

ZONE BOARD URGED BY RESEARCH BODY

Bureau Emphasizes Building Restrictions Will Benefit Homes and Offices

FUNDS FROM CITY ASKED

Appointment by the Mayor of a zoning commission as authorized by the new charter was advocated today by the Municipal Research Bureau.

"It will not take a silver-tongued orator," a bureau bulletin stated, "to convince the average citizen that he will be benefited by regulations which will improve the tone of his neighborhood; which will prevent a public garage from being built across the street from his home, and which will make his work more agreeable on the ground floor of a downtown office building, because the light and air are not cut off by skyscrapers across the street."

"The exercise by the city of control over building operations in the matter of regulating the location, size and use of buildings is commonly, but unfortunately, spoken of as zoning. Because of the many activities referred to as zoning, it is particularly necessary that the public be fully informed as to its meaning in this instance."

"A zoning commission was appointed

In 1916 and made a report early in November, 1919, in the form of a proposed zoning ordinance. This provided for separate regulations of the use to which a building could be put, of the area of lot which could be covered, and of the height to which it could be erected. For the purpose of defining these regulations, there were outlined three groups of districts, use, area and height districts, each group covering the entire city area.

"New buildings—for it was not proposed to make the regulations retroactive—would be regulated by these three sets of maps. Under the use regulations there are proposed four classes of districts: Residential, commercial, industrial and unrestricted districts. Under the area regulations there are five classes, in which the area of the lot that may be covered by the building varies progressively from 20 to 95 per cent. The height districts are also five in number. In them the permitted building height varies from one to three times the street width, subject to a maximum height limit, and with an additional allowance if the building is set back from the street line."

"Unquestionably all of our citizens are interested in knowing in what classes of use, area and height districts their property will be placed. Hence the proposed ordinance should be given wide publicity, and separate public hearings should be held on the proposed regulations for each section of the city. This important work should be undertaken by the city government. The zoning commission that drafted the proposed zoning ordinance expired with the old charter, but fortunately the new charter authorizes the Mayor to appoint a zoning commission. A new commission should be appointed and Council should grant the moderate sum needed to carry on a campaign of information."

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

Wanamaker's Down Stairs Store Offers Many Opportunities, Combining Easter Preparation and Economy

A Woman's Easter Hat

She knows about what she wants it to be, dark or light, small or large, tailored, sports or quite feminine, but, oh, it is often the most difficult thing of all to get!

It Must Be Becoming

Oh, much more so than any other hat! It must be Springlike and fashionable—to express the season. The hat is most satisfactory if it is individual—so that the pleasure in it will not be spoiled by seeing a dozen like it! And, very often, it must not be too expensive.

Every One of Which

is a good reason why a woman should see our large display of Easter hats beginning at \$9.50.

(Market)

1000 Sample Voile Blouses \$2.75 and \$3.25

Fresh, pretty blouses of white voile and a few of colored voiles, all of them are dainty and most are lacy.

In the \$2.75 lot there are regular sizes 36 to 46.

At \$3.25 there are a great many large sizes—up to 52.

Not all sizes in any one style, of course.

(Market)

P. N. Corsets

Two models—at \$3 and \$3.50—the first for average and the other for stout figures, are made with the practical side boning that can be reversed. Of course, a corset is the first thing on a woman's shopping list!

(Central)

No Better Place for a Man to Pick Out an Easter Suit of Moderate Price Than the Gallery Store for Men

—where the Wanamaker standards of all-wool and reliable workmanship are guaranteed.

\$35 Suits

are worth looking over, particularly if one is a young man and wants a semi-conservative suit, in fashion yet not freakish.

The other suits go up to \$53.50, where a man will find worsted suits of a fine grade.

Light-weight Overcoats Are \$25 to \$49

(Gallery, Market)

New Oxford Ties for Men \$9.50 a Pair

On the trim lasts that men like, they are of black or dark tan leather in English style or the wider toe shapes.

Black kidskin oxfords in wide-toe shapes for the man who wants a light-weight shoe—are \$10.50 a pair.

Tan Brogue Shoes and Oxfords with full wing tips and many perforations are \$10.50 to \$12.50 a pair.

(Gallery, Market)

Boys Will Soon Be Tipping Their Hats to Easter

—as it were, and here are the correct hats to tip—tweeds with rolled brims and soft crowns that can be shaped. \$2 to \$3.

Boys' straw hats with small or large rolled brims are \$2 to \$3 also; and small boys' black straw tams are \$3.50.

(Gallery, Market)

A Wonderfully Fine Collection of Men's Easter Neckwear 65c 85c \$1.65

Thousands to select from, Mr. Man, and every one a good, Wanamaker-quality necktie.

