## SCHWAB GIVES ATHLETIC FIELD TO HIS 22,000 MEN

Employes of Bethlehem Steel Co. Now Have Finest Sport Grounds in the Country

BIG PARADE TODAY

Five Thousand Men From Nineteen Departments Celebrate Dedication

BETHLEHEM, Pa., June 24.—What is declared in many respects the finest athletic field in the United States was this afternoon presented by Charles M. Schwab to the 22,000 employes of his Bethlehem steel plant, for the purposes of healthy exercise, sport and physical improvement.

ercise, sport and physical improvement.

Always a promoter of athletics, Mr. Schwab several years ago conceived the ides of creating an athletic field for his employes, and with that end in view bought a tract two blocks long and a block wide, located on Elizabeth avenue, from the Moravian congregation, which had owned the land from the days the Moravian ploneers settled this community in 1741.

To carry out the ideas of Mr. Schwab.

To carry out the ideas of Mr. Schwab, the Town Council vacated a street which bisected the tract. In charge of Newton Roberts, a field was laid out and constructed Roberts, a field was laid out and constructed which includes a soccer field, a baseball diamond, a gridlron, a dozen tennis courts, a track and a straight-away of 220 yards. Topping all, there is a steel and concrete grandstand which will seat about 8000 people, and which also contains bowling alleys and quarters for the athletes, from rest and dressing rooms to shower baths. As for sod, it is said to be the finest field in the country. To date, Mr. Schwab has expended upward of \$100,000 on the field.

CELEBRATE WITH BIRTHDAY. In honor of its dedication there was a half holiday this afternoon at the steel works, and an elaborate program was car-ried out, under the direction of the Bethle-hem Steel Athletic Association, engineered hem Steel Athletic Association, engineered chiefly by H. Edward Lewis, assistant to President Eugene G. Grace, and accredited with being the master spirit back of the

nent which has developed the Bethle-

hem Steel soccer team into the United States champions. The "Safety First" crews were given pref-erence in the making of the arrangements, and in every department these men took the lead in making a showing. Preparations have been going on for several weeks, and each of the 19 departments tried to outdo the others in producing a float that would be called the best, the ensemble making a showing that has seldom, if ever, been surpassed in the way of an industrial pageant.

One of the shops made a submarine. Another produced some striking reproductions of beams. The centre of the display of the shop was a monster anvil. Others had monkey wrenches and files as big as a man.

The parade started from the plant at 1:30 and 500 strong marched through the principal streets of South Bethlehem and Bethlehem to the athletic field, of which they took possession with a whoop. Out of one department alone 1700 men came in uni-forms purchased especially for this event. Admission was by invitation, and on the grandstand and on stands especially erected was a crowd estimated at 20,000.

MR. SCHWAB NOT THERE.

There was but one rift in the original proom the strain of the great business, now larger than Krupp's, is at times over-powering, and he found it necessary severa days ago to go to White Sulphur Springs for a rest. He was ably represented by President Grace, for whom, among all the men, there is a great and growing admiration, for his genius, organizing ability and foresight. Taking the place of Mr. Schwab, Mr. Grace presented the magnificent field as a set town Mr. Schwab to the Bethlehem a gift from Mr. Schwab to the Bethlehem Steel Athletic Association, to be devoted forever to the physical betterment and welfare of the employes of the company.

The formalities completed, Mr. Grace, by throwing the first ball, started the first athletle event on the new field, a baseball game between the Stroudsburg and the Bethlehem Steel teams of the Penn-Jersey League.

