PHILADELPHIA WORLD'S GREATEST HOME CITY

160,000 Own Property, Leading All Other Places of Size, McCain Declares

25,000 More Houses Will Be Constructed This Year, Despite High Prices

By GEORGE NOX McCAIN MORE people own their own homes in Philadelphia, in proportion to population, than in any other city in the world. There are something like 160,000 of them. This number has inthe world. There are 160,000 of them. This : creased since the war.

It is the city of homes, as was the intention of its founder. William Penn. There are no slums. There are crowded sections in the older quarters, but under enlightened state and city laws the vast number of them have necessary sometimes.

within the corporate into touch with the Bureau of Housing and Sanitation, are eighty-five other organizations.

The city Bureau of Housing and Sanitation does not function fully for lack of money. It depends upon civic lack of money.

It is estimated that from 20,000 to 25,000 houses will be built this year.

The increased cost of building material and labor will keep the number within or below that limit.

Age of money. It depends Association and affiliated bodies to report cases of violation of the law.

It has few inspectors at work, as it should have, to discover violators. With

During the world war the United the city planning bureau, it sees that the city planning bureau, it sees that new dwellings are equipped with all sanitary conveniences. It compels the introduction of these where they do not ernment-built dwellings are unoccupied. The reason is that they are not readily accessible. accessible.

There are still twenty-two miles of still a problem.

There are still twenty-two miles of streets in this city without sewers. There are more than 8000 privy vaults and cesspools, which are a constant menace to the health of the particular neighborhoods where they exist. Under the act of June 11, 1015, creating a bureau of housing and sanitation the city authorities are enabled to control characteristics. The distribution of housing is in a way aiding in the solution of the question. There is a greater disposition than ever before on the part of working people to demand not only comfortable and rooms homes, but dwellings of tasteful architecture.

The question of housing is intimately

Direct Sanitation It is the duty of this bureau to see that all needful sanitary precautions are taken to insure the protection of life and health.

The gratest single agency in the regeneration of the overcrowded and poorer sections is the Octavia Hill Association. It was organized twenty-three years ago, and incorporated, to improve the living conditions in overcrowded districts. It buys, restores, manages and improves run-down dwell-ings. It removes conditions that are ings. It removes conditions that are detrimental not only to the neighborhood, but to the entire city. It is a remarkable organization, and doing a

remarkable work.
The Philadelphia Housing Association is another organization interested in raising the standard of home life, and ever before. But beyond planning in the erection of modern dwellnigs city bureau can do nothing more.

'What's the Matter With Philadelphia?'

ate in new neighborhoods, just as the Octavia Hill Association is improving conditions and homes in the crowded and poorer sections. It is a business proposition on the part of both. It is reform accomplished with a profit for those who invest their capital. "CITY OF HOMES" after all is Philadelphia's best title. As Colonel McCain points out in the present article, much must be done in the near future to vindicate this title fully.

Plans for the coming year, under the new administration, contemplate not only greater building activity, but vast improvement in general housing and sanitation.

hundreds of thousands in this city is

The tendency of great manufacturing

The question of housing is intimately connected with that of city transpor-

What is known as the annual "turn over" in labor is less in Philadelphia than any other city. Investigation indicates that manufacturers are endeav oring to secure homes for their em ployes as near as possible to shops, mills and factories. It saves the time and energy of the workman where he is within easy walking distance of his employment Likewise it reduces congestion on trolleys and subways.

Plan and Extend Streets The Bureau of Surveys and Planning has to do with laying out streets for the extension of the city. Better houses have been erected, and in greater number, in the past five years than ever before. But beyond planning, this

city cannot go into the enterprise of erecting model dwellings.

Organizations like the Philadelphia laboring men and mechanics regard themselves upon a higher plane. Organizations like the Philadelphia Housing Association and the Octavia Hill Association, recognizing this fact, plan to do with private capital what the city cannot do. The Housing Association is stimulating the organization of companies to build dwellings not only as a philanthropic, but as a business proposition.

The question of suitable homes for Philadelphians must largely be solved by private capital. The city will help as far as possible in securing light, air and healthful surroundings. Yet still there persists the question of the poorer and overcrowded sections. Civic organizations can do much with them, particularly if the city will establish a definite plan of diagonal streets.

These parkways of the poorer quarbusiness proposition.

They are specially endeavoring to secure the aid and co-operation of industrial corporations. They will operation of the composition of the co

These parkways of the poorer quar-ters must come sooner or later.

Reed Street Neighborhood House to

SKATING TO AID CHARITY

The remarkable increase in building and loan associations in this city has stimulated home building and home owning. The easy-payment plan has made it possible for working men to secure homes on a rental basis. Builders say that no city in the country presents such opportunities as Philadelphia in this respect.

