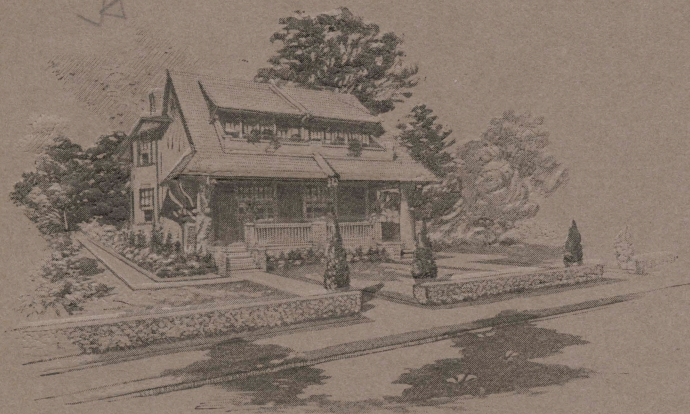


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Ideal  
City Homes



# IDEAL CITY HOMES

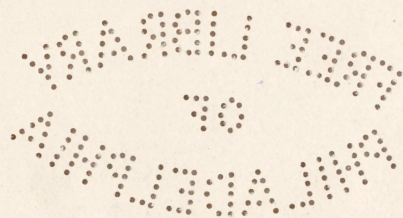


GIRARD ESTATE

LAFAYETTE BUILDING, FIFTH AND CHESTNUT STREETS



ARRANGED AND PRINTED  
FOR THE  
GIRARD ESTATE  
BY THE  
HERBERT M. MORRIS ADVERTISING AGENCY  
PHILADELPHIA



## IDEAL CITY HOMES

### **Modern Conveniences.**

A demand for increased comfort and refinement in home equipment and surroundings has come to be one of the marked features of this age.

Many of us can recall the first installation of bath rooms in the homes of those in moderate circumstances; and poor affairs the best of these were when compared with the equipment of the home of a laborer of to-day.

At about this time came lighting by gas, and later, by electricity. Stoves for heating have been succeeded by hot air furnaces, and these in turn by steam or hot water apparatus. The cook stove has given way to the coal range, which the gas range is now rapidly supplanting.

### **Suburban Living.**

A desire for better light and air has caused migration to the suburbs by those able to afford this luxury and to the building of semi-detached dwellings within the city for those whose circumstances make residence in town necessary.

A porch and space for a garden and shade trees are no longer luxuries, but necessities, while the almost alarmed awakening of public opinion upon the subject of sanitation has led to widespread distrust of the old-fashioned ideas concerning the disposal of waste and the toleration of dust and ashes within the home.

### **Help the Housekeeper.**

Side by side with this demand for greater cleanliness and order within and without the home has grown the conviction that the increased labor and drudgery which are involved must not be added to the burden of the housekeeper—the woman of the family.

The result is the flat or apartment house, where heat responds to the turning of a valve, light to the pressing of a button, where there is no coal to be dragged up from the cellar, no ashes to be handled.

This solution of the problem, however, carries with it manifold disadvantages, the loss of the delights and advantages of a separate house and the pleasures of a garden; the requirement of an unhealthy curbing of the natural boisterousness of children; and numerous other necessary, but irksome restraints.





GIRARD PARK  
TWENTY-FIRST AND PORTER STREETS

### ***The Girard Estate's Solution.***

Under these conditions, the Estate of Stephen Girard has found itself brought face to face with the problem of the improvement of a large tract of ground, lying to the southward of the old City of Philadelphia, and after most careful consideration has concluded that the best ultimate result may be obtained through an effort to meet and possibly anticipate these advancing demands, and, at the same time, preserve all the advantages of a separate and distinct home.

