

The Swarthmore News

Founded in 1893 under the name of "The Swarthmore"

Vol. II. NO. 45.

SWARTHMORE, PA., SATURDAY, JULY 4, 1914

\$2.00 PER YEAR

The Program for the Street Parade Fourth

All arrangements have been completed for the most comprehensive town celebration ever attempted by this Borough.

THE ANTIQUES AND TERRIBLES
The parade will start from the Public School Building at 7:30 A. M. March from College Avenue to Cedar, Elm, to Chester Road, to Park Ave., Yale, to Kenyon, to Rutgers, to the preparatory School grounds.

THE SPORTS
Promp fly at 8:30 on the day to which the children of Swarthmore have looked forward, the races, jumping contests, and all the other events which have been planned, will start. The prizes have been on display in the window of the Utility Shop the past week. Some of the events will be divided into classes according to the age of the children, and thus the very small folks will be given an equal chance with the older ones.

BASEBALL GAME

The baseball game, in which it seems most of the men of the town wish to take part, will be started at eleven o'clock.

THE PARADE

At seven o'clock in the evening the children will gather at Station Square in a line behind the Band, who will march to the School Building. Chester Road and out College Avenue, where will be a flag raising with appropriate ceremonies. The flag will be up on the fine new pole which has been erected in front of the school.

BAND CONCERT

From 7:30 to 8:00 o'clock the Band will give a concert in the rear of the schoolhouse. Chairs will be provided for the audience. A chorus from the School under the direction of Miss E. Fricke will sing a number of patriotic songs accompanied by the band. (The members of the Chorus requested to be at the Schoolhouse at 6 o'clock sharp.)

MOTION PICTURES

Two reels of motion pictures will be shown on a screen which will be stretched across the back of the schoolhouse. The film will be furnished by the Band showing the pictures, and the words of one or three patriotic songs will be shown on the screen so that all may know in singing them.

FIREWORKS

A fine display of fireworks will be made at nine o'clock, lasting for about an hour.

MARCH HOME

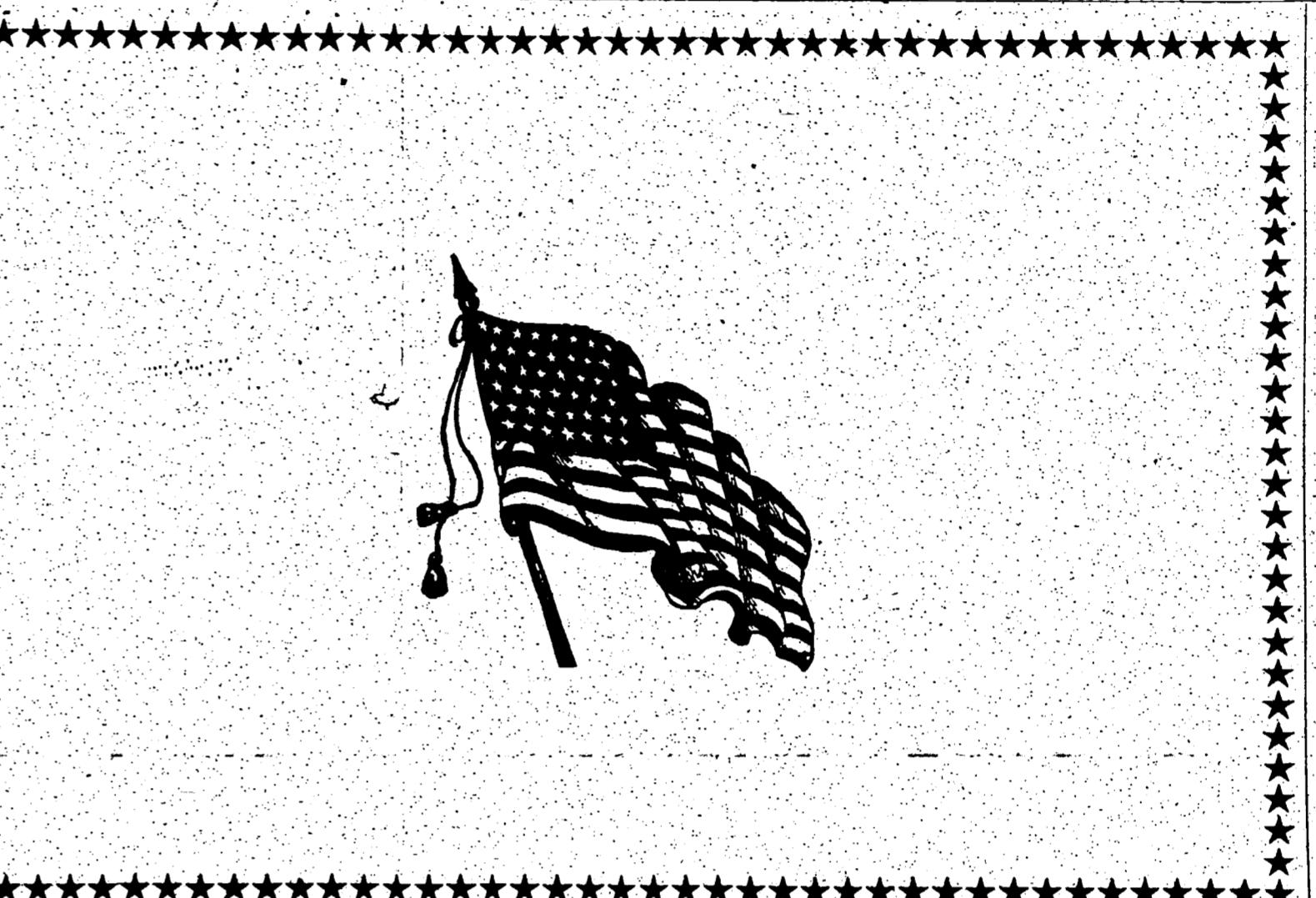
After the fireworks, a parade will be made behind the Band, Japanese lanterns will be lighted, and the line of march will be to the front of the Schoolhouse, out College Avenue to Chester Road to Station Road, where the line will disband.

