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PHILADELPHIA



HISTORIC, CENTRAL
METROPOLITAN and INDUSTRIAL



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HISTORIC PHILADELPHIA

HISTORIC
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HISTORIC PHILADELPHIA

CHAPTER I

AN INVITATION

Bring Your Children to Philadelphia

A DEBT that every parent owes his children is a trip to Philadelphia. In every school history of the United States, Philadelphia of necessity takes foremost place, and of all American cities which took prominent and active parts in giving their children the heritage of independence, Philadelphia preserves intact more of the actual scenes where our forefathers worked to found a great liberty-loving people than any other.

Philadelphia is unique among American cities for the richness with which it has treasured these landmarks, just as they stood two and even three centuries ago.

In the presence of these land-

marks one feels the impulses that guided our ancestors, seems to see reacted the successive events which shaped our destiny, and gains a finer conception of the purpose for which this nation was established.

Your children should stand in the inspiring and patriotic presence of such surroundings.

You and the business men of the United States, whether you visit the two great cities of the Atlantic seaboard seldom or often, whether you come from the East, West, North, or South, should bring the members of your family along, so that while you are attending to the business that brings you, they can have the happiness of later telling their friends that they have made a

pilgrimage to Valley Forge and stood upon Observation Tower and viewed the scene upon which Washington and his men suffered that liberty might live.

Valley Forge is a suburb of Philadelphia. It is less than an hour from the city by automobile, and convenient train service is always to be had.

Philadelphia is only two hours distant by train from New York. If your business or other interests call you to New York, you will find it a pleasurable diversion for yourself and family to set aside a day or two in which to become intimately acquainted with historic, central, metropolitan, and industrial Philadelphia.

In this book are pictured a few of the many buildings a visit to which should be the ambition of every American citizen; *a part of the education of every American child.*

A Passion for Liberty

The impulse which led to the foundation of Philadelphia has dominated the history of the western hemisphere. It was the passion for liberty.

William Penn, the son of an English Admiral, had become a convert to the doctrines of the Society of Friends.

The bitter persecution of himself and his fellow Quakers inspired Penn with the idea of creating a colony where there would be liberty of conscience and freedom from oppression.

In payment of a debt owed to his father by the British Crown, he accepted a large territory in the American wilderness, to which King Charles II. gave the name Pennsylvania.

The Treaty Never Broken

Penn, "as fit a man as any in Europe to plant a country," sent representatives ahead with instructions to lay out a "green country towne which will never be burnt and always wholesome." In November, 1682, he arrived on the ship *Welcome*, with one hundred companions.

One of his first and most characteristic acts was to make a league of friendship with the Indians, which, in the words of Voltaire, was "*the only treaty between these people and the*



WILLIAM PENN'S HOUSE, built in 1682 and occupied by him when he first came to America to found his "holy experiment" in liberty and justice. Now standing in Fairmount Park, near Girard Avenue. Contains interesting relics. Open to the public free.

Christians which was never sworn to and never broken." By paying the Indians for the land which already had been granted him by the King, he won a confidence which resulted in peace between them and the infant colony for eighty years.

The spot where this treaty was made, at Shackamaxon, or Kensington, on the Delaware River, is now a small park, where a monument marks the site of the great elm tree under which Penn stood.

Penn's House

For several years Penn and his family lived in the first brick house built in Philadelphia, then on Letitia Court near the waterfront. When he returned to England, this house became the first State House of the province.

It has been moved to Fairmount Park, where it is preserved in its original condition. It contains various relics of the founder, and is open to the public.

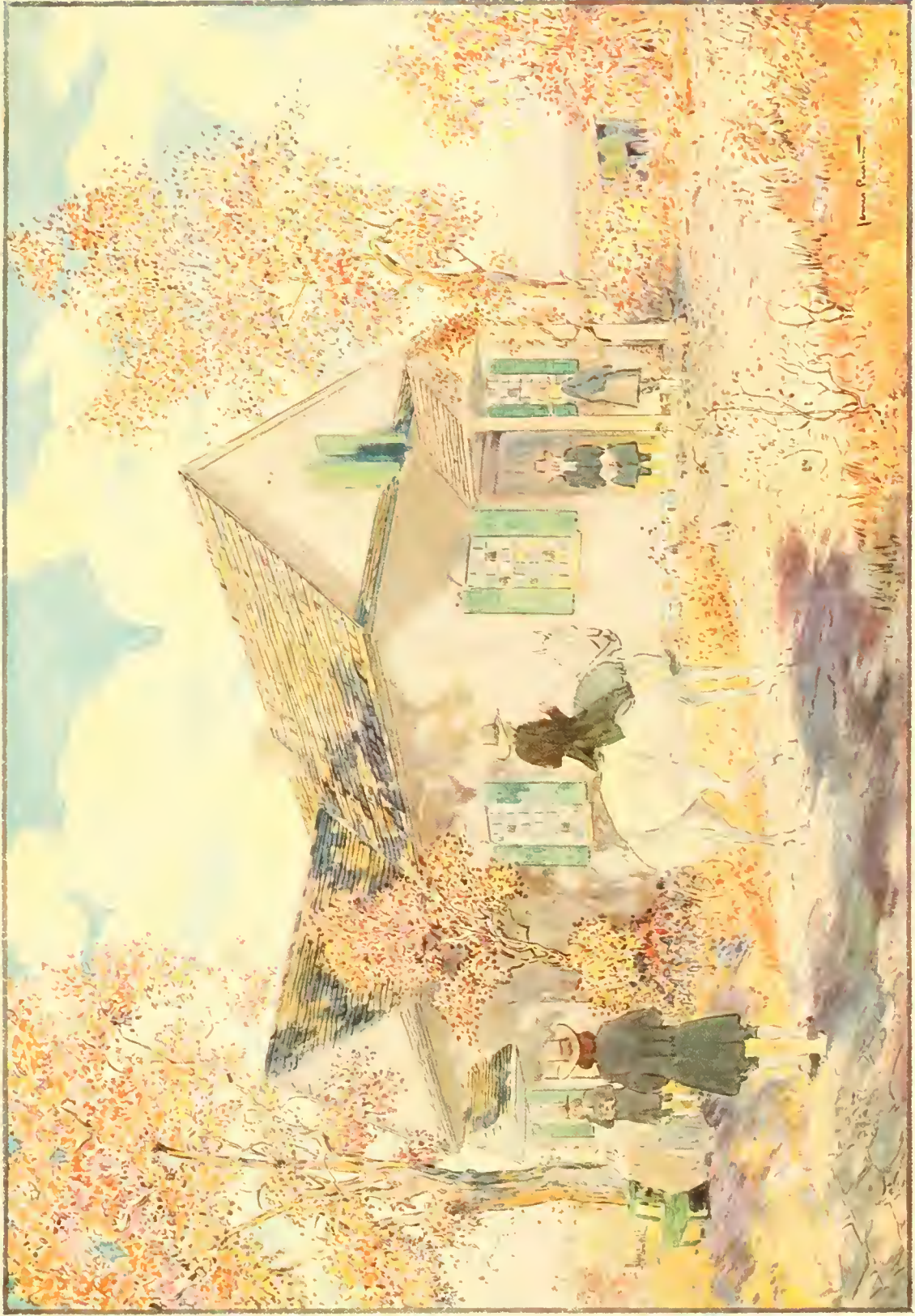
A Government of the People

As the proprietor of the province, Penn had the authority to

rule as an autocrat. This power, however, he transferred to the people. It was his ambition to "frame a government which might be an example," to make men "as free and happy as they could be." The constitution which he drew was indeed a remarkable document, far in advance of the times, and laid the foundations of "government of the people, by the people, and for the people."

It created an assembly and a council, made up of representatives elected by popular vote. It promised liberty of worship. It permitted colonists from other countries than England to become naturalized citizens. It instituted trial by jury, and abolished capital punishment except for murder and treason. Public schools were provided, in which all children of the age of twelve were required to "be taught some useful trade or skill."

Having set forth his own ideas of government, Penn further proved his wisdom and liberality by saying to his people, a few years later: "*Friends, if in the constitution by charter there be anything that jars, alter it. If you*



FRIENDS' MEETING HOUSE, where William Penn worshiped, and used continuously by the Quakers since it was built in 1695. One of the oldest places of worship in America. On Old Lancaster Road, or Montgomery Avenue, in Merion.

want a law for this or that, prepare it.”

Accordingly, in 1701 a revised constitution was adopted.

Until the Revolution this constitution remained in force, and it had great influence upon the constitutions not only of other States, but of the Federal Government itself.

On old Lancaster Road, or Montgomery Avenue, in Merion, still stands the ancient meeting-house in which William Penn worshiped. Built in 1695, this is probably the oldest place of worship in America which has been used continuously up to the present time. Other venerable Quaker meeting-houses are also to be seen in and about the city; notably one at Radnor.

The Swedes

While Penn was the actual founder of the city, he had been preceded by other settlers with the same ideals of freedom.

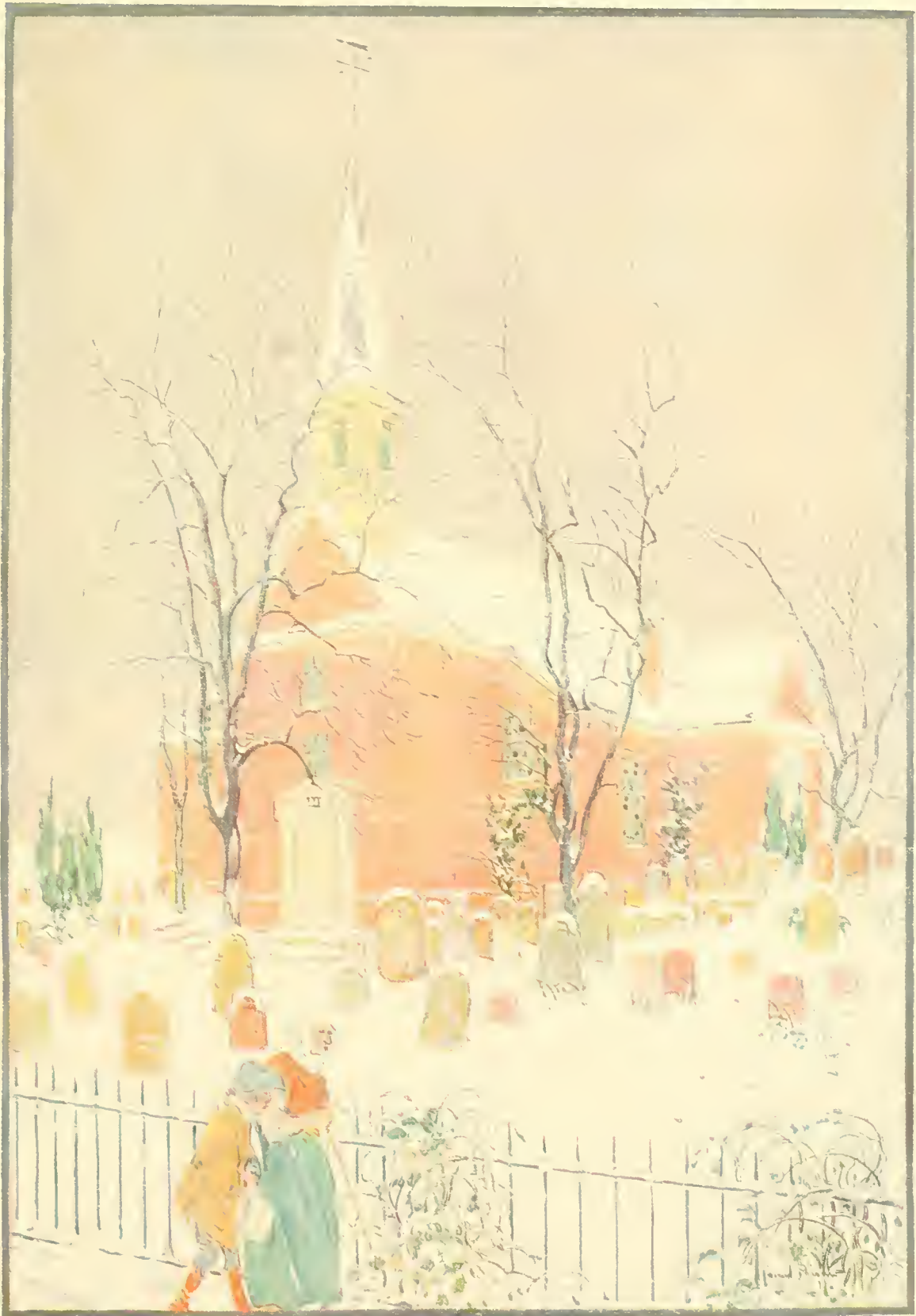
Gustavus Adolphus, that “valiant king” of Sweden, planned to send colonists to America to found “a free state where the laborer should reap the fruits of his toil,

where the rights of conscience should be inviolate, . . . where all should be secure in their persons, their property and their rights of conscience.” These colonists were sent out, after the death of the King, in 1637, and when Penn arrived he found them clustered at various points along the Delaware River—“simple and ingenuous peasants and farmers who left a decided and durable impress.”

A memorial of these people remains in their church, *Gloria Dei*, which stands on Swanson Street near Front Street. On this site a block-house for protection against the Indians was built in 1669. The present church was completed in 1700. It is the oldest church within the city limits, and one of the oldest in America. When first erected, it was “the finest edifice in the towne.”

The First American Advertiser

Among the American institutions of which Penn was the pioneer was that of advertising. He promoted his province aggressively, and sent back to Europe a steady flow of attractive pub-



GLORIA DEI, or Old Swedes Church, built in 1700 by the Swedish Colonists who had preceded Penn. It was, when built, "the finest edifice in the towne." On Swanson Street, near Front and Christian.

licity which awakened a lively interest and brought ship-loads of the persecuted of many faiths and many nationalities.

“I dare not deny others what I crave for myself—liberty for the exercise of my religion,” he said.

The immigrants included many Germans, led by Pastorius, who settled in Germantown and built there, in 1708, the first Mennonite meeting house; the Tunkers, or Dunkards, exiles from Holland; and the aristocratic Welsh, who are still remembered for the quaint, mouth-filling names which they gave to many of the localities about the city.

The Birth of American Learning

America is indebted to Philadelphia not only for its ideals of freedom, but also for many of its ideals of culture. Very early the city began to establish the institutions which have profoundly affected the development of education and science throughout the nation.

Universal education having been made compulsory by the charter, a school was opened in 1683. In 1689 was established the

first grammar school. This, the first chartered public school in America, still exists as the *Penn Charter School*, in Twelfth Street, near Chestnut.

The Junto, founded by Benjamin Franklin in 1727, became later the *American Philosophical Society*, which undoubtedly contributed more than any other organization to the spread of knowledge and the advancement of science in the United States.

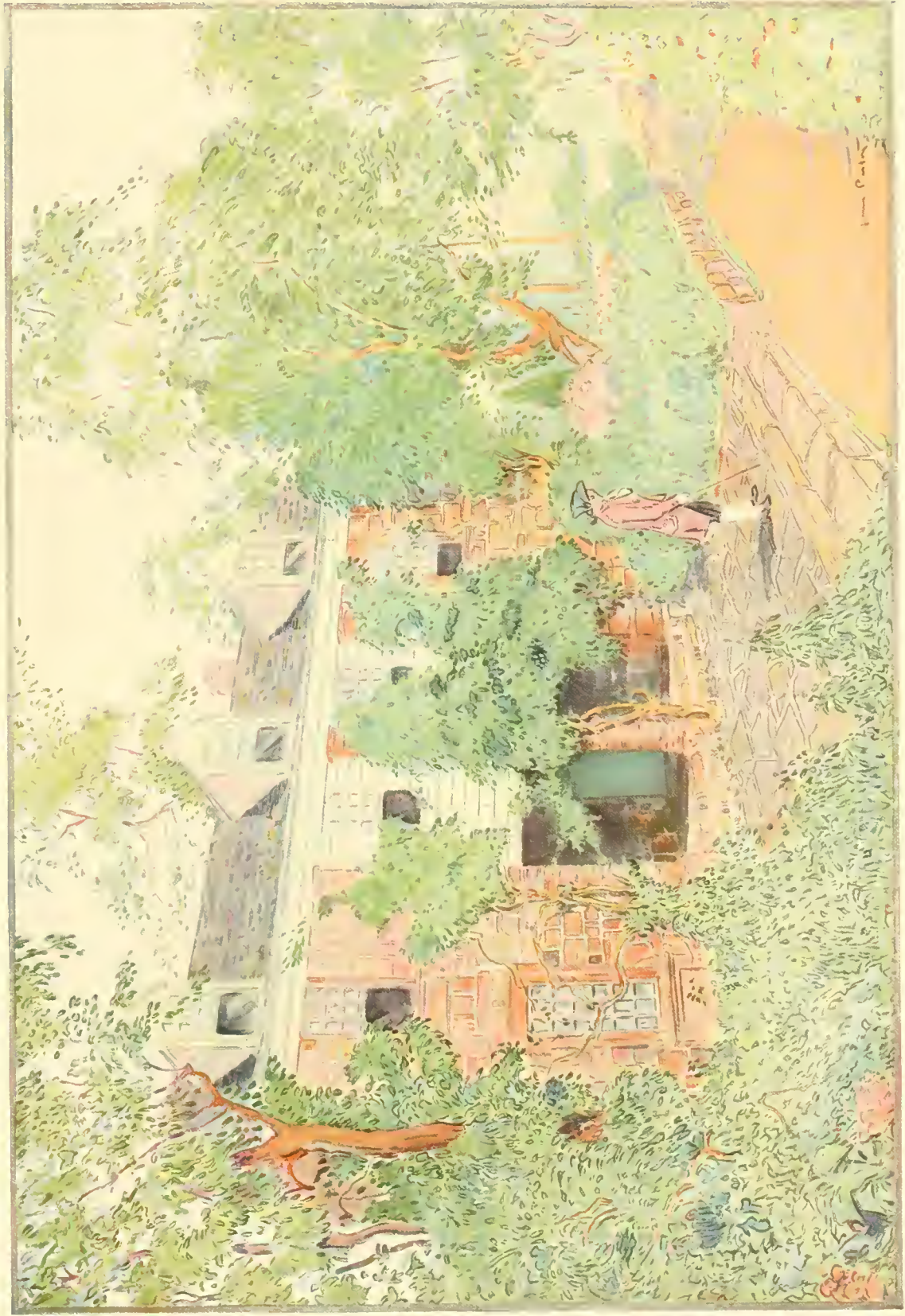
Among the fourteen charter members of this society was John Bartram.

Bartram's Gardens

Perhaps the first American achievement to draw the attention of European scientists was the creation by Bartram, in 1728, of *the first botanic garden in the new world*.

“The greatest natural botanist in the world,” Bartram made the first study of the plant life of the new continent. His garden, and the stone house which he built with his own hands in 1731, are still preserved.

They are on the Schuylkill



BARTRAM'S GARDENS, the first botanic gardens in America, established in 1728 by John Burtram, the distinguished naturalist. This beautiful and historic spot is now a park, on the Schuylkill River near Woodland Avenue and Fifty-fourth Street, where it may be reached by railroad or trolley.

River in West Philadelphia, near Fifty-fourth Street and Woodland Avenue, and may be reached by railroad or trolley.

Among the interesting features of this unique garden are a cypress tree, with a girth of more than 27 feet, which Bartram brought as a sapling from Carolina; the Franklin Tree, a variety now extinct; and a "Christ's Thorn," sent from Jerusalem by Collinson, one of the great English botanists who constantly exchanged specimens and wisdom with this earliest of American scientists.

Rittenhouse

Another international figure, in a different field, was David Rittenhouse. Bartram scanned the earth, Rittenhouse the sky. As an astronomer, mathematician and philosopher he became a rival and colleague of the most distinguished scientists in the old world.

It has been said that "*The first approximately accurate results in the measurements of the spheres were given to the world, not by the schooled and salaried astrono-*

mers who watched from the magnificent royal observatories of Europe, but by unpaid amateurs and devotees to science in the youthful province of Pennsylvania."

The birthplace of Rittenhouse stands on Wissahickon Creek in Fairmount Park, near the site of the first paper mill in America, erected by his great-grandfather.

Benjamin Franklin

The most dominant personality during the days preceding the Revolution was that of Benjamin Franklin.

Franklin created the first circulating library in America, which imported from London in 1732 a large collection of books, many of which are still on the shelves of the *Philadelphia Library* at Locust and Juniper Streets, and of the handsome *Ridgway Branch* on South Broad Street, where also the original corner-stone is preserved.

In the library there is a file of the "*Pennsylvania Gazette*," established by Franklin, one of the first American periodicals, and since become the greatest under its new title, "*The Saturday Evening Post*."



BIRTHPLACE OF RITTENHOUSE, the great philosopher and astronomer. Born here in 1732, David Rittenhouse was a pioneer in American scientific achievement. In Fairmount Park, on the bank of the Wissahickon.

The first hospital in America devoted to the relief of the sick was the *Pennsylvania Hospital*, established in 1750, with Franklin as a leading spirit.

Franklin in 1749 raised the funds which established one of the first great educational institutions in America, now the *University of Pennsylvania*.

Pioneer Civic Institutions

Franklin invented the lightning-rod and the movable Franklin stove, or "Pennsylvania fireplace." He laid the foundations of the science of meteorology, he organized fire protection, street paving, lighting and cleaning, and many other civic institutions which American citizens of today owe to the energy and foresight of the early Philadelphians who recognized his leadership.

Franklin Relics

Many interesting relics of Franklin are on display at the Pennsylvania Historical Society, Thirteenth and Locust Streets, and at the University of Pennsylvania.

Franklin's grave is marked by a simple tablet in the burial

ground of Christ Church, at Fifth and Arch Streets.

Christ Church

Christ Church itself, which he attended, is one of the most interesting of the historic structures of the city. It is on Second Street north of Market.

Among the congregation of this church were many of the most able Americans of the Revolutionary days. Here not only Franklin, but Washington, Lafayette, Adams, Hopkinson, Morris and other patriots worshiped.

For many years the Anglican party struggled against the power of the Quakers, even going so far as to petition the British King to dissolve the proprietary government and to rule the colony as an English province. But as the oppression of England became more and more severe, the congregation of Christ Church became the most ardent advocates of revolution, and they supplied most of the funds and much of the sagacity and heroism which made America finally free.

The present church building



CHRIST CHURCH, where Washington, Franklin, and Lafayette worshiped. Completed in 1744, this church had important influence upon the birth of the American republic.
On Second Street, north of Market.

was completed in 1744. In the steeple still hangs the chime of eight bells, which rang in 1776 in celebration of the Declaration of Independence. Steeple and bells were paid for by a lottery of which Franklin was manager.

