

### PHILADELPHIA TRADE BOOMERS IN THE HEART OF GREAT IRON REGION

Greeted at McKeesport by Mayor and Commerce Chamber After Stops at Uniontown and Connellsville

### HUGE INDUSTRIAL PLANTS

Visits to Big Manufacturing Concerns and Entertaining Business Houses

By a Staff Correspondent  
 MCKEESPORT, Pa., March 8.—When the trade expansion special on the Pennsylvania Railroad, bearing several score business men of Philadelphia as ambassadors of the commercial and industrial interests of that city, rolled into the station at this place at 10:45 this morning, Mayor George H. Lyle, with a delegation of prominent citizens and members of the McKeesport Chamber of Commerce, were waiting to greet the tourists. The cordiality of the greeting left nothing to be desired, and the round of the great manufacturing concerns and entertaining business houses was a revelation in the way of a mutual understanding between the visitors and their hosts.

R. P. Dulany, president of the McKeesport Chamber of Commerce, mounted a truck at the railroad station and made a brief and stirring address of welcome. Mayor Lyle's greeting was responded to by E. J. Cattell and G. J. McGowan on behalf of Philadelphia. Automobiles were in waiting and the party divided, one part to visit the National Tube Works, which extend more than two miles along the bank of the Monongahela River, the other party to visit the McKeesport Tin Plate Works.

OFF TO THE OIL COUNTRY.  
 At noon the tourists left McKeesport on the tracks of the Baltimore and Ohio Railroad, on the way to Butler, Pa., the centre of a great oil and gas industry, and the home of the mammoth plant of the Pressed Steel Car Company. The special train skirted Pittsburgh on the east, passing through that port of Pittsburgh known as the Schenley district, within sight of the new Pittsburgh Baseball Park, said to be the largest and finest in the world and which was recently enlarged by taking of Schenley Park so that Hans Wagner's homers would not always go over the concrete fence.

McKeesport is the home of the largest plant of the National Tube Works and of extensive tinplate plants, the largest in the world, surrounded by the gigantic steel plants of the Carnegie and United States Steel Corporations. Adjoining McKeesport are the great steel manufacturing towns of Duquesne, Homestead and Braddock, where are located the stupendous plants of the Carnegie Company, the Edgar Thomson Steel Works, the Duquesne furnaces, the famous Homestead Works and the Braddock steel plants. The Westinghouse plants, both airbrake and electric manufacturing, as well as their subsidiary, the signal and switch works, are within calling distance, and all are busy turning out their regular products, as well as war munitions.

Up to the time of their arrival here the Philadelphia tourists had had a busy and instructive morning. At Uniontown, Fayette County, they were met by the Mayor, George M. Bailey, and a committee of the City Council, in and escorted to the Hotel Tillow. Here a number of Uniontown's prominent citizens were on hand to receive them. A cordial greeting of welcome was made by the Mayor and responded to by N. B. Kelly, secretary of the Philadelphia Chamber of Commerce. Speeches were also made by Allan M. Matthews, of the Corn Exchange National Bank; Charles Z. Tryon, of 224 ward K. Tryon & Co., and E. J. Cattell, City Statistician of Philadelphia. Later at the Lyric Theatre moving picture films of the laboratories of H. K. Mulford and the Diston Saw Works were exhibited.

On the way from Greensburg to Uniontown and from Uniontown to Connellsville, the special train passed through the great coke district, where hundreds of thousands of coke ovens are throwing into the air as waste by-products which, if conserved, would supply with dye materials all the textile mills in the United States and leave tons for export.

McFadden to Return to War Zone  
 John H. McFadden, Jr., who served with the American Ambulance in France, will return to that country as soon as a passport is issued to him by the Department of State. Mr. McFadden has made application for the passport in the United States District Court in this city.

### SEIGEL SETS HIS NEW GOAL AT THE \$10,000,000 MARK

Freed From Prison, He Goes to Chicago to Make Fortune

ROCHESTER, N. Y., March 8.—Henry Siegel, freed from prison, started for Chicago early last night, declaring that he fully expected to be worth \$10,000,000 in a few years.

"Why shouldn't I?" inquired the former merchant prince, who was convicted of obtaining credits on false statements and accepting deposits as a banker when he knew he was insolvent. "Five years ago I was worth half that sum, and what was my experience then to what it is now?"

"I am after big money. I want to pay the people to whom I am indebted. I do not expect to confine my business activities to the dry goods business, however. Anything that pays big returns will suit me."

"Business is a simple proposition, anyway. There are but two items in business—income and expenditures. If your income exceeds your expenses you are a good business man; otherwise you are a failure."

"No merchant should own his own building. I have learned this from experience in New York. I lost \$1,500,000 on our New York building. When we went to the wall it was sold for less than \$1,000,000, and the purchaser got a lemon. My fatal error was in going to Boston. I'm going back to Chicago, where Cooper and I started 30 years ago."