The order of the parade was as follows:
First Division—Bethlehem Steel Police
Department, Bethlehem Steel Company
Band, Bethlehem Steel Company soccer
team on float, Active Safety Committee
banner, Active Safety Committees, 1st-2d-3d
Bethlehem prize-winning teams on floats; Bethlehem Band, Bethlehem Steel Company Fire Department and Truck. Second Division-Slavor Band, safety

feat, flag bearer, Lehigh departmental teams; Quakertown Band; flag bearer, Baucon departmental teams; Dixie Drum Corps; flag bearer, Redington departmental

Third Division - Departmental floats, Battery A, superintendents in automobiles. Floats—Mechanical department, Lehigh plant; yard department, Lehigh plant; yard detrical department, Lehigh plant; yard department, Saucon plant; boiler department. Lehigh plant; No. 2 ammunition department, Lehigh plant; No. 2 machine shop, Lehigh plant; No. 6 machine shop, Lehigh plant; open hearth No. 2, Saucon plant; bridge shop, Saucon plant; Redington fuse shop, Saucon plant; Redington fuse shop, Saucon plant; No. 4 machine shop, Lehigh plant; laboratories, Lehigh plant; blast furnace, Lehigh plant; carpenter shop, Lehigh plant.

#### LOGAN FIGHTS SALOON

Residents and League Circulate Petition Opposing Liquor Man's Plea for Transfer

Another fight to keep saloons out of Logan has agitated that section of the city. A proposition to transfer a liquor license to this residential district was fought by citizens there with success several months ago, and they are now confronted with a similar case.

ago, and they are now confronted with a similar case.

John A. Boyle is the sal keeper who will attempt to establish a bar in Logan. He is now located at 1914 South 6th street, and seeks to transfer his license from that point to 8th street and Wingohocking avenue. Petitions of protest are being sent to citizens throughout Logan for their signatures. The Logan Improvement League is leading the fight against the transfer.

The petitions set forth the fact that Logan is a section of the city in which the demand for liquor is extremely small. The establishment of a saloon there, it is argued, would attract undesirable residents and cause a depreciation of realty values. Refusals of the courts in previous cases to permit transfers to that district are cited as precedents.

#### Leg Comfort



### REV. DR. KRAUSKOPF TALKS ON 'ADVERTISING' IN KENESETH ISRAEL

Calls It a "Guarantee of Good Faith" Instead of Bunco Game, As Formerly

EXPONENTS OF TRUTH"

Warm praise of the tendency of modern advertisers to cleave to the truth was administered today by Rabbi Joseph Krauskopf in a striking address on "Advertising" at Keneseth Israel Temple, Broad street and Columbia avenue. Doctor Krauskopf stated that the "gentle art of lying" is fast disappearing because of the influence exerted by honest advertisers. His address follows, in part:

"The strongest argument is truth. No rhetorical period, no flight of eloquence is so convincing as the truth told with simplication and the strongest and the strongest and the strongest argument. ity and sincerity. A lie, no matter how em-bellished, stands out ugly and stark. It is its own defeat.

"It is not so long ago that all advertising was under suspicion. People regarded advertisements as attempts to hoodwink the guilible, to force the sale of things without intrinsic value. It was the man who didn't advertise who had the confidence of the consumer, and the thing that was not advertised that was purchased the more readily

"It is not so long ago that P. T. Barnum laid down his dictum: There is a sucker born every minute." Advertising was based upon the Barnum psychology. People knew this, and, justly or unjustly, discounted statements contained in the printed advertisements. The truthful advertiser suffered with the untruthful one the consequence of misrepresentations of values.

"In time, there appeared more and more of those who approached advertising from quite another angle. They had valuable commodities, things that the people actually commodities, things that the people actually needed. They wanted the people to know about these things, and they tried to tell whem through the means of advertisements. Theirs was a tremendous task—the task of winning the public to have confidence in the advertisement.

"The magnificent gathering which we are welcoming to our city is an evidence of how well these men have accomplished their purpose. Today, it is the rare exception where the word advertisement is not synonymous with the word truth. Advertising, instead of being a bunco game, is now a guarantee of good faith. Think of the many things that you are purchasing solely because they are advertised. Ask yourself why you purchase a special brand of any article that you may use, and you will realize at once that it is because you have read the name of that brand and its special merits in the advertising columns of your newspapers, or on the advertising cards in the street cars, or on the biliboards. You have confidence in the advertised article. and your experience with the advertised article justifies this confidence. The slogan of the modern advertiser is 'Tell the Truth.' The ethics of modern business are summed up in that one phrase: "Tell the Truth." For the truth, however simply told, carries with conviction.