Bring your Japanese lantern.

Training for Social Responsibilities—Mrs. Lois Kimball Mathews, Dean of Women, University of Wisconsin, Madison, Wis.

The Social Waste of Sex Discrimination—Sojourn Preston Breckinridge, Assistant Professor of Social Economy, University of Chicago, Chicago, Ill.

The Humanities Old and New—Emma M. Perkins, Professor of Latin, Woman's College, Western Reserve University, Cleveland, Ohio.



NATIONAL EDUCATION ASSOCIATION

Preparation of Women for Twentieth-Century Life—Mary E. Woolley, President, Mount Holyoke College, South Hadley, Mass.

STREET REPAIRS

In the last issue of the SWARTHMORE NEWS, there were a number of questions raised by a subscriber regarding our street repairs.

In reply to the questions about the new steam roller and auto-dray, we would say that it was purchased at a cost of \$4,000. The object in buying the machine was to save money. The Borough Council considered that by doing their own work, the \$25,000 authorized by the voters last Fall could be spent on our streets to the best advantage. Moreover, we would have the equipment for future repairs, which equipment could not be purchased from the regular annual budget.

Tarvia A is being used on streets that have been previously coated. This material was used by the former Council on the streets receiving the heaviest traffic. The coating when covered with ½-inch chip costs about 6 cents per square yard.

The two trolley roads passing through Swarthmore are under contract to keep their respective avenues in repair. This fact was brought to their attention by Council at a meeting in early Spring. The trolley company using Baltimore Avenue made a tarvia road, while that passing down Yale had built a water-bound macadam.

At the last meeting of Council an ordinance was passed to have property owners curb, gutter, and macadam the roadway on Dickinson Avenue between Harvard and the Borough line, Park Avenue between Harvard and Yale, Princeton Avenue between Railroad and Harvard, and Elm Avenue between Cedar Lane and Walnut Lane.

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BERTHA SELLERS, Chairman Flower Mission Committee.

As you grow better you sweep up out of the grasp of money, praise, ease, distinction; you sweep up into the necessity of truth, courage, virtue, and God.

PHILLIPS BROOKS.

Possession is nine points of the law and self-possession is the other one.

News Notes

FOURTH OF JULY CALENDAR

- 7:30 A. M.—Grand Annual Parade of Antiques and Terribles.
- 8:30 A. M.—Events for children at Preparatory School.
- 11:00 A. M.—Baseball game between Married and Single Men.
- 7:00 P. M.—Collection of children at Station Square for march to Public School Building.
- 7:30 P. M.—Band Concert (chairs provided in rear of School Building). Bring a Japanese lantern.)
- 8:00 P. M.—Motion pictures and patriotic songs.
- 9:00 P. M.—Grand display of Fireworks.
- March home with lighted Japanese lanterns.