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### "MILE OF PENNIES" SOUGHT BY STUDENTS 400 PAY RESPECTS TO NEW 'FIRST LADY'



FOR THE Student Alumnae Building  
 The Association of the Alumnae  
 WANTS YOU TO HELP BUILD IT

"MILE OF PENNIES" "WANTED: A MILE OF PENNIES"

### FOOD PRODUCTS 'ADS' BRING BUSINESS TO THE PRODUCERS

Newspaper Campaign Also Aids Consumers, Camden Magazine Says

National advertising of food products in newspapers causes the advertiser to bring his products up to such a standard that "repeat orders" follow, and it gives additional benefits to the consumer, says an article in the current issue of the Optimist, a magazine published by the Joseph Campbell Company, of Camden.

The leading article in the magazine deals with the subject of advertised foods and food advertising and discusses it from various angles. The growth of the advertising of canned soups and other canned goods is pointed out, and while it is admitted that the pure food laws have done much to safeguard the health of the community, the statement is made that the advertiser's own interest urges him to seek quality at all costs.

This has resulted most beneficially, according to the article, and "food goes on the table in more sanitary and delectable form than ever before." Because of the national advertising of food products, the people, it is declared, are now making an intelligent study of their diet, so that what they want is not so much food for invalids as food that will keep them from becoming invalids.

Advertised foods, the article adds, assure consumers not only of quality, purity and appetizingness, but convenience as well. It further declares that the advertising of foods is one of the most interesting contributions to domestic science.

British Ship Springs Bad Leak  
 DURBAN, Natal, March 8.—The British steamship Hyatia, from New York to Capetown, put in here today leaking badly.

### REGULAR ARMY OFFICER MAY HEAD FIRST REGIMENT, N. G. P.

War Department Considers Question of Command by Captain Allen

The question of allowing a United States army officer to take command of the First Regiment, N. G. P. of this city, is being considered by officials of the War Department in Washington. Governor Brumbaugh has announced his intention of appointing Captain Charles C. Allen, U. S. A., to the command of the regiment, provided that the consent of the War Department can be obtained. He would succeed Colonel William F. Eldred, who desired to be retired because of pressure of business matters.

Captain Allen is in conference with his superior officers at the War Department today. It is expected that the War Department will grant him leave of absence and that he will be appointed colonel in the militia. Captain Allen is a native of Philadelphia, began his military career as a private in the First Regiment, enlisting in Company C during the Homestead riots in 1892. He served in the Spanish-American War as first lieutenant and after the war was made second lieutenant in the regular army. He lives at 6325 Woodbine avenue in this city.

### SENATE CONFIRMS BAKER AS SECRETARY OF WAR

Cabinet Members and Army Officers Gratified at Appointment

WASHINGTON, March 8.—The Senate last yesterday confirmed the nomination of Newton D. Baker, ex-Mayor of Cleveland, to be Secretary of War.

Unanimous commendation of Mr. Baker's appointment was expressed by Cabinet members at yesterday's Cabinet meeting. General Hugh L. Scott, Secretary of War ad interim, told the President Capetown, put in here today leaking badly.

### BABY GETS INNING IN SCHOOLS TODAY

Governor's Proclamation Read and Problems of Infant Care Discussed

Today is School Day in the Baby Week campaign being held in Philadelphia and 2000 other cities of the country in an effort to save the babies and reduce infant mortality.

In all schools of the city the letter of the Governor to the children of Philadelphia is being read today. The girls are writing compositions dealing with some phase of the care of the baby and making of a home hygienic, while the schoolboys are writing compositions dealing with public health problems.

Special opening exercises marked the first hour in each of the local schools this morning. A letter from Superintendent John F. Garber was read in connection with the proclamation of the Governor.

This afternoon the school girls, who form the Little Mothers' League, have invited their mothers to attend their special Baby Week meetings.

The proclamation of the Governor follows:

To the school children of Philadelphia:  
 Today has been set aside by the Department of Health and Charities of Philadelphia as the day in which the school children are to consider the welfare of the city's babies.

Realizing the vital importance of the health of the babies, both to Philadelphia and the great Commonwealth of Pennsylvania, I am writing this letter to all the children of Philadelphia. I want all the children to realize my own interest in the "baby week" movement. This movement, which is national in scope, is dealing with a subject of the greatest significance to the future of our country.

Health is the basis of all moral and civic virtue. We cannot expect to train and educate boys and girls who are handicapped by ill health, and we cannot expect boys and girls to have good health if they are not protected when they are babies.

The city and State are responsible to a large degree for the living conditions which make the life of babies hazardous. The citizens, both grown-

up men and women and the children in the schools, have also a great responsibility.