"The advertiser has learned that it doe not pay to endeavor to humbug the people, for in time the people learn the difference between truth and falsehood, and once for in time the people learn the difference between truth and falsehood, and once fooled, they are not apt to allow themselves to be fooled a second time. In time they learn to sense it in the advertisement just as they do in the conversation. Advertising, from having at one time stood as a synonym of humbug, has come to stand as one of the most needed and most legitimate means excommunication between the seller and buyer. The consumer realizes that the advertiser must tell the truth, because he has most to lose from misrepresentation. A misleading advertisement may cause a one-time purchase and never another. If the advertised article does not measure up to the representations made in its behalf its the advertiser who loses most by the betrayal, for he has lost the confidence of the people. No matter how he may adorn his falsehood, it stands out ugly and stark and is its own defeat.

"Advertising is the guarantee to the cus-

"Advertising is the guarantee to the cus sumer that he is to receive a full return for his expenditure. It is likewise a means of lessening the price of goods and height-ening their value. For the more an article is advertised, the leaves the contract of the conis advertised the larger is its sale; the larger the sale, the greater is the production; the larger the production, the cheaper

is the price. welcome the convention of advertising "I welcome the convention of advertising men to this city, for they are the great exponents of truth in business, truth in one's dealings with his fellowman. The gentle art of lying is fast disappearing, thanks to the influence of the advertisement. The noble art of telling the truth, and telling the truth all the time, is becoming one of the refinements of modern culture, and we owe this wonderful and ethical game to the men who are actively and wholesomely engaged in making advertising synonymous gaged in making advertising synonymous

RABBI BERKOWITZ INDORSES AD MEN AS TRUTH'S CRUSADERS

Assemblage of Brainy Leaders Engaged in Great Moral Campaign

Advertising men arriving here for the big Advertising men arriving here for the org ad convention are banded together in a great moral crusade in behalf of confidence, according to Rabbi Henry Berkowitz, in an address on "Advertising" today before the Congregation Rodef Shalom, Broad and Mt. Vernon streets.

Vernon streets.

Dr. Berkowitz said, in part:
"Ours has been denominated 'the day of big things.' We boast of the size of our country. We are proud of the longest river; the most stupendous of cataracts; the lighest of mountains, and the most stupendous of all natural phenomena. We pendous of all natural phenomena. We rank our cities with reference to the mil-lions or those who dwell in them, and now lions or those who dwell in them, and now we are to have 'the biggest convention ever held.' It is comforting to note that the tendency to scream and proclaim in strident notes of exaggeration the products of our industries and the extent of our commerce is to receive a definite quietus from the source whence perhaps it might be least expected, I. e., from the advertising men. They who have run the gamut of all the notes in the scale of the town crier who calls his wares have set in motion a great reactionary movement. They have imcalls his wares have set in indicate a great reactionary movement. They have im-printed on their seal 'truth,' and in letters to cover the earth. They have seriously set themselves to the task of redeeming our country from what made it the butt of the foreigner from the days of Dickens' 'Amer-ican Notes.''

### THEY POSE FOR THE MOVIES AT INDEPENDENCE HALL



The Mayor and President Howard B. French and Secretary N. B. Kelly, of the Chamber of Commerce, were filmed in this fashion today by a concern which makes a feature of "movie" views of historic places in the United States.

#### LIBERTY BELL "RESCUED" FROM FIRE FOR MOVIES BY TWENTY GUARDS

Demonstration of How Relic Would Be Carried to Safety in Case of Blaze at Independence Hall Will Be Shown on Screen Throughout Country

A demonstration of how the Liberty Bell rould be carried to a safe place in Independence Square in case of fire was given be fore a moving picture camera today by 20 guards and other employes of the State House.