The First Congress

In the Revolution, Philadelphia was "*the fulcrum which turned a long lever.*"

"The capital of the infant nation, the great depot of supplies for the Continental Army, the asylum of exiles fleeing from British oppression, the theatre of most important movements and events, she played a grand and imposing rôle in the great drama."

When the struggle against taxation without representation culminated in 1774 in the closing of the port of Boston, Paul Revere came to Philadelphia to seek advice and support. The response was a call for a Continental Congress.

This Congress met in September, 1774, in Carpenters' Hall, with delegates present from eleven of the thirteen provinces, among them Washington, Patrick Henry,

Hancock, Lee, Randolph, the Adamses—a gathering of the strongest men in America.

For six weeks the Congress deliberated in secret, and finally brought forth propositions in statesmanship which startled the world by their dignity, their force and their determination to unite in resistance to injustice.

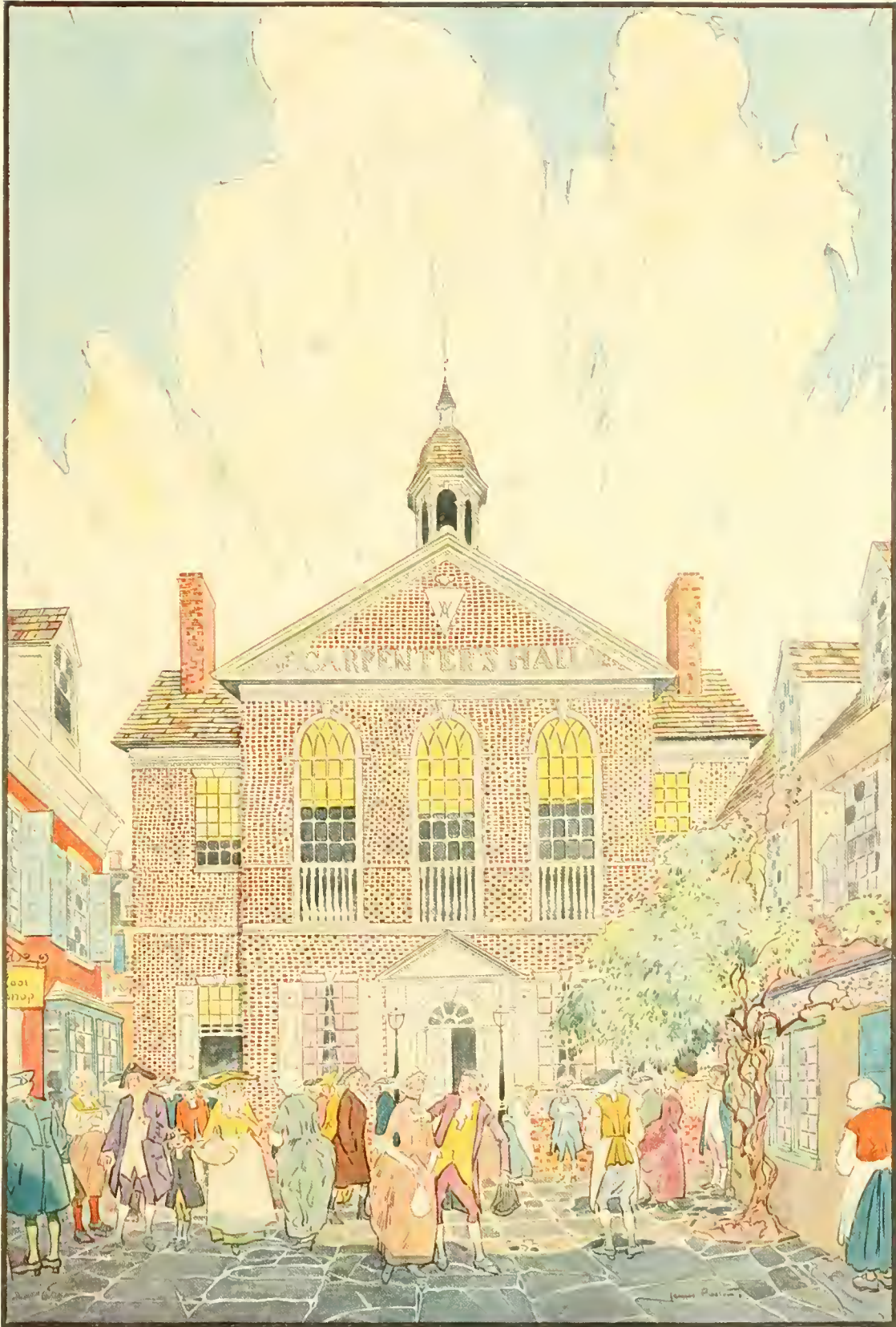
Carpenters' Hall

Carpenters' Hall, which is off Chestnut Street between Third and Fourth Streets, appears today just as it did in that momentous time. Among the relics are the original arm-chairs in which the members of the first Congress sat, and many historic documents. It is open to the public free.

During the Revolution the basement of the hall was a magazine for ammunition, and while the British occupied the city, the upper floors were used as a hospital.

The *first bank of the United States* occupied the hall from 1791 to 1797, and thereafter it served for many years as a custom house. It was also used for a period by the Supreme Court.

Thus this fine old structure ful-



CARPENTERS' HALL, meeting place of the first Continental Congress in 1774, which "conceived that liberty which had its birth in Independence Hall." Off Chestnut Street, between Third and Fourth Streets. Contains many relics. Open to the public free.

filled many and varied useful purposes throughout the youth of the nation.

Independence Hall

“No building in the United States,” writes Agnes Repplier, “has an historic interest comparable to that of the Philadelphia State House, the birthplace of our national life. Its venerable walls heard the vehement denunciations hurled against the Stamp Act, and the still more vehement resolutions which sent Captain Ayres and his shipload of tea back to the port of London. Here, after the battle of Lexington, assembled that eager, angry crowd who expressed the sentiments of the whole people in a single curt resolution, ‘to defend with arms their property, liberty and lives.’ Here Washington was appointed commander-in-chief of the Army, and here Richard Henry Lee, of Virginia, moved, on the seventh of June, 1776, that ‘these United Colonies are, and of right ought to be, free and independent States; that they are absolved from all allegiance to the British Crown, and that all political connection between them

and the State of Great Britain is, and ought to be, totally dissolved.’ From the little observatory the Declaration of Independence was read aloud.”

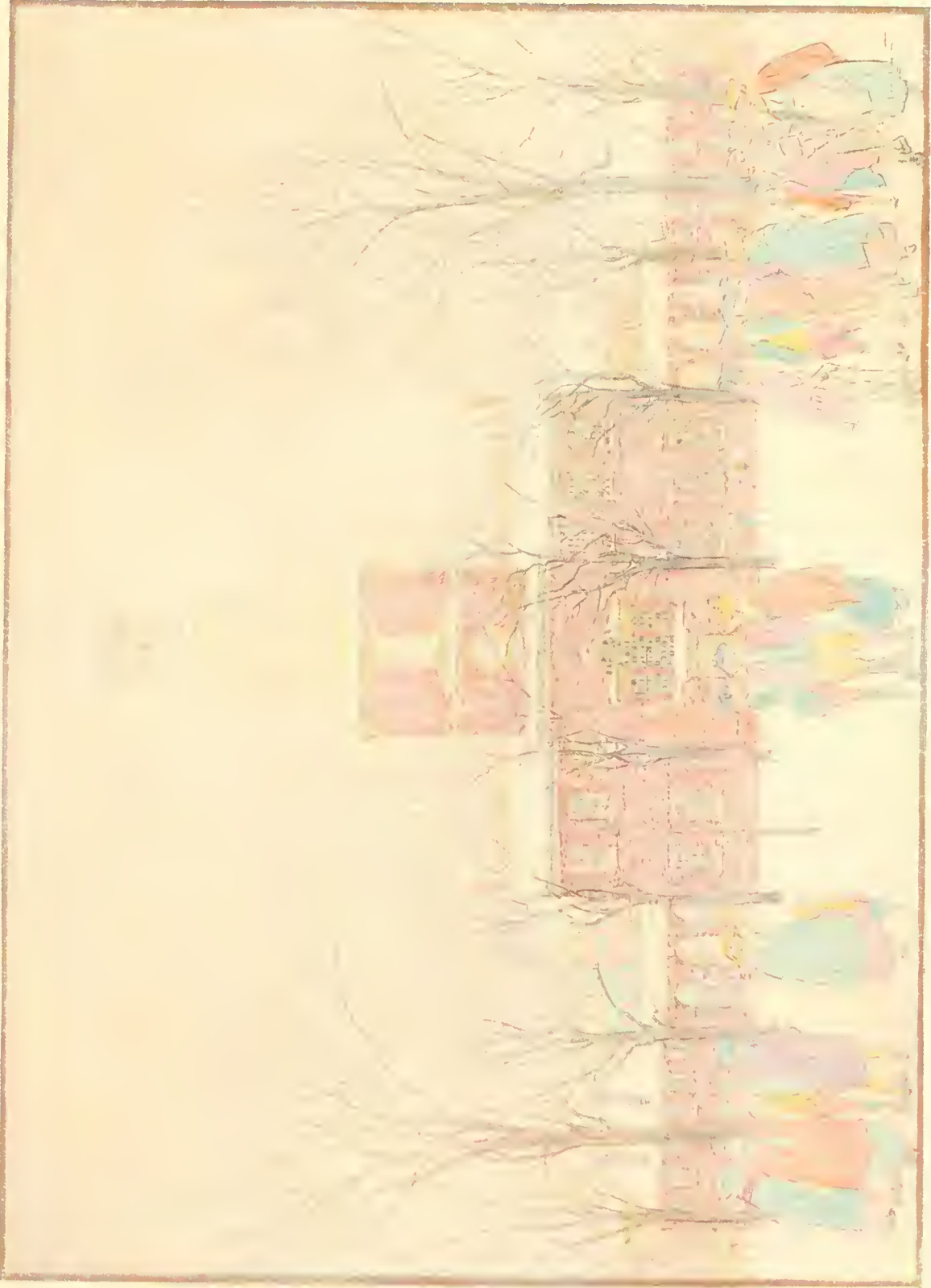
The Liberty Bell

The greatest treasure of Philadelphia is the immortal bell which hangs in the main corridor of the Hall, where the visitor may examine it closely and read the prophetic words inscribed upon it when it was first cast, twenty-four years before the Declaration —“*Proclaim Liberty throughout all the land unto all the inhabitants thereof—Lev. XXV: V, X.*”

For 80 years this bell rang out the successive epochs in American history. It was muffled and tolled when the Stamp Act went into effect. It summoned the citizens to refuse landing to the shiploads of tea. It celebrated the surrender of Lord Cornwallis, and in 1783 the proclamation of peace. It finally cracked in 1835 while being tolled for the death of Chief Justice Marshall.

Sacred Relics

Not only the bell, but many other sacred relics are exhibited



INDEPENDENCE HALL, "the birthplace of our national life," where the Declaration of Independence was signed. Contains the Liberty Bell, historic paintings and furniture, and many other relics of great importance. Chestnut Street, between Fifth and Sixth Streets. Open to the public free.

in Independence Hall—collections which will reward the patriotic American, no matter how far he journeys to see them. Here are the mahogany table on which the Declaration of Independence was signed, the great silver inkstand into which the signers dipped their determined pens, the quill box and the sand shaker. Here are the chairs in which Washington and the other delegates sat, and the fac-simile of the original Declaration. On the walls are many historic portraits, and in the cases old uniforms, weapons, cannon balls, documents and other memorabilia.

The house where the Declaration of Independence was written by Thomas Jefferson is no longer standing, but the spot, on Market Street at the corner of Seventh, is marked by a bronze tablet.

The First American Flag

It was but natural that Philadelphia, the birthplace of freedom, should also be the birthplace of the flag which symbolizes that freedom.

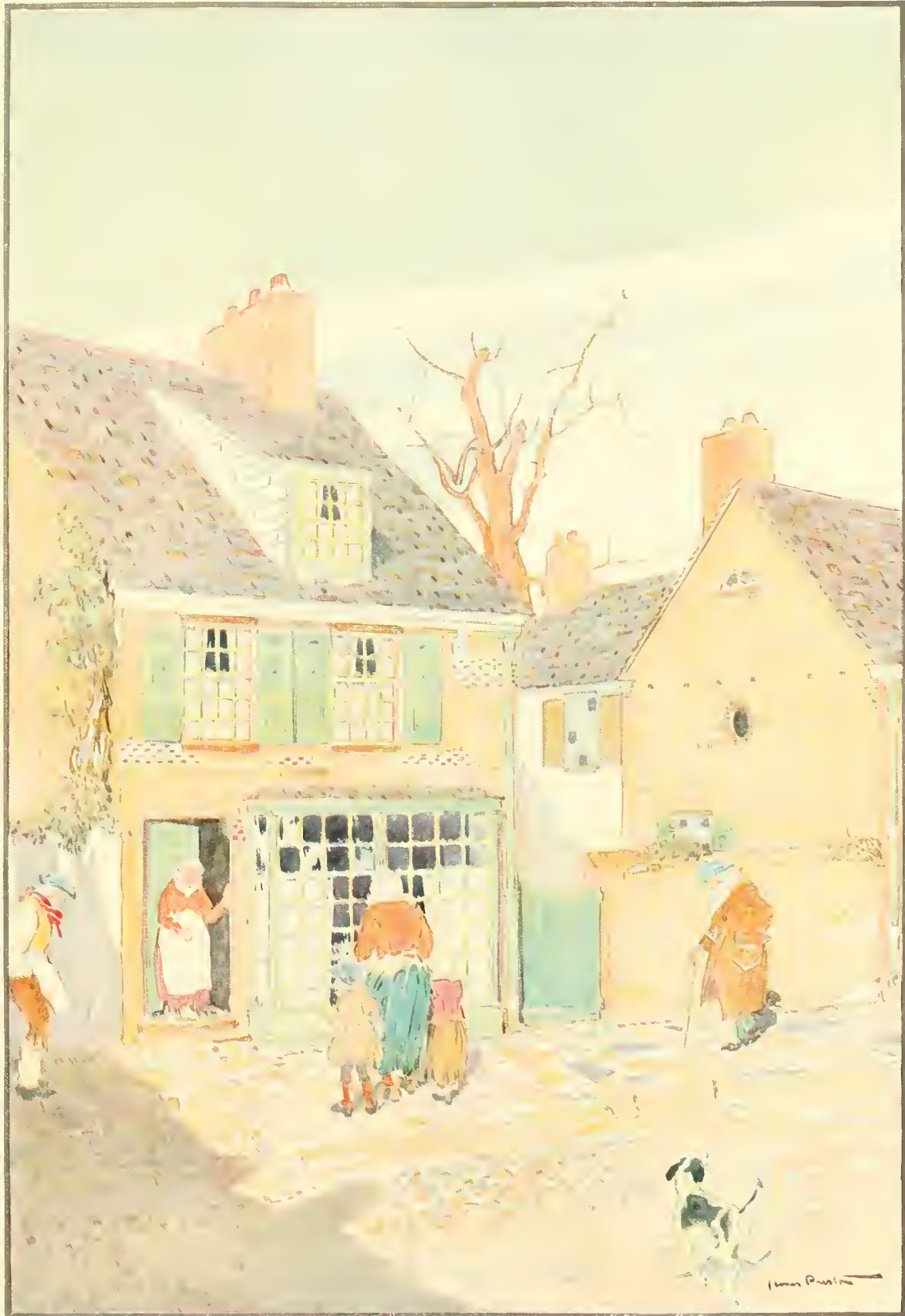
The first Stars and Stripes was made in 1777, by Betsy Ross.

Tradition says that the design was suggested by Washington, for whom Betsy Ross had made ruffled shirt bosoms. She made the flag in her home at 239 Arch Street, and it floated for the first time over Congress in session at Independence Hall. The quaint little house is open to the public and contains various relics.

The Revolution

Throughout the struggle for independence, Philadelphia bore "the burden and heat of the day. *It was to Philadelphia, her wealth, her patriotism, her resources, that all eyes turned during the darkest hours of the Revolution.*"

There are many places which recall the scenes and personalities of those days. In Fairmount Park are several notable old houses—on *Lemon Hill*, the home of Robert Morris, who as Superintendent of Finance during the Revolution, as well as by his personal financial support, saved the infant nation; on *Mount Pleasant*, the home of the traitor, Benedict Arnold; *Belmont Mansion*, the home of Richard Peters, the Secretary of War; the *Livezey House*, where



BETSY ROSS HOUSE, where the first American flag was made in 1777 by Elizabeth Ross, by order of Congress. 239 Arch Street, below Third Street. Open to the public free.

British and American officers fraternized while the city was in the hands of the British.

Germantown

In Germantown are many historic buildings. This ancient section of Philadelphia has a history of its own. It was founded in 1683 by Mennonites and others whom Penn invited to come to the new colony to escape the persecution of the German Government. *The Quakers of Germantown, in 1688, were the first to protest against slavery in America.*

The most important operations of the Revolution took place about this community. In the critical campaign the Battle of Germantown, although a technical defeat, revived the flagging spirits of the army and the nation, because it showed that the little American army was capable of taking the offensive against the trained British troops.

The Chew Mansion

This battle centered round Cliveden, the mansion of Benjamin Chew. A small British force took refuge in this house and

barred the attack of the Americans. On the walls and doors of the sturdy old mansion may still be seen the scars made by the American shot.

This house is at Main and Johnson Streets, reached by trolley.

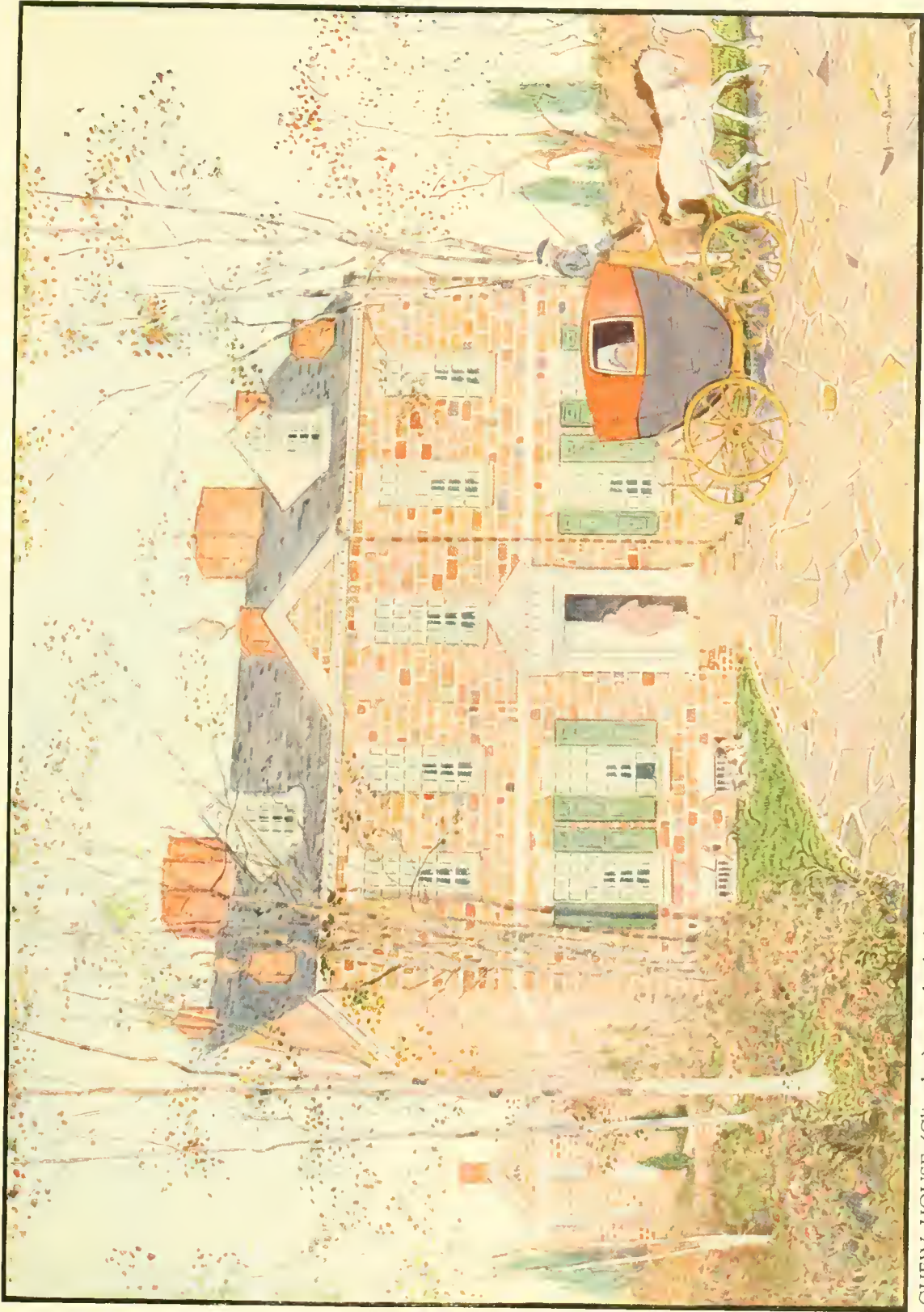
Valley Forge

Surrounding Philadelphia are other localities of great historic significance, including the *Brandywine country* and the *battlefields of Paoli and Red Bank*.

At Valley Forge may be seen the old forts and intrenchments in which Washington's army spent the terrible winter of 1777-78, and the house which Washington used as headquarters, in which is an interesting collection of relics. Valley Forge is now a national park of 500 acres. It is reached by the Reading Railway, by motor, or by bus from the city.

The New Republic

After peace was declared, Philadelphia continued the chief city of the new republic. Delegates from the thirteen States met in Independence Hall in 1787, and after four months of deliberation



CHEW HOUSE (Cliveden), round which raged the battle of Germantown, and which Washington's army bombarded. The walls and doors still show the marks of the American shot. At Mam and Johnson Streets, Germantown.

framed the Federal Constitution. Washington was here elected the first President in 1789.

Congress selected Philadelphia as the national capital, and in 1790 the Government was set up here.

Congress Hall

The first Senate and House of Representatives met in Congress Hall, which adjoins Independence Hall on Chestnut Street.

In this hall was delivered Washington's Farewell Address in 1796.

Other notable buildings in the same group are that at Fifth and Chestnut Streets, occupied by the *Supreme Court* from 1791 to 1800, and which contains the *National Museum of the Sons of the Revolution*, and that of the *American Philosophical Society* on Fifth Street, in which are numerous relics.

The Civil War

Although in 1800 Philadelphia ceased to be the capital, it has never lost its importance as a national center.

