimson. Instead of fussing, fuming, hating, they ought to try some watchful waiting. If the Ahkoond who rules o'er Swatzland exasperates the king of Scotland, the latter monarch should not worry, or be in too blamed big a hurry to send forth guns and other wreckers; he should continue playing checkers, advancing men, withdrawing, mating—for that's one kind of watchful waiting. Oh, all things come to men and kinglets who do not rave and tear their ringlets. But lemons come, and prunes and quinces, to common, garden men—or princes—who of their honor are so jealous that if we look at them they tell us, that they're insulted, and grow hotter, demanding strife and blood and slaughter. If some one says, "Your face offends me," if, arrogant, a note he sends me, my conduct in this world berating, I take it out in watchful waiting. I do no scrapping till I have to. I want no wounds, applying salve to, and so I'm dancing now and singing, as kings might do, by wisely kinging.

—WALT MASON.

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How It Helps YOU

TODAY EL PASO sets a new mark in newspaper enterprise, in the 12 page section of The Herald of this issue which is all devoted exclusively to the advertising of one single firm, a "specialty" firm at that. Today's issue is notable in many ways:

The 12 pages of advertising for one single firm represent three times the largest amount of advertising space ever used before by any house in El Paso at one time in any newspaper;

The house advertising through this unique 12 page section is primarily a jobbing or wholesale house, whose retail business is only a side line and whose appeal is consequently rather to the dealers than to individual consumers;

The lines advertised are all specialty lines, and the manufacturers cooperating with the local advertiser to make this section representative are almost without exception nonadvertisers, who almost never use newspaper space directly and seldom appear even in the trade journals;

All the advertising was sold at The Herald's regular card rates without special inducements of any kind, and solely on the merits of the proposition, with the usual guarantee, offered to all advertisers, of a circulation of 18,000 or more, but no extraordinary edition;

The advertising appears on Tuesday, an "off day," with only the regular ordinary editions of the paper, and no special offerings of any kind beyond the regular distribution of the paper.

The publication of such a remarkable special section will benefit, first, the local wholesale house carrying all these advertised special lines and very many more, a house doing an annual business mounting into the millions of dollars, and just now celebrating the close of its 28th year of continuous local operation, tremendous growth, and loyal contribution to El Paso's success, development, and prosperity.

It will benefit, second, all the manufacturers whose special announcements appear in connection with the advertising of the local house, and whose special lines will thus become better known than ever before—not merely among dealers, but among consumers, who will thus be induced to demand the standard advertised goods as against the little known lines which make no appeal to the consumer direct but depend solely on the goodwill of dealers for advancing their products.

It will benefit, third, the city of El Paso, through emphasizing the present prosperity and wonderful stability of this city through all the unfortunate happenings of the last few years; through directing attention to El Paso as the one important center of wholesale trade in the southwest; through advertising El Paso as the only city in the United States at this time in condition to justify the employment of such sensational methods of advertising to develop new business at a time of general pause—a city that can afford 12 pages of daily newspaper advertising in one day for one single firm, and that can raise $50,000 through popular private subscription for general promotion purposes during the year, is in no danger of being passed by in the parade. This great advertising project will indirectly stimulate trade and inquiry in every line.

It will benefit, fourth, the whole southwest, through thus calling attention to the fact that in El Paso the southwest possesses a central market point of prime importance, offering every advantage of the great eastern centers as to prices, and all the added advantages of immense stocks in warehouses and quick delivery.

It will benefit, fifth, The Herald, for it directs attention in a striking way to the firm hold The Herald has on the business men of its own home city; so that on the merits of the proposition solely, and the intrinsic value of its space, The Herald can command the largest advertising patronage ever offered by one firm at one time to any southwestern newspaper. Indeed it is doubtful if the performance has ever been equaled in the United States.

The advertising of this great El Paso house in today's Herald will be read with interest by the public generally, as well as dealers throughout El Paso's territory; for it will give many readers their first insight and impression of the vastness of the city's trade operations, and the importance El Paso has assumed in the mercantile world; and it will further indicate to consumers of products in these lines where they may turn for the best goods of their kind in every specialty of the hardware and machinery trade.

Newest War Developments Interpreted

AS CORRECTLY predicted in The Herald last Friday in the war analysis accompanying the two large maps, the German forces have been attacked by the allies in such force on their right flank at "B" that they have been compelled to change their plan of attack and swing around to the east. At the same time the allies along the line of their center were compelled to retire and abandon some of their strongest forts. The line of the allies has been crumpled up, but it appears that the army defending Paris is still in conjunction between Vitry and Verdun with the army of the eastern frontier.