The majority of them are made from short-ends of materials that usually go into higher-priced ties, and, while the color range is not always complete, they are all in the new Spring patterns and colorings.

Woven Striped Madras Shirts at \$2.35, with collars to match. Well-made shirts in pink, blue, lavender, green, tan and black stripes.

(Gallery, Market)

Good-Looking Tweed Suits \$23.50, \$33.50 and \$39.50 Toppo as Can Be!

The clean-cut mannish lines of the rougher tweeds have an almost irresistible appeal this time of year when streets and roads coax around corners and the sunshine and wind call us out into the air!

Rain doesn't hurt 'em much, you know, and young women, particularly, look so well in tweed suits.

Then there are the smoother tweeds that are not so mannish, but whose collars and shoulders are well tailored.

Rippling Serges and Poplins \$37.50 and \$39.50

As full of life and interest as the Easter season, the navy and black suits of fine serges and poplins ripple most delightfully and favor the most becoming suit styles, possible.

Well-Tailored Tricotine Suits, \$55 to \$75

There is an exclusive distinction about them that belongs to no other suits. The material is of the best, fine and smooth, and the tailoring is irreproachable.

(Market)



\$33.50

A Delightful Variety in Skirts Other Than Plaids

The Skirt Store is bringing forth this Easter season some of the most attractive skirts that we have ever seen. And skirts are more important than ever, now that many of the capes and wraps, as well as sports jackets, are short.

Given an opportunity of displaying their charm, skirts prove how really attractive they can be.

Silk Skirts

and skirts of gleaming materials are in beautiful shades and in the serviceable and sports shades as well. Silk jersey, Paulette, tricotette, poplin and Baronette skirts are \$5.75 to \$37.50.

White Skirts

and they are most Springlike and smart, are of serge and flannel in various pleated styles, beginning at \$14.50.

Dark Skirts

of serges and other wool materials in navy, black, Oxford, etc., in regular and extra sizes, are \$6 to \$11.75 upward.

Wool Jersey Skirts

very fashionable, and serviceable as well, are in light and dark shades, beginning at \$12.75.

(Market)

Pretty White Easter Dresses For Little Girls of 2 to 6 Years —\$3 to \$6

Soft voile, crisp lawn and organdie in any number of styles are trimmed with lace or are quite simple, with perhaps a little touch of hand work or soft ribbon sashes.

Particularly pretty is a fine voile that fastens on the shoulders. The waist is a succession of fine tucks and ribbons that tie at the sleeves, neck and waist. Another is organdie with ruffle upon pretty ruffle.

(Central)

Serge Dresses in Great Variety at \$15 and \$16.50

Whether it is the tailored, straight-line, narrow-belt, collarless frock or the short-sleeve, straight-bodice dress with a glint of tinsel-thread embroidery, you will probably find it among these.

Though the prices are inexpensive, the dresses are not "cheap" in style, workmanship or material.

Tricotine Dresses, \$22.50 and \$25

Two groups—excellent choosing, and many of the dresses are embroidered or are beaded with small black beads. Some show buttons all the way down the back.

And Taffeta Makes No Secret of Its Delight at Easter's Nearness

It is young and lovely, adaptable and happy, and doesn't care who knows it. Dresses ripple and ruffle, puff and flare, indulge in short sleeves or have them demurely long, but nothing can subdue the charm and joyousness of taffeta frocks for Easter!

One can choose almost any shade—navy, pearl gray, brown, taupe, black, sand, etc.

\$15 to \$25

(Market)

Easter Dresses

In a Most Charming Display

(Friday is the last day, so you must see them!)

Arranged in the Dress Salon

The cases are full of individual, distinctive and very Springlike dresses of many materials and in lovely colors.

(Market)

Smart New Slip-on and Strap-wrist Gloves of Chamois Lisle

Beautifully made gloves that fit as smoothly and snugly as gloves of leather are to be had in light and dark Spring shades and in white. Some pretty novelties are among them and some of the long gloves to be worn with short sleeves.

\$1.35

—five button length gloves in white, pongee and beaver. —eight-button length in champagne and white.

\$1.50

—strap-wrist style in white, pongee, chamois and cafe au lait.

—a gauntlet with cuff lined with contrasting color is in white-and-chamois, cafe au lait-and-white and beaver-and-white.

—eight-button length in white-and-beaver.

\$1.75

—twelve-button length gloves in white.

\$1.85

—a novel pointed-cuff glove; in white-and-chamois or chamois-and-white; the cuff is lined with contrasting color and finished with a tiny lace edge.