The relic was not actually carried out of the building but every other feature of the "rescue" was performed under the direction of Wilfred Jordan, curator of Independence Hall. Crowds of pedestrians, passing the Square applauded exhibition.

Henry Knox, chief guard, sounded the alarm and employes in every part of the building responded. The demonstration was intended to show the American people what precautions the authorities have taken in this city to prevent the possibility of the destruction of the bell by fire.

Company to serve as a part of the film "Seeing America First," which is now in course of production. The film will be exhibited in every part of the country, and the Chamber of Commerce fathered the scheme as a means of advertising Philadelphia.

At 12 o'clock Mayor Smith and Howard B. French, president of the Chamber of Commerce, were photographed with a movie camera in the room in which the Declara-tion of Independence was signed. This is the first moving picture ever taken in this chamber. Edward Guetlin was the photographer, and Burton Donnell Hughes was present as the representative of the Chamber of Commerce. The picture of the Mayor and Mr. French will precede the "rescue" in the exhibition of the film.

QUITS CONGRESS FOR GUARD

Tilson, of Connecticut, Joins Command.

May Have to Resign

WASHINGTON, June, 24.—Representa-tive John Q. Tilson, the first member of Congress to answer the call to the colors, left here for Connecticut today. He is Lieutenant Colonel of the 2d Infantry, C.

Mr. Tilson has asked the House Judiciary Committee to decide whether or not he should resign his House seat.

Compressed Air Wrecks Tube, Kills 4 BOSTON, June 24.—Four men were killed, another was seriously injured and three escaped with bruises when com-

ressed air blew out an Edison Arc Illu-

minating Company's tube under the Sum-mer street bridge, South Boston, carly to-

### WOMAN MEETS DEATH BENEATH COAL WAGON

Witnesses Say Victim Stepped in Front of Vehicle-Driver Held

An unidentified woman, either Jewish or wagon this morning at 60th and Market streets in full view of hundreds of men and women bound for work. Witnesses sav she stepped in front of the wagon, which was traveling slowly.

The driver of the wagon, Dominic Dorezlo, of 244 North 55th street, was arrested by the police of the 55th and Pine streets station and was later held without ball by Magistrate Harris to await the action of the Coroner. The woman was dressed plainly in a dark hat, white waist, black stockings and pumps. She had on a wedding ring on which was the inscription "Y. L." She was medium in height, wore noseglasses and weighed two hundred pounds. Her body was taken to the Morgue.



Hear the New Hawaiian Orchestra the Garden on the Roof Hotel Adelphia The gathering place for men of af-fairs and women of fashion Cozy and comfortable in any weather DANSANT Perfect Culsine and Service Open From Noon Till I A. M.

MILITARY WRIST WATCHES

WITH RADIUM DIAL

Showing the time in the dark Silver Cases-Mounted on Pig Skin Strap

\$15

1121 Chestnut Street

#### Proud to Tell Superior Officer of His Need Before Starting

AS HUSBAND DEPARTS

for Camp

Twenty-Year-Old Soldier Too

ASKS AND RECEIVES AID

**GUARDSMAN'S WIFE** 

WORK FOR YOUNG WOMAN

The first appeal for aid for the wife of one of Philadelphia's guardsmen reached the "Itizens' Soldiers' Aid Committee in the Mayor's office this morning less than an hour after the guardsmen had entrained for

The first case was a 20-year-old wife of a 20-year-old guardsman of the 1st Regi-ment, who has answered the country's call. Too proud to appeal to his superior officer for help, he was forced to leave his wife absolutely penniless this morning.

