

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...

It is the city of homes, as was the intention of its founder, William Penn. There are no slums...

There are still twenty-two miles of streets in this city without sewers. There are more than 8,000 privy vaults and cesspools...

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

The greatest single agency in the regeneration of the overcrowded and poorer sections is the Octavia Hill Association. It was organized twenty-three years ago...

Plan and Extend Streets The Bureau of Surveys and Planning has to do with laying out streets for the extension of the city.

The Philadelphia Housing Association is another organization interested in raising the standard of home life...

'What's the Matter With Philadelphia?'

'CITY OF HOMES' after all is Philadelphia's best title. As Colonel McCain points out in the present article...

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

within the corporate limits of the city. Co-operating with it, and in touch with the Bureau of Housing and Sanitation...

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

It has few inspectors at work, as it should have, to discover violators. With the city planning bureau, it sees that new dwellings are equipped with all sanitary conveniences.

What is known as the annual "burn over" in labor is less in Philadelphia than in any other city. Investigation indicates that manufacturers are endeavoring to secure homes for their employees...

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city cannot go into the enterprise of erecting model dwellings.

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.

They are specially endeavoring to secure the aid and co-operation of industrial corporations. They will operate in new neighborhoods, just as the Octavia Hill Association is improving conditions and homes in the crowded and poorer sections.

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.

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

The tendency of great manufacturing establishments to get away from the city proper and into the adjacent suburbs 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 roomy homes, but dwellings of tasteful architecture.

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There's something about them you'll like.

Herbert Tareyton London Cigarettes. Twenty to the package. Trade Mark.

Chestnut Street Shops. Wise investment is a much more effective way of disposing of one's money than hoarding...

Deborah Bagan. I AM thinking of the pleasant surprise you are going to have when you first ride in a Milburn or Rauch & Lang electric car.

ARE you giving a luncheon or a tea or a party on St. Patrick's day? If so, you will be interested in the green candies which I saw at the store of Yahn & McDonnell.

THE store of Frank J. Curry, at 112 Chestnut Street, is certainly living up to its reputation for having the most unique and attractive...

MELONS—the scarcest fruit in the world today—have just made their first appearance this season at the store of Henry R. Halliwell & Son.

THE dignity of design and richness of color typical of the products of the Saruk looms are well exemplified in the window of Fritz & La Rue's store.

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

Lit Brothers. All These Goods on Sale Tomorrow! Tomorrow \$3.25 Ball Bearing Roller Skates \$1.95. HATS TRIMMED FREE OF CHARGE. One Yellow Trading Stamp With Every 10c Purchase All Day.

New Fashions on Living Models. Posed. May be viewed from 11 to 12 and from 2.30 to 3.30 o'clock. This is the season of gaiety, 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 sixties.

Formal Opening! Easter Suits, Wraps & Dresses. A diversity of models that beckon one on to choosing because of their alluring style appeal coupled with reasonable cost. Women's Stunning Suits, \$82.50. Women's Bolivia Wraps, \$77.50. Women's Frocks \$69.75. Misses' Stunning Frocks, \$49.75. Misses' Fascinating Suits, \$69.75.

St. Patrick's Day Candies. Green Baskets, 5c and 10c. Green Snakes, 15c. Green Wais, 10c. Green Shamrock Gandy Pipes, 7c. Green Slurpees and Chocolate Straws, 10c.

Easter Display: Boys' Suits. \$10 : \$12.50 : \$13.75 to \$25. See This Splendid Showing While Stocks Are Freshest and Most Complete!

BOYS' BLUE SERGE SUITS. For Confirmation Day \$12.75 & \$15. All wool Norfolk models. Sizes 6 to 18.

Men's Suits, \$30 to \$53.50. New Spring styles in rich weaves, new colorings, dependable woollens, splendid tailoring.

A Fascinating Exhibit of Easter Styles for Girls. A splendid time for choosing new apparel that will add charm to the appearance of young daughters.

TOTS' COATS \$4.98 to \$32.98. Fine polo cloth, velour checks, wool serge, wool poplin, granite cloth, taffeta, silk poplin, satin, gold-tone, silver-tone and Tyro jersey cloth. 2 to 8 years.

Girls' Coats, \$19.98 to \$32.98. Russian blouse, sports, capecoat and straight-line effects. Of wool serge, checks, goldtone, silver-tone and English tweeds. 8 to 14 years. Picture shows \$32.98 coat.

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

\$1.25 Oval Dish Pan, 74c. Barely More Than Half Price. Gray enamel—double coated on steel. Lit Brothers—Third Floor.

Miles of Lovely Easter Silks. Soft, Shimmering and Alight With Color. Beautiful Radium Silk, \$3.98. Street and d evening shades. 40 inches wide.

Crepe Faille, \$4.98. Rich suit and dress shades. 40 inches wide. Lit Brothers—First Floor, South.

Lovely Georgette Waists \$7.98. To Complete Easter Costumes. They appear in the fresh Spring colors that are so attractive: rose, flesh, jade and white.

Batiste Waists, \$2.98. Peter Pan style with pink, blue or tan dotted collar and cuffs and black ribbon bow. Sketched.

Two Astounding Lots Misses' & Children's Shoes. Actually Lower Than Wholesale! \$3.50 Values... \$2.59 Values... \$4.00 Values... \$2.98 Values...

Women's \$12 to \$15 High-Grade Spring Boots, \$7.95. Benchmarked footwear in black and brown kid, patent calfskin, gun-metal, plain and combination effects.

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

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 For 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 in style themes is incomparable. In all the new Spring Shades and Heather Mixtures. 29.50 to 49.50