On Friday evening June the twenty-sixth, the League of Good Citizenship gave a Lawn Fete. Fifteen dollars were cleared.

The School Garden Section of the League of Good Citizenship held a Wedding Party at the League Gardens, last Wednesday morning, July 1st. Ice cream was served, everyone enjoyed themselves.

The Swarthmore Tea Room has been closed for the summer months.

Miss Mary J. Henry and Miss Harriet Shepherd, classmates of Swarthmore College class '99, sailed for Europe last Saturday on the "Imperator." The party of Prof. Fehr, of State College, which they joined, will visit Berlin, Dresden, Munich, and Frankfurt in Germany; Lauterbrunner, Switzerland; and Amsterdam and Rotterdam, Holland. August twenty-eighth, the party will sail for home.

On June 15th, a son, named Lawrence Benjamin, was born to Mr. and Mrs. Samuel Palmer.

Mr. Alfred Thatcher has returned to Tennessee after a short visit to Beach Haven.

Dr. and Mrs. J. Russell Smith with their three little boys are at their camp on the Blue Ridge Mountains of Virginia.

Mrs. Caroline E. Hall is spending two weeks at her cottage at Peermont, N. J. Dr. and Mrs. Goddard and their two children are visiting Mrs. Hall.

Mrs. Alice P. Hadley is staying at the Inn at Buck Hill Falls.

Mrs. Alexander and Julia Alice motored to Buck Hill Falls with Dr. Swain, where they are visiting President and Mrs. Swain at the Swain cottage.

Rev. William Woodlin is much improved in health and has gone to Atlantic City for a few weeks, after which he will take his regular vacation.

Mrs. Carl Gay has gone to Galilee, Ohio, where she will attend a wedding and visit relatives.

Dr. and Mrs. Speakman are spending the Fourth of July at Buck Hill Falls. The celebration there would not seem complete without them.

Mr. and Mrs. Marr and Miss Margaret Marr have gone to their cottage at Point Pleasant for the summer.

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Refreshing
Soda Water
Victor D. Shirer

SMITH'S
When you want
High Grade
Groceries,
Choice Fresh Meats,
Fresh Fruits
and Vegetables
We can fill the Bill
Not Experimental, but Grocers and
Provisioners of Experience.

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15, 20, 25 cents
a Can

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Buttermilk
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Hardware
Dewitt C. Lewis
Tel. 41 DARTMOUTH AVENUE

Be sure to take a bottle of **ELMO CUCUMBER CREAM** with you on your vacation, or have it mailed directly to you. The best ever for Sunburn, Tan and Freckles. Call and receive a sample bottle. Also samples of **Elmo Face Powder**, **Cleansing Cream** and **Tissue Builder** given away.

FLORENCE E. WITSEL
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Twin Necessities

in every home of refinement — in every family where the better things of life are essential . . .

**Philadelphia Suburb-
an Gas & Elec. Co.**

Darby CHESTER Media

News Notes

Mrs. Ladd is having a very pleasant vacation season.

Mr. and Mrs. Edward F. Hitchcock are guests of the Hotel Pilgrim, Plymouth, Mass.

Miss Ethel Whittier and Mr. Wilmett Whittier left town last Tuesday for a six weeks' visit in Michigan.

Mr. and Mrs. C. Duane Joyce and their family have rented Mrs. Caroline Hall's cottage at Peermont, N. J., for the rest of the season. Mrs. Joyce is recovering very successfully from her operation.

Mr. and Mrs. Albert Thatcher have rented a cottage at Buck Hill Falls, for the month of August. Miss Mary Thatcher will accompany her parents. Mr. and Mrs. Richard Thatcher and their baby daughter, of Piedmont, Alabama, will also spend the month at Buck Hill with their father and mother.

Miss Lydia Green is spending a week at Point Pleasant, N. J.

Mrs. C. E. Hall and Miss Gladys Hall have been spending the past week at the Sherwood, Peermont, N. J.

Miss Miriam Jenkins has had a successful operation performed on her foot, in a Homeopathic Hospital in West Phila., and is doing nicely.

Dr. Wm. Speakman is to give the dedicatory address at the opening of the new Homeopathic Hospital in Pottstown, Pa.