The Bureau of City Planning is do-

The Bureau of City Planning is doing everything in its power in the new skating by Nathaniel W. Niles, chamstreets and avenues laid out to make pion amateur fancy skater of America, bome sites attractive. All authorities and his partner, Miss Theresa Weld, of agree that the detached dwelling or semidetached is the most desirable, Next after this are block houses, four or six in a group. Even "rows," experts say, can be made very attractive.

The old-fashioned menotonous one. Mrs. Charles S. Cheston. 1501 Frank.

or six in a group. Even "rows," experts say, can be made very attractive.

The old-fashioned, monotonous, one-style "row" with no porch, and a direct entrance from the street into the living room, is a thing of the past.



Gifts of Silver for Easter

We have many appropriate gifts of sterling silver at moderate prices.

A thoughtful suggestion is a pretty bud vase, six inches high **--\$5.50.**



S. Kind & Sons, 1110 Chestnut St. DIAMOND MERCHANTS-JEWELERS-SILVERSMITHS

BONWIT TELLER & CO.
The Specialty Shop of Originations
CHESTNUT AT 13TH STREET

ANNOUNCE

Wool Jersey Suits

Women and Misses

Bonwit Teller & Co.

have permanently established the Vogue of the WOOL JERSEY SUIT, adaptable for sport and lounge wear. The smartness, serviceability and appropriateness, the individualized type identified by leisure lines, rich color tones, by a finesse of tailoring and artistry style themes is incomparable.



In all the new Spring Shades and Heather Mixtures.

29.50 to 49.50



Wise investment is a much more effective way of disposing of one's money than hoarding, for it brings returns in satisfaction. Such returns may be expected from articles purchased in the Chestnut Street Shops, and when buying in any store that is one of the cardinal points that should come up for consideration. Chestnut Street merchants seek, above all other things, to satisfy their customers.

Deborah Sogan

AM thinking of the pleasant sur- TT IS really surprising that one prise you are going to have when ou first ride in a Milburn or Rauch & Lang electric car. There is no question in my mind that in are suitable for gifts. I was looking point of beauty of line and elegance in every detail of construction and beautiful one of hammered silver. in every detail of construction and workmanship these are the most perfect cars I have ever seen. These bread trays and candlesticks in the are strong words, but I'm sure you'll same design. Sugar baskets of agree with me when you have seen these electric cars. It is claimed that if one has two cars, the electric are individual salt cellars which match the sugar backets. Another which match the sugar backets. Another are individual salt cellars which match the sugar backets. Another are individual salt cellars which match the sugar backets. tric will be used four times out of which match the sugar baskets. Anfive, while the fact is it will be used other gift, a bit more elaborate, but nine times out of ten by reason of in excellent taste for a wedding presits convenience and its simplicity ent, is an afternoon tea service, of operation. You should arrange which includes tea kettle, strainer, for a demonstration of either the tea caddy and tray, all of sterling

HERE is no time like the pres ent to invest in a good supply of brushes, for the housecleaning season will soon be in full swing, and it is so annoying to discover that one's wall brushes are worn out, and one's wall brushes are worn out, and that scrubbing brushes are nowhere nell, 1508 Chestnut Street. There to be found when one needs them are roses and buttercups and green most. I was looking for a dustbrush at the store of J. Franklin Miller, will like the tiny potatoes, too, with 1612 Chestnut Street, and discovered their coconnut cream centers. And that they have several kinds, one with China bristles, which is soft and will not mar your furniture; one with Russian bristles, which is stiffer, and one with fine white bristles for hangings, etc. There is a handy little button brush for tufted furniture, which would be equally useful in dusting the interior of the town car. A lamb's-wool wall brush is most useful, especially at house-

ELONS—the scarcest fruit in the world today—have just made their first appearance this season at the store of Henry R. Hallowell & Son. Broad Street beow Chestnut. They are from Cape Colony, South Africa—Ostrich Egg Melons they are called. They are similar to our own honey dew melfrom South Africa are arriving in



can find at the store of Bailey, Banks & Biddle Co. so many inex-There were card trays, fruit dishes, in excellent taste for a wedding pres-Milburn or Rauch & Lang at the silver. A small covered hotcake showrooms of George Hugh Smith, Inc., 1835 Chestnut Street. tea caddy and tray, all of sterling

> RE you giving a luncheon or a saw at the store of Yahn & McDontheir cocoanut cream centers. And if there is a kiddy on your list of people to be remembered on holidays, you will be interested, likewise, in the bunches of green jackstraws. flavored with lime. For a gift there are tin boxes painted gaily in green. which may be filled with Yahn & Mc-Donnell's delicious chocolates and bonbons. The green candies as we'll as all others of Yahn & McDonnell's, are made in the factory above their