It was a Philadelphian, Stephen Girard, who in the war of 1812

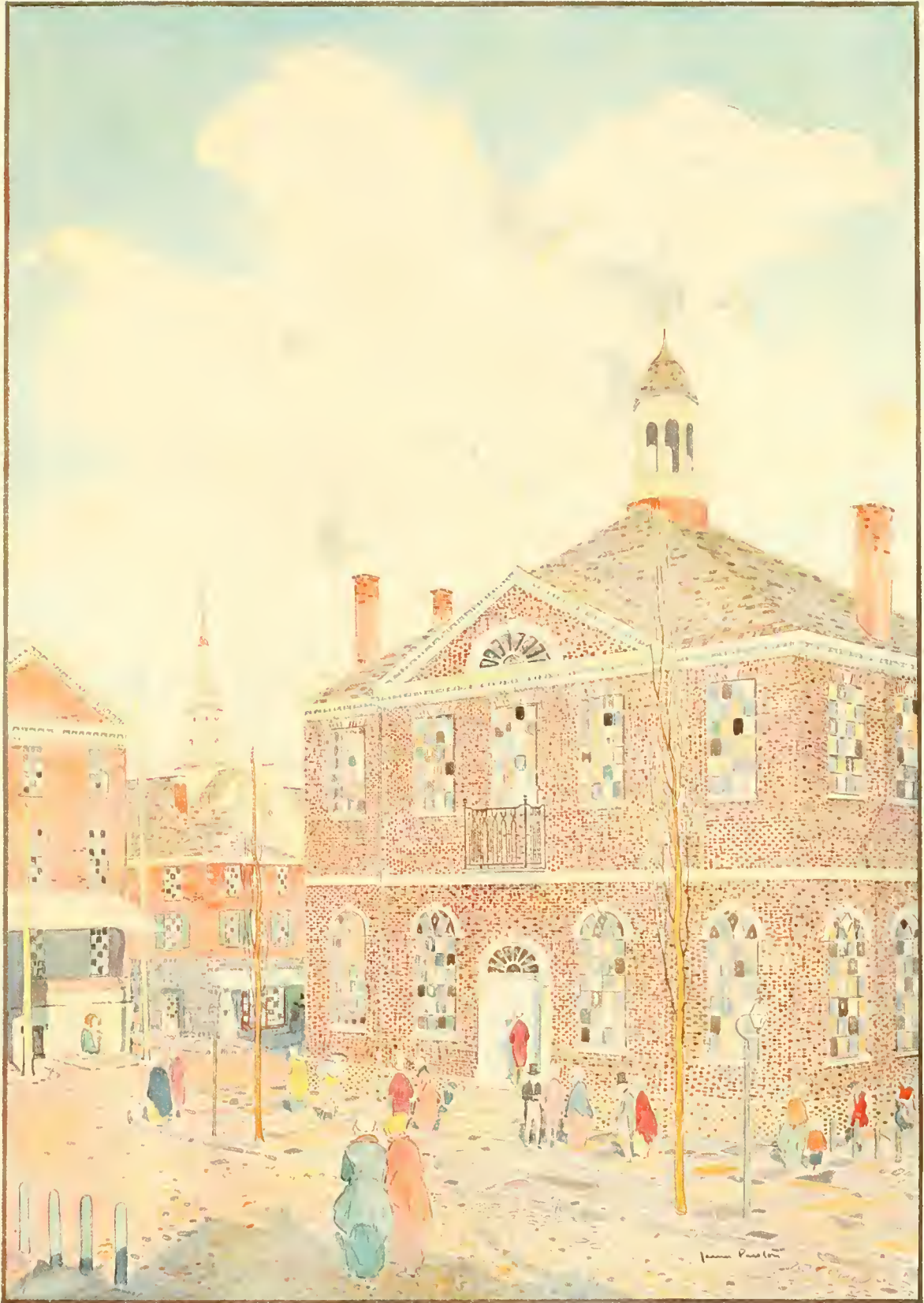
followed the example set in the Revolution by Morris, and supplied the money that financed the country, and in the Civil War Jay Cooke, another Philadelphian, was the financial genius who sold Lincoln's war bonds when Government credit was at low ebb.

The first American locomotive, "Old Ironsides," was built in Philadelphia in 1832, and Philadelphia naturally became the center of the network of railways which brought about victory for the Union cause. Philadelphia shipyards launched most of the men-of-war which held off foreign intervention, while her arsenals supplied a large share of the munitions.

An interesting memorial of the Civil War is the log hut used as winter headquarters by General Grant in 1864-65, now standing in Fairmount Park.

The Centennial Exhibition

The rapid development of Philadelphia after the Civil War as a center of industry resulted in the decision to celebrate the centennial of American Independence with *the first World's Fair*



CONGRESS HALL, where the first Congress of the United States sat, while Philadelphia was the national capital, and where Washington delivered his famous Farewell Address.
Corner Sixth and Chestnut Streets.

ever held on this continent. That event is still remembered by hundreds of thousands of those who visited it. In the nearly 200 buildings were housed exhibits from every State and many foreign Governments.

Remarkable as was that Exposition, it soon is to be rivaled industrially, commercially, scientifically, and artistically by the Sesqui-Centennial, which will make Philadelphia the focal point in the eyes of all the world.

Two of the Centennial buildings remain. One is *Horticultural Hall*, which contains a remarkable collection of rare plants and flowers, many of which were gathered for the Exposition. The other is *Memorial Hall*, built as a permanent monument to the Exposition. The latter contains many exhibits of fine paintings and other works of art. It is open to the public free.

The City Today

The glory of Philadelphia has never departed. Founded upon ideals of peace, its destiny has been to swing the mightiest sword in war after war. And in 1918,

in the greatest of all wars, its service was no less.

Half of the ships which bridged the ocean to France were built in the yards of the Delaware River.

Philadelphia foundries turned out great guns and the shells which they hurled. From its locomotive works went forth the engines which drew American troops and their supplies along the railways of Philadelphia steel laid down in France under the leadership of Philadelphians. It produced aeroplanes, rifles and bullets, uniforms and shoes, gas masks and gas itself. There was no item of munition or equipment demanded by the military forces which Philadelphia did not supply in great quantities, and, as of old, she supplied, too, a generous share of the wealth with which to pay the costs of war and to relieve the suffering caused by the war.

Thus does Philadelphia sustain its glorious record.

It is a record of devotion to the ideal of democracy, which expresses completely the past, the present, and the future of the United States of America.



MEMORIAL HALL, permanent memorial of the Centennial Exposition of 1876—America's first World's Fair, which gave great impetus to the modern development of the nation. Contains famous works of art and relics. In Fairmount Park. Open to the public free.

VALLEY FORGE

A Shrine of Liberty

NO visitor to the patriotic shrines of Philadelphia has completed his cycle without a trip to Valley Forge, where Washington, that patriotic leader of the Continental Army, passed the "winter of his discontent."

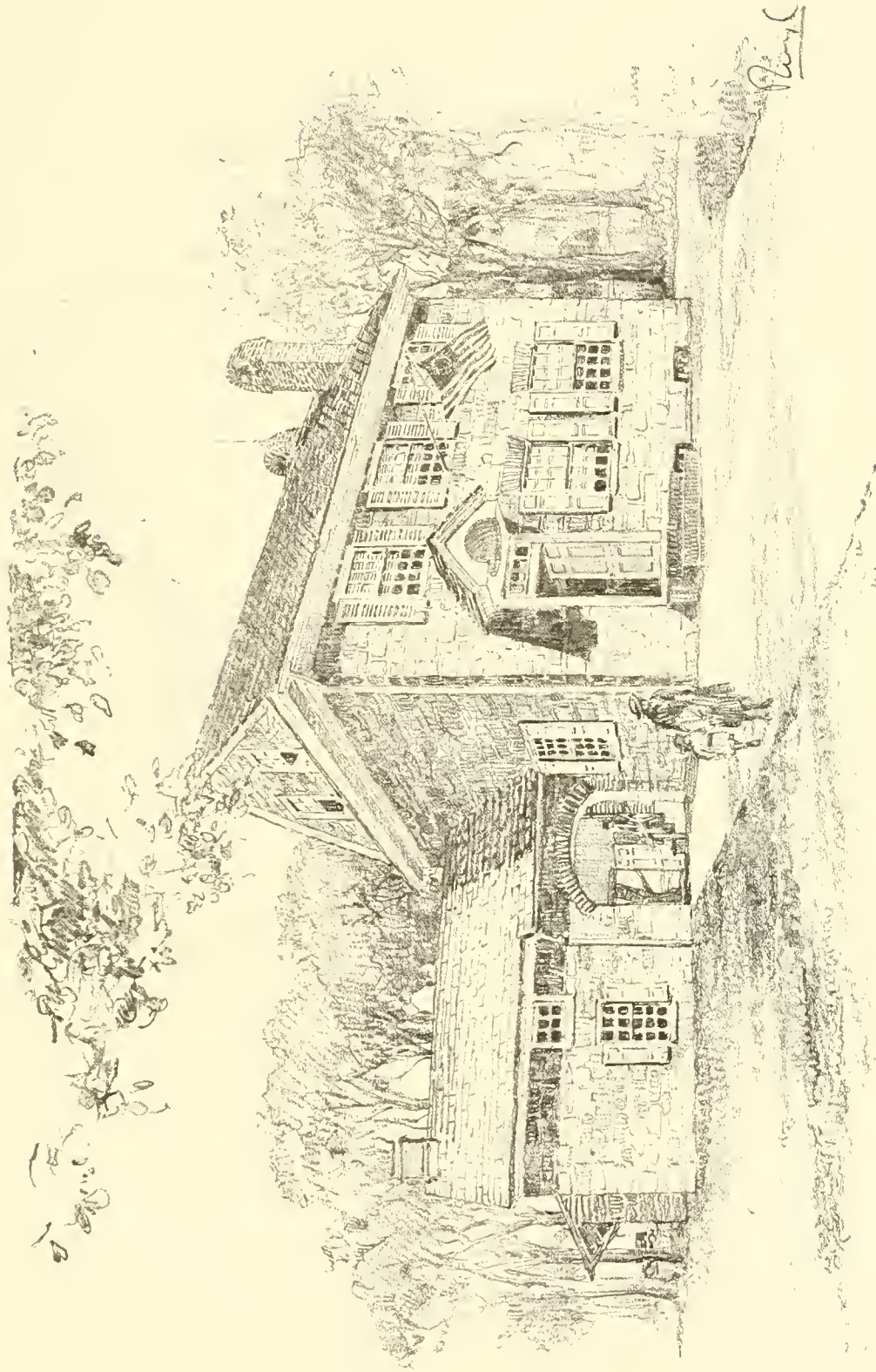
With the occupation of Philadelphia by the British in 1777, Washington withdrew the Continental Army, numbering some 11,000, to this strategic point, twenty-four miles north by northwest from Philadelphia. Food and clothing were inadequate; great privations resulted.

The Pennsylvania Legislature grumbled seriously at this retirement to winter quarters, and on December 23, 1777, Washington wrote, in reply to the complaints: "For want of a two days' supply of provisions an opportunity scarcely ever offered of taking advantage of the enemy that has not been either totally obstructed or greatly impeded. We have this day no less than 2873 men in camp unfit for duty, because they are

barefooted and otherwise naked." From the lofty Valley Forge observation tower may be seen the wide-spreading panorama of hills and valleys occupied by the ragged, barefoot troops, who huddled throughout the chilly nights over inadequate camp fires, or whose bloody footprints stained the paths of their patrols. Facsimiles of the log huts occupied by the troops have been erected, the headquarters of Washington have been restored, and guide-marks lead to the ragged outlines of the original trenches dug by the American troops.

In 1903 final steps were taken by the State Legislature to make Valley Forge a State Park.

Valley Forge may be reached by the Philadelphia and Reading Railway, or by automobile, from Philadelphia through the Parkway, starting at City Hall and thence through Fairmount Park to City Line, south on City Line to Lancaster Pike, right turn continuing west and branching north at Wayne.



WASHINGTON'S HEADQUARTERS AT VALLEY FORGE

CENTRAL PHILADELPHIA

CHAPTER II

A SERIES OF DRAWINGS
ILLUSTRATING THE CIVIC,
COMMERCIAL, SOCIAL AND
EDUCATIONAL ACTIVITIES
OF THE CITY

IT is the fault of Philadelphia and Philadelphians, if modesty be a fault, that the rest of America is not more widely acquainted with the outstanding commercial and industrial facts that have made Philadelphia "The Workshop of the World."

This book seeks to make these facts more widely known among men of affairs of the Nation.

Along the Delaware River waterfront of the city proper are the docks and the great ships which come from the seven seas that make Philadelphia the second largest port in America.

On the banks of the Delaware are such great shipbuilding plants as Cramps', the Federal Government's great Navy Yard, at League Island, the New York Shipbuilding Company, on the Jersey shore, and along the edge of its waters sprang up that wonder-work of the world, Hog Island, which sent ships down to the sea on the bosom of the Delaware River to help civilization win the World War.

There are Americans who do not know that the Delaware River is navigable to the greatest ships afloat.

Philadelphia has been backward in but one respect—she has not

been boastful, but, on the other hand, has been too quietly diligent as a throbbing center of industry and commerce.

She has retained the deep impressions left by her Quaker founders. Characteristics which they gave it include simplicity, genuineness, and a quiet way of saying very little, but doing a great deal and doing it well.

In the title of this chapter the word *central* is used with three-fold meaning.

First, the drawings present some of the most significant and interesting buildings, streets and other features of the central section.

Second, they picture the thoroughness with which Philadelphia meets its responsibilities as the center of a broad metropolitan area—its railway terminals and hotels, its stores, banks and business houses, its clubs and amusements, its institutions of art, learning and social service—its complete equipment for all the activities of modern life.

Third, the book seeks to suggest how peculiarly the city is a center for the entire nation.

Influential as Philadelphia has been in generations gone, it is today more dominant than ever. Its commerce is international; its ships visit every sea; its railroads weave the continent together; its factories clothe and feed, entertain, and make shelter for people everywhere.



Those who pass judgment at a venture, and those who take their opinions ready made, have sometimes compared Philadelphia unfavorably with newer, noisier or more outspoken communities. Because Philadelphia has not bothered to refute the comparison, the word has run on from mouth to mouth. Those, however, who have occasion to try the mettle of the city, to seek its patronage, or to contend with it for supremacy, find it far different.

They find it eager for whatever is new and good, able to pay well for what it wants and loyal to that which it accepts. They find it happy, home-loving and hospitable. They find that it works hard, finds time to play and does considerable thinking.



*The Central High School for Boys
One of the 315 Buildings of the Great Public School System*

THE CENTER OF THE CITY

City Hall and Broad Street Station

WILLIAM PENN laid out his "*Faire Greene Country Towne*" with regular, wide streets, crossing at right angles. At the intersection of the two main thoroughfares, then far from the center of the town, now stands the mighty tower which fixes the axis of a great city.

This tower, rising 537 feet and crowned by a statue of the city's founder, is a landmark for miles around.

The City Hall, built entirely of marble, at a cost of \$25,000,-

000, is one of the most extensive public buildings in the country.

The building is in the form of a hollow square with an impressive courtyard within, under which runs the new subway now under construction.

Broad Street Station, the terminal of the Pennsylvania Railroad, is on City Hall square.

Philadelphia is the only one of America's great cities in which the railways are enabled to deliver their passengers at the very center of the hotel, theatre and shopping district.



City Hall Courtyard



A view of City Hall and Broad Street Station in the center of the city

SOUTH BROAD STREET

The Longest Straight Street in the Country

HERE is pictured, as seen from the lofty tower of the City Hall, a portion of one of the most striking civic thoroughfares in America.

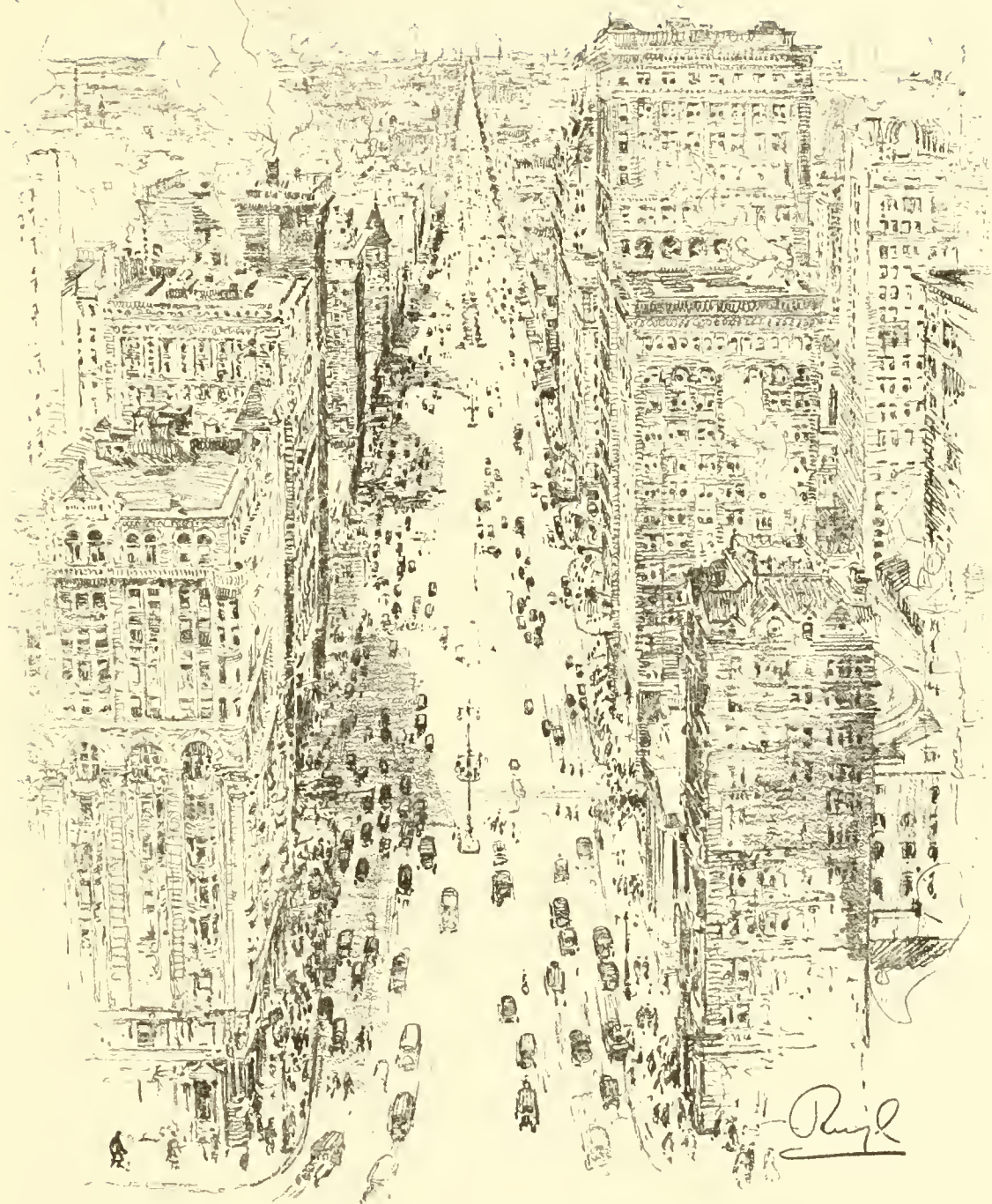
Bordering both sides of the wide boulevard, in the very center of the city, are included within a short distance several famous hotels and clubs, theatres, great banks and fine shops, the Academy of Music, the School of Industrial Art and other institutions important in the *complex and varied life of a metropolis.*

A little farther south are great manufacturing plants, and at the end of the street, five miles beyond, the United States Navy Yard at League Island.

Broad Street is the longest straight main street in the United States, running fourteen miles in a direct line north and south from the City Hall. Wide, well-paved, brightly lighted and free from car tracks, it is at all times swept by a stream of such brilliant and diversified traffic as is to be seen only in a few of the world's greatest cities.



Entrance to City Hall Courtyard



South Broad Street, as viewed from City Hall Tower, 537 feet above the city

NORTH BROAD STREET

The Lincoln Highway Route into the City

FROM City Hall tower the observer sees in the foreground Masonic Temple, a fine example of pure Norman architecture. At the left is the striking building of the United Gas Improvement Company, a unique enterprise which has pioneered the extension of public utility service far beyond the city's borders. Near by, just off Broad Street, is the Young Men's Christian Association. Beyond is the Academy of Fine Arts, then two large armories, and Hahnemann Hospital. Along this stretch is Automobile Row, in which centers the huge trade in pleasure cars and trucks fostered by the wealth and commerce of the city.

A little farther on are the freight yards of the Philadelphia and Reading Railway, and adjoining, the greatest industrial plant in the city, the Baldwin Locomotive Works. A few yards from Broad Street at this point rise the Arabic turrets of Lu Lu Temple.

Still farther out are many institutions such as the Central High Schools, the Widener Memorial Library, Temple University, the Widener Home for Crippled Children, and the William L. Elkins Orphanage.

Five miles from City Hall the Lincoln Highway enters Broad Street from the magnificent new Northeast Boulevard.





A view of North Broad Street from City Hall Tower

A HISTORIC FINANCIAL INSTITUTION

The Girard National Bank

ROBERT MORRIS financed the Revolution; Stephen Girard the War of 1812; E. W. Clark the Mexican War; Jay Cooke the Civil War—Philadelphians all.

