

**OLD-FASHIONED HOME
HOPE OF THE NATION**

Philadelphia Still Clings to Old Ideal of One Family Under One Roof

\$10,000 HOUSE FOR GIFT

U. S. Census figures show that out of 300,000 dwellings in Philadelphia, 192,000 are owned by the occupants. This is not only a "City of Homes" but of home-owners.

In all metropolitan cities there is inevitably a floating population that finds apartment life convenient. Housing conditions and servant problems have recently driven others into this form of dwelling, but in Philadelphia, please Heaven, the apartment will never take the place of the true, old-fashioned American home—the home that from the time of Penn. the Founder, meant always one family under one roof.

The Philadelphia home knows none of the evils of congestion—scant room, little privacy and the dangers that lurk in every community where strangers are thrown by force of circumstances into contacts that are too intimate. On the contrary, it is the home where parenthood can attain its highest ideals and the family can be reared amid surroundings perfectly conducive to health, morality and enduring happiness.

The passing of the home would mean the end of the American family. In many apartments children are forbidden.

High Prices Felt Keenly.

Philadelphia has felt more acutely than any other community in America the changes wrought by the war. Other cities have had more unemployment, higher prices and relatively more congestion, but these cities have not had the background of Philadelphia to make their people feel the hardships so keenly.

It will take a long time for housing construction to accommodate comfortably the many thousands added to the city's population in the past few years. In the meantime rents and equities are still close to war levels and are likely to remain so, by the immutable law of supply and demand.

And it is not only that homes are scarce and high. Many a family that has a home can no longer find the same pride and comfort in it. With earnings seriously diminished the inevitable economies have made difficult, often impossible, the replacement of worn-out furnishings.

But there is one hope of removing the fundamental causes of the stagnation prevailing. That hope lies in the renewal of confidence, the renewal of business activity, the renewal of the old inborn American spirit of enterprise. And to the women of Philadelphia now comes a wonderful opportunity to accomplish much of this renewal, not only for themselves but for the country at large.

This is an opportunity not only to help turn the wheels of trade, but to acquire, at no cost to themselves, their husbands or their families, beautiful and valuable furnishings for their homes, while the most fortunate will get a handsome home free. All the good housewives need do to compete for these awards is to use some discrimination in buying their table supplies and purchase those high grade goods which carry votes in a contest conducted under the auspices of the Wholesale Grocers' Sales Company of Philadelphia.

Who Wants a \$10,000 Gift?

The best house in Philadelphia or its suburbs that \$10,000 spot cash will buy, and clear of all encumbrances.

Who wants to acquire, at no cost to herself, any of the following valuable furnishings—parlor, library, dining room, bedroom and kitchen furniture; silverware, china and cut glass; baby grand pianos, player-pianos, upright pianos and talking machines; works of art, clocks and jewelry—and a host of other things?

One of the prizes is a \$1000 automobile.

The \$10,000 house is being advertised for today far and wide.

The furnishings, \$10,000 worth of them, will all be of the highest quality.

The house will be the Grand Award in the \$50,000 Redemption Contest of The Advocate Sales Campaign—the award that will be given to the contestant who turns in the largest number of votes obtainable through purchase of goods included in the campaign.

The \$10,000 worth of household goods will constitute other awards in the contest, but even they will not be all. A beautiful and useful gift awaits every woman who demonstrates her good faith by failing to win one of the major awards.

Contest Open to All Housewives

The Advocate Sales Campaign is conducted by A. B. Eads under the auspices of the Wholesale Grocers' Sales Company of Philadelphia. The contest is open to all housewives resident in Philadelphia or within a radius of 20 miles from the City Hall. The rules of the contest will be made public soon.

Associated with the wholesale grocers of Philadelphia, are scores of leading manufacturers of highest-grade products and 500 of the most dependable retail merchants of this city and vicinity. Their customers are contestants but any woman can nominate herself by registering her name and address at Contest Headquarters and turning in one or more of the labels, tops or containers of goods listed in the sales campaign and carrying votes counting for the various awards.

Today, the eyes of the nation are on Philadelphia and its housewives. Manufacturers and workers in many lines are anticipating the revival of trade that will attend the demonstration of what this community of 2,600,000 people can accomplish when stimulated to action by awards such as are included in the \$50,000 Redemption Contest.—Adv.



I want to Buy a House

in or suburban to Philadelphia

The best that
\$10,000 spot cash
will buy

What have YOU to offer?

Describe fully in your first letter, enclosing photograph, if possible. Please do not call. If interested, will get in touch with you.

The house selected, *the Best House* that \$10,000 spot cash will buy, will be the *Grand Award* in

The Advocate \$50,000 Redemption Contest

Conducted by A. B. Eads, under the direct auspices of THE WHOLESALE GROCERS' SALES COMPANY OF PHILADELPHIA, of which Robert L. Montgomery is President; James Hewitt, Vice President, and Harry U. Sharp, Treasurer and General Manager. The membership comprises the following twenty-one of the LEADING WHOLESALE GROCERS of Philadelphia:

Comly, Flanigen & Co.
James Crawford
Frank Lee Dickinson & Co.
James Gillespie & Son
Jonathan Graham & Son Co.