HE store of Frank J. Curry, at \$12 Chestnut Street, is certainly living up to its reputation for ive, as well as the most varied assortment of greeting cards for Easter that can be found anywhere similar to our own honey dew mel-ons and make a delicious first course or dessert. One melon will serve complete, for you will be interested or dessert. One melon will serve complete, for you will be interested from four to eight persons. Luscious Peaches, Plums and Nectarines With the coming of warmer days and the beauties attendant upon the more plentiful quantity than here-tofore and the bright colors of these to country walks. A camera will be rare fruits create striking color con- the source of much enjoyment. for trasts when arranged in Hallowell's in after years it recalls many pleas-beautiful Gift-Baskets of Fruit. ant experiences. Snapshots developed Perfect delivery of these Gift-Bas-at Curry's are certain to be done ats or of any quantity of these well, and you will find it a wise plan fruits is guaranteed to points 1000 to buy your camera at Curry's, too, miles distant from Philadelphia. for they have a most complete line.

HE dignity of design and richness of color typical of the products of the Saruk looms are well exemplified in the rugs which I saw this week in the window of Fritz & La Rue's store, at 1615 Chestnut this week in the window of Fritz & La Rue's store, at 1615 Chestnut Street. One, which has a background of a subdued sapphire blue, shows a complex floral design in tones of amber yellow, ivory, terra cotta and rose. The pile is close and fine, and the rug has a wonderfully lustrous sheen. A smaller rug shows the Egyptian influence in its design—a conventional lotus-flower motif in rich tones of old ivory, which is wonderfully effective against the background of blue, the color of lapis-lazuli. These rugs range in size from the small mat to the room-size floor covering and are suited to the apartment as well as to the country home.

THE CHESTNUT STREET ASSOCIATION

All These Goods on Sale Tomorrow! HATS TRIMMED FREE OF CHARGE \$3.25 Ball Bearing Roller \\$1.95 Skates). Clamp toe, steel extension oot plate, hardened steel cups,

One Yellow Trading Stamp With

Every 10c Purchase All Day

Seventh

Our 18th Annual Distribution Growing Shamrocks FREE

Tomorrow and Wednesday Unique St. Patrick's Day Souvenirs

Distribution in Second Floor Waiting Room, Filbert St. Side, 9.30 A. M. to 12 noon; 1.30 to 5 P. M.

Lit Brothers' Military Band will play stirring Irish selections and American patriotic music.

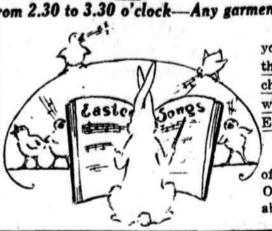
New Fashions Posed Living Models

May be viewed from 11 to 12 and from 2.30 to 3.30 o'clock-Any garment gladly posed upon request

This is the season of gayety, color and elaboration-a season of decided contrast, favoring varying types in silhouette from the careless grace of the Grecian models to the Bouffant skirt that carries one back to the

cones and bearings.

Noticeable in the new mandates of style are short sleeves, many tiers, ruffles, various tunics and plaitings; collarless necks and a pronounced tendency toward flowered fabrics.



The new modes are as irresistible as youth itself and altogether lovely. See them, spend an hour enjoying their charm and decide from this display what your choice of a costume for Easter will be.

The fashions of the day owe much of their beauty to the inspiration of the Orient and charming Chinese effects

Formal Opening! Easter Suits, Wraps & Dresses

A diversity of models that beckon one on to choosing because of their alluring style appeal coupled with



Women's Stunning Suits, \$82.50

Tricotine in beauti-ful Spring colors. De-signed with small vestee of novelty silk and neat belt. Silk lining. One sketched.

Women's Bolivia Wraps, \$77.50

Tan, Pekin and Rookis Belted front, slashed pocket, and effective plaiting. Silk lining through-out. Illustrated,

Women's Frocks

\$69.75 Kimono effects with elbow sleeves. Elaborate stitching in contrasting

color is prettily employed. Materials are taffeta, satin and tricotine.

Misses' Stunning Frocks, \$49.75 Of navy poiret twill with plaid gingham striking a novel note in collar, vestee and sleeve decoration. Also serge dresses elaborately trimmed with knife plaiting and touches of wool fringe. Sketched.

Misses' Fascinating Suits, \$69.75 Tripotine, serge, silvertone and Poiret twill in delightful colors.

Show Eton effect, clever pockets, fringe-trimmed tabs and tuxedo collar.

Illustrated.