After watching the train filled with the After watching the train filled with the khaki-clad heroes pull out for Mount Greina, the wife and her mother-in-law came to the Mayor's office. She said she did not wish to ask for charity, and would be glad to do any work that could be found for her. A hasty investigation of her case showed that she had told the truth and \$10 was given to her. Tomorrow she will go to Trenton, where she has relatives, to seek employment. The Mayor, in telling of the case, announced that out of consideration for those needing help no names of the applicants will be made public under any circumstances.

George Wentworth Carr, secretary of the

George Wentworth Carr, secretary of the Ald Committee, said that the example set by this woman in offering to do any work that might be found for her would probably be followed by many others. The committee will consider it part of its duty, he said, to try to find employment for all willing to work. for all willing to work.

Although only one personal appeal reached the committee this morning scores of letters asking aid came in from the guardsmen and in one instance from a man who has not yet enlisted. To care for the women who will visit the Mayor's office, Miss Eleanor E. Carr, daughter of George Wentworth Carr, has volunteered her services to the committee. ices to the committee. Among the letters received today was one

Charles Robinson, two and a half years old, of 5111 Elmwood avenue, the second of one family to be killed by a mysterious polson, died last night. His sister, Kathsrine, six years old, died on Thursday night. Two other children are in a serious condition. from a corporal in the 3d Regiment. He asked that the city loan him \$8 a week to help support his wife and boys and pledged his word to repay the money at the end of

Both Charles and Katharine succumbed

ot believe the children were given no candy. He is inclined to cling to the theory of the poisoned strawberries.

HURT RIDING "CAVALRY STYLE"

Benjamin Chapman Injured as Horse

Trips and Falls

5637 Anderson street, was seriously injured last night when a horse, which he was trying to ride cavalry fashion fell with him. At the time the horse was haltered

While crossing Erie avenue at 9th street some of the harness which Chapman had neglected to remove before attempting to ride bareback got entangled with the ani-

nal's feet, throwing both horse and rider

in a heap. Chapman was sent to the Samaritan Hospital, where it is said that he suffers from a probable fracture of the

the rear end of a wagon.

hip and contusions of the body.

Benjamin Chapman, 21 years old, of

his word to repay the money at the end of the war.

Another wrote that "as a German" he was "proud to fight for his new country."
He said that he had been with the militia for nine years and before coming to this country he had served in the German army. He asked aid for his wife and two small to violent convulsions. The case is puzzling specialists and members of the City Hall detectives' squad, who are investigating. All efforts are being made to save the other children, Lillian, five years old, and Flor-ence, seven years old.
The police are working on two theories.
The first, and most plausible, according to children. A member of the Frankford Fire Tuck

Company wrote to ask if the city would pay the difference between what he now them, is that the children ate strawberries from a truck patch, near their home, which was sprayed recently with a poisonous solu-tion. The other is the children drank from arns and what he will earn as a trooper should be enlist.

Another, a private in Company A of the 3d Regiment, wrote that his two aged parents will have to live on charity unless the city contributes to their support to make up for what he has been giving them

tion. The other is the children drank from a spring, a square away from their home, that has been unused for a long time. The water is said to be tainted.

Coroner Knight began an investigation yesterday. His physician, Dr. W. S. Wadsworth, was sent to make an autopsy. Certain of the digestive organs of Katharine's body were analyzed. Dr. J. C. Arrix, an authority on toxicology; Coroner's Detective Frank Paul and Detective Callaian attended. by the committee before any action is taken. Elmer Schlichter, special agent of the Department of Wharves, Docks and Ferries Frank Paul and Detective Callahan at-tended the autopsy. They declined to ex-press an opinion concerning the source of and a former newspaperman, was appointed assistant to Mr. Carr this morning, to aid in the consideration of all emergency cases

Each case will be carefully investigated

the poisoning until the analysis is comwhich will come before the committee Mayor Smith will name the 50 members of the Executive Committee later today and probably next Tuesday, when the com-mittee will meet, will make a public appeal Charles Robinson was taken ill on Sun-day. Dr. B. Frank Wentz, who attended him, said he was suffering from a form of him, said he was sufering from a form of dysentery. Katharine was taken ill on Wednesday. The other two children, Flor-ence and Lillian, first showed signs of ill-ness on Thursday. William Robinson, father of the children, said last night he did for funds to carry on the work of giving half to the needy.