The Germans have been hard pressed on their right flank northeast of Paris, and here the allies will hammer furiously. The Germans have suffered serious reverses along the line Chalons-Verdun in the fighting of the last three days; the pressing back of the Germans in this vicinity is the gist of the great victory reported for the allies.

Map No. 1 today is a part of last Friday's map, reproduced here to show by contrast the course of the last few days' operations.

Map No. 2 today is based on the latest dispatches, and shows the situation today, so far as known to the world. In both maps, the heavy black line indicates the approximate position of the German forces; the wave line between parallels indicates the approximate position of the allies.

It will be observed that the heavy attacks of the allies on the German right near "B" in Friday's map caused the Germans to swing away from that dangerous position and double in to the southeast. The allies took new positions in front of Paris but otherwise retired before the German advance on the center until the Germans were actually south of a line due east from Paris. Here they formed a long crescent, the German forces facing three ways against the extended line of the allies.

Evidently the Germans tried to make a heavy assault near "C" in the maps, in an effort to straighten their line and separate the allied army of Paris defence from the French army of the eastern frontier. This attempt failed, and the Germans have been repulsed all along the line from Reims to "C."

The French hold the great fortresses at Verdun (near "C"), Nancy (near "D"), Belfort (near "E"), Chalons and Vitry (near "F"). The Germans have driven back the French between these forts and are making strong efforts to reduce the forts. The Germans hold Mulhausen in Alsace on the southern extremity of their line, while the French forces maintain their position in Alsace south of Mulhausen.

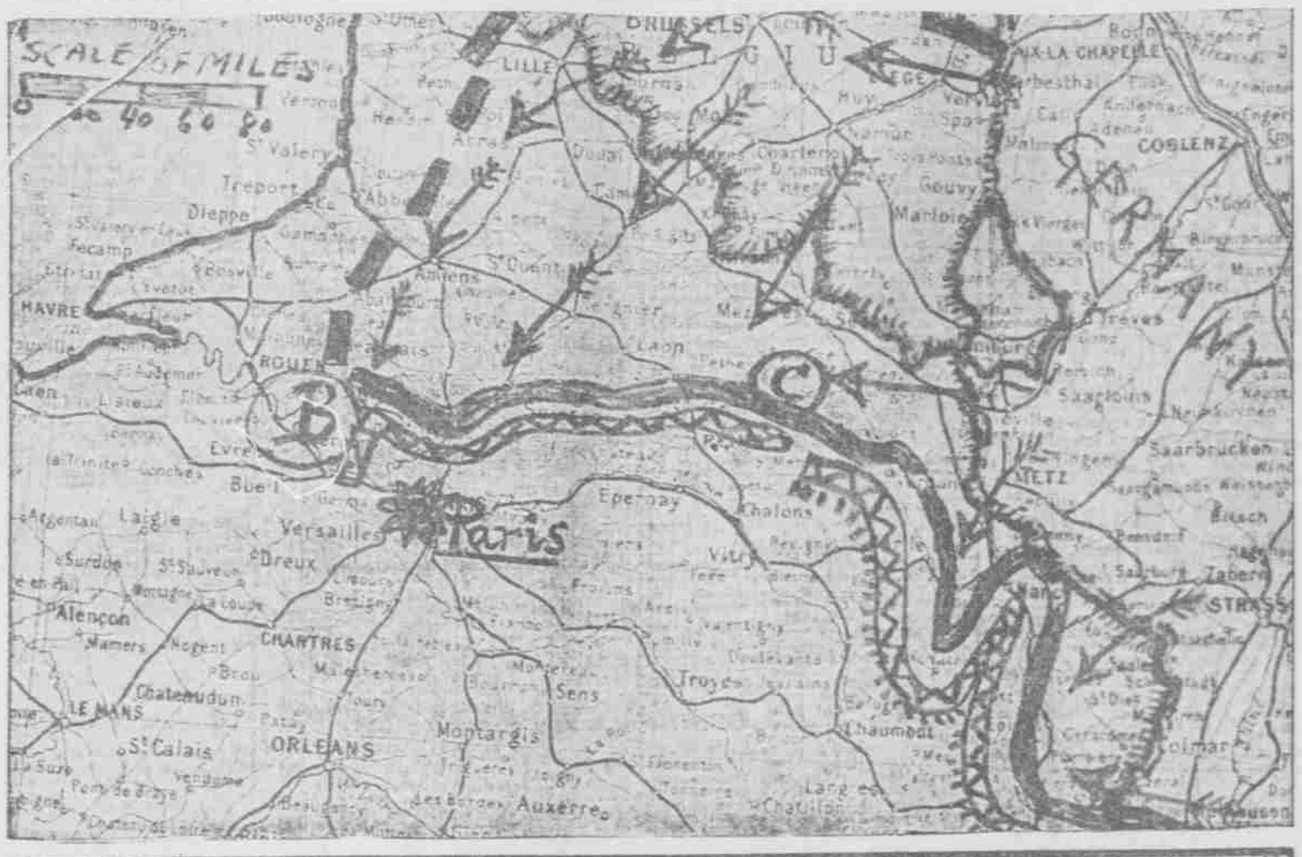
As on Friday last, the point of greatest German peril is near "B," and along the line "A"-"B", which are exposed to attacks by unknown forces of the allies, including the Russians whom Great Britain has been landing in France. The German right wing is in imminent danger.