Lit Brathers—Second Floor

Miles of Lovely Easter Silks

Soft, Shimmering and Alight With Color

inches wide.
Lit Brothers-First Floor, South

Lovely Georgette Waists \$7.98
To Complete Easter Costumes

Beautiful Radium

Silk, \$3.98

Crepe Faille, \$4.98

Rich suit and dress shades.

shades. 40 inches wide.

They appear in the

fresh Spring colors that

are so attractive: rose,

flesh, jade and white.

They are designed in the

Chinese effect, with

kimono sleeve and they

feature a pretty collar-

less neck and effective

beading in jet and gilt.

Batiste Waists, \$2.98

Peter Pan style with

Pictured.

40 inches wide.

Street a n d evening

\$1.25 Oval Dish Pan, 74c

enamel-double coated on steel.

\$3.50 Black Satin

Messaline and Taffeta Silk, \$2.49

Two rich weaves for Spring and Summer dress-es. 35 inches wide.

Dress Satins, \$4.98

Light and dark shades. 35

Lit Brothers-Third Floor

St. Patrick's Day Candies

Green Baskets, 8c and 10c. Green Snakes, 18c. Green Shamrook Candy Pipes, Green Hats, 10c. Irish Figures, 20c. Blarney Stones and Chooc. 70c late Straws, pound. A delicious coccanut cream, rolled in cinnamon.
Princess Lillian Chocolates, pound, 700

Lit Brothers-Main Areade

Easter Display: Boys' Suits \$10: \$12.50: \$13.75 to \$25

See This Splendid Showing While Stocks Are Freshest and Most Complete!

Latest style Norfolks, single- or double-breasted; box or knife plaits, slash or patch pockets and detachable belt. Half or full lined with mohair. Seamed taped. Some with Two Pairs Pants;

Double Seats and Knees. Fancy cheviots, homespuns, cassimeres, mixtures and pin-stripe weaves in brown, gray and blue.

Sizes 7 to 18.

BOYS' BLUE SERGE SUITS For Confirmation Day \$12.75 **& \$1**5

All wool Norfolk models. Sizes 6 to 18. Easter Suits for Juniors, \$4.98 to \$15
Novelty Norfolks, regulation, Oliver Twist and
Billy Boy models. Sizes 24 to 10 years.

A Fascinating Exhibit of

Easter Styles for Girls

apparel that will add charm to the ap-

pearance of young daughters.

A splendid time for choosing new



Men's Suits, \$30 to \$53.50 New Spring styles in rich weaves, new colorings, depend-

able woolens, splendid tailoring.

Fine blue serges, flannels, unfinished worsteds, cassimeres, Lit Brothers-Second Floor, 7th Street

TOTS' COATS

4.98 to \$32.98

Fine polo cloth, velour

checks, wool serge, wool poplin, granite cloth, taffe-

ta, silk poplin, satin, gold-tone, silvertone and Tyrol jersey cloth. 2 to 8 years.

Girls' Coats,

\$19.98 to \$32.98

capecoat and straight-line

checks, goldtone, silver-

tone and English tweeds.

8 to 14 years. Picture

753298 effects. Of wool serge,

shows \$32.98 coat.

Silk Dresses, \$13.98 to \$35.98 Taffeta, satin ponges and crepe de chine; also jersey. Sizes 8 to 16. Lit Brothers Second Ploor

Russian blouse, sports,

pink, blue or tan dotted collar and cuffs and black ribbon bow. Sketched. Muslin & Silk Undergarments

\$2.50 Night Gowns, \$1.78 Eight excellent styles of fine naintrimmed with lace, medallions and ribbon. One sketched. \$8 Silk Chemise Excellent quality crepe de chine trimmed with lace, Georgette crepe and satin ribbon \$1.50 Chemise, \$1.19 Fine nainsook: camtop trimmed lace, embroid-

insertion and

Two Astounding Lots Misses' & Children's Shoes Actually Lower Than Wholesale!

\$9.59 | \$4.00 .. \\$9.98 \$3.50 Values . . Values . . J Sizes 81 to 2 Sizes 6 to 8 Button and lace styles in patent colt-

skin and gun-metal, with cloth or leather tops. Regular and high-cut; with broad toes.

Women's \$12 to \$15 High-Grade Spring Boots, \$7.95

Bench-made footwear in black and brown kid, patent coltakin, gun-metal, plain and combination effects. Smart long vamp lace models with wood covered Louis, leather Cuban or military heels.

Men's \$12 to \$18 Sample High Shoes and Oxfords, \$7.95 From T. D. Barry Ca., of Brockton, Mass. Smart English and brogue effects. Russia calfskin, tan cordo calf, black calfskin and glazed kid.

Lit Brothers-Pirst Ploor, North

Visit Our Big New Restaurant Best of Everything at Lowest Prices Seventh Floor of Our New Building, 7th & Market Sta.