To properly accomplish this, it is found to be necessary, not only to build the dwellings in the manner most conducive to this result, but to undertake the care and expense incident to a proper maintenance of the improvement, to exercise constant and vigilant care not only of the dwellings, but also of the surrounding streets, the trees, and the plots of grass, and to look after the removal of waste, and the general order and cleanliness of the portions of the property usually left to ministrations of the occupant or of the municipal authorities.

As a result, we have the erection of a group of dwellings, unique in character and appointments, satisfactorily meeting the modern requirements, and yet preserving the valued characteristics of the private home.

### ***Location.***

These are located upon the tract of ground in the City of Philadelphia extending west and southwest from Seventeenth and Porter Streets, and, while all within the means of those enjoying a moderate income, are so built as to afford a considerable variety both in size and character—two stories and three stories, seven, eight and nine rooms, mostly semi-detached, with front, side and rear yards, but some built in a “solid” row, with gardens only in the rear; and

### ***Rentals.***

with rentals varying from Thirty to Fifty Dollars per month—these rates including not only rental as ordinarily understood, but covering, without extra charge, the cost of all the requisite heat, light and running hot water.

### ***Suburban Features.***

On entering this settlement, the first striking feature is its semi-suburban character, broad streets, smooth, well-kept grass plots bordering the sidewalks, double rows of shade trees, ample porches and side yards, and an external design of the dwellings, greatly diversified in character and effectually dispelling any idea of a “row” of houses.





GARNET STREET

### **Clean Streets.**

Next we notice—conspicuous in their absence—that there is no evidence upon the streets of ashes, house-sweepings, kitchen refuse, discarded boxes or cans, or waste paper—no barrels of waste standing upon the curb waiting to be removed by the “ash man,” and no “ash man” to remove them if they were there.

### **Girard Park.**

In the block lying between Twenty-first, Twenty-second, Porter and Shunk Streets, we find the dwelling and some of the outbuildings erected and used by Stephen Girard in the operation of the surrounding farm property. In order that these buildings may be preserved, this entire block was many years ago set apart for use as a public park, and planted with trees and shrubbery. It is expected that upon the streets around this park and in its immediate vicinity will be erected the most handsome dwellings in this section of the city. Some of the houses already built are but one block distant.

### **Public Library.**

Arrangements have been completed for the establishment upon the lot N. E. corner Twentieth and Shunk Streets of a branch of the Free Library of Philadelphia. The building will be a handsome structure located upon a lot of ample dimensions, and will greatly enhance the attractive appearance of the locality. From an educational and literary point of view, the advantage to be derived from this library is beyond estimate.

### **Interior.**

Entering the houses, occupied or empty, we find them comfortably warm in winter and cool in summer, the cellars, containing neither coal nor ashes, and no furnace, are as clean, dry and comfortable, within their limitations, as any other room in the house. In some cases the tenants have fitted up the cellar as a billiard room, or installed shuffle boards.

On the 2d and 3d floors we note the living rooms, handsomely finished in hard wood, tastefully decorated, and equipped with electric lighting fixtures of chaste design. In the **Kitchens.** kitchens the walls and ceilings are covered with “Sanitas” (oilcloth) capable of being scrubbed with soap and water, and of being kept absolutely clean and sanitary.

### **Cabinet Gas Ranges Furnished.**

Each kitchen is equipped with a gas range, of a size sufficient for supplying the needs of a large family—and costing for its fuel and in labor and cleanliness far less than the ordinary coal range. Beyond the kitchen is the laundry, fitted with stationary wash tubs, and supplied with running water, both cold and hot, the latter coming not from the range, but from the boilers in the power plant of the Girard Estate, and flowing at all times thoroughly hot and unlimited in quantity.





COLORADO STREET

### ***Bath Rooms.***

In the bath rooms we find the usual equipment—modern in every particular—the floors laid in watertight indoor cement, and the walls and ceilings covered with “Sanitas” and “Sanatile,” finished in handsome and appropriate patterns. Here, as in the laundry and kitchen, the hot water is supplied from the power house and in unlimited quantity.