\$2

—twelve-button pongee color gloves with spear-point backs. —a six and a half inch gauntlet-cuff glove has straps fastening the top of the cuff; in white with chamois or chamois with white.

(Central)

Shoes and Pumps for the Wee Tots

These are lightly built, comfortable shoes with turned soles; durable as well as having a good appearance.

Button Shoes (Sizes 2 to 5)

Black kidskin with wide ankles, \$2.75.
Tan calfskin, \$2.75.
Brown kidskin, \$2.75.
Champagne kidskin, \$3.
Black patent leather, with brown or light tops, \$2.
White leather (resembling buckskin), \$2.75.
Black patent leather with white tops, \$2.
Black patent leather, \$2.50.
Black kidskin with white tops, \$1.75 a pair.
White canvas, \$1.50.

(Sizes 4 to 8. With Wedge Heels.)
Black patent leather, \$2.50; with white leather or black cloth tops, \$3.

Black kidskin, \$3.
Brown kidskin, \$3.25; some with wide ankles.
Tan calfskin, \$3.25.
White leather (resembling buckskin), \$3.25.
White canvas, \$2.
Champagne kidskin, \$3.50.

Ankle-strap pumps with turned soles, with plain or wedge heels in black calfskin, patent leather or white leather (resembling buckskin), sizes 2 to 8, are \$1.75 to \$2.25 a pair.

(Cheesnut)

Time Grows Limited

IN which you can order your new Spring Suit from \$65 to \$85 newest light weight tailoring cloths

BUILT TO MEASURE

For **\$53**

Offer closes when the store closes on Saturday.

Don't wait until the last minute. Order your suit today and give our busy tailors an opportunity to produce their best work for you.

Wanamaker & Brown
Market at Sixth for 59 Years

GREATEST EFFICIENCY & ECONOMY MOST COMFORT—THAT'S SPEAR'S



AND it is true of either Spear Ranges or Spear Warm Air Heaters. The Spear Range is built for broiling, baking, boiling, cooking, for keeping a boiler full of hot water. And it costs less in the end.

Send for our booklets, or, better still, call and see a demonstration
JAMES SPEAR STOVE & HEATING CO.
1823 Market Street
Bell—Spruce 2470
Keystone—Race 703
(Spear Stoves made in Philadelphia since 1856)

HOUSEWIVES Are You Ready?

Just as the "cold snaps" swept down on us without warning, so will the warm days come suddenly.

The window box now becomes an actual menace to the safekeeping of your foods or milk for the little ones.

Is your refrigerator ready? If you need a new one, ORDER IT AT ONCE and get in touch with your iceman. Be ready.

ICE PUBLICITY ASSOCIATION
of Philadelphia and Vicinity, Inc.

\$2.50 places the Philectric Cleaner in your Home

WE are offering very easy terms of payment on the Philectric Cleaner—\$2.50 with the order and the balance at the very convenient rate of \$3.50 per month.

The Philectric Cleaner is used in hundreds of Philadelphia homes. It has many special features—carpet-sweeper brush for lint, crumbs, etc., adjustable nozzle, extra heavy bag, extra length cord, General Electric motor. To make sure of your Philectric Cleaner at the present low price of \$40—\$50 including attachments—we urge immediate action.

Visit the Electric Shop or most convenient District Office and have our electric cleaner experts give you a practical demonstration of the Philectric. Or, phone Walnut 4700 for full information.

The Electric Shop

PHILADELPHIA ELECTRIC COMPANY

2000 Dainty Silk Underthings in Easter Readiness, Special at 85c to \$9.75



Envelope Chemises, Nightgowns, Camisoles and Bloomers of crepe de chine, satin or Georgette crepe; generously proportioned; almost all with ribbon shoulder straps.

Envelope Chemises

\$3.85

—three pretty styles; of satin trimmed with lace and rosebuds or of crepe de chine hemstitched and hand embroidered.

\$4.85

—two styles of excellent quality crepe de chine, very dainty with lace, rosebuds, embroidered organdie and blue ribbons.

\$5

—Georgette crepe, trimmed with ribbons and cream-color lace, is in flesh pink, light blue, orchid or sunset.

\$6.85

—another Georgette crepe chemise, finely tucked and trimmed with lace, is in flesh, maize, sunset, light or turquoise blue and orchid.

Nightgowns

\$9.75

—two crepe de chine "nighties"; one has satin and lace, the other embroidered organdie and lace for trimming. The last style is caught in points on the shoulder, forming tiny sleeves.

Bloomers

\$3.85

—crepe de chine or satin bloomers, well reinforced.

(Central)