### AMERICAN AVIATOR DIES IN AIR BATTLE

Victor Chapman, of New York, Killed by Germans-Tried to Save Comrades

PARIS, June 24.—Victor Chapman, of New York, who had been fighting with the French Air Corps and was promoted to a sergeantcy and decorated with a medal for bravery, has been killed in an air dust with a German aviator. News of Chapman's death was received in Paris today. An air squadron, consisting of a French captain and the American flyers Prince and Berry, were engaged by four German machines. Chapman darted to the rescue and headed straight into the centre of the circling Germans. ircling Germans.

His machine gun brought down two of the Germana. Their comrades awooped down upon Chapman, turning blasts of machine-gun fire at his plane. Chapman fell to the ground, his body riddled with bullets. Three other flyers whose lives he had saved returned safely to the French lines. Chapman was slightly wounded in the head during an air fight on June 18, but refused to go to a hospital. With his head swathed in bandages he continued with his squadron, which was stationed near Verdun. Sergeant Chapman was the son of John Jay Chapman, a New York lawyer and writer. He was graduated from Harvard.

Names Hairdresser Corespondent A pretty hairdresser is the unnamed co-espondent in the divorce suit brought tolay in Camden by Mrs. Gertrude C. Funck. of Eighth and Penn streets, against John C. Funck. The wife alleges that Funck deserted her on April 22, and that by hiring a detective she found that her husband was "keeping company" with the pretty hair-dresser. The couple were married January 1, 1900.



Must Vacate Our 15th Street Store on short notice. Entire stock to be sold at greatly reduced prices.

Kegardless This Mark on Goods of Cost

SHIRTS

Ottoman, Tub & "Repp" Silks \$4 and \$5 \$3.50 Value ...... 3 for \$10

Nero Silk, Madras & Mercerized \$1.50 and \$2 \$1.15 Value ...... 3 for \$3.25, 6 for \$6.00

STRAW HATS

2 and \$2.50 Value ..... Full line of shoes, tropical suits, bathing suits, etc., are included in this sale at greatly reduced prices.

### **BECKERS'**

926 Chestnut Street Widener Building Arcade Juniper & Filbert Sts. 20 South 15th Street

# J. E. Caldwell & Co.

Jewels, Goldware, Silverware 902 Chestnut Street

Silver Plate

Meeting the requirements of The Country Home or The Private Yacht



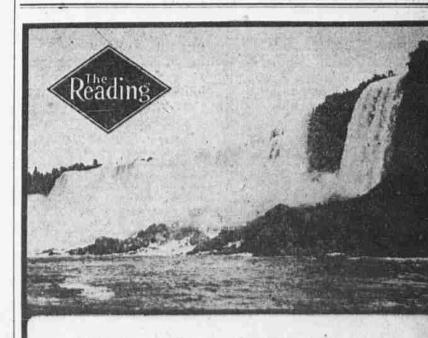
## The New Light-Weight Summer "Kordovans"

Just arrived,-they're about the weight of ordinary calf-with twice the service. Have flexible inner soles. The genuine Cordovans too, dark, rich seal brown that cannot be duplicated in any imitation leather. The only store in town with plenty of genuine Cordovans in

# BOTH STORES



Every Foot Professionally Fitted— Three Genting Brothers Supervising.



# NIAGARA FALLS

Personally Conducted Day-Light Tours through "The Switzerland of America."

> July 1, 15, 29 August 12, 19, 26 September 2, 16

ROUND TRIP (Tickets good 15 DAYS)

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"The only double track Road Philadelphia to Buffalo"