### ***Air Chamber.***

Above the ceiling of the upper floor in each house, and between it and the roof, is an ample air space, insuring the greatest possible protection from outside heat and cold.

### ***Hot Water Heat.***

The houses are all heated by hot water, circulating from the central power house—ready to operate whenever there is any need for heat, and especially comfortable on a cool or damp day in the early fall or late spring—always ready to thoroughly heat all the rooms, yet capable of being reduced to a minimum in any room when desired.

### ***Lawns and Shade Trees.***

In order that the lawns and shade trees which line the public streets may be kept in the best possible condition, a force of gardeners is constantly in the employ of the Girard Estate and large tracts of ground are devoted to the raising of sod and the growing of the trees.

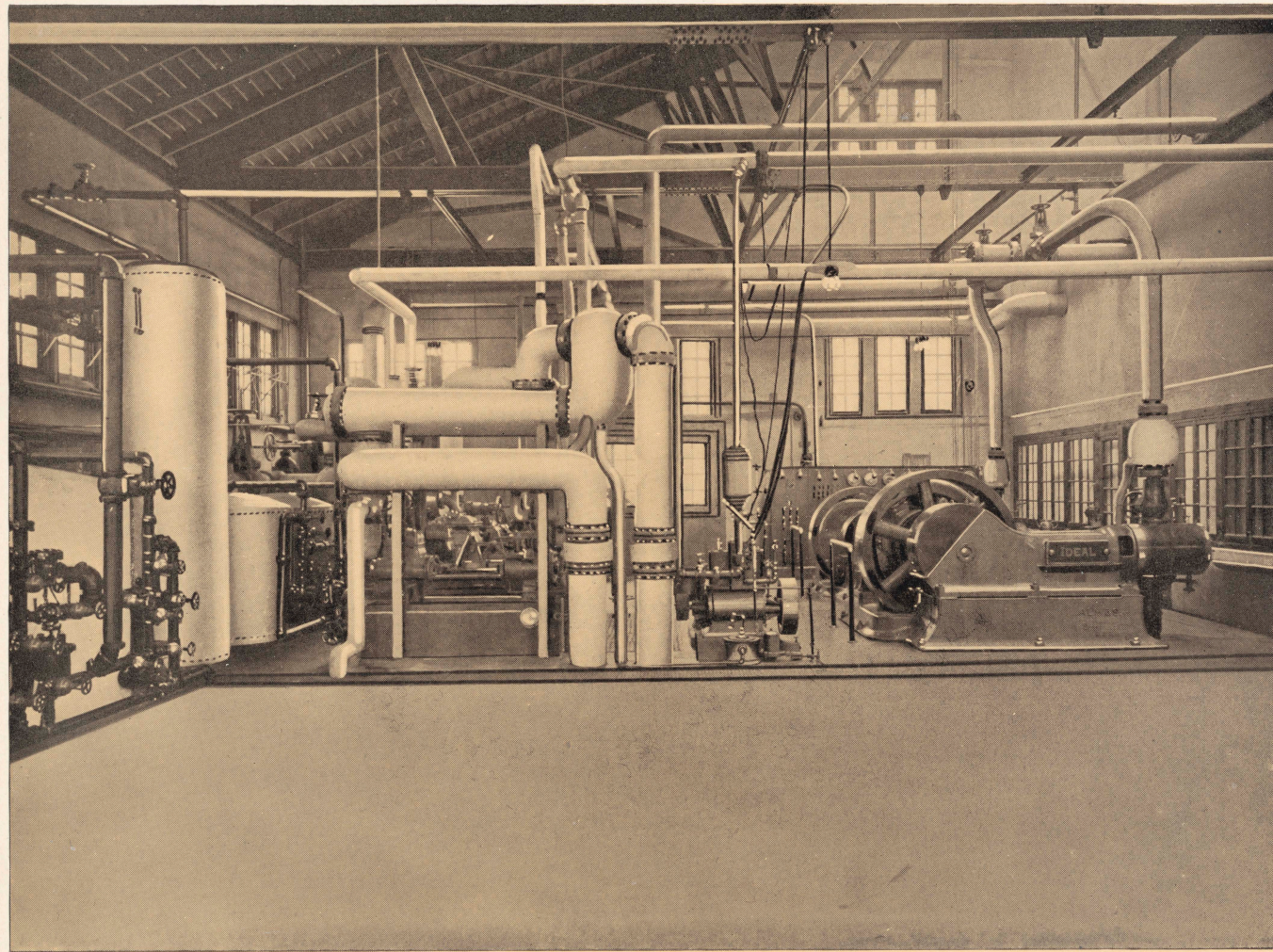
### ***Schools and Churches.***

Public schools and numerous churches are located within easy access, the nearest school now being at Sixteenth and Porter Streets. Another school is about to be erected at Twenty-second and Ritner Streets and for the more advanced scholars, the Southern High and Manual Training High School at Broad and Jackson Streets is quite convenient.

### ***Central Power Plant.***

The power house serving these dwellings is located at Twentieth Street and Oregon Avenue, and is equipped with the best apparatus obtainable for its several purposes. It is so designed as to readily permit of the expansion necessary, as the number of dwellings is increased, and every possible precaution has been taken to insure continuous and unrestricted service. The pipes and wires through which this is distributed are all carried underground—and this underground apparatus is so arranged as to be readily accessible at all times, thus permitting quick restoration of service in case of accident.





CENTRAL POWER PLANT—ENGINE AND DYNAMO ROOM