The French near "F" hold a line of strong fortresses, but they are in great danger there. The Germans are advancing along the lines of the arrows. It would not be surprising to see the Germans, in the neighborhood of "C" and "F," in the next few days, envelop two or three French army corps, cut them off from the main armies, defeat them after a furious battle, and take 50,000 or 75,000 French prisoners. In which case the Germans would have two separate allied armies to fight separately, instead of one unbroken line; and the German forces could once more face Paris and the sea, and meet the advancing reinforcements of the allies face to face with their bases protected and their lines of communication covered.

The Germans have played a great game, menacing Paris and concentrating an immense allied army around there, only to cut them off at last from taking part in the decisive operations around Verdun.

WAR SITUATION AS IT IS TODAY

Upper map, No. 1, shows the situation last Friday; lower map, No. 2, shows the position of the opposing forces today. See editorial analysis in adjacent column.



14 Years Ago Today

From The Herald This Date 1900.

Frank Taya has returned from Sanderson, Tex.

Mrs. H. D. Slater and Miss Ora W. L. Slater left last night for the east.

A. H. Richards was today appointed guardian of the estate of Germain De Moles.

Tony Sierra, mailing clerk at the El Paso postoffice, went out on the Southern Pacific this morning.

Harry D. Kelly, one of the Herald carrier boys, leaves today for Champaign, Ill., to enter the university.

Switchman Thigpen has been appointed to the position made vacant by the release of F. Gifford, of the G. H.

Mrs. H. Rindskopp, of St. Louis, arrived last night to visit her parents, Mr. and Mrs. L. Blum, on South Anthony street.

Herbert Hart, of the White Oaks line, has been promoted to the position of mail clerk. E. Fowler will also be promoted to a like office Wednesday.

This evening at eight o'clock in the county courtroom at the courthouse, the Republicans will meet pursuant to the call heretofore published for the purpose of organizing a campaign club.

Five blocks of hilly land lying west of Santa Fe street and north of the Southern Pacific tracks are being graded down for the purpose of putting them on the market. The tract belongs to H. B. Stevens, Richard Caples, Zach White and S. H. Buchanan. The streets will be cut through, the lots terraced and the whole five blocks turned into a desirable residence section.

The irrigation committee of the chamber of commerce held a called meeting last night for the purpose of taking further action on the international dam matter. There were present besides chairman Moses Dillon, W. H. Turtle, A. Hoffman, Felix Martinez and W. S. McCutcheon, of the committee, and secretary E. E. Russell, of the chamber; E. C. Roberts and Dr. Nathan Boyd, of the Elephant Butte project.

All eight members of the board of aldermen were present last night at the regular session of the city council. A measure to submit to the people a proposition to vote $75,000 bonds for school purposes was passed unanimously. Superintendent G. P. Putnam, of the public schools, addressed the council on the question. Mr. Stewart was granted a six weeks' leave of absence, and city engineer G. Wimberly three weeks. Alderman Brunner made a motion that M. Petricolas be elected city electrician.

Advice To the Lovelorn

By Beatrice Fairfax.

MOTHER KNOWS BEST.