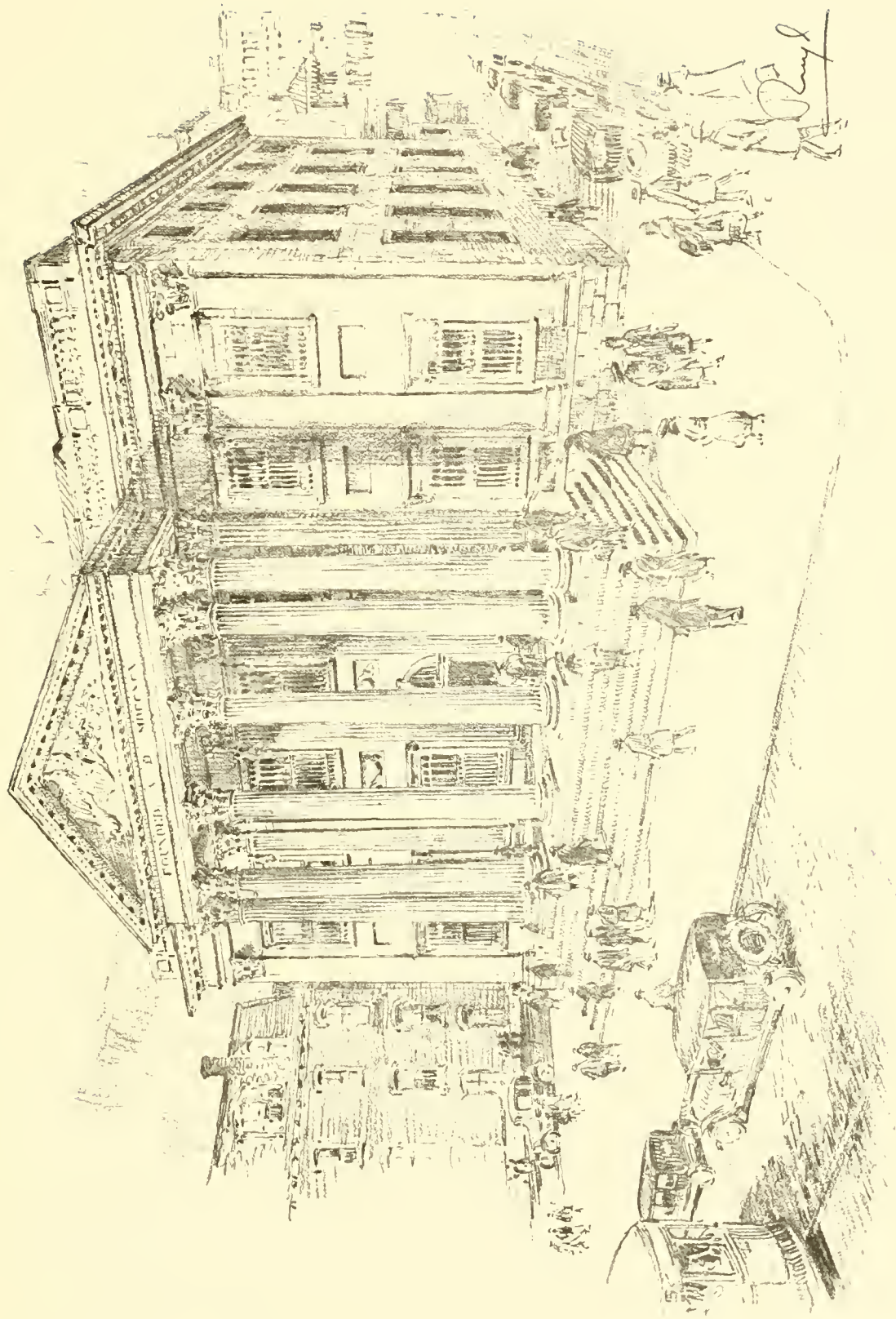
This fine Greek structure, in Third Street below Chestnut, typifies the service which Philadelphia bankers have always rendered to the nation. For it was erected in 1795 to house the first Bank of the United States, established in Philadelphia four years earlier, in the presidency of George Washington. In 1812 the building was taken over as a private bank by Stephen Girard, the eccentric mariner, merchant and philanthropist, who in 1814 lent to a distressed country the sum, tremendous in those times, of \$5,000,000.

The first banking institution of any kind in the new world had been established in Philadelphia in 1780.

Here also came into being the first trust company, the first savings bank, the first building and loan association.

Philadelphia capital has sent its stimulus into the farthest corners of the American continent.

There is hardly a railroad in the building of which Philadelphia financiers had not their share, while from coast to coast there are street railways, inter-urban lines and other public utilities, as well as great industries and mines, which owe their development and their present-day efficiency to Philadelphia courage and Philadelphia capital.



The Girard National Bank. An example of Greek architecture in Third Street below Chestnut—erected 1795

SOUTH FROM PENN SQUARE

The Heart of the Financial District

WITHIN a few hundred feet is here grouped, about the corner of Broad and Chestnut Streets, an extraordinary number of powerful financial institutions.

One of the handsomest banking buildings in the country is that of the Girard Trust Company, in the center. One of the last creations of Stanford White, it reproduces in design a famous Roman bath, and it is set off by towering skyscrapers on all sides.

Philadelphia is America's second city in financial power. It has 100 banks and trust companies, with \$200,000,000 capital and resources well above a billion. What gives it its peculiar strength, however, is the huge volume of trust funds held by these institutions. These funds aggregate more than a billion dollars. They

represent the thrift, sagacity and philanthropy of Philadelphians of generations past. A list of the securities in which they are invested would be, in effect, a roster of the nation's activities, in every State, in every city.

The manufacturer or the merchant seeking capital for the development of a sound enterprise will find in Philadelphia ready ears, keen judgment and ample resources. No industry, public utility or commercial venture deserving of support has ever languished in Philadelphia for lack of funds.

The illustration shows, in addition to the Girard Trust Company, the buildings of the West End Trust Company and the Land Title and Trust Co. On the opposite corner is the Real Estate Trust Company building.



*The Girard Trust Company, Broad and Chestnut Streets
One of the last and most beautiful of the architectural creations of Stanford White*

A CITY OF HOSPITALITY

Philadelphia Is Famous for Its Hotels

THE metropolitan character of a city is often best judged by its hotels. By this standard, as by many others, Philadelphia ranks high among the capitals of the world.

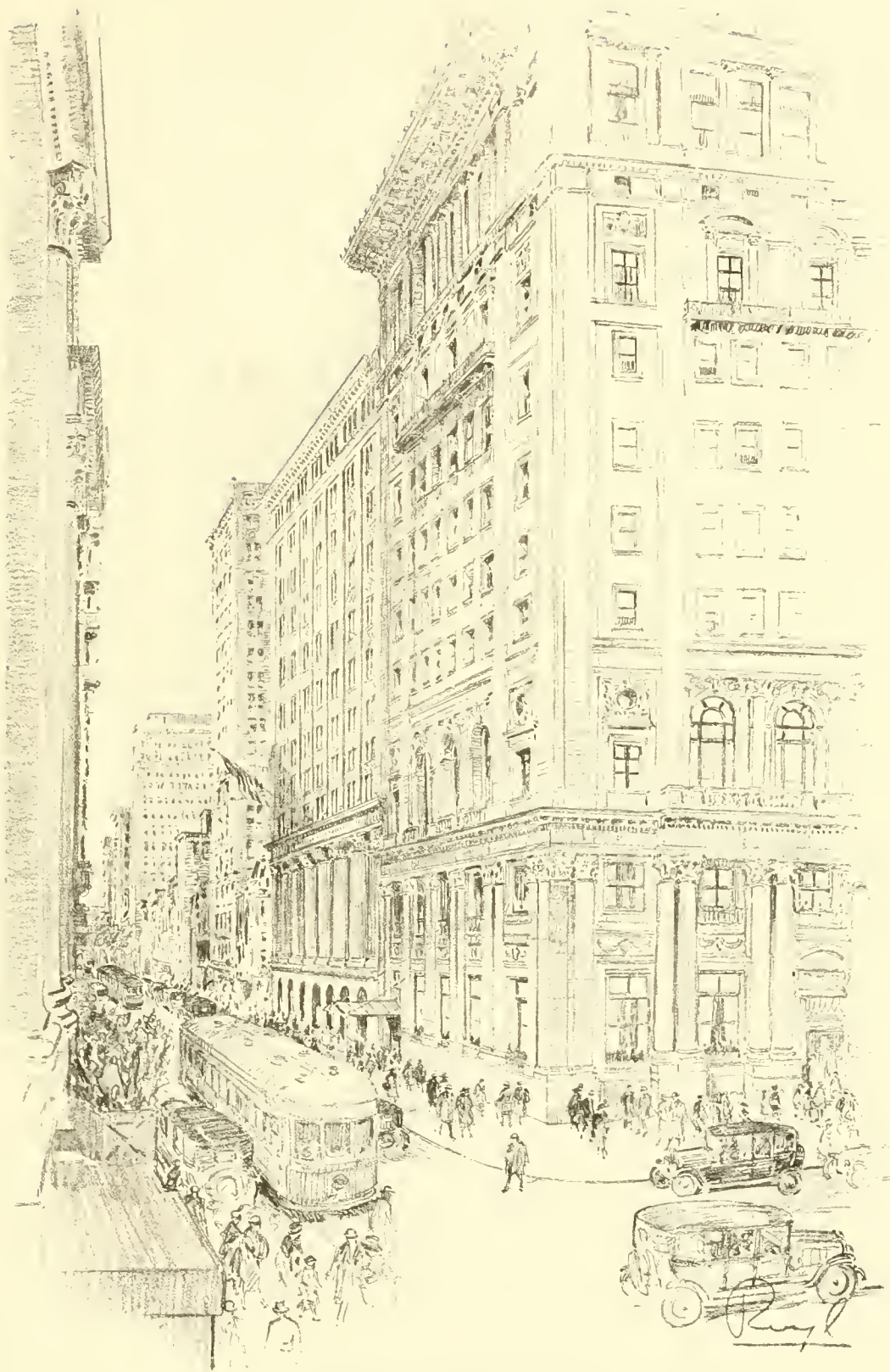
Probably in no large city are the hotels so convenient, alike to the railway stations and to the business, shopping and theatre district.

The visitor finds that he has a wide choice of accommodations, with assurance of complete comfort at reasonable rates.

For the entertainment of conventions, large or small, the city is ideally fitted. The hotels are so numerous and so closely grouped, that even the largest gatherings are readily absorbed, and it has never been the practice of their managements to take advantage of heavy demand to advance prices, as in some convention cities. This condition, combined

with the accessibility of the city itself from the North, West and South, its nearness to great shore resorts and its own facilities for entertainment, attracts annually a large number of the most important national and sectional conventions.

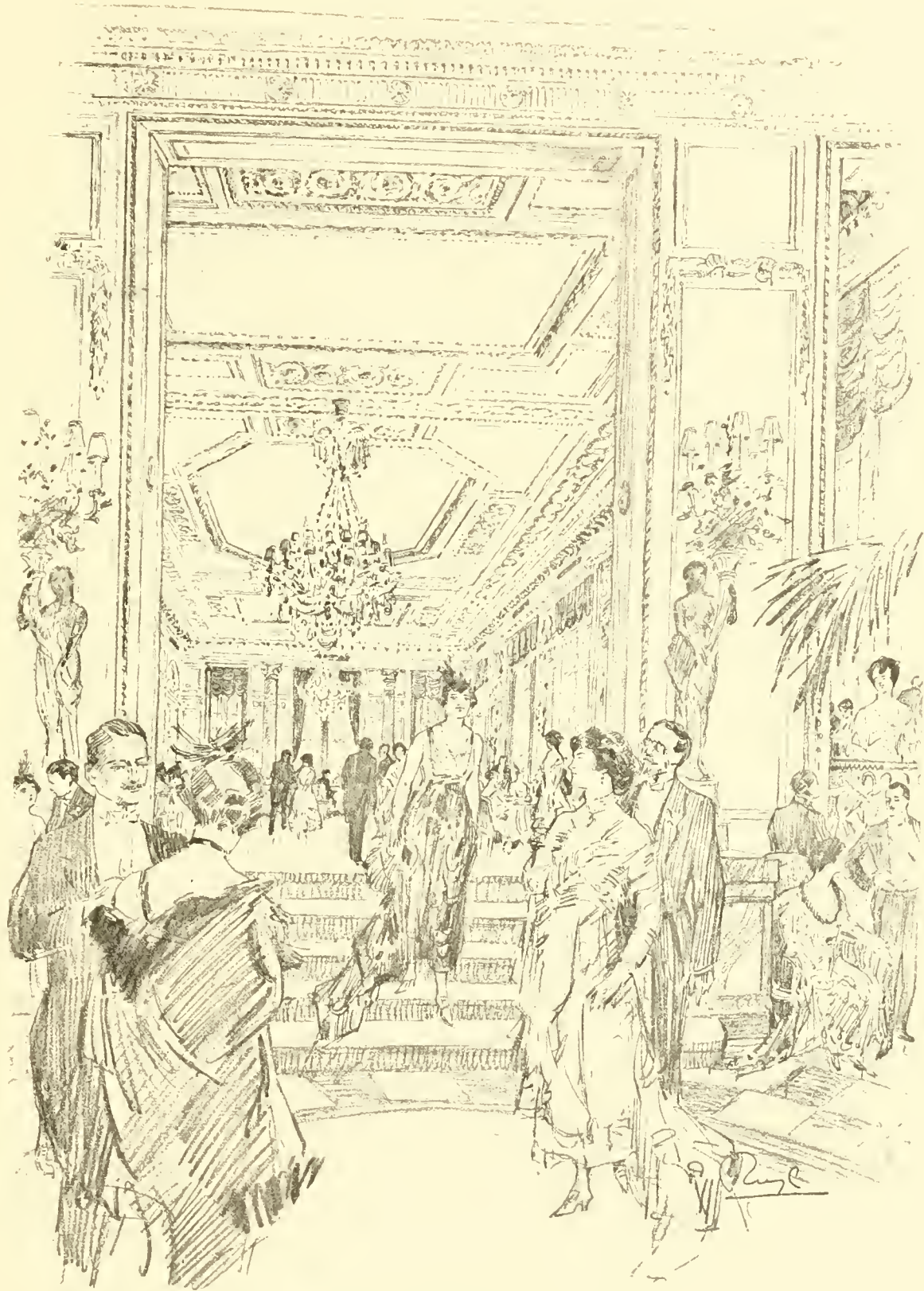
To enlarge upon Philadelphia cookery is needless. It is enough merely to recall a few of those offerings which on menus everywhere are more tempting when prefaced by the word "Philadelphia"—scrapple, oysters, pepperpot, ice cream. With the ocean's finest shell-fish beds at its doors, with the garden States of Maryland and New Jersey near by, and with one of the two most fertile agricultural counties in America but a few miles to the west, Philadelphia draws its food supply from the richest sources in America.



*Walnut Street above Broad
The Philadelphia Stock Exchange and the Manufacturers' Club*



The Dansant in the Gold Room at the Bellevue-Stratford



In the Supper Room at the Ritz-Carlton after the Opera

THE STREET OF MILLIONS

A World-Famous Group of Department Stores

ALONG Market Street stretches, square after square in a solid row, one of the most remarkable groups of department stores in the world. These include John Wanamaker's, N. Snellenburg & Company, Gimbel Brothers, Strawbridge & Clothier, and Lit Brothers.

With a trading population of more than 3,000,000 to supply, these stores have developed the science of retail merchandising to the highest point. American department store methods, in fact, originated in Philadelphia, and Philadelphia still has the largest and most advanced store in the world. *Philadelphia retail practice has always been a criterion for the rest of the country.*

The reason for the exceptional character of these stores is found in the high purchasing power of the district. The per capita sales of goods are exceeded by no other major city.

It is an accepted commercial fact that the Philadelphia demand is for goods of a higher quality and more substantial character. This rich trade deserves and receives a character of service beyond that offered by the stores of other cities.

The manufacturer seeking a market for goods finds not only that the buying ability and intelligence of Philadelphians are unusual, but also that there are ample and expert channels of distribution at his disposal.



The Stores are connected directly with the Subway



A view in perspective, looking west to City Hall, of the notable Department Stores of Philadelphia

ON CHESTNUT STREET

The Widener Building, Wanamaker's and the Hotel Adelpia

PHILADELPHIA business men have found themselves able to carry on operations of great magnitude without climbing scores of stories above the street in towering sky-scrapers.

The many office buildings of the city are modern, well lighted, fire-proof and well appointed.

The Widener Building is one of the newest and most handsome. It stands on Chestnut Street near Broad.

Broad and Chestnut Streets is the heart of central Philadelphia. Chestnut Street is a great mart of retail trade. Tens of thousands of people line its sidewalks every business day, while the noble breadth of Broad Street is constantly the scene of great parades, some of them peculiarly typical of Philadelphia, notably the Mummers' Parade, held on New Year's Day each year.



Arcade in the Widener Building



A view of Chestnut Street, looking east from Broad Street

THE CUSTOM HOUSE

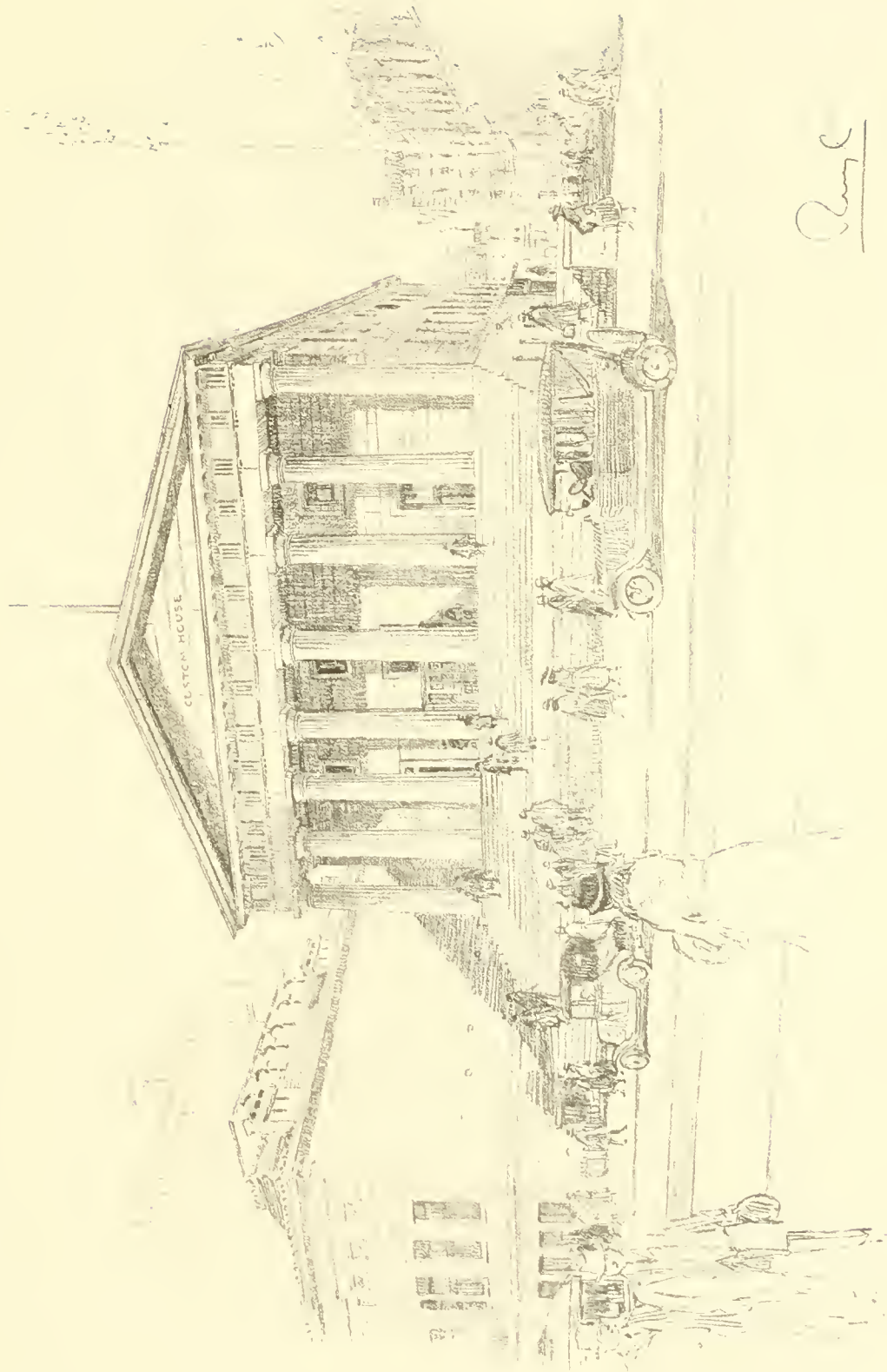
On Chestnut Between Fourth and Fifth Streets

THIS structure, modeled after the Parthenon at Athens, begun in 1819 and completed in 1824, recalls a famous controversy between Nicholas Biddle, president of the Bank of the United States, and Andrew Jackson, then President of the United States. With that tenacity of purpose which has been a characteristic of a famous line of Biddles, the president of the Second Bank of the United States weathered successfully the storms of adversity directed against it by the Jackson administration and came out with flying colors in the face of the fact that the Federal Government virtually withdrew its entire support from the bank as a financial institution.

In 1829 President Jackson, in his first message to Congress, criticised the bank, questioning its constitutionality and reflecting upon its management of the currency. The whole country was aroused by what was deemed to be an unmerited stricture on the administration of the bank by its

president, Nicholas Biddle, and when, in 1832, it was sought to renew the charter, the political pot was at fever heat, both houses of Congress voting for its renewal; but President Jackson vetoed it, precipitating what has since been known in American history as the "bank war." General Jackson was re-elected and at once ordered the removal of all of the government deposits. For four years the bank and Mr. Biddle were exposed to the animosity of partisan warfare, but Mr. Biddle kept the credit of the bank secure through all distress. So much so that Robert T. Conrad, a former Mayor of Philadelphia, in a notice of Nicholas Biddle, wrote :

"On the removal of the deposits and at every subsequent act of hostility, it was exultingly proclaimed that the ruin of the bank was at length accomplished; yet, to the last hour of its chartered existence, it maintained a credit coextensive with the commercial world, and a prosperity that was tested, not shaken, by assaults."



Rayl

*The Custom House
on Chestnut Street between Fourth and Fifth Streets*

A CENTER OF VAST BUSINESS OPERATIONS

The Philadelphia Bourse

IMPORTANT as it is in industry, Philadelphia is also dominant in wholesale commerce.

In the Bourse, a great building similar to the bourses of European countries, and the only one of its kind in America, are centered many commercial organizations and the offices of many importers, wholesalers and manufacturers.

From the city are tapped the rapidly expanding markets of the South, as well as those of Pennsylvania and northern sections.

The Bourse contains great exchanges, where thousands of merchants transact business every

day—the commercial exchange, which conducts the trade in grain, flour and provisions; the maritime exchange, which represents shipping and marine interests, and the grocers and importers exchange, which holds auctions of foods.

Bulletin boards display market quotations from all parts of the world, and direct wires run to every great trading center in America.

In the basement is a permanent exhibit of machinery, tools and engines, representative of the pre-eminence of Philadelphia in the mechanical industries.





The Philadelphia Bourse, in Fifth Street between Chestnut and Market

PENN MUTUAL INSURANCE BUILDING

On Washington and Independence Squares

IT is fitting that one of the most imposing buildings in Philadelphia represents one of the city's oldest and most highly developed fields of business.