William J. Graham & Co.
Halpen, Green & Co.
H. Kellogg & Sons
H. K. Kindig & Co.
William King & Co.

Kirk, Foster & Co.
Lippincott & Co.
Alfred Lowry & Bro.
William Montgomery & Co.
John Price & Co.

Reeves, Parvin & Co.
Schwenk & Caldwell
John Scott & Company, Inc.
Samuel R. Sharp Co., Inc.
Charles Shaw & Son
J. Frank Shull Company

Some of the Products that carry votes in the Contest:

- SKIPP SOAP PASTE
Absorbent Soap Co.
- AMMO (Powdered Ammonia)
E. Z. SHINE STOVE POLISH
American Ammono Co.
- KING MIDAS MACARONI
SPAGHETTI & NOODLES
American Macaroni Co.
- ACME LIME
BABBITT'S LYE
BABBITT'S BEST SOAP
BABBITT'S CLEANSER
BABBITT'S 1776 SOAP POWDER
BABBITT'S WHITE NAPHTHA SOAP
B. T. Babbitt, Inc.
- GURNE BUTTER
P. F. Brown & Co.
- CENTENNIAL PEANUT BRITTLE
TODDLES MOLASSES KISSES
Centennial Candy Co.
- INSTANTANEOUS TAPIOCA
The Ceylon Spice Co.
- SCRIPTEX WRITING FLUID
Continental Scriptex Ink Co.
- DOMINANT METAL POLISH
Dominant Polish Co., Inc.
- TECO PANCAKE FLOUR
The Ekenberg Co.

- RICHMINT CHEWING GUM
HONEY FRUIT CHEWING GUM
Franklin-Caro Gum Co.
- BUTTER KRUST BREAD
Freihofer Baking Co.
- GORTON'S FISH PRODUCTS IN
PACKAGES
GORTON'S READY TO FRY CODFISH
CAKES
Gorton-Pew Fisheries Co.
- H. & H. HONEY
Hoffman & Hauck, Inc.
- KRISPY KRUST PIES
Hutchison Baking Co.
- LAFRANCE 10c POWDER
LaFrance Mfg. Co.
- KEEN KUTTER CIGARS
H. F. Martin
- PRODUCERS EVAPORATED MILK
Milk Producers Co-operative Mktg. Co.
- MRS. MORRISON'S PUDDINGS
The Morrison Co.
- THE MYSTIC MIT
The Mystic Mit Co., Inc.
- CERESOTA FLOUR
Northwestern Consolidated Milling Co.
- WALTON TOILET PAPER
The Peerless Mfg. Co.
- COCA-COLA CARBONATED
Philadelphia Coca-Cola Bottling Co.

- PINE BROS. MEDICATED TABLETS
Pine Bros., Inc.
- PURITY OATS
" CORN MEAL
" HOMINY GRITS
Purity Oats Company
- REMMERS PEROXIDE SOAP
SWEET MARIE SOAP
The Remmers Soap Co.
- REPP-U-TATION VINEGAR
Repp Orchard Products Co.
- ROGERS' CONDENSED MILK
Rogers Milk Corporation
- S. & S. GINGER ALE
S. & S. Water Co.
- SALADA TEA
Salada Tea Co.
- MRS. SCHLORER'S MAYONNAISE
MRS. SCHLORER'S OLIVE-NAISE
The Schlorer Delicatessen Co.
- ROSABEL (Self-Rising Biscuit) FLOUR
FAIRY PASTRY FLOUR
Shane Bros. & Wilson Co.
- LA HAVENCIA CIGARS
Silberman & Gast
- AMERICAN BEAUTIES PORK &
BEANS
AMERICAN BEAUTIES FANCY
COUNTRY GENTLEMAN CORN
E. V. Stockham, Inc.

The Executive Committee, appointed by THE WHOLESALE GROCERS' SALES COMPANY to co-operate with A.B. Eads, Director of the campaign, consists of

ROBERT L. MONTGOMERY, Chairman,
William Montgomery & Co.
WILLIAM C. HALPEN,
Halpen, Green & Co.

JOSEPH B. ALEXANDER,
Alfred Lowry & Bro.
FRANCIS B. REEVES, JR.,
Reeves, Parvin & Co.

W. HAROLD FOSTER,
Kirk, Foster & Company
JAMES CRAWFORD

The Trustee in charge of the funds of the campaign is Harry U. Sharp, the treasurer and general manager, of THE WHOLESALE GROCERS' SALES COMPANY.

Details of the Contest will be announced later

The Advocate Sales Campaign & \$50,000 Redemption Contest

Chestnut, 12th and Sansom Streets (mezzanine floor), Philadelphia