Dear Miss Fairfax:

I am a young man, 21 years of age, and considered handsome and well off. I recently met a girl who is considered socially inferior to my family and fell in love with her. While with her on the street one day we met my parents. My mother had heard me tell of her but had never seen her. Later my mother asked me what my attitude toward this girl was. I told her, of course, that I was deeply in love with Angeline. But mother objects to my attentions to this girl because she has the gum chewing habit. What shall I do? Yours in distress,

H. S.

Your mother has probably sized up the girl right. A mother is generally a pretty good judge of the right sort of a girl for a wife.

SPEAK FRANKLY.

Dear Miss Fairfax:

There is a young man about five years my senior whom I met a short time ago. Since the introduction he has been up to see me a couple of times. I like him very much, but I don't want him to develop a "case." I want him for a good friend. How can I manage that, for I am afraid he might not want that kind of friendship? I have no brothers and would like to treat him as one.

EMMILIE.

Tell this young man frankly just how you feel. I think you can appeal to his best instincts if you are sincere—and so win the friendship you desire.

JUAREZ WOMAN IS STRUCK BY AUTO

An automobile and a street car collided on San Antonio street Tuesday morning and Mrs. Rosario Provincio, of Juarez, was struck by the automobile and knocked to the pavement. The automobile was driven by Joseph Sabrinsky, and I. G. Graal was riding with him in the front seat when the accident occurred. Sabrinsky attempted to turn off El Paso street into San Antonio street just as the street car was turning the corner. The automobile swung wide, skidded and struck Mrs. Provincio, who was waiting for a Mexico car at the San Antonio street crossing of El Paso street. She was knocked down and was dragged in front of the automobile for a distance of 20 feet it is said. She was assisted into the auto and taken to a doctor's office for medical attention.

The Sheep

BY GEORGE FITCH.

Author of "At Good Old Siwash."

THE sheep is a bundle of dirty wool equipped with four black legs and a "baa."

The sheep uses the legs to get into trouble and the "baa" as a substitute for brains. It is about the only quadruped which would be better off with several legs less. If the sheep could be hauled to and from pastures on a cart it would require less care and would repay its owner more richly.

The sheep comes into the world as a blithe little lamb. Its legs are full grown at this time and begin at once to carry it where it has no business to go. By the time a lamb's legs have had a year's practice they can carry him so far in an hour that it will take a shepherd all night to find him. A sheep doesn't know any more about finding his way home than a member of the Broadway bar in New York. He will also follow his leader over a precipice like a straight ticket man voting a ticket furnished by three bosses in the back room of a saloon.

The sheep spends his life eating grass with his long sharp bill and wagging his short, staccato tail. He eats in a thorough and painstaking fashion and after he has lunched off of an acre of ground an army worm would have to carry provisions to get across it. Because of his patient way of accumulating a toothful of food here and another there, the sheep can flourish on land which is not useful for any other purpose except to sell to city men for fruit orchards. The rolling wastes of Australia and the West are covered with sheep who get fat where even the land agent droops and the gold prospector grows thinner every year.

Sheep are also used instead of lawnmowers by economical golf clubs, but the golf ball diet makes their flesh tough and reduces their market value.

In the spring the sheep is seized by a rude man who cuts off his wool. The sheep furnishes us with most of our winter clothes, but he is not enthusiastic about it. A sheep who has just been sheared is as dejected as a farmer

"Hauled to and from pastures on a cart."

who has gone into a city barber shop near a union depot and has had $11.45 worth of hair cut with accessories.

The sheep gives us mutton, and the innocent lamb is equally pleasant when embalmed in poetry and when roasted with mint sauce. We should love the sheep, but it is hard to respect him until after he is dead.—Copyrighted by George Matthew Adams.

More Truth Than Poetry

By JAMES J. MONTAGUE.

Calloused.

It is not surprising that the German troops are not staggered by the detonations of their big guns. Have they not had a long schooling in Wagnerian music?

It Is Just As Well.

No one will regret the absence of moving picture machines at the front. Fighting this war over a second time on the screen would be more than humanity could stand.

At Last We Know the Truth.

Since ten congressmen were caught at a ball game last week we begin to understand the long unexplained mystery of what was keeping congress in Washington all summer.

A Small Future in a Big Hill.

On the safe side of the Pyrenees Huerta must be reflecting on what a hopeless amateur he really was.

Retraction.