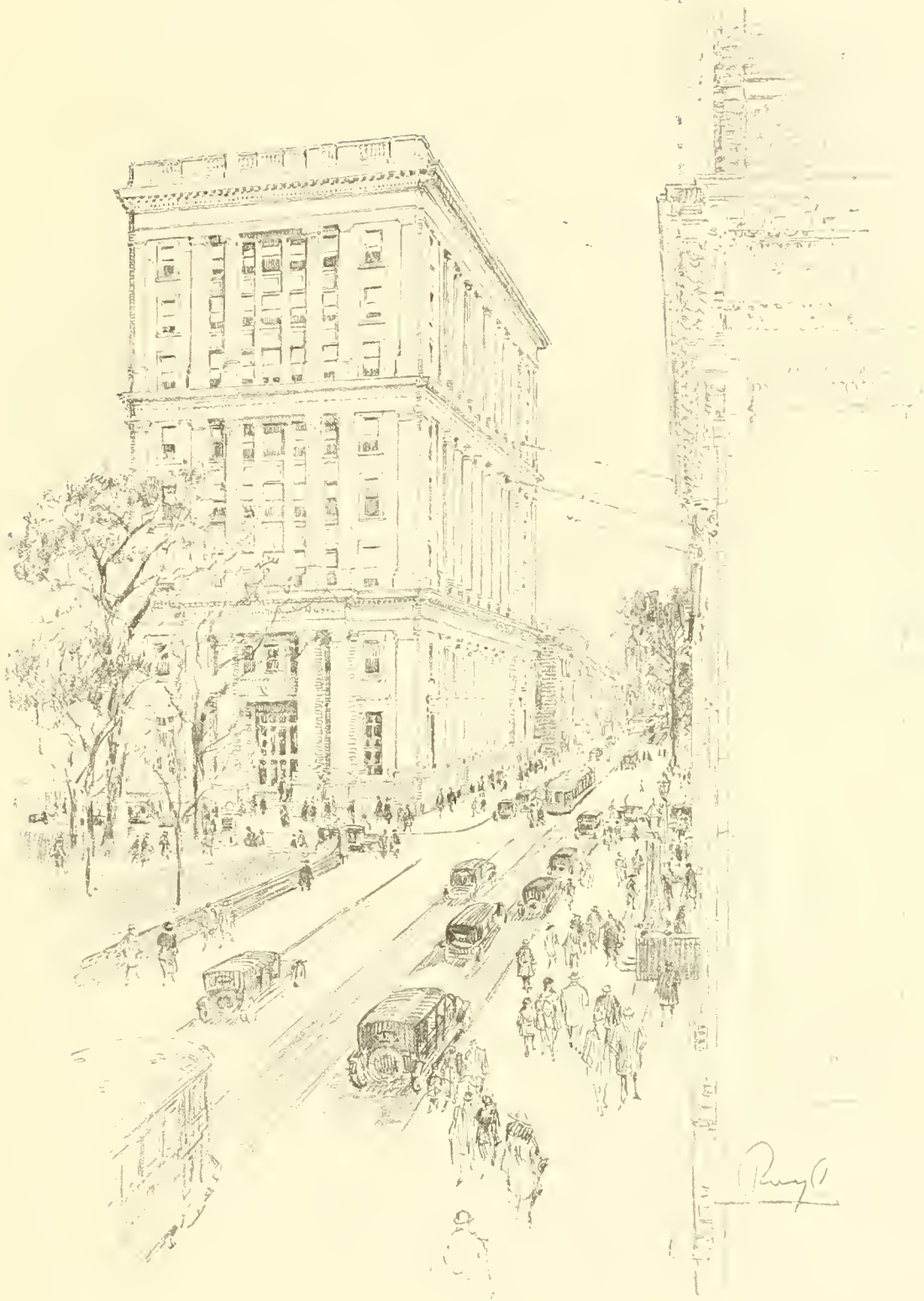
Insurance — provision against the future — early engaged the attention of the thrifty Philadelphians, who pioneered so many movements which have been of enduring value to the whole nation. The first fire insurance company was founded here. Ever since, Philadelphia has been

dominant in insurance activities. Many of the most important insurance methods have been created here, and Philadelphia companies have done much to build up an understanding of the fundamentals of insurance throughout the country.

The life insurance companies whose home offices are in Philadelphia have, today, more than a half billion policyholders and outstanding insurance of a billion and a quarter dollars.



On Walnut Street near Washington Square



Classic building of the Penn Mutual Insurance Company, on Washington and Independence Squares diagonally opposite the great Curtis Publishing Company building

THE UNITED STATES MINT

The Largest and Best Equipped in the World

IF Philadelphia is notable for the acquisition of money, it is equally notable for the production of money.

Two-thirds of all the coins which pass into currency in this country are produced in this building at Seventeenth and Spring Garden Streets.

This is not only the largest and most imposing, but also the best-

equipped coinage plant in the entire world. It was built especially for the manufacture of money and contains the most highly developed modern machinery for that purpose.

Important collections of coins and medals are on display, and the building is open to the public in normal times, although closed during the war.





Plans

Building of the United States Mint, at 17th and Spring Garden Streets, Philadelphia, the largest and best equipped in the world

THE ACADEMY OF FINE ARTS

The Foremost Art School of America

SOME one has said that more great ideas had their beginnings in Philadelphia than in any other American city. That is true, but the corollary to it is sometimes overlooked—that in carrying forward most of these ideas, Philadelphia still holds her original lead.

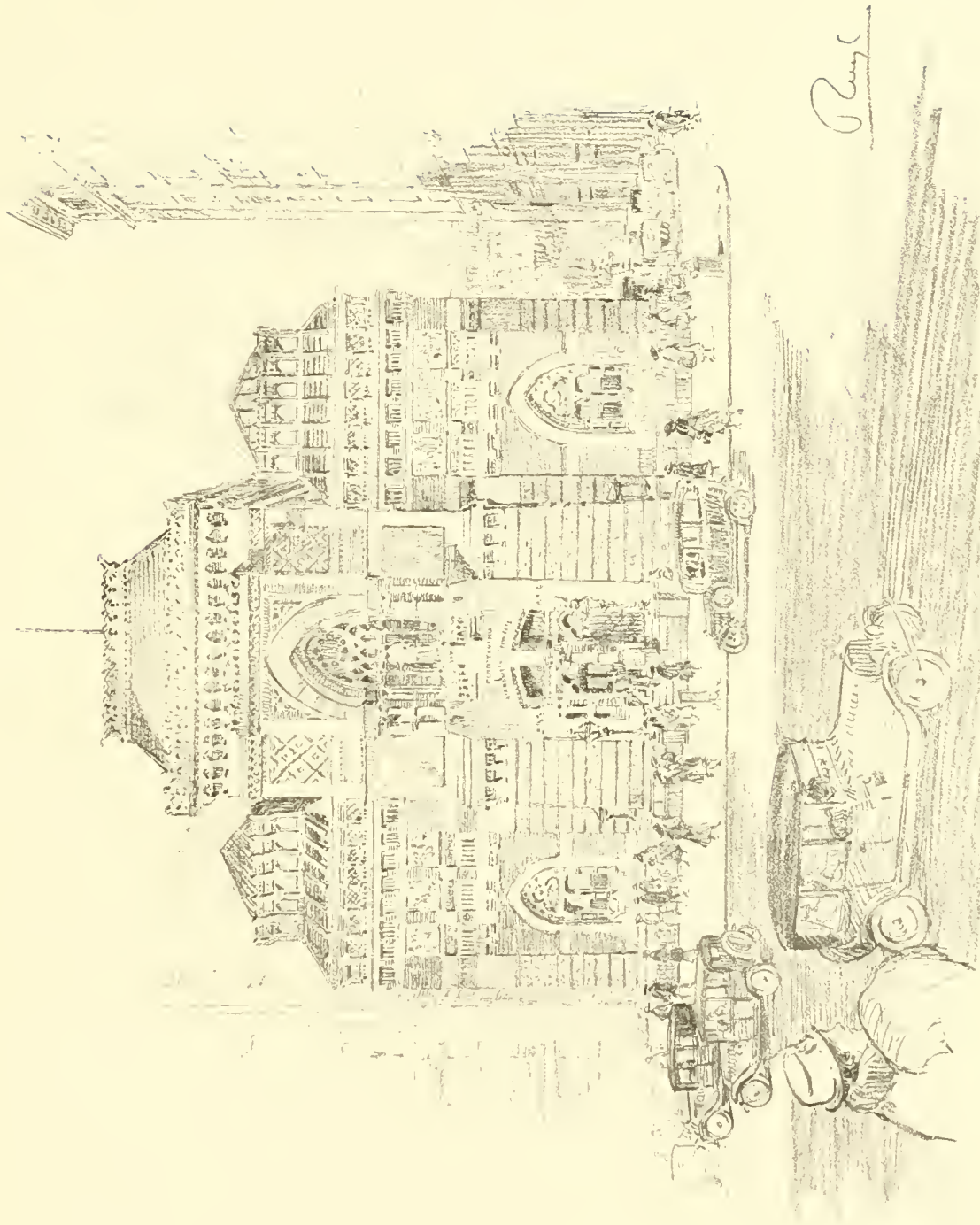
This peculiarly applies to the field of art. The Pennsylvania Academy of Fine Arts was founded more than a century ago. *It is the oldest institution devoted to the arts in the United States, and today, as always, it is still the finest art school.* Its classes in drawing, painting and sculpture, conducted by the most notable

instructors in the country, have produced and are still producing a high percentage of the best American artists.

Its galleries contain works of many of the great masters, important sculpture, a vast number of valuable prints and a collection of portraits of American heroes, including many by Gilbert Stuart.

The annual exhibition of the Academy is regarded by artists everywhere as one of the most important events of the year, and many of them make it a practice to send their best work to be shown in Philadelphia before going to other cities.





Philadelphia's Academy of Fine Arts, America's leading art school

PHILADELPHIA'S ACADEMY OF MUSIC

THE corner stone was laid in July, 1855, and the completed building was opened January 26, 1857. It was planned to open this temple of music on January 20th, but a severe snow storm blocked the streets and made traffic impossible.

The first event was a grand concert ball, followed by five nights of promenade concerts.

The first opera presented in the Academy was Verdi's "Trovatore," by Maratzek's Opera Company, direct from Havana.

At the time of its erection, the Academy of Music attracted widespread notice, because of its size, seating 3000 people, its large stage, 51 feet wide by 73 feet deep, its Italian Byzantine architecture, its commodious entrance, and its unusual foyer, 73 feet long, 27 feet wide, 18 feet high, with 13-foot stairways at each end, leading to the balcony.

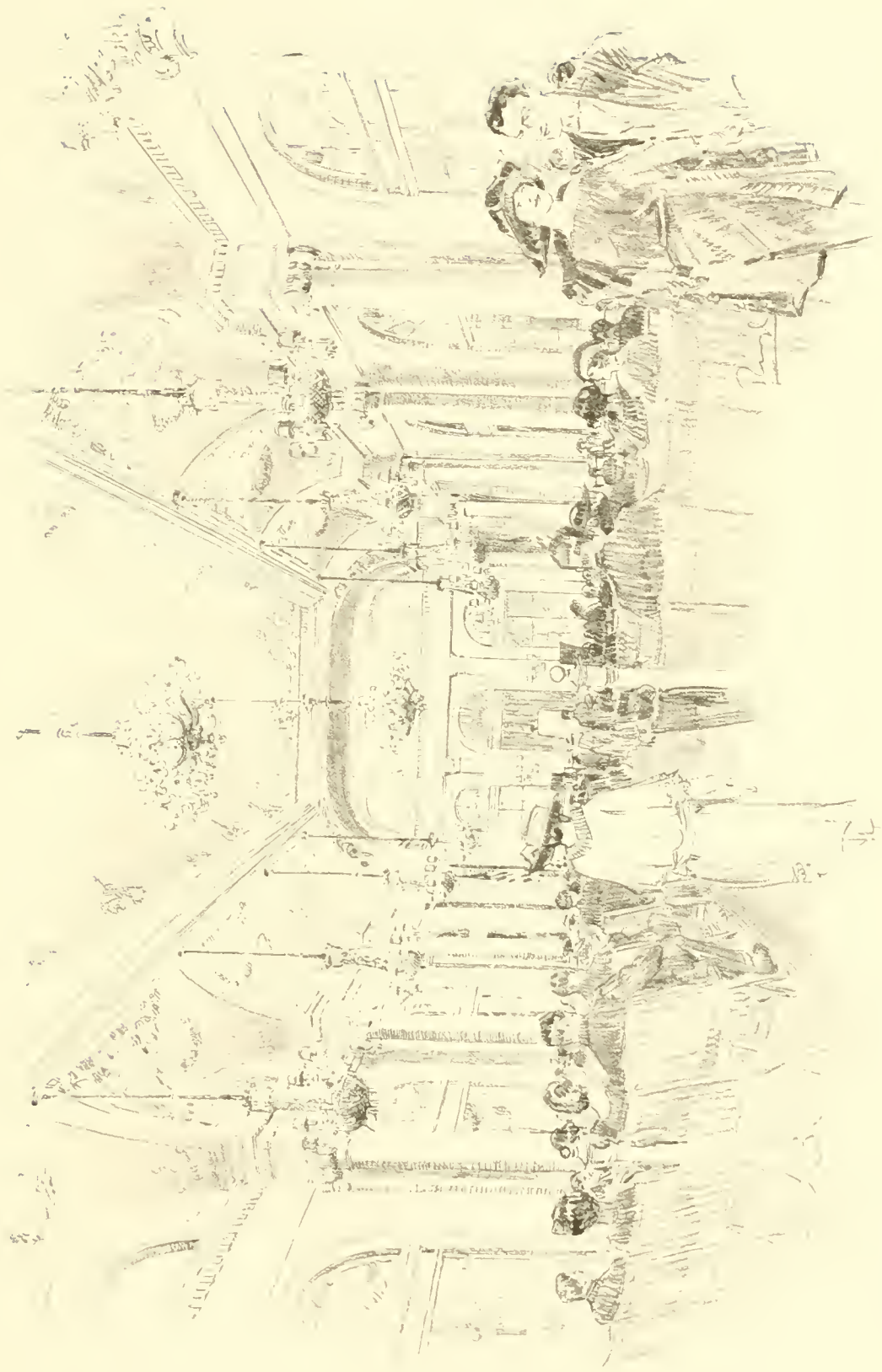
"Faust" was first presented in the Academy of Music in 1872, "Notre Dame of Paris" in 1876, while Adaline Patti sang in the "Barber of Seville" in this build-

ing in 1860. It would be impossible to enumerate all of the operatic stars who have delighted Philadelphia audiences in this magnificent building.

During the Civil War the Academy was the scene of many notable gatherings. On October 23, 1865, a fair was held for the benefit of the Soldiers and Sailors Home. General Grant, General Meade, Admiral Farragut, and Bishop Simpson were prominent in the exercises. The fair closed November 4th, with net proceeds of \$88,354.60.

On Washington's Birthday Anniversary, 1873, the Academy was used to hold the first meeting of the committee planning the Centennial, Senator Cameron presiding. At this meeting, \$1,784,320 was reported pledged toward the project, which a Federal appropriation of a million within a few months made a certainty.

The Academy of Music is at present the home of the Philadelphia Orchestra and the scene of all Philadelphia's grand opera activities.



*An Impressionistic Sketch of the Foyer of the Academy of Music
The home of grand opera and of The Philadelphia Orchestra*

THE FRANKLIN INSTITUTE

A National Influence in Scientific Progress

FOR close upon a century the Franklin Institute has wielded an influence upon the progress of science which has been felt throughout the world. Founded in 1828 for the promotion of the mechanical arts, the society has had 15,000 students, many of whom have risen to eminence in the professions for which it has trained them, and has been the model for many similar institutions in other cities.

It conducts free courses of lectures by scientific authorities, publishes an important journal and maintains a special library of great value.

The society has given to the nation much significant service, as

in the perfection of meteorological observation, in testing structural and mechanical materials for the Government, and in determining the proportions of screw threads adopted as the United States standard.

There are many other efficient schools for vocational education. The School of Industrial Art teaches the arts as applied to handicraft, and includes a textile school which gives thorough training in all branches of textile manufacture, supporting the long-continued dominance of Philadelphia in that industry.

Drexel Institute offers practical courses in engineering, secretarial work and domestic science.



Building of the Franklin Institute, which body has wielded a national influence in scientific progress

MASONIC TEMPLE

The Home of the Oldest Grand Lodge in America

THE first Masonic Grand Lodge in America, and the third in the entire world, was instituted in Philadelphia in 1731.

This Grand Lodge, which has had a distinguished history, is today housed in one of the most magnificent of all Masonic temples. The exterior of the massive building at Broad and Filbert Streets is of pure Norman architecture. More than half a million dollars has been expended upon the interior. Among the many rooms are seven great halls, each decorated lavishly in the style of a different period—Corinthian, Renaissance, Ionic, Egyptian, Norman, Oriental and Gothic.

Throughout the building are valuable carvings, sculpture, and mural paintings, and many portraits of distinguished Pennsylvania Masons, among them George Washington, Marquis de La Fayette, who was an honorary member of the Grand Lodge of Pennsylvania, and Benjamin Franklin, who was a Grand Master.

The museum of Masonic lore is the most complete in the world. It includes priceless jewels and other insignia from every country, and many rare exhibits, such as the original apron used by George Washington as Master, and worn by him in 1793 when he laid the corner stone of the Capitol at Washington.



Egyptian Room



*Building of the Masonic Temple, in which is housed the first Grand Lodge in America
and the third in the entire world*

THE STREET OF LITTLE CLUBS

A Picturesque Byway

AMONG those who cherish the quaintness which most American cities lack, Camac Street is widely known.

Here in a narrow side street, just off the broad thoroughfares where the traffic roars, is a quiet cluster of some of the most attractive small club houses in America.

Philadelphia has its great social and business organizations, with quarters equal in grandeur and comfort to those of other cities, but it is most proud, perhaps, of its little clubs of artists, writers, and similar groups of the people

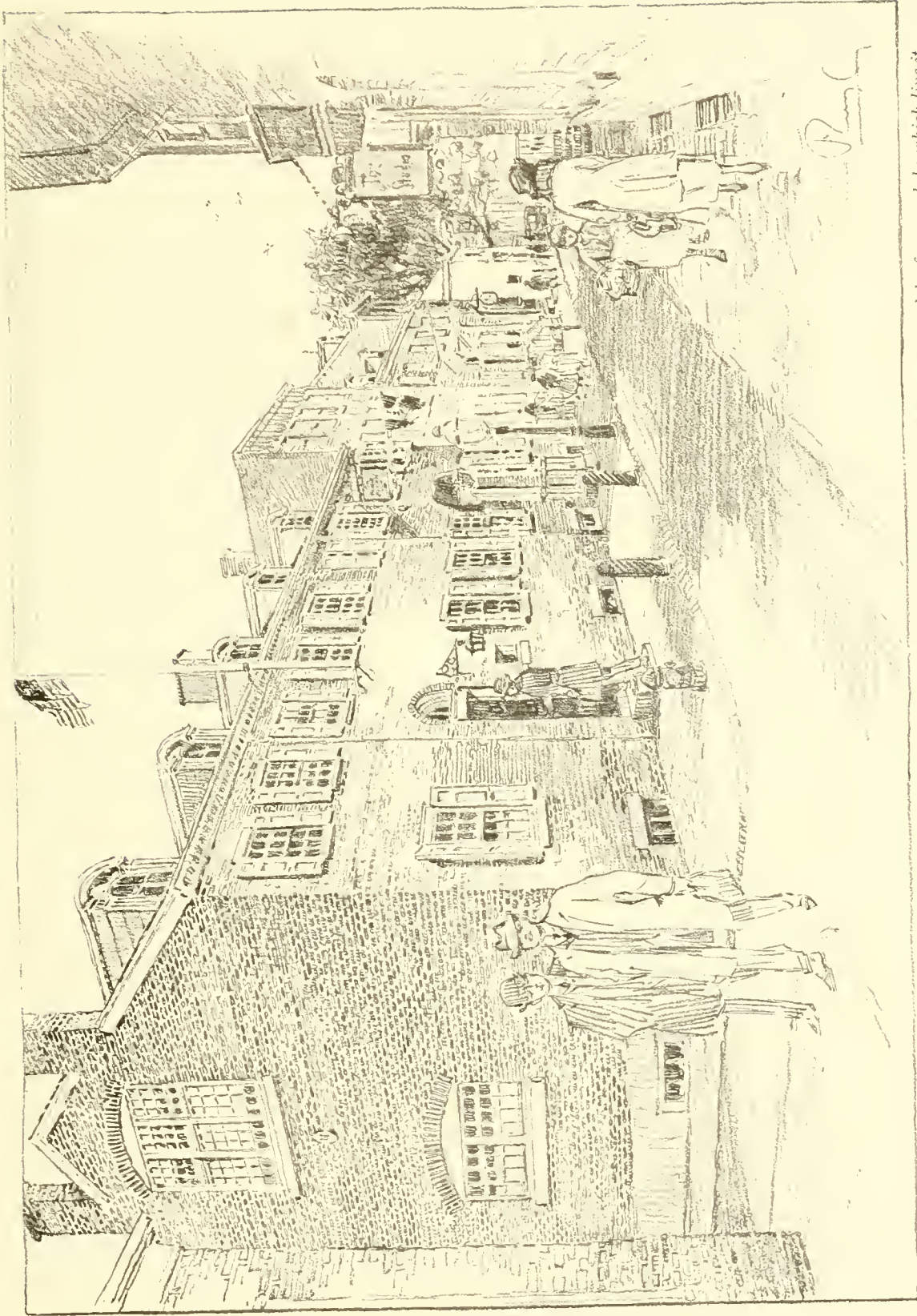
who conspire to make life in Philadelphia interesting and inspiring, as well as industrious.

The very names of these clubs are suggestive of their charm—Le Coin D'Or, The Stragglers, The Sketch Club, The Plastic Club, The Poor Richard Club, The Franklin Inn, The Meridian Club, the Princeton Club.

The visitor to Philadelphia who is so fortunate as to be invited into any of these characteristic gathering places will find the interiors as well worth while as the picturesque exteriors.



The Franklin Inn Club



A scene thoroughly typical of Philadelphia. Canace Street, a little byway with a world-wide reputation because of the famous clubs which line it

THE CURTIS BUILDING

The Home of Three of America's Greatest Publications

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

IT is unquestionably the most notable publishing house in existence. It occupies the whole block between Sixth and Seventh and Walnut and Sansom Streets, and it faces on Independence Square, where stands Independence Hall and other buildings famed as Revolutionary landmarks.

On the Walnut Street side it is flanked by Washington Square; thus two sides of this wonderful building face public parks. Visitors from all over America who come to Philadelphia to see its almost illimitable number of historical buildings and industrial structures include the Curtis Building in their itinerary, not alone for its classic exterior, but because of its beautiful interior.

Mr. Curtis procured the site for this new building only after

a great deal of thought, and approved the plans for its construction only after the widest personal research work. In its planning, while he made every provision for it as a great manufacturing plant which turns out millions of copies of his different publications weekly, he was certain that he could provide a beautiful, a healthful, and a beneficial place for the thousands of men and women who participate in the production of these publications in all departments.