**Removal of Rubbish.** To avoid the dirt and disorder, growing out of the disposal of sweepings, waste paper, etc., by the placing of these upon the sidewalk, there to await removal by the City contractor—each dwelling is furnished with a large canvas bag in which to place all such material. The bag, with its contents, is removed weekly by employees of the Girard Estate and replaced by an empty one. The bags are large enough to generally contain the refuse of a week, but, when necessary, additional bags may be obtained upon application.

The refuse material, being thus enclosed, cannot escape and be scattered, and the result of the arrangement is a marked advance in the appearance and cleanliness of the public streets. As a further sanitary measure, the bags are stencilled with the number of the house in which they are to be used and are washed and disinfected at frequent intervals.

**Distance from City Hall.** The schedule running time of the electric cars between the City Hall and Seventeenth and Porter Streets is but twenty-two minutes. This distance from the City Hall is the same as that of Broad and York Streets, of Twenty-sixth and Girard Avenue, or of Forty-fourth and Market Streets.

**Access Convenient.** The facilities for travel from the heart of the city are excellent. Four car lines furnish quick and frequent access:

The Twelfth and Sixteenth Street line from Twelfth and Cambria to Sixteenth and Shunk Streets;

The Seventeenth and Eighteenth Street line, from Delaware Avenue and Market Street to Eighteenth and Shunk Streets;

The Nineteenth and Twentieth Street line, from Front and Chestnut Streets to Twentieth and Shunk Streets;

And the Passyunk Avenue cars, from Second and Dock Streets to Point Breeze, pass the property at Twenty-first and Ritner Streets.

**For Rental Only.** These homes are not for sale—but are offered for rent only. Rates of rental, which are moderate, and other terms may be obtained on application to the Superintendent of the Girard Estate, George E. Kirkpatrick—either at the central office of the Estate in the Lafayette Building, or at the branch office at No. 1808 Shunk Street. At the latter office facilities for examining the property may be had at any convenient time.