All the harsh things we have ever said about the Atlantic and Pacific oceans we now hasten to take back.

A Leap Into the Future.

South Carolina made a hundred years' progress in one day when she got rid of Cole Blease as a political incubus.

Coming Soon.

A musical comedy without a chorus has been produced. Soon we shall have one without chorus or principals, and the musical comedy will be solved.

Abe Martin

It's gittin' so if we don't git killed on Sunday we're purty safe fer th' rest o' th' week. Atwell Spry is studyin' t' be a doctor so he'll have lots o' time t' play golf.

LITTLE INTERVIEWS

"THE public will never know how much happiness was created for people who lead a drab life," said Adj. James Hunter, of the Salvation Army, "by that automobile ride The Herald arranged for last Friday. Those poor women had scarcely seen, much less ridden in, an automobile before and they enjoyed it all as if it was a dream. The picnic was a great success and the only regret I had was that two pathetically poor little Mexican mothers with wee babes showed up at my headquarters the day following the picnic and asked for a ride, thinking that the automobile was to be ready for them Saturday instead of Friday. I found that they also needed food as well as a ride and supplied them with enough to eat, but they were more disappointed in not getting the automobile ride than they were happy to get the food they needed so much."

* * *

"I am glad to see that Chihuahuita is to be made sanitary and habitable," said mayor C. E. Kelly. "The conditions of certain sections of that district have been frightful for some time and it's a wonder there has not been a terrible epidemic of sickness. The majority of the houses can be made sanitary. The others are being condemned and within the next month or six weeks the old adobe shacks and huts will be razed. The health department will prevent similar shacks from being built in other sections of the city."

* * *

"Valley farmers have had a prosperous summer," said S. B. Orndorff. "The yield of crops has been unusually large and there has been a good market for all products, excepting possibly the cantaloupes. About $10,000 was lost by the melon raisers because the commission merchants at Chicago failed to market them. But next year the valley farmers will undoubtedly market their own melons and in this event will realize more money from the sale."

* * *

"There is no denying that the European war has had a depressing effect on this country," said C. J. Frawley. "When I was in the east I saw on every hand the general depression that has been brought about since the war. As I came west this depression was less and less in evidence. Texas, except for its cotton business, has not been badly affected. Except for the Mexico cotton, El Paso has no cotton trade and it is my opinion that this city has suffered less than any other city in the state."

* * *

"More than $41,000 has been raised by the budget fund committee. It is certainly the duty of every person who will now be seen by the committee to do as well as the earlier subscribers have done," said F. L. Manning. "The amount still to be raised is less than a fifth of the total. If the public spirited persons who subscribed four-fifths could afford it, there is no reason why those who have yet to be seen by the committee cannot be just as generous."

The Daily Novelette

MISUNDERSTOOD.

It was a pressing matter;
A pressing matter indeed,
Now Yaworth uses trolleys,
And hustles along with speed.

AT four o'clock that afternoon Yaworth Minnerty crammed his other suit into a suitcase and proceeded to take it around to the tailors, for he hated to carry a suit over his arm to have it pressed.

"Well, Minnerty," cried Hampton Shiggs, as soon as he appeared at the front door. "Having your vacation already, eh? Lucky dog. Wish I was you, I do. Where you going?"

"Nowhere special," growled Minnerty, and walked hastily down the street. At the corner Minkham Williger hailed him.

"Whither away, Yaw? Seashore, country? Whither away?"

"Whither away yourself!" said Yaworth Minnerty, and strode resolutely on with his suitcase.

A few steps further on he ran into Landowner Hilks.

"Lo Minnerty," said Hilks. "Some people have it easy, all right. Where you going now?"

"Hah!" roared Yaworth Minnerty, and caught a car to take him the rest of the way (though it was only fifty yards), vowing the next time he took clothes to the tailor's he would send them.

100 Years Ago Today

ONE hundred years ago today the little American force pretentiously designated as the army of the north retired from Plattsburg to the south bank of the Saranac river, in readiness to meet the British army which was now almost within striking distance. Gen. Macomb, the American commander, had about 3500 men in his army, but perhaps less than 2000 were fit for active duty. The British force numbered between 12,000 and 14,000 men, the majority of whom were veterans in the service. Notwithstanding the seeming impossibility of defence, Gen. Macomb maneuvered his little army and gathered such reinforcements by earnest appeal, as to enable him to anticipate the meeting with the enemy with the utmost confidence.