Rest rooms, recreation rooms, lunching rooms, and, to supplement all these, a wonderful country club for his employees have been provided. All of these were visioned long before the first spadeful of earth was turned to put down the foundations of the great Curtis Building.



THE CURTIS BUILDING

The most notable publishing house in the world, facing on Independence Square, which is occupied by one of America's shrines of liberty—the old State House

THE PRESENT HOME OF THE PUBLIC LEDGER

THE Public Ledger occupies the oldest newspaper building in the United States and was the first building ever devoted exclusively to the publication of a newspaper.

On Friday, March 25, 1836, at 38 and 39 Arcade (615-619 Chestnut Street), the first issue of The Public Ledger appeared. It was published by Swain, Abell & Simmons, printed on a hand press, a sheet 15½ inches x 21½ inches, four columns to the page, and sold for six cents per week. The first issue bore, under the heading "Policy," this statement to the public: "The Ledger will worship no man and be devoted to no parties. The common good is its object. This paper will be published for at least one year."

The first rotary press ever built was used. It was a four-cylinder press, invented by Richard M. Hoe and ordered by Mr. Swain before the details were perfected.

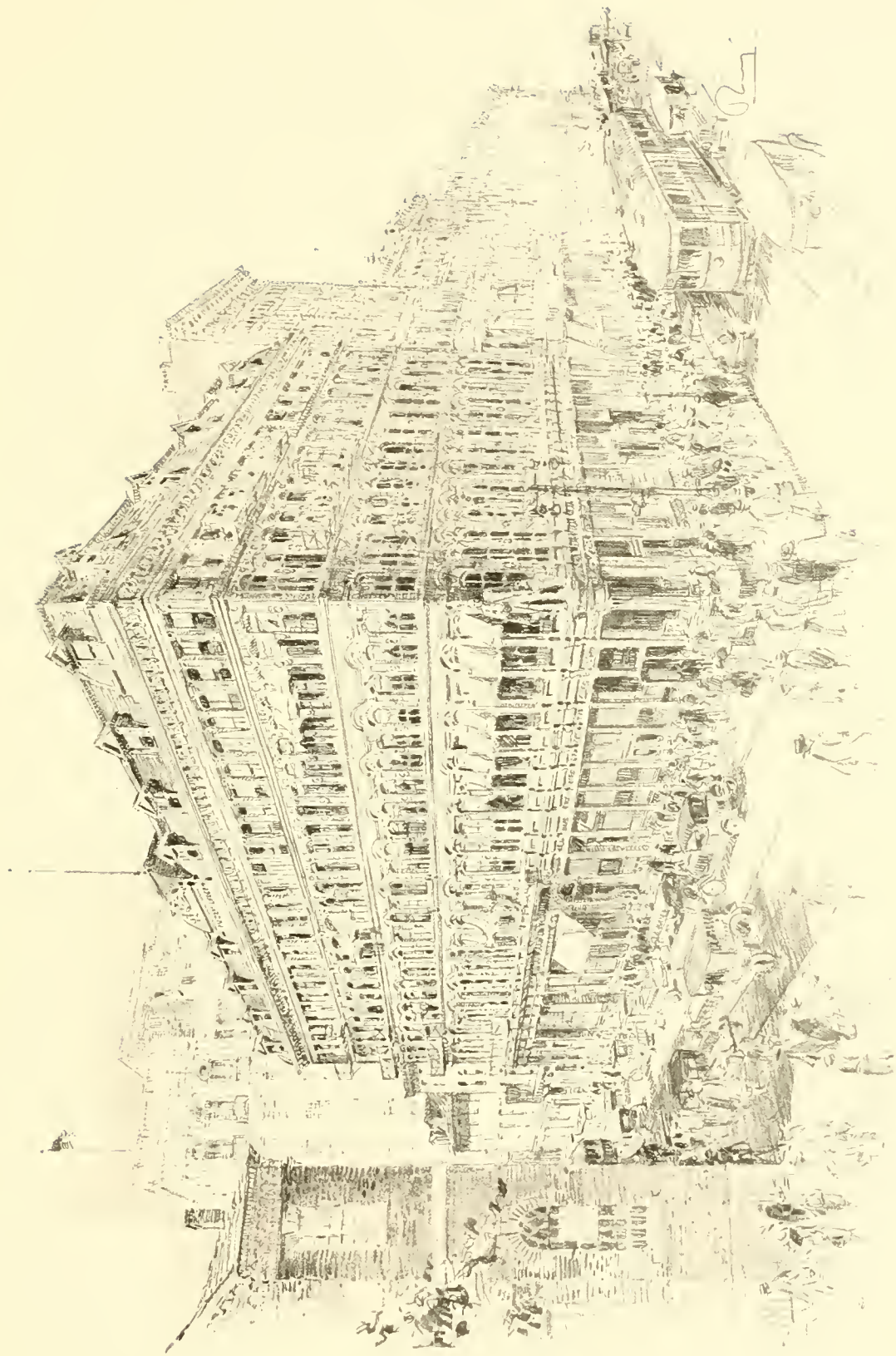
Hard pressed during the Civil War by the paper shortage, The Ledger lost money, and was sold to Mr. George W. Childs

in December, 1864. Mr. Childs increased the price of the paper to ten cents per week and advanced the advertising rates. This policy caused a temporary loss of circulation and advertising revenue, but was basically sound, and soon the steady growth of The Ledger made necessary the building of a new publication office.

The erection of this new building was completed June 20, 1867. At the time of its erection the palatial brownstone structure was the finest and most complete printing establishment in Philadelphia. Five stories in height, occupying 84 feet on Chestnut Street, 165 feet on Sixth Street, the building attracted widespread interest and comment.

The ten-cylinder presses were started by Charles Dickens, who was glad to oblige his friend, George W. Childs, by this act.

Soon the present Public Ledger building will be replaced by a far more commodious building, the completion of which is contemplated by 1926.



*The Old Public Ledger Building
The first structure in America devoted exclusively to the publication of a newspaper*

NEW HOME OF THE PUBLIC LEDGER

Being Erected at Independence Square and Chestnut Street

ACTUAL construction has started for the finest newspaper building in the United States, as the home of the Public Ledger (Morning, Evening, and Sunday editions), next to the great plant of the Curtis Publishing Company.

It will occupy an entire square, and will be of brick and marble construction, ten stories in height. In architectural character, it will harmonize with the Curtis Building, as well as with the colonial lines of historic Independence Hall across the street. At the front entrance on Chestnut Street will be a portico of monolithic marble columns.

The first unit of this building, which will be devoted to manufacturing, will cost approximately \$1,000,000, and the great battery

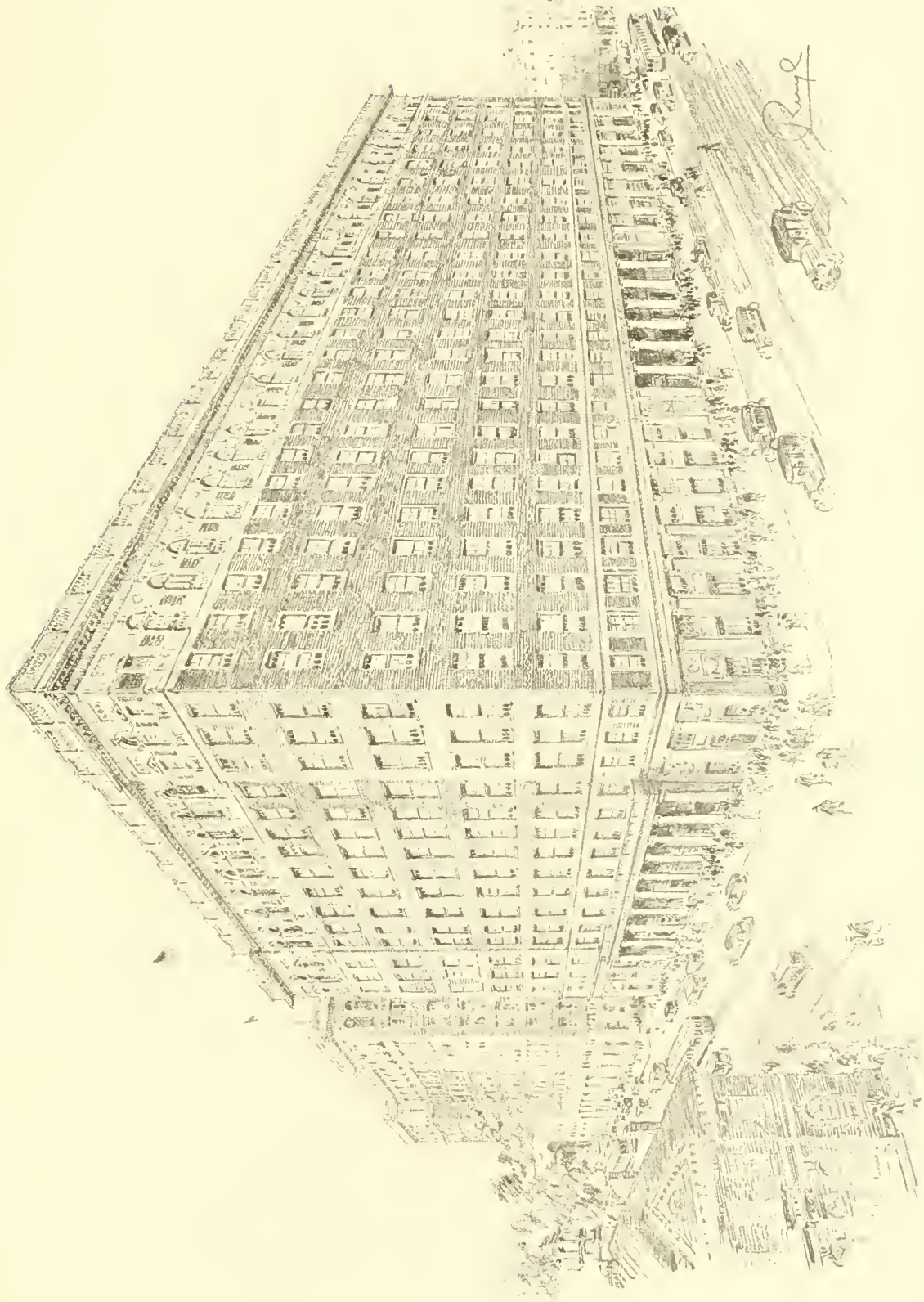
of twelve presses have cost another \$1,000,000.

This is the largest single order ever given for printing presses since the art of printing first was discovered.

They, of course, will represent the most recent accomplishment in the perfection of printing presses and will be augmented by a twenty-cylinder multi-color press, the output of which will be approximately 20,000 papers an hour.

If all of the thirty-six units of the new presses were to operate continuously for an hour they could turn out 960,000 papers of twelve pages and as many as 240,000 papers of forty-eight pages an hour.

The intervening floors will be occupied by the editorial offices and other facilities of the Public Ledger and by tenants.



The new home of the Public Ledger at Sixth and Chestnut Streets as it will appear when completed. Construction already has been started on one of its units. Immediately in the background is shown the Curtis Building. The two buildings are of similar architecture. Between them they occupy two full city squares.

THE PHILADELPHIA CHAMBER OF COMMERCE

Located at Twelfth and Walnut Streets

THE Philadelphia Chamber of Commerce, with a membership of more than 6000, is one of the largest organizations of its kind in America.

It is working continually for the progress and development of commercial and industrial Philadelphia, not neglecting any of those broad civic undertakings which add to the welfare of its citizens in the present and anticipate the well-being of those of the future.

Both the civic work and the individual effort are performed through a corps of officers, all men of prominence in Philadelphia, through seven bureaus, each with a trained force of men who are specialists in their lines, and through twenty-nine committees. The latter cover virtually every ramification of the city's life. These committees comprise men who have long studied the particular problems that fall within their scope.

The breadth of its work is shown by some of the tasks it has performed, such as the betterment of industrial relationships,

development of the port, advancement of the Sesqui-Centennial Exposition project, improvement of traffic conditions, the development of better streets, better water supply, better policing, and better transit, and carrying on Americanization work.

In the new home of the Chamber of Commerce, at Twelfth and Walnut Streets, meeting and reading rooms are at the disposal of members.

The following committees all are at work for Philadelphia:

Advisory, Agricultural, Americanization, Arbitration, Aviation, Banking and Currency, Charities and Welfare, Conventions and Exhibitions, Delaware River Bridge, Educational, Entertainment, Executive, Finance, Fire, Foreign Trade, Good Roads, Harbor and Navigation, Industrial Relations Committee, Legislation, Membership, Merchant Marine, Municipal Affairs, Publicity, Public Utilities, Retail Merchants, Taxation and Postal Affairs, Trade Expansion, Traffic and Transportation.

METROPOLITAN AND INDUSTRIAL PHILADELPHIA

CHAPTER III

THE RESIDENTIAL DISTRICTS, PARKS, TRANSPORTATION FACILITIES, RECREATION GROUNDS, AND INSTITUTIONS WHICH MAKE UP THE MOST NOTABLE SUBURBAN AREA IN THE UNITED STATES

WHEN all is said, a community is a place in which to live, and its greatness must be measured by the opportunities which it gives to its residents for living comfortably, economically and *completely*. By such a standard, the metropolitan area of which Philadelphia is the center is without an equal.



In natural beauty, in residential development, in transportation facilities and convenience, in the number and variety of progressive institutions, the Philadelphia district is unique.

The city itself is of great extent, occupying a territory that stretches twenty-three miles along the Delaware, and seven miles in depth. Two majestic rivers wind through and past it, with many lovely tributary streams. Lying about it almost in a circle is a sweep of glorious country rising gradually westward toward the mountains.

Within this suburban territory are more than 2,000,000 people, and within forty miles of the City Hall there are more than 3,000,000. Virtually every family in the district, including those in the city itself, lives in a separate house, and a great percentage of these families own their homes. *Tenements and*

METROPOLITAN AND INDUSTRIAL

flats have never invaded the "city of homes" successfully, while slums are almost unknown.



The suburbs are the most famous in the United States, the envy of all other cities. One may ride through village after village and see row upon row of quiet, shady streets, with modern houses each with its generous plot of ground. There is no crowding, no ugliness, no distortion. Whatever their income, the people who live in and about Philadelphia live normal lives in attractive surroundings.

Throughout the district, too, are hundreds of fine country homes and estates of great magnificence, built by the long-established wealth of Philadelphians.

Excellent highways, many of them of historic origin, radiate in all directions and afford quick and pleasant access by automobile to every part of the district without the tedious detours necessary in the outskirts of so many large cities. *Several railways and interurban systems give to the city*

and its suburbs rapid and convenient commutation in all directions.



The earliest traditions of William Penn and Benjamin Franklin still cling to the district and find expression in a multitude of institutions for the advancement of the public well-being.

Many colleges and schools of national importance, museums, charitable and scientific organizations are found within a few miles of the city in which were first proclaimed the doctrines of liberty, tolerance and the right of every American to culture as well as comfort.

Philadelphia has always spent money freely upon education, science and the arts, and has made the benefits available not to the fortunate few, but to the entire population.



The city has been equally generous in providing recreation and the means for maintaining the well-being of the people. Within the city limits is Fairmount Park, *the largest city park in America*, and one which is

METROPOLITAN AND INDUSTRIAL

undoubtedly used with less sense of restraint and by more persons than any park in the world. Sports flourish throughout the entire district. The rivers in summer are always dotted with pleasure craft of all descriptions. There are dozens of beautiful country clubs, and the finest public golf course in America. Upon the courts and grounds about the city are played important matches at tennis, cricket, polo, golf, and football. The universities offer a constant program of athletic events, while the records of Philadelphia's two major league clubs in the national game requires no mention.



For every class of the population there is ample opportunity to live comfortably, to find profitable employment, congenial recreation and education at the least cost.

This is the secret of Philadelphia's possession of the greatest body of highly paid skilled labor ever gathered into one community. With a highly developed industrial city at its core, and some of the most fertile agricultural land in America at its outer

fringes, the Philadelphia metropolitan district represents the highest ideal obtainable in modern community life.

To the prospective resident it promises freedom from the congestion and inconvenience of other large cities, and at the same time the enjoyment of all the advantages of a great metropolis.

To the person seeking education it opens the doors of a score of universities, libraries, museums and other institutions of the first rank.

For the visitor it has a rich store of historic associations and every provision for recreation and amusement, and it is the gateway to the nation's greatest shore resort, Atlantic City.

To the business man seeking a market for his goods it presents untold opportunity.

In the pages which follow are pictured a few of the many buildings and scenes in and about Philadelphia which the visitor will be interested to see, and which indicate the success with which the city has fulfilled the ambition of its founder—"to build a town which will always be wholesome."

THE WATERFRONT AND ITS DOCKS

Philadelphia is an Important Seaport

FIFTY-FIVE miles from the ocean on the Delaware River, Philadelphia is the only fresh water port on the Atlantic Coast. It has a 35-foot channel to the sea, and millions of dollars have been expended in recent years in improving the harbor.

Steamships clear from Philadelphia to all the major ports of the globe.

There are more than 30 miles of improved water front and more than 250 wharves and docks. A belt line railway, operated jointly by three trunk line railroads, and well-equipped marine terminals afford prompt and economical

means of handling the huge volume of commerce, which amounts to more than a billion dollars annually.

With extraordinary deposits of iron and coal near by, with ample rail facilities, and with deep water transportation at their doors, *Philadelphia manufacturers are in strategic position to challenge the world's best competition*—and they do so successfully.

The new Southwark Piers are the first completed steps in a vast project of development which will call for an expenditure of \$20,000,000 and which will raise Philadelphia to still higher rank in international trade.





Chapin

One of the Great Docks on Philadelphia's River Front
Typical of scores of others that line the river's edge

DELAWARE RIVER BRIDGE

THE culmination of many years of effort became reality when, on January 6, 1922, the Governors of Pennsylvania and New Jersey, the Mayors of Philadelphia and Camden, together with thousands of residents of both States and cities, gathered at the edge of the Delaware River, between Race and Vine Streets, actually to break ground for the DELAWARE RIVER BRIDGE.

This largest of all suspension bridges will be completed, it is contemplated, in July of the Sesqui-Centennial Year, 1926.

The estimated cost of the bridge is \$28,871,000, exclusive of property damages and cost of widening approaches, which are approximately another \$7,000,000.

It will directly connect Franklin Square, in Philadelphia, with Pearl Street, in Camden, providing the long-needed facilities for rapid and convenient vehicular transportation between the two cities.

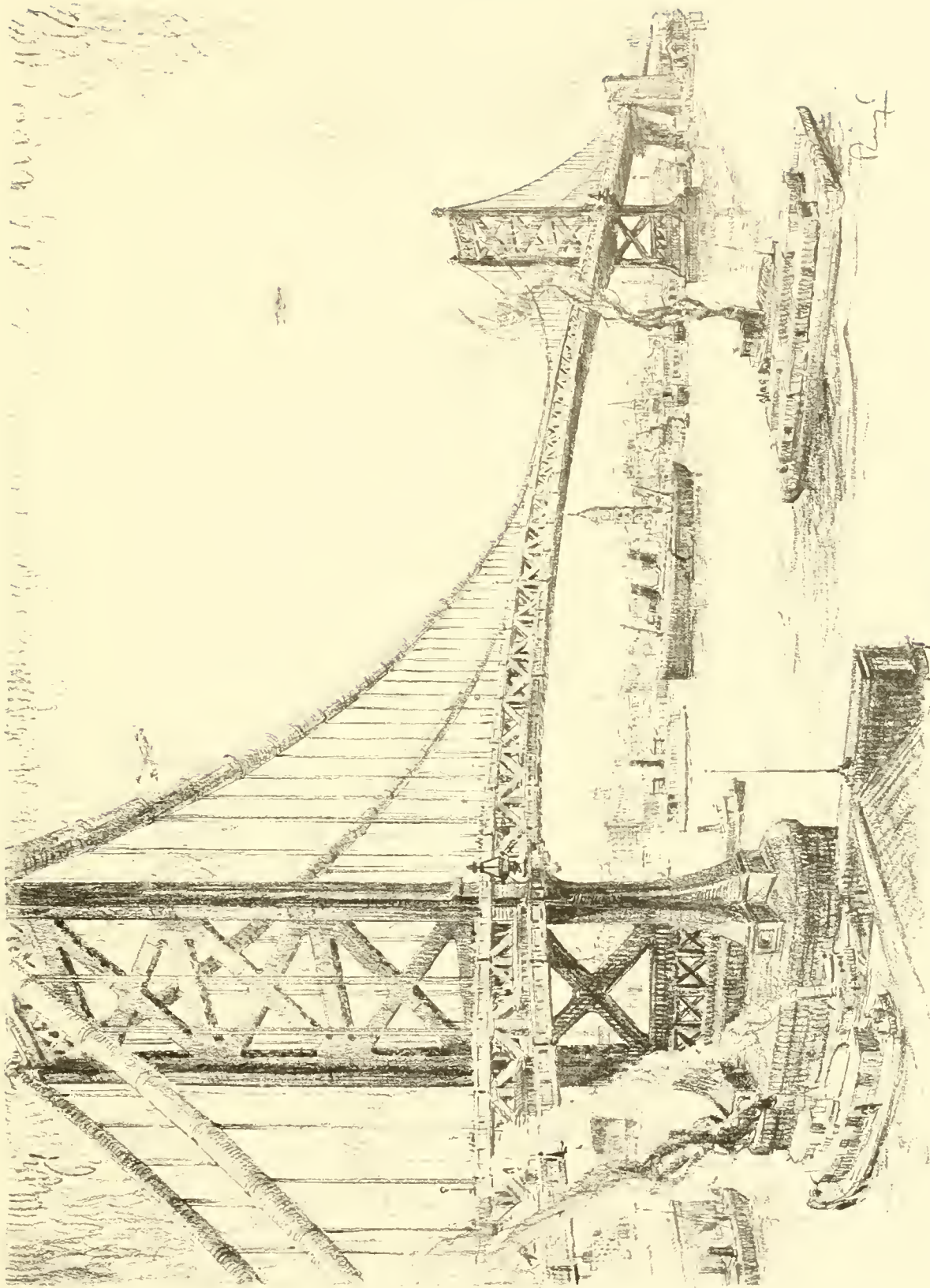
The extreme width of the bridge is 125 feet 6 inches, providing space for six lines of vehicular

traffic and four car lines. Two ten-foot walks are provided for pedestrians.

The main span of the bridge is 1750 feet between towers. The Williamsburg Bridge has a span of 1600 feet, the Brooklyn Bridge a span of 1596 feet; therefore, the Delaware River Bridge surpasses by 150 feet the longest suspension bridge in the world.

The clearance above high tide level is 135 feet for the central 800 feet of the span, permitting any vessel now in the United States Navy to pass under the bridge.