The schools today are recognizing the necessity for education regarding the care of babies and hygienic home-making. The individual members of each school should, therefore, do his or her part in this campaign for the protection of babies, and my message to the schoolchildren of Philadelphia is in the form of a request, and that request is that every boy and girl connected with the Philadelphia public schools seek out some way of assisting the city and State in protecting the health of our baby in their own family, but also the family of their friends and neighbors as well.

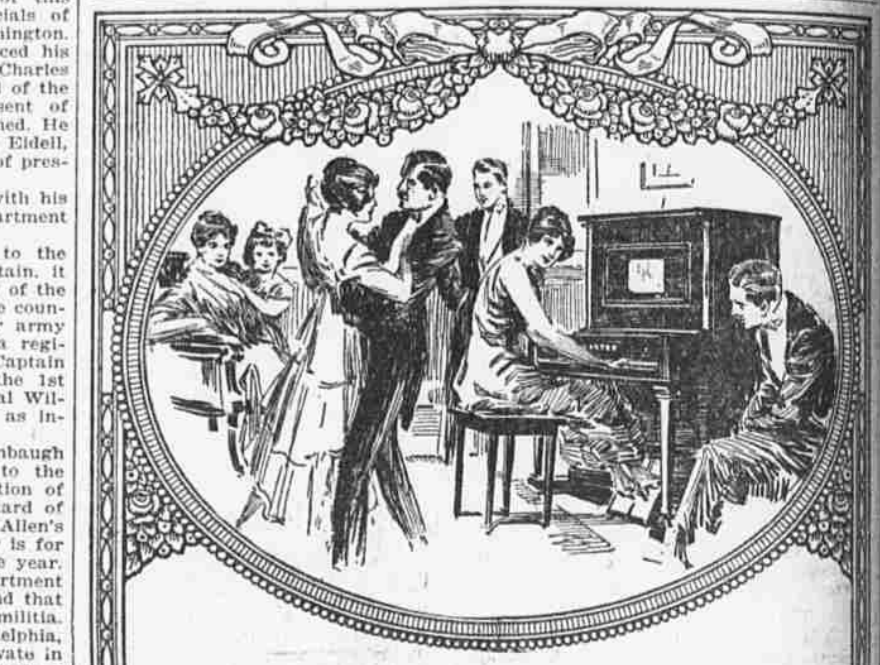
It is my belief that the boy or girl who is interested in the welfare of the city's babies today will be interested in the great problems of his or her city in the future.

Sincerely yours,  
 M. G. BRUMBAUGH

Philadelphia society girls are making Baby Week stamps in various homes this week.

**VENUS 10c PENCIL**  
 At all dealers  
 17 different degrees for every known purpose. Also two copyings.

**VELVET 5c PENCIL**  
 At all dealers  
 The VELVET 5c pencil is supreme in its class.  
 American Lead Pencil Co., N. Y.



**Satisfaction is the key note of the famous LESTER Grand, Upright, Player PIANOS**

The RELIABILITY of their makers is insurance against disappointment. Their DURABILITY is insurance against deterioration. Their RICH, FULL, MELLOW TONE lasts. Their easy action lasts. Their SUPERB FINISH lasts. Your SATISFACTION with them lasts.

With all its superiority, it is as easy to own a Lester as one of the many inferior makes. Being sold direct, all "in-between" profits of agent and jobber are eliminated. The terms are easy and confidential. We will gladly show you how conveniently you can have a Lester Grand, Upright or Player Piano.

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 Gentlemen—Please send me illustrated booklet and complete description of your  
 Lester Grand Piano   
 Lester Upright Piano   
 Lester Player Piano

Also details of easy-payment plan without interest or extras.  
 PLEASE MARK WITH X STYLE YOU ARE INTERESTED IN.  
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 CAMDEN 830 Broadway  
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 READING 15 North 6th Street  
 NORRISTOWN 222 West Main Street

**ARCADIA RESTAURANT** WIDENER BUILDING  
 Special "Big Platter" luncheon for business men, in the grill only.

Roast Beef, two vegetables and cup of coffee—60c.  
 Other "big platter" specials.

**BLASIUS PLAYER PIANOS**

To the man who buys on price alone, the Blasius Player-Piano will not appeal.  
 To the man who wants quality and durability at a price consistent with the quality and workmanship, the Blasius Player-Piano will prove interesting.

Write for Special Player Proposition

Warehouses: 16th—Factory, Woodbury, N. J.

**WHITE TRUCKS PREDOMINATE 2 to 1**

WHEN the annual sales of a higher priced truck like the White exceed those of any grade competitor two to one, it must have unusual value to its owner. There is no sentiment about buying trucks. Low eventual cost is the only criterion of value.

The White is the dominant truck in America, judged both by the number annually put into service and by their aggregate value.

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**THE WHITE COMPANY, Cleveland**  
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The Gulf Refining Company owns 192 White Trucks