TWENTIETH STREET



COLORADO, EIGHTEENTH, CLEVELAND AND NINETEENTH STREETS





RECEPTION HALL



COLORADO AND EIGHTEENTH STREETS



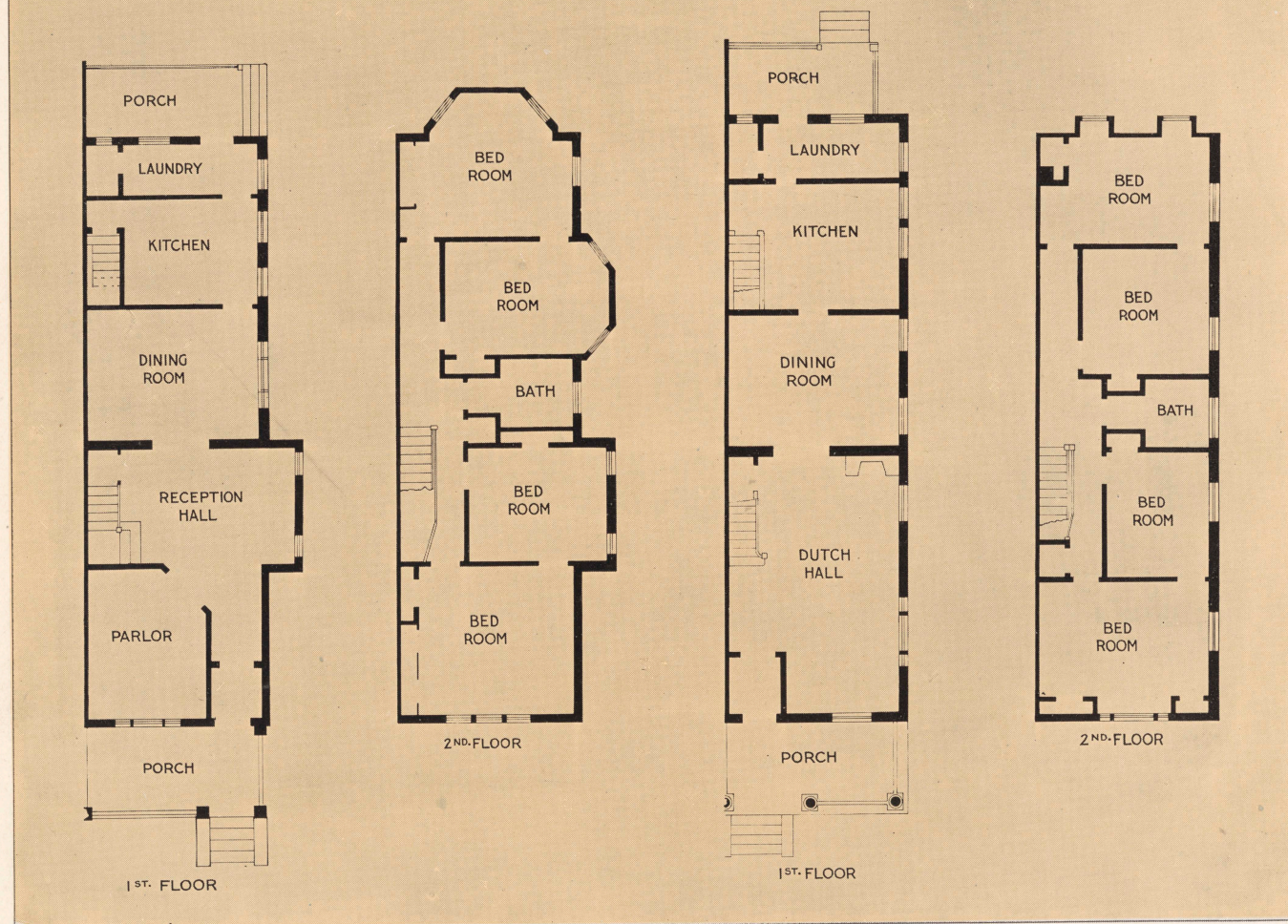


DINING ROOM



COLORADO, EIGHTEENTH, NINETEENTH AND CLEVELAND STREETS





TYPICAL FLOOR PLANS



CLEVELAND STREET





GARNET STREET