The span will be suspended on the two-cable design, using cables of thirty-inch diameter. Each cable will contain 16,500 wires, 192 inches in diameter, made up in sixty-one strands, bound together and wrapped with serving wire, and fastened at every twenty and one-half feet with a cast-steel saddle, over which four galvanized wire ropes, 25 inches in diameter each, will be hung to carry the mammoth suspended structure and its traffic burdens.



Right

The Delaware River Bridge. The longest suspension bridge in the world. As it will appear when finished.

THE ELEVATED AND THE FERRIES

Philadelphia Has Exceptional Transportation Facilities

NO small part of the fame of the Philadelphia metropolitan district is due to its transportation facilities.

There is no other large city whose suburbs are brought so close, and whose workers reach their homes so quickly and easily.

The several railways, with stations at the very center of the city, maintain rapid and frequent suburban services, one of them electrified.

High speed electric interurban lines radiate in all directions over private rights of way. Through the heart of the city there are subways, including the recently com-

pleted Frankford Subway and "L," to take care of the fast-growing traffic of the expanding city. Outside the business section the subway trains run upon elevated tracks and at the water front connect with the ferries to New Jersey.

Soon the great new suspension bridge spanning the Delaware will lighten the ever-increasing traffic burdens of the ferries. This will be the largest expansion bridge in the world, and 145 feet longer than the Williamsburg bridge in New York. It will have a capacity of 5000 automobiles and 3000 electric cars an hour.

THE GREATEST PARK IN AMERICA

The City from Belmont Mansion

FAIRMOUNT PARK is the largest city park in America and the most beautiful in the world.

It covers 3500 acres of rolling country, extending for miles along both sides of the Schuylkill River and reaching almost to the center of the city. To natural scenery of great majesty has been added the art of man. There are many miles of excellent roads, rustic walks and shady bridle paths. Groves, ponds, playgrounds, tennis courts, boat houses, ball fields give recreation to people of all ages and inclinations.

Probably no city park is so freely used. *An accurate count has shown that 3,000,000 pedestrians and 1,600,000 vehicles have entered its gates in one year.*

Among the most famous drives in the country is this boulevard along the Wissahickon, in Fairmount Park.

The narrow river winds over a rocky bed, between sheer cliffs,

densely wooded. At each turn of the road new vistas are presented, and far up the ravine is crossed by a lofty bridge, high above the tree-tops, from which magnificent views may be seen.

Along the banks are picnic groves and quiet paths for pedestrians and riders, while the river itself is ideal for canoeing.

Not least of the charms of Fairmount Park are its facilities for boating of all kinds.

At the foot of Lemon Hill, on the East Drive, is the row of attractive stone boathouses maintained by a dozen or more clubs, known as the "Schuylkill Navy."

From early spring to winter these clubs send out the shells, canoes and other craft which dot the river for many miles.

Frequent rowing contests are held on the course afforded by the broad, smooth stream at this point. Among these are important intercollegiate races, which attract thousands of spectators.

THE PARKWAY

Leading Directly into the Center of the City

FEW cities are as fortunate as Philadelphia in the accessibility of their great parks. Thanks to the foresight of earlier generations, and to the energy and wisdom of the present generation, Philadelphia not only has the greatest park in America, but now has direct and immediate access to that park from the very center of the city.

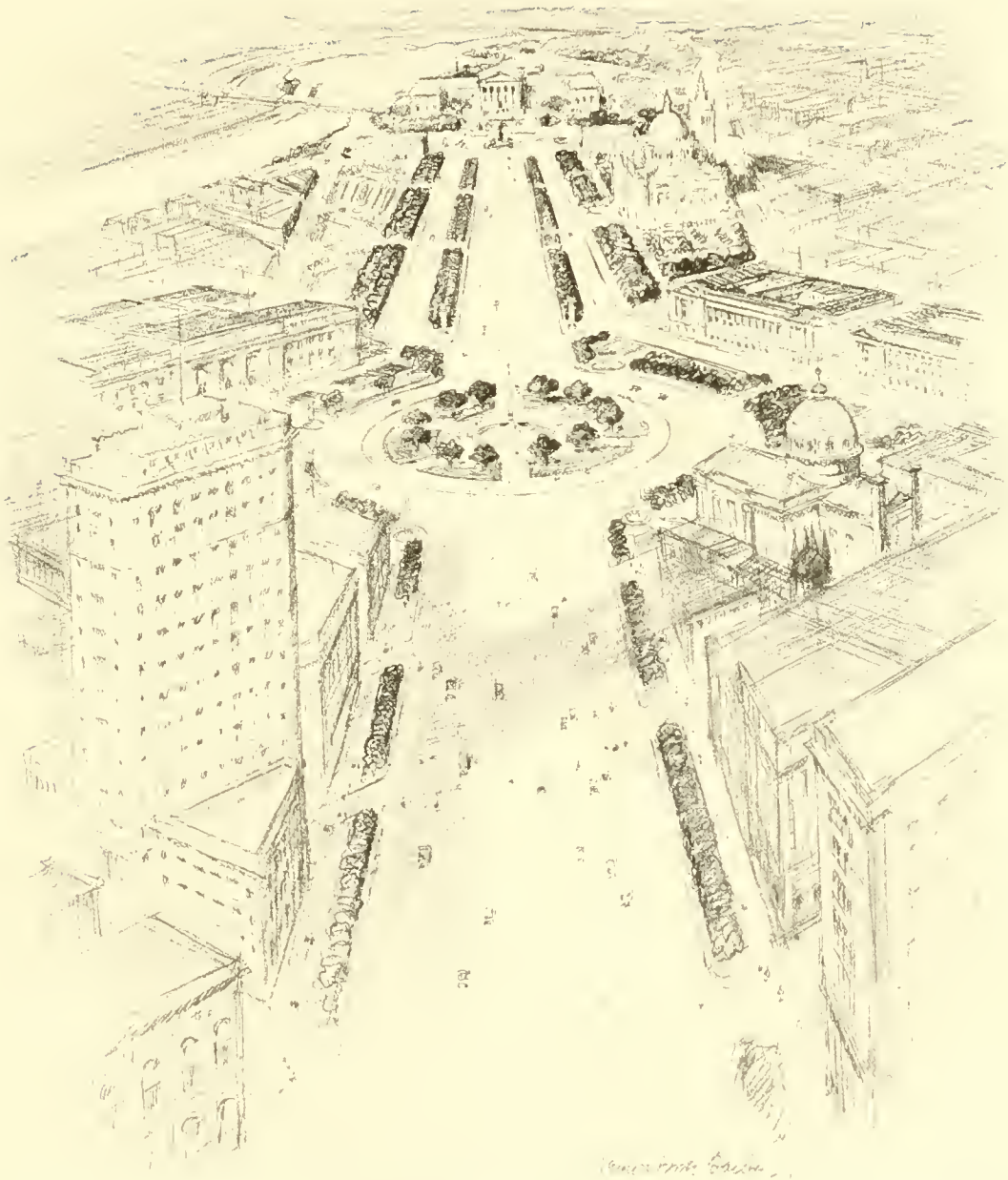
The new Parkway leads from City Hall into Fairmount Park. *With the courage of progressiveness, the city has leveled old buildings over a broad area, widened streets,*

and created a broad boulevard. This magnificent thoroughfare eventually will be bordered by many notable buildings. At the far end will stand the Art Museum, and on Logan Square a great new library.

The plans also contemplate a Convention Hall and Municipal Auditorium, a Soldiers and Sailors Monument, and other fine structures.

By this route one is able to reach Fairmount Park in five minutes by automobile from Broad Street.





A view of Philadelphia's wonderful Parkway, which leads the automobilist or the visitor directly from the heart of the city at City Hall square into the greatest municipal park in the world in less than five minutes

THE ROOSEVELT BOULEVARD

The Entrance to the City from the North

THOSE who are so fortunate as to leave New York and come to Philadelphia enter the city, if they come by automobile, over the great new Roosevelt Boulevard.

It is a part of the Lincoln Highway route. With four broad roadways, separated by rows of trees and lawn and magnificently paved and brightly lighted, this boulevard stretches away from Broad Street many miles to the northeast.

It is typical of Philadelphia enterprise and thoroughness, and representative of the many auto-

mobile roads which radiate from the city in all directions. The famous system of turnpikes with which the early Pennsylvanians opened up this fertile territory is rapidly developing into a network of highways that delight the tourist. Many of the old toll roads have been taken over by the State and made free to all.

There are few great cities that are reached so quickly and comfortably by automobile from all directions, or whose surroundings offer so wide a variety of beautiful motor trips, short or long.





A CITY WITHOUT A SLUM

Philadelphia Has Close Upon 400,000 Separate Homes

THE greatest fame of Philadelphia is expressed by its title, "The City of Homes."

There could be no fact more indicative of the contentment, comfort, health and prosperity of its people.

Within the city limits there are close to 400,000 separate residences. A brief calculation, comparing this with the population, will show that *virtually every family in Philadelphia lives in its own individual home. There are no slums.* There are practically no flats. New York, by contrast, has 3,500,000 people living in tenements and apartments, and can boast of less than 125,000 one-family houses. Philadelphia has three times that number of one-family houses.

Most of these Philadelphia houses are of two or three stories, and only 13,000 are of frame construction; the rest, brick and stone.

Still more significant is the fact that 125,000 of these houses are owned by the families who occupy them. Building and loan associations have conspired with the natural thrift and energy of Philadelphians to make this ideal condition possible.

It was in Philadelphia that the idea of such organizations originated, and Philadelphia has carried out the idea to the fullest and most practical point. There are today more than a thousand of these associations in the city, and no family with the desire for a home of its own need lack for one.

METROPOLITAN AND INDUSTRIAL



THE FINEST SUBURBS IN THE UNITED STATES

The Metropolitan District of Philadelphia Has No Rival

IN one particular, no American city ever seeks to challenge the supremacy of Philadelphia. *The suburbs of Philadelphia are acknowledged to be the finest in the United States*—in extent, in beauty, in facilities for comfortable living at moderate cost, and in accessibility from the center of the city.

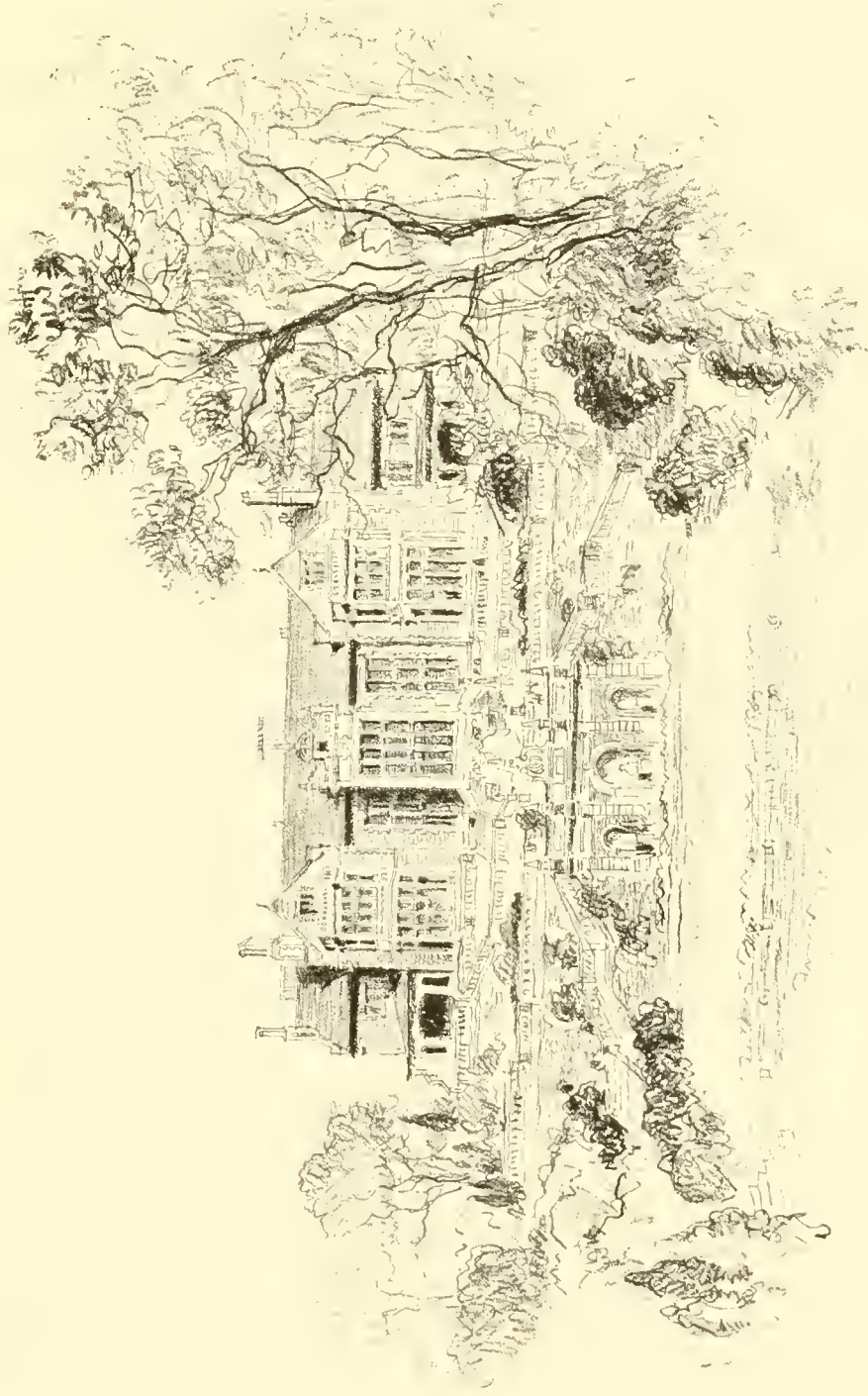
Within the city limits in some directions, and immediately outside in others, lie the most charming residential districts that can be found anywhere in America.

In fifteen minutes on the electrified railroads, or in half an hour by trolley or automobile, one may reach a score of different towns and villages. Most of these have all the advantages of city service—excellent schools, churches,

stores and clubs, good roads, water and other utilities—combined with quiet surroundings and a distinct democratic community life.

The famous Main Line suburbs extend along the Pennsylvania Railroad toward the west, one after another, for twenty miles, while on the Reading and to the southwest are a dozen other localities, each with its own worthy claim upon the affections of the commuter and the admiration of the visitor.

No person, whatever his means, need live inside the city unless he cares to do so, for among these suburbs it is possible to find one adapted to any pocket-book, or easily reached from any place of employment down town or in the industrial districts.



1900s from *Country*
71

Estate of Percival Roberts, Jr., on Conshohocken State Road, near Narberth

MAGNIFICENT COUNTRY ESTATES

Testifying to the Wealth of Philadelphia

IT is testimony not only to the extraordinary beauty of the country about Philadelphia, but also to its great wealth, that there are within a radius of a few miles so many magnificent residences and country estates.

From the earliest days, when William Penn chose for himself a homestead overlooking the river, on a spot then far from the busy town, Philadelphians have taken full advantage of the lovely surroundings of their city—the rolling hills, the woods, the great rivers, the sparkling creeks and broad meadow-lands.

Most city folk must go many miles before they find room or inclination to build a country home. Not so the fortunate Phila-

delphians. There are places of many acres, with outlooks unsurpassed by any rural scenery, and many of them with the finest of farm land about them—and not a one but can be reached by train or automobile from the city in less than an hour.

These estates reflect the substantial character of the fortunes which have been built up by the merchants, manufacturers and financiers of Philadelphia. Many of them belong to families whose wealth dates back for generations, some even beyond the Revolution.

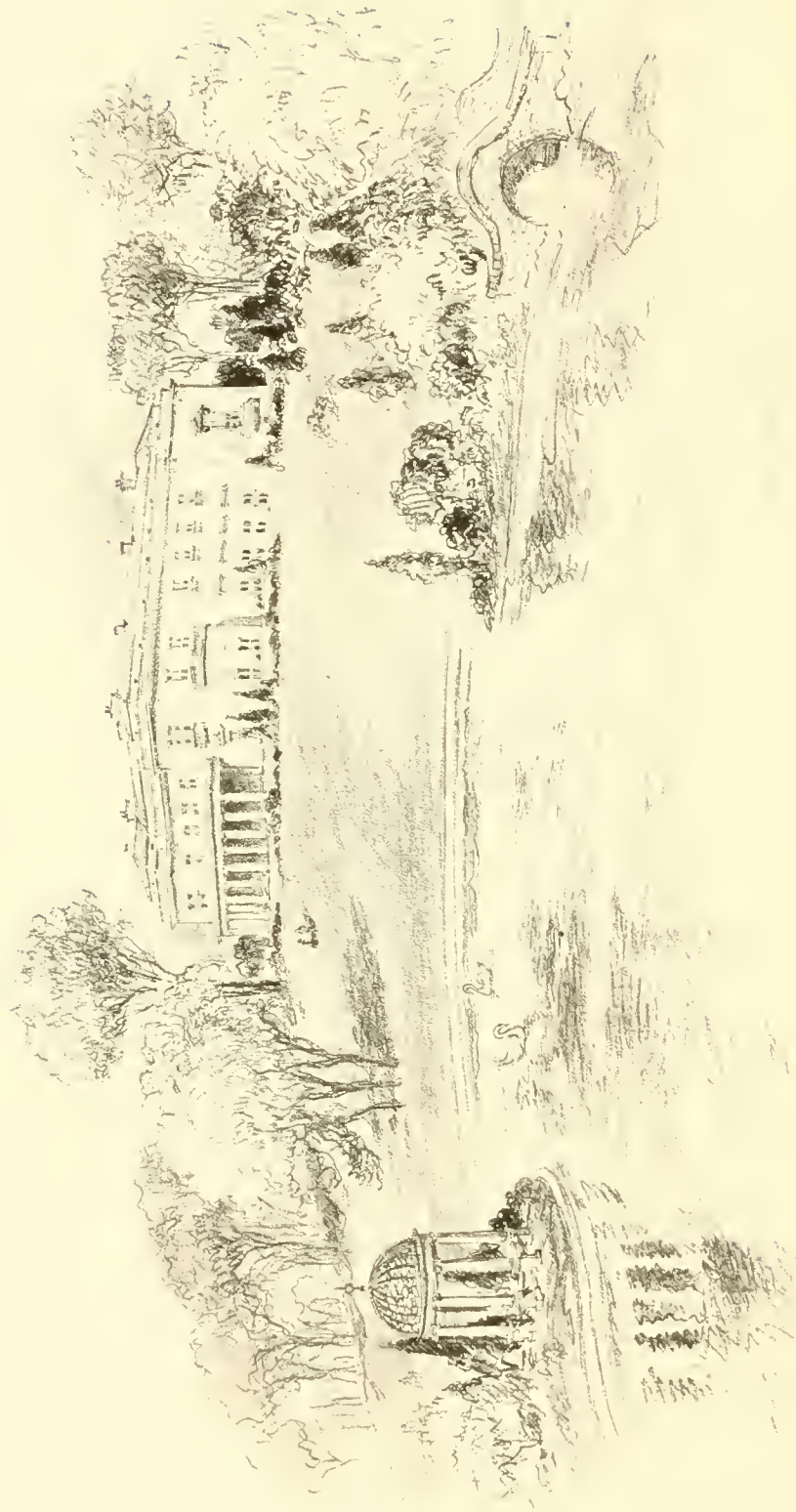
On the pages immediately following are pictured several characteristic homes among the many which the visitor to Philadelphia will wish to see.



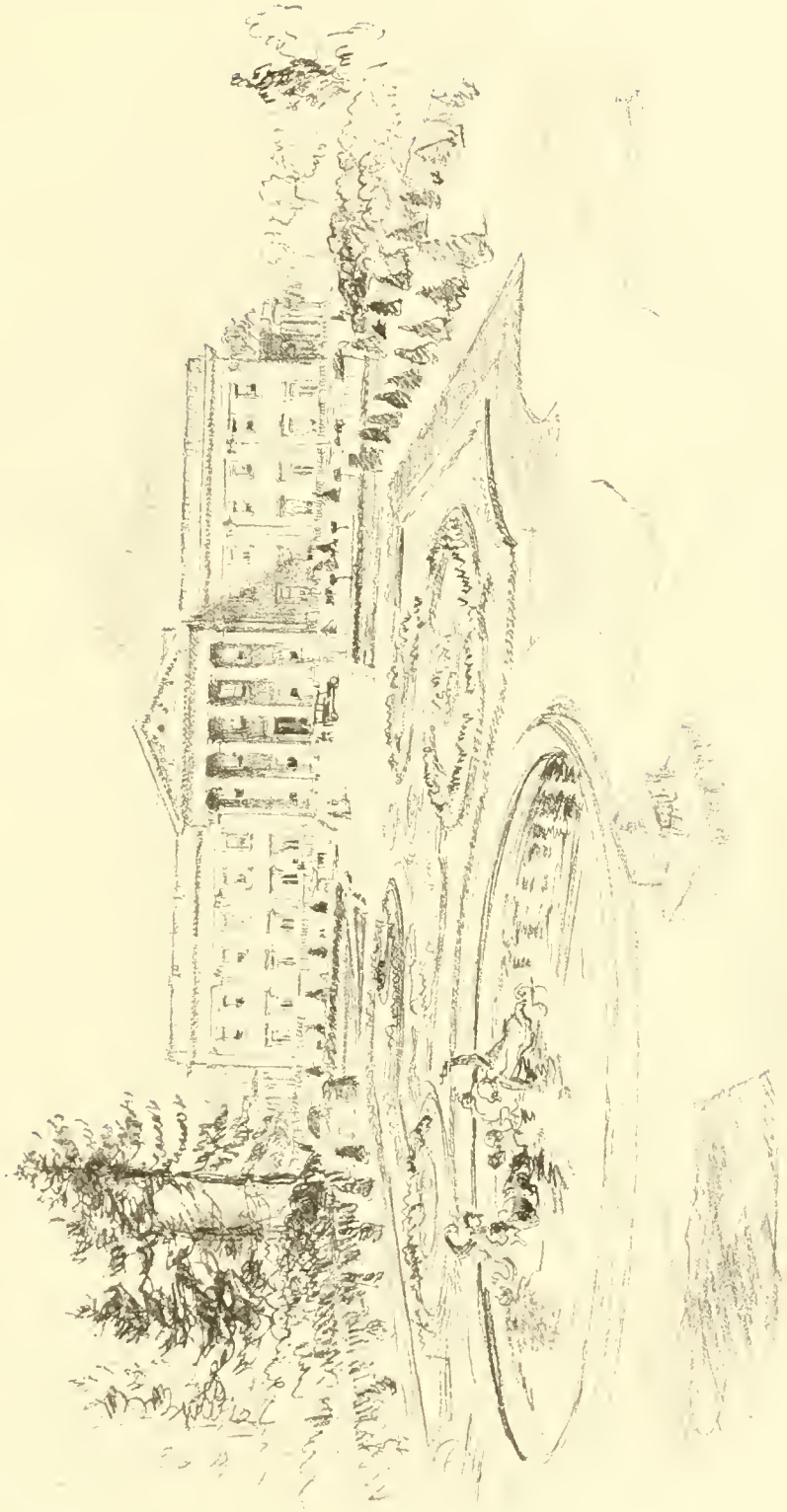


Wm. West, 1845

“Colkenny,” on Montgomery Avenue, Haverford



Estate of John Wanamaker, Chelton Hills, Jenkintown



1892-93 W. B. 250/2

Estate of Joseph E. Widener, Elkkins Park



HORTICULTURAL HALL

Containing the Finest Collections in America

IN Fairmount Park still stand two of the buildings that housed the Centennial Exposition in 1876, an event which marked the beginning of a new era of American development in many directions.