Helena Day has gone to Maine for the summer.

Mr. William Ayres is running one of the Chautauqua cars.

Mr. and Mrs. Taylor have been in town for a few days.

Dr. and Mrs. Harold Goddard and children spent Sunday night in Swarthmore on their way to New England.

Dr. Dennison is taking a vacation.

Mr. and Mrs. Seeler spent last Sunday with Mr. and Mrs. L. A. Wirt.

The annual Country Week Picnic will be held in Garrett's Grove, corner of College and Swarthmore Avenues, on Wednesday, July 29th. All interested are invited to contribute.

Contributions of rice pudding, homemade cookies, cakes and crackers are solicited. Money may be sent to Albert N. Garrett, Treasurer. Flowers to Miss Sellers.

Porch chairs and out-of-door games are also needed.

Mr. Frank Marsh, formerly with Mr. Chas. A. Smith, has opened a meat market at the store vacated by Mr. Pine.

MAILS

ARRIVE	DEPART
7.15 A. M.	7.00 A. M.
10.15 "	8.00 "
11.15 "	9.50 "
2.10 P. M.	1.20 P. M.
4.15 "	3.40 "
6.15 "	4.00 "
	7.00 "

Are you buying your postage stamps and stamped envelopes at the home office? The total annual sales is the thing that regulates the grading of the office, hence the importance of buying your supplies at home.

During the month of July and August the Grocery and Provision Store of A. Smith, will close on Friday and Saturday evenings at 7.30—other evenings at 6.00 o'clock in order that the employees may have some relaxation during the heated term.

H. B. Green, of coal and ice fame—is the champion pitcher of the Borough.

He stands ready to defend this claim against all comers.

"Doe" Shirer, tearful lest he should get into the meshes of the Income Tax man, has been "blowing" himself in a 10-days' trip to Niagara Falls, and Easton. If this does not keep the receipts down to within a safe margin our handsome druggist will probably be driven to matrimony as a final resort.

C. A. S.

FACTS WORTH KNOWING

The first thing an up-to-date businessman does is to advertise. Frank Marsh formerly with Chas. A. Smith belongs in that class, he invites you to visit his **New Meat Market** on Chester Road, give him a chance to please you. When unexpected guests arrive, you need not worry about the luncheon if you have a can of **Tartar Salmon** on hand. It makes a most delicious salad, this particular brand has a delicate flavor of its own. For sale only by E. W. Hannum & Sons. Have your guest try a glass of that good **Buttermilk** from the Swarthmore Dairy. Then telephone Smith's Grocery Store for one of those fine **Watermelons**. Keep a supply of **Fresh Cut Flowers** on hand, from the Marot Greenhouses, for the unexpected guest will enjoy the flowers as well as the dainty luncheon. In the afternoon take your friend to Strath Haven Inn and play a game of **Tennis**, on your way there stop at the store of De Witt C. Lewis and get a supply of **Tennis Balls**. If you will introduce your guest at the Swarthmore National Bank they will cash his check and he will be so impressed with the convenience, beauty and hospitality of Swarthmore he will immediately invest his money in one of those **Attractive Houses** built by Carroll Thayer. Walton & Walton will be ready to insure his property with **The Penna. Fire Insurance Co.** and the M. D. Gould Co. will convince him that **Safety** comes First in plumbing. Jos. S. Seal can tell him how to **Beware of Frauds**. After the game of tennis take him to the Parlors of Florence E. Witzel and buy a jar of **Elmo Cream** for **Sunburn**; next treat him to a glass of that **Refreshing Soda Water** at Shirer's. Do not fail to call his attention to the **Twin Necessities** by the Phila. Sub. Gas & Electric Co., also to the **Bright Streets** the Delaware Co. Electric Co. advertise, and the **Pure Water** the Springfield Con. Water Co. furnish. If he wants **Modern Electric Appliances** direct him to Wm. R. Govett, Morton, Pa. Tell him that Harry H. Evans keeps the **Best Milk** outside of Swarthmore and his **Best Trade** is in Swarthmore because—Swarthmoreans appreciate the **Best of everything**—that is why the First National Bank of Media advertises in the **SWARTHMORE NEWS** and Yocom and Powers advertising **Victoria Lot Home Paper**. A cemetery lot may not be an attractive investment but you must admit it is a necessary one. Why not select a good lot in a beautiful, peaceful spot? The Eastlawn Cemetery Co. will be glad to quote you prices. Last but not least take your guest to Railroad Avenue and introduce him to the only **Iceman** in Swarthmore, who pays taxes, and helps to improve our streets and support our new school.

DEMAND REGULATES SUPPLY

The demand for hen's eggs far exceeds that of duck's the little poem tells the reason why—do not try to imitate the duck—advertise their wares and create a demand for what you have to sell.

When Mistress Hen has laid an egg,
She cackles loud and high;
The farmer hears her in the field,
The rich man, riding by;
The farmer's wife with pleasure greets
The tale she has to tell,
And cries out to her busy maid,
"Another egg to sell!"

The neighbors call, and each one buys;
Well, well! it pays to advertise!

But Madam Duck will lay an egg,
And never make a sound.

"Catch her," she sneers "go shouting out,
Through all the country round."

ICE. The only person in Swarthmore carrying ice stock all the time. My taxes amounting to several hundred dollars per year, helps to build our streets and run our school and no other ice man contributes to either, therefore I ask the trade of every family in Swarthmore.

HOWARD B. GREEN

Springfield Consolidated Water Company

Main Office: Fidelity Building, 112 N. Broad Street, Philadelphia

Superintendent's Office and Residence
Lansdowne, Pa. Phone, No. 7

Darby Office: H. Cloud's Drug Store, Ninth and Main Streets

A DINNER DANCE will be given at **STRATH HAVEN INN** Every Wednesday and Saturday At 6:30 P. M.

Free instruction by Professionals. One dollar per person covers all charges.

Real Estate and Insurance

Swarthmore, Pa.

Walton & Walton

If anyone intends buying property
in Swarthmore, buy now!

Real Estate will never be cheaper here.

CARROLL THAYER

Wanted—Men. Take your vacation with pay. All expenses paid for a week's encampment with N. G. P. at Mt. Gretna August 8th to 15th inclusive. Woods, mountains, lakes and swimming—an ideal outing. Experience preferred but not absolutely necessary. Box D, Swarthmore News.

EAST LAWN CEMETERY

Situated at the lower end of Park Avenue in Swarthmore. A cemetery beautifully situated, with many fine old trees. Convenient to train and trolley. For information and prices of lots apply to East Lawn Cemetery, East Canning, Superintendent, 5 Girard Avenue, Swarthmore. Telephone 128-R.

The fuss folks make for Mrs. Hen!

Of course, it's just her luck;

The noisy thing!" So no one buys.

The eggs of Mother Duck.

Well, well! for some the world stands still!

It always has, and always will.

MORAL: If you have eggs, or wooden pegs,

Or anything to sell,

Rise up and shout your news about,

"Twill pay, and pay you well!

When dollars fill your empty till,

Your purse grows huge in size,

You'll laugh and say, "I've learned the way,

It pays to advertise!"

STRATH HAVEN INN NOTES

On Tuesday, the 14th, a recital was given by Miss Keating and Miss Miller, assisted by Miss Elder, soloist. The lengthy program included a monologue as well as musical numbers and was thoroughly enjoyable.

The Dinner Dance held on Wednesday was attended by many visitors who were unanimous in the opinion that the dance was a most enjoyable arrangement.

Guests of the Inn, and about forty of their friends, were treated to a Cabaret entertainment on Thursday. Tables were arranged around the side of the dining room, having an open space for dancing in the center. The room was finely decorated and soft drinks and sandwiches were served.

On Friday evening a moving picture entertainment was followed by the usual Friday night dancing class.

The usual dance was held on Saturday evening.

BEWARE OF FRAUDS

Publishers receive frequent complaints from persons who have swindled with subscription offers, take any risk? Send your subscription to J. S. Seal the News dealer, 2331 Main Avenue.

THE SWARTHMORE BUILDING ASSOCIATION

Notice is hereby given that a meeting of the stockholders of the Swarthmore Building Association will be held at its general office and place of meeting at the office of Clayton Walton, Station Street, Swarthmore, Delaware County, Pennsylvania, on Tuesday, September 1, 1914, at 8 P. M. to take action upon royal or disapproval of the election of the capital stock of the said Association from \$1,000,000.00 to \$2,000,000. By order of the Board of Directors.

NORMAN S. PARKER
ALBERT N. GARRETT