

NEW ZONING BOARD URGED BY BUREAU

Municipal Research Body Suggests Appointment of Successors to Present Commission

PUBLIC OPINION NOT READY

The appointment of a new zoning commission to succeed the commission which goes out of existence January 5 with the discarded charter was urged today by the Bureau of Municipal Research.

Public opinion is not yet ready to accept and support the zoning regulations provided in the ordinance which did not come up for passage before the present two-chamber Councils, the bureau believes.

What is needed, the bureau stated in a bulletin, is to educate the public to the advantages of carefully prepared regulations. A new commission should be named as soon as possible by the next administration, it was declared, so advantage could be taken of interest that has been aroused in the subject.

The research bureau commended the members of the old commission for the results attained with the meager appropriation provided by Councils.

Of the proposed new commission the bureau declared:

"This commission should be provided with funds to publish the proposed zoning regulations and maps and should institute an educational campaign to inform the public why the regulation of the location, size and use of buildings will promote the public health, safety, order and general welfare. Public hearings should be held to answer questions concerning the proposed regulations. As a result of these hearings, apparent discrepancies could be eliminated from the regulations as they now exist so that a new ordinance could be passed without lengthy hearings by the new Council."

REASON TO BE SHOWN

College Girl's Life to Be Explained by Song and Play

When girls go to college, what they do when they get there and what happens to them after they leave will be told in song and action at the Philomathean Club on Saturday afternoon.

A Yassar stunt party with twenty-five undergraduates taking part will be given for the benefit of the Philadelphia scholarship fund and following the entertainment will be served.

Members in the cast of the show will include Mary Hill, Margaret Frier, Elizabeth Newcomet, Elizabeth Walters, Louise Holcombe, Helen Hazlett, Dorothy Gray, Marie Quinn, Doris Wilder-Smith, Virginia Hoodell, Doris Gilbert, Elizabeth Moore, Dorothy Jordan, Helen Richardson, Margaret Wiener, Josephine Murphy, Gertrude Quick, Emily Hartshorne, Caroline Ayer, Ruth Herriek and Eleanor Richardson.

FIRST TAKING OF CENSUS STARTED 2000 YEARS B. C.

Original Count of Noses Was Taken by Moses at Command of God Before Exodus of People

Present Census Will Be Finished by December, 1920, When Returns Are Given to Congress

Counting noses is an old, old game. And the fourteenth decennial census which begins tomorrow is the most ambitious in the history of the world.

Eighty-seven thousand enumerators, 5000 clerks and a host of accessory helpers will have the population total ready for submission to Congress by December, 1920. And the whole count will cost \$20,500,000.

The first record of census-taking is found in the Old Testament of the Bible. The fighting strength of the children of Israel just before the exodus, which is estimated at about 2000 B. C., was ascertained by Moses, commanded of God, by a count of all the males twenty years old and upward. The women, exempt from military service, were counted thirty years and upward. There is no record of the cost of this census. But it is likely that it was done out of necessity and without pay.

Solomon Took Census

Old man Solomon, who wrote the Proverbs, subsequently had the census taken. It has been suggested that he wanted to tally up his numerous wives and lady friends at his birthdays.

The census was "swifflingly taken by Job" at the behest of King David, to determine the number of fighting men of David's realm.

The first original official census is laid at the door of Servius Tullius, sixth legendary king of ancient Rome, and he decreed that every fifth year the population would be enumerated along with the property of each family—land, livestock, slaves and freedmen. He wanted to divide the population into six main classes for some reason or other, possibly for taxation, upon a consideration of combined wealth and combined numbers. Soon this census took on a religious significance, and a purificatory sacrifice always preceded the official count, and the people met the increase in taxes more willingly after the mystic rite.

First U. S. Count in 1790

They had censuses in Babylon and in early China and Japan and in Europe. And records of some of these totals are kept in the ancient Domesday Book of the Middle Ages, and in the venerable Breviary of Charlemagne. But these tallies were all made for the purpose of taking a census of the "Common People for the purpose of taxation and military service."

It remained for the United States to take the enumeration for the direct and only purpose of ascertaining the number of people within borders of the land. This was done in 1790. And a system was perfected which surpassed anything that had ever gone before in its efficiency and extensiveness. The system

Table Shows How Uncle Sam's Family Has Grown

How Uncle Sam's Family has grown, according to the thirteen previous decennial censuses:

Year	Population	Per cent increase
1790	3,929,214	...
1800	5,308,483	35.1
1810	7,239,881	36.4
1820	9,638,822	33.1
1830	12,866,020	33.5
1840	17,069,453	32.7
1850	23,191,876	35.8
1860	31,433,321	35.6
1870	38,558,371	22.6
1880	50,155,783	30.1
1890	62,622,250	24.9
1900	76,393,387	20.7
1910	92,402,181	22.4

has since developed. And today, after 120 years, it is still believed to be the best in the world.