One of these buildings is the great Horticultural Hall. Here may still be seen the trees, ferns and other tropical plants which were a feature of the Exposition. Ad-

ditions at frequent intervals have given to Philadelphia *the finest collections of plants and flowers in the United States.* The conservatory is 55 feet high and 230 feet long.

In summer the grounds outside the building are brilliant with hundreds of varieties of flowers, trees and shrubs. Near by is an exquisite reproduction of a Japanese garden.

METROPOLITAN AND INDUSTRIAL



ONE OF THE WORLD'S FOREMOST MUSEUMS

The Academy of Natural Sciences

STUDENTS of natural science in every civilized country are familiar with the wonders of this Philadelphia museum.

Founded in 1812, it is the oldest institution of its character in America. It contains large and important collections of mounted birds and animals. Its 100,000 specimens of marine shells are the finest and most complete in existence. The collections of butterflies are the largest in the United States, while the botanic, archae-

ological and fossilized exhibits are among the best.

In addition to the museum, the society maintains an exceptional scientific library of 50,000 volumes, including many rich antiquaria, and conducts courses of lectures on natural history.

The publications of the society have an international circulation among naturalists of the first rank, who look upon this Philadelphia organization as among the most authoritative in the world.



THE NEW LIBRARY

Being Erected on the Parkway

IT was in Philadelphia that the first circulating public library in America was established, under the leadership of Benjamin Franklin.

It is therefore appropriate that the city should have one of the finest library buildings in the world.

The building illustrated on this page is being erected for the Free Library of Philadelphia,

on Logan Square, facing the new Parkway.

The library at present is housed at Thirteenth and Locust Streets, with many branches throughout the city. It contains more than 160,000 volumes.

When the new building on the Parkway is completed, it will be one of a group of buildings constituting *one of the most remarkable civic centers in America.*

LEAGUE ISLAND NAVY YARD

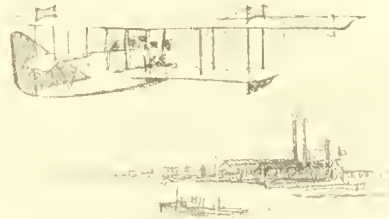
One of the Nation's Greatest Naval Stations

PHILADELPHIA was the birthplace of the American Navy, and today the Government maintains, at the southern end of Broad Street, one of its chief naval stations.

The dry dock at the League Island Yard is one of the largest on the coast. There are extensive shops for building and repairing naval vessels, and the great basin has the advantage of fresh water, so that vessels can

lie for long periods if necessary without becoming fouled.

This yard, always active in times of peace, took on new importance during the world war. At the extensive marine barracks thousands of recruits were trained and many ships overhauled and put in condition to carry troops to France. *The largest naval aircraft factory in the world was erected here in a few months' time, at a cost of \$1,000,000.*



THE COMMERCIAL MUSEUM

A Unique Institution for Promoting American Business

THE Philadelphia Commercial Museum is the only institution of its kind in the United States.

Its object is to promote American business, particularly overseas.

In its three large buildings are gathered raw materials and manufactured products from every country. By studying them the exporter may learn of the foreign markets for his own goods, and the importer may discover unsuspected sources of the materials which he needs.

A large library, including a list of 400,000 business houses in all parts of the world, is kept up to date. Weekly export bulletins

and a monthly trade journal are issued, educational lectures given, translation of foreign correspondence made and scientific analyses and tests carried on constantly.

Business men not only in Philadelphia, but throughout the country, make constant and practical use of these facilities. The schools and colleges take advantage of the remarkable collections to educate young men and women in commercial subjects.

This is but one of the agencies by which Philadelphia enterprise and thoroughness are contributing to the advancement of American commerce.



Life-size Exhibit—Tagalog Woman Weaving



Thomas Smith, 1841

Philadelphia's Commercial Museum, the only institution of its kind in the world

A GREAT ART MUSEUM

Part of the Future Development Now Under Construction

IN art Philadelphia has long held leadership. It is the home of the oldest art institution in America, and the annual exhibition of the Academy is the most important artistic event of the year. The staff of the Academy includes several of the country's most talented instructors, and many of the best painters and sculptors obtained their training there.

The eminence of Philadelphia

in the field of art will be further emphasized upon the completion of the new Art Museum, which is to stand at the head of the new Parkway. The illustration on the page opposite was drawn from the plans and models which are already prepared.

This building, with its magnificent surroundings and approaches, will be perhaps the most notable of the many fine structures which will surround the Parkway.



The Washington Monument



Museo de Bellas Artes

This building will be one of the most beautiful art museums in existence. It is now under construction.

THE UNIVERSITY OF PENNSYLVANIA

A Few of Its Seventy Buildings

FOUNDED in 1749, through the influence of Benjamin Franklin, the University of Pennsylvania has graduated more students than any other American University, except Harvard.

Thus the liberal culture fostered from the earliest days by Philadelphia has been carried to the limits of the continent, and has deeply influenced the advance of American education. Graduates from this institution were among the signers, both of the Declaration of Independence and of the Constitution, and ever since, *Pennsylvania men have been at the forefront of every great progressive movement.*

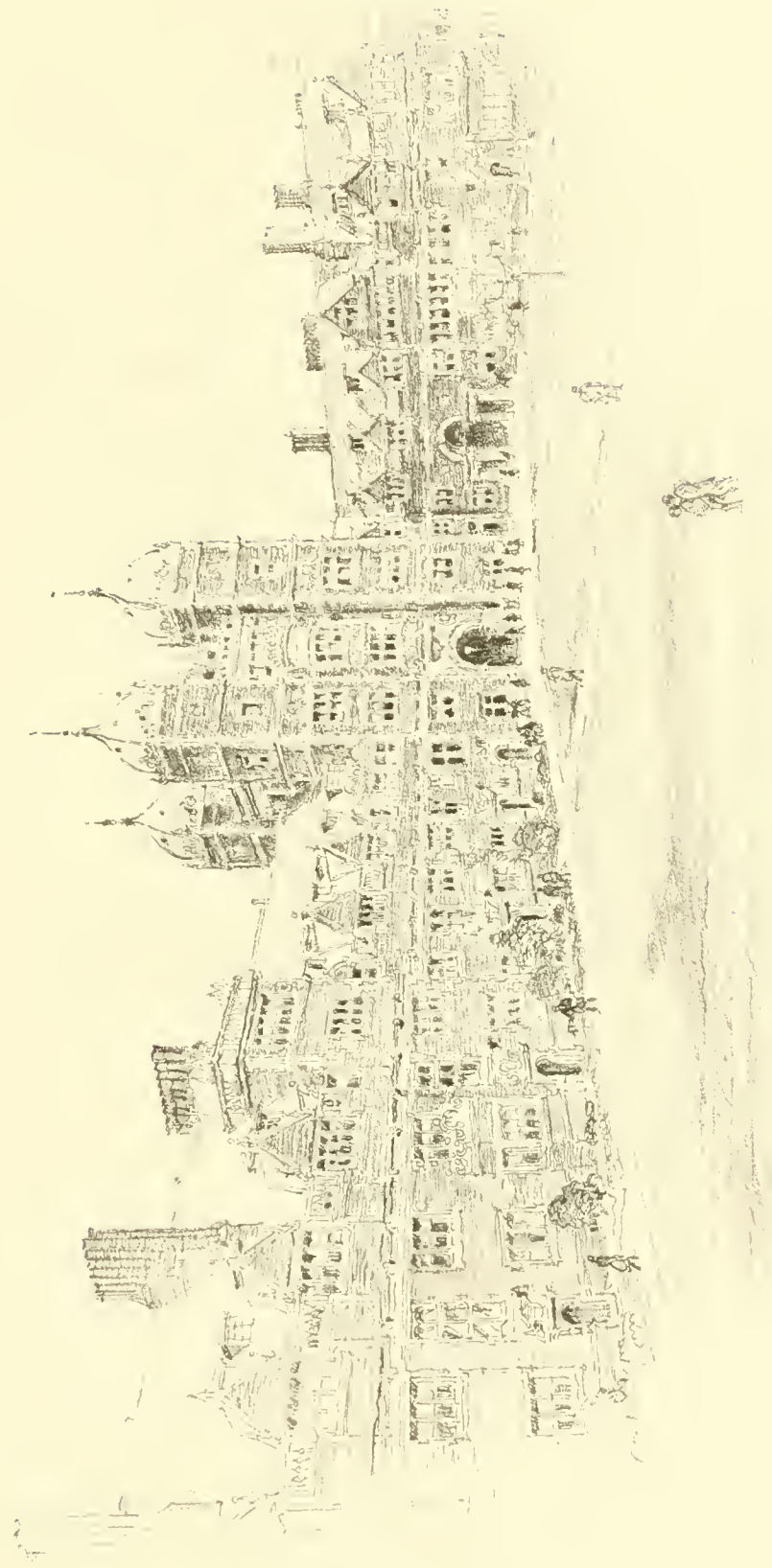
With schools of law, medicine,

dentistry, science, finance, architecture, philosophy and other branches of learning, the University has a wide field of activity. The famous Medico-Chirurgical College has been merged with the medical school.

The museums are particularly rich. In the archaeological museum is an exceptional collection of Babylonian and Egyptian exhibits, including the only sphinx ever brought to America.

The University is but one of the numerous educational institutions of note in the Philadelphia district. Within a few miles of the city are Haverford, Villa Nova, Swarthmore, and Bryn Mawr colleges.





1749

The University of Pennsylvania. Founded by Benjamin Franklin in 1749

GIRARD COLLEGE

One of the World's Most Notable Endowments

PROBABLY the most extraordinary philanthropy in the world is Girard College. It was founded in 1832 by the will of Stephen Girard, the wealthiest man of his time. He left most of his fortune of \$7,000,000 to endow this institution for the education of orphan boys.

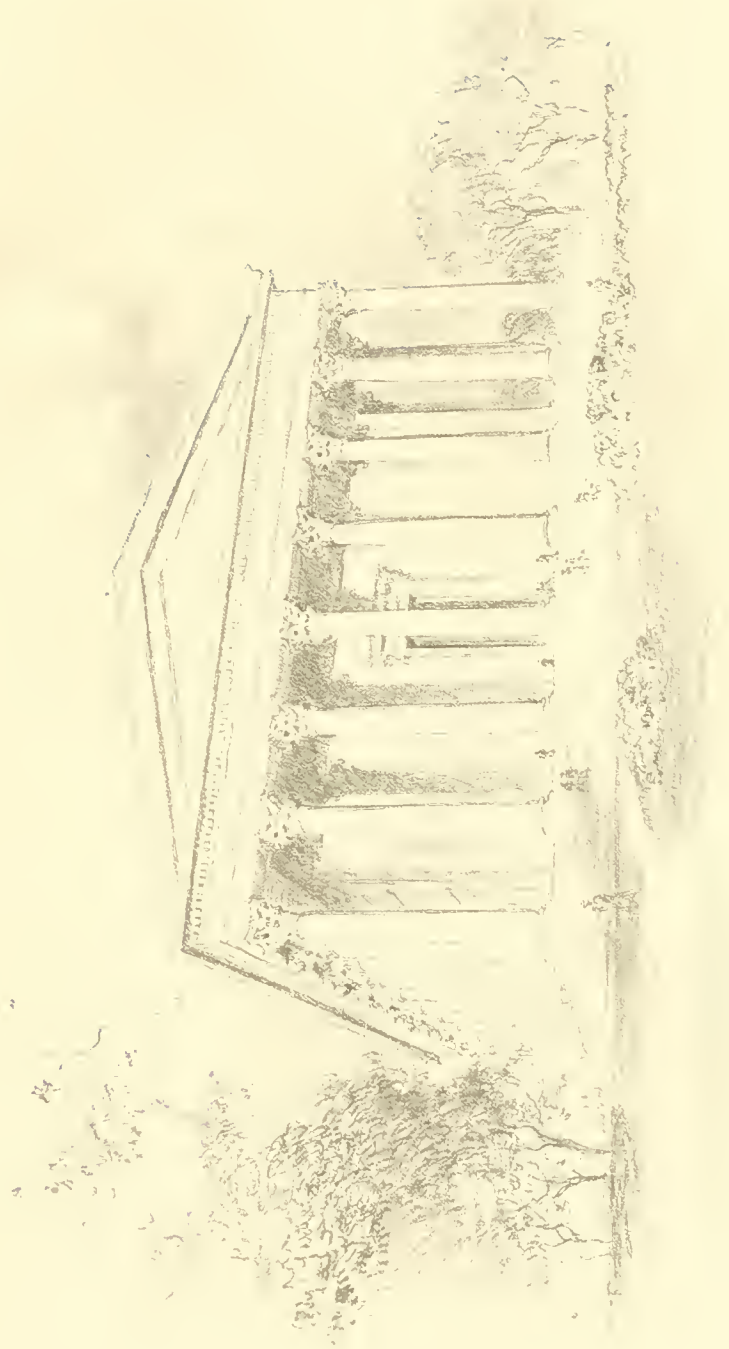
It is remarkable testimony to the integrity with which the vast fund has been administered by the city, which under Girard's will was made trustee, that in all these years there has never been even a whisper of irregularity or

incompetence. Thousands of boys have been supported and schooled. Great sums have been spent for buildings and equipment. *Yet in spite of these expenditures, the endowment has increased to six times its original value, through wise and progressive management.*

There are 1600 students, and a long waiting list. The seventeen buildings of the college cover an area of forty acres. The main building, dating from the earliest days of the institution, is a massive structure of white marble, a reproduction of the Parthenon.



Statue of Stephen Girard



The classic home of a world-famous philanthropist, founded in the year 1832 by Stephen Girard



BRYN MAWR COLLEGE

A Notable Institution for Women

AMONG women's colleges, Bryn Mawr stands a leader because of its insistence upon high scholarship.

It was opened in 1895, and is situated in the suburb of Bryn Mawr, ten miles from the city hall.

Its course and method of study were early shaped after the university model, with an elective

system, insistence upon original research, and with the students grouped according to work actually accomplished, instead of arbitrarily in classes. *For this reason the college has had great influence upon the progress of education for women generally.*

There are several hundred students. The buildings and campus are unusually distinctive.

PHILADELPHIA LEADS IN MEDICINE

The Pennsylvania Hospital

EVER since it established the first medical school, the first school of anatomy and the first hospital in America, Philadelphia has been a leader in medical training and research and in equipment for the care of the sick.

The Pennsylvania Hospital was chartered in 1750, with Benjamin Franklin on the board of managers. In the words cut on the corner stone, "Philadelphia flourishing (for its inhabitants were public spirited), by the bounty of the government and of many private persons, this building was founded for the relief of the sick and the miserable."

The building, finely proportioned, with a dignity befitting its purpose and its antiquity, has had a continuous record of service for a century and a half.

Among other famous institutions are Hahnemann Medical College, Jefferson Medical College and several schools and hospitals connected with the University of Pennsylvania. In dental and pharmaceutical training, Philadelphia holds equally high rank.

From every part of the world, men and women come to Philadelphia for skilled training in the arts of relieving suffering and preserving life.





A PHILANTHROPY TYPICAL OF PHILADELPHIA

The Widener Memorial Training School for Crippled Children

THE name of the city means "brotherly love," and in no respect does the Philadelphia of today more completely fulfill the purposes of its founders than in its altruism.

Practical humanity persists and finds expression in scores of institutions for the care of the unfortunate.

The Widener Memorial School, founded and endowed by P. A. B. Widener, is devoted to the treatment and

education of crippled boys and girls.

The beauty and extent of the buildings and their surroundings are expressive of the spirit in which the work is conducted.

In every time of emergency, national or local, Philadelphia is quick to give out of its vast wealth for the relief of suffering and the spread of happiness, and meanwhile, from day to day, it takes heed for its own, generously, wisely and efficiently.



Along the banks of the Wissahickon, one of Fairmount Park's most beautiful drives

WILLOW GROVE, THE FINEST OF PLEASURE PARKS

"The Summer Musical Capital of America"

THOSE who believe that one amusement park is just like another should see Willow Grove and be converted.

Like almost anything else that touches on the health, comfort or recreation of the public, "they do these things better in Philadelphia."

This is the most attractive pleasure park in the United States. It includes not only the familiar amusements that delight all children, whether grown-up or not, but other features that are unique and characteristically Philadelphian.

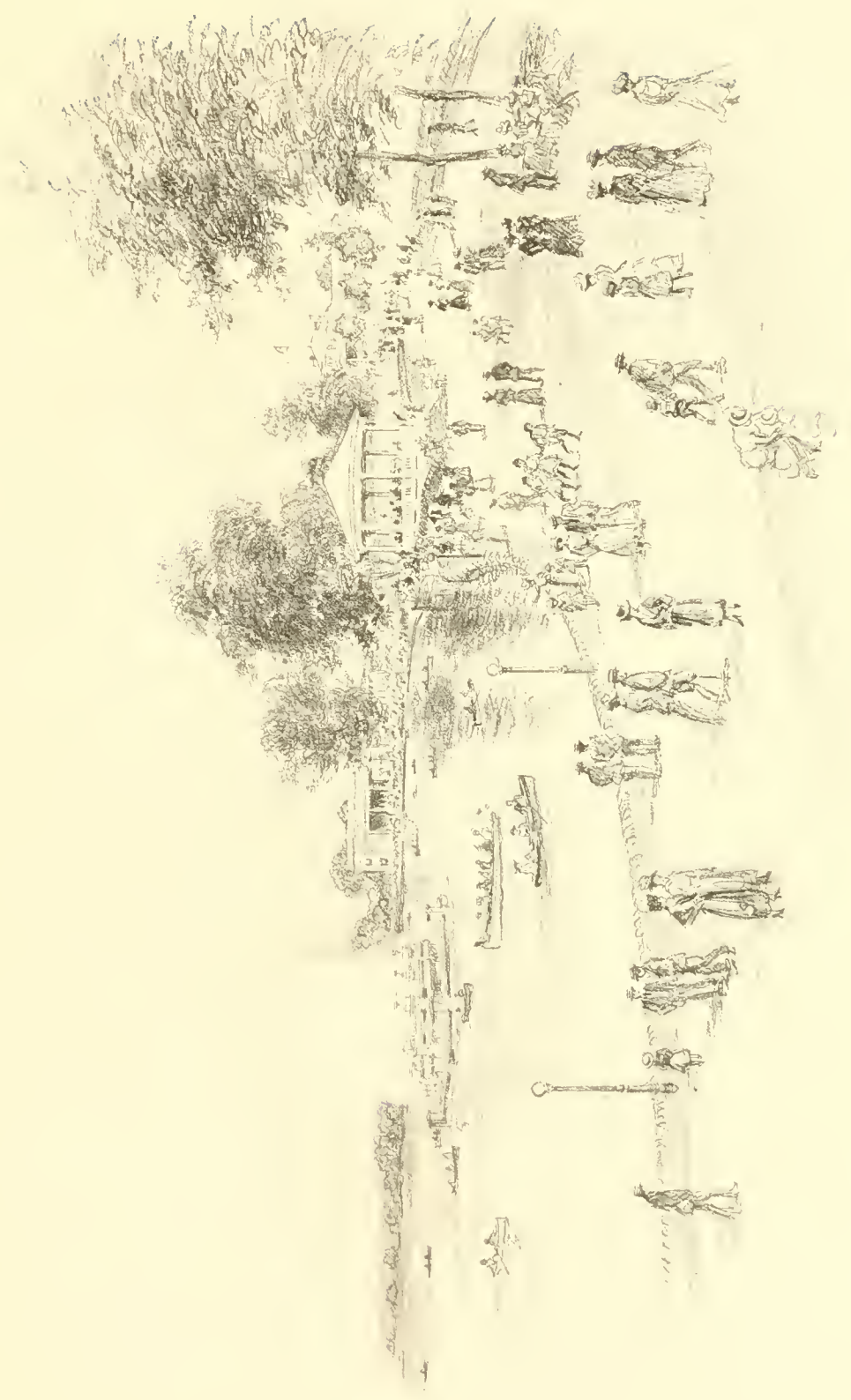
Its great out-door amphitheatre, for example, has won for it the title "The Summer Musical

Capital of America." In this amphitheatre, seating four or five times as many people as the usual theatre, hundreds of thousands hear concerts of the world's best music performed by the finest American bands and orchestras. Famous conductors deem it the highest compliment to be invited to lead at Willow Grove. John Philip Sousa has said, "*Willow Grove is a cause for congratulation for every American who takes an interest in the art development of our country.*"

The entire park is laid out in a consistent scheme of picturesqueness and good taste. In one of the lakes there is an electric fountain, built at a cost of \$100,000.



The Amphitheatre



A scene typical of one of the country's greatest pleasure and amusement parks, Willow Grove



ATLANTIC CITY, THE MAGNIFICENT

Philadelphia is the Gateway to the World's Greatest Resort

OTHER cities claim great summer resorts or great winter resorts, but Philadelphia has near at hand the one most famous all-the-year-round resort in the world.

Atlantic City needs no description, for millions of Americans know intimately its vast amusement piers, jutting into the ocean, its magnificent hotels, its broad boardwalk, along which stream month after month the most brilliant and cosmopolitan throngs that are to be seen anywhere on this continent.

Built on an island, surrounded by salt water, it has an even

temperature and invigorating air that draw seekers of health and pleasure, in season and out. Often in mid-summer it contains as many as half a million people in one day.

It is little more than an hour's ride from Philadelphia, and many business men make the round trip daily throughout the summer.

All tickets to Atlantic City from the West and South carry the privilege of stop-over at Philadelphia. The visitor to either of the two cities misses a large part of his pleasure if he does not stop at both.

ILLUSTRATIONS BY
JAMES FRESTON, VERNON HOWE BAILEY
AND LOUIS H. RUYL

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