PRISON REPORT TO SPROUL

Investigators Uphold Warden McKenty. It Is Said

The report of the State Board of Charities on its investigation into conditions at the Eastern Penitentiary is in the hands of Governor Sprout today. It was taken to the Governor's office here yesterday by Bremer Wharton, a member of the Board of Charities.

The investigators, it was said today, uphold Warden McKenty's administration, but recommend important changes. William A. Dunlap, of the Board of Prison Inspectors, headed the movement for an investigation. During the inquiry 175 witnesses were examined. The report covers twenty-three typewritten pages.

BOURSE SEES BIG YEAR

Financiers Expect Prosperity Under Administration of Moore

Philadelphia, under the administration of Mayor-elect Moore, can expect a prosperous new year, is the verdict of the Philadelphia Bourse in a New Year statement issued today.

Highway improvements, the proposed bridge to Jersey, continued improvement of the port of Philadelphia, return of railroads to private ownership and new national merchant marine policy, are cited as indications of a promising future.

"We can look forward with great hope for a change in the administration of our national affairs whereby there shall be a closer and more harmonious co-operation between the legislative and executive departments and under conditions of peace remove all necessities, apparent or otherwise, for the assumption by one branch of the government of the legislative functions of the other," the statement said.

Man Shot by New Year's Celebrant

John Collo, thirty-six years old, Pemberton street above Sixth, was shot in the left arm by an unidentified merry-maker early this morning. He was taken to the Pennsylvania Hospital. The injury is not serious.

VIM LEATHER is the invention of the most successful leather manufacturer of all time.

E. F. HOUGHTON & CO.
240 W. Somerset Street Philadelphia

IT'S A PITY

BOTH Oriental Pearls and Tecla Pearls are so ineffably beautiful that it seems a pity to drag in the sordid consideration of price.

And yet it is only fair to state that Oriental Pearls are prohibitive, whereas Tecla Pearls are not.

T E C L A

398 Fifth Avenue, New York 10 Rue de la Paix, Paris
CHARLES J. MAXWELL & CO.
Sole Philadelphia Agents Walnut St. at 10th St.

OPEN A PERSONAL CHARGE ACCOUNT AT HIRSCH'S

Opening Tomorrow **Hirsch's** Opening Tomorrow

923-25-27 MARKET STREET

"Home of Style & Economy"

FOUR YEARS AGO

We started with a humble little store at 923 Market Street. Though the store was small, its ideals were high. Honest dealing and Service to our Customers were imbedded in the minds of those who made up our little organization.

With these ideals ever before us, our organization has grown from a mere handful of coworkers to a great, big, happy family of nearly two hundred, and our business has long since outgrown the old home in which it was born.



TODAY WE ANNOUNCE

the opening of this spacious store (fully four times as large as the old one), where our friends and their friends may shop with greater comfort and convenience.

Our entire Third Floor, devoted to Outer Apparel, has the advantage of natural daylight. And a large well-ventilated Bargain Basement will be used for the sale of good quality, fashionable wearing apparel at lower prices.

Be our guest for a day. Tomorrow we shall be "at home." Please consider this a personal invitation to you.

OPEN TOMORROW

Hirsch's New Larger Women's, Misses' & Children's Apparel Store

And with the opening of the doors of this new "Home of Style and Economy" a new era of "Truthfulness in Advertising" is born—a new era in "Service to Our Customers"—a new era of "Merchandising" and "Value-Giving" to our customers. A new era in our dealings with coworkers. A better, bigger, finer plan—all arranged so that you—our customer—will gladly call this "Your Own Store."

A Store that will display Fashion's newest modes in Clothing for Mother, Sister, Daughter and Baby. We want you to come and visit this big new store of which we are so proud! To see all the new Spring Fashions, the large, new display windows and the comforts of shopping that have been arranged for our patrons. And tomorrow will be a good time to open a Personal Charge Account. It is an easy matter at Hirsch's.

So That Your Visit Will Be More Interesting We Have Arranged These Great "OPENING DAY SPECIALS"

- We have listed only a few of these values; be assured the prices are considerably lower than regular.*
- Fur-Trimmed Coats 28.00**
65 handsome Winter Coats specially purchased for this occasion. A dozen stunning styles in wool velour and silverstone. Third Floor
 - Exclusive Dresses 20.00**
Many of these stunning Frocks are just half price! Beautifully beaded Georgettes, silk tricotelles, woolicotines and fur trimmed velvets. Third Floor
 - New Georgette Waists 3.75**
Our entire stock of pretty \$5.00 Georgette Waists reduced to a great "Opening Special." Scores of lovely styles—see a plenty. Street Floor
 - Coney Fur Coats 57.50**
Scotti, fully a third more. Stunning, full-flaring sports models with huge collars and deep borders. All with fancy linings. Third Floor
 - Girls' Serge Dresses . . . 3.00**
A wonderful purchase of navy serge dresses, for 6 to 14 year girls, will make a fine "Opening Special." Second Floor
 - Serge Skirts 5.00**
Women's fine wool, serge and wool plaid Skirts in the newest styles and colors. Street Floor
 - Union Suits 1.49**
Women's fine medium weight Union Suits, made to sell at a much higher price. Street Floor
 - Silk Chemise 2.29**
Beautiful satin or crepe de chine Envelope Chemise in dainty pink. Second Floor
 - Women's Corsets 1.49**
A very fine low-bust, long-skirted Corset. A remarkable "Opening" value. Second Floor
 - Fur-Trimmed Coats 17.75**
Nearly half saving on each of these warm velour pom-pom Coats. Many with huge fur trimmings and all lined. Bargain Basement
 - Velvet & Serge Dresses 10.00**
A good \$3.00 saving on every one of these lovely serge, velvet, velour, tulle and satin Dresses. A great "Opening Special." Bargain Basement
 - Spring-time Millinery 5.00**
300 charming satin and straw Hats make a wonderful "Opening" value. These delightful Hats would be priced \$7.50 regularly. Second Floor
 - Skunk Fur Sets . . . 59.75**
20 of these beautiful Fur Sets as an "Opening Special." Handsome, perfect skins in large animal styles. Third Floor
 - Girls' Winter Coats . . . 6.90**
These Coats would regularly sell for \$8.50 and \$10.00. Warm velours, velveteens and mixtures. Some fur trimmed. Second Floor
 - Infants' Coats 2.00**
Good warm white corduroy Coats for baby. Full-cut tops. Second Floor
 - Infants' Dresses 1.00**
Babies' lovely embroidered "All Size" Dresses in the daintiest styles. Second Floor
 - Chamoisette Gloves 1.00**
Women's fine Chamoisette Gloves at this special "Opening" price. All shades. Street Floor
 - Silk Hosiery 1.69**
Very fine pure Silk Hose in all favorite colors, with plenty of black. Street Floor

Women's Fashionable Brown Kid 9-inch Boots 7.98

As a great "Opening Special" and to inaugurate the opening of our new Women's and Children's Shoe Department. These boots are of brown kid with field-mouse kid tops. Also patent leather boots with gray kid tops in the Sale. Street Floor

Hirsch's Opening Day Tomorrow

Joseph G. Darlington & Co. Inc.
1126-1128 Chestnut Street.

On this first day of the New Year we wish to thank you for 1919 and to say a little something about our plans for 1920.

We thank you for 1919 because it was by far the greatest year in our history, both in volume of sales and in number of people served—and remember we have been right here in Philadelphia since 1837. For YOUR share of the patronage which made such a business possible we are deeply appreciative.

As to 1920!

Darlington's always has been and will continue to be run for the hundreds of thousands of city and suburban people who want "good goods," not necessarily expensive goods, but really worthwhile merchandise.

We are not a high-price, exclusive establishment. Our aim is to have in the many lines we carry, the staples as well as the distinctive, unusual things for which the store has long been noted; to sell such merchandise at fair prices; to give prompt, courteous, intelligent service.

We wish to have an active store constantly building good will by the regular values it gives, not one which must attract trade only through the daily advertising of bargains (so called).

This does not mean that we cannot from time to time offer special values and have sales. "A sale when it is a sale" is entirely legitimate. Every store obtains now and then reduced-price lots from its wholesale sources of supply and is glad to pass such savings along to its customers, both as an inducement for more business and in appreciation of patronage given. Then, too, every merchant who wants to keep his stocks new, fresh and "turning" must be steadily clearing away all discontinued and broken lines—and there is no better way for this than to offer such lots to his clientele at lowered prices.

For 1920 our policy shall be to carry larger and more complete stocks than ever before; to be foremost in the presentation of authentic fashions; to mark all merchandise at the lowest prices consistent with sound store-keeping and present-day costs of doing business; to merit a continuance of the patronage which has come to us in 1919 and the years before, and to win new trade by having at all times the most desirable of merchandise backed up by thoroughly efficient store service in all its phases.

New Things for the New Year

- Special displays of White Goods, including Lingerie, White Cotton Dress Fabrics, Linens and Towels.
- New Silks, such as Fan-ta-si and others which will be in high favor for the coming season.
- New Hats—a charming collection assembled particularly for those who will soon be leaving for Palm Beach and other southern climes, but of interest as well to every woman as authentic fashion forecasts of spring millinery styles.
- New Apparel for women, misses and girls—advance models fresh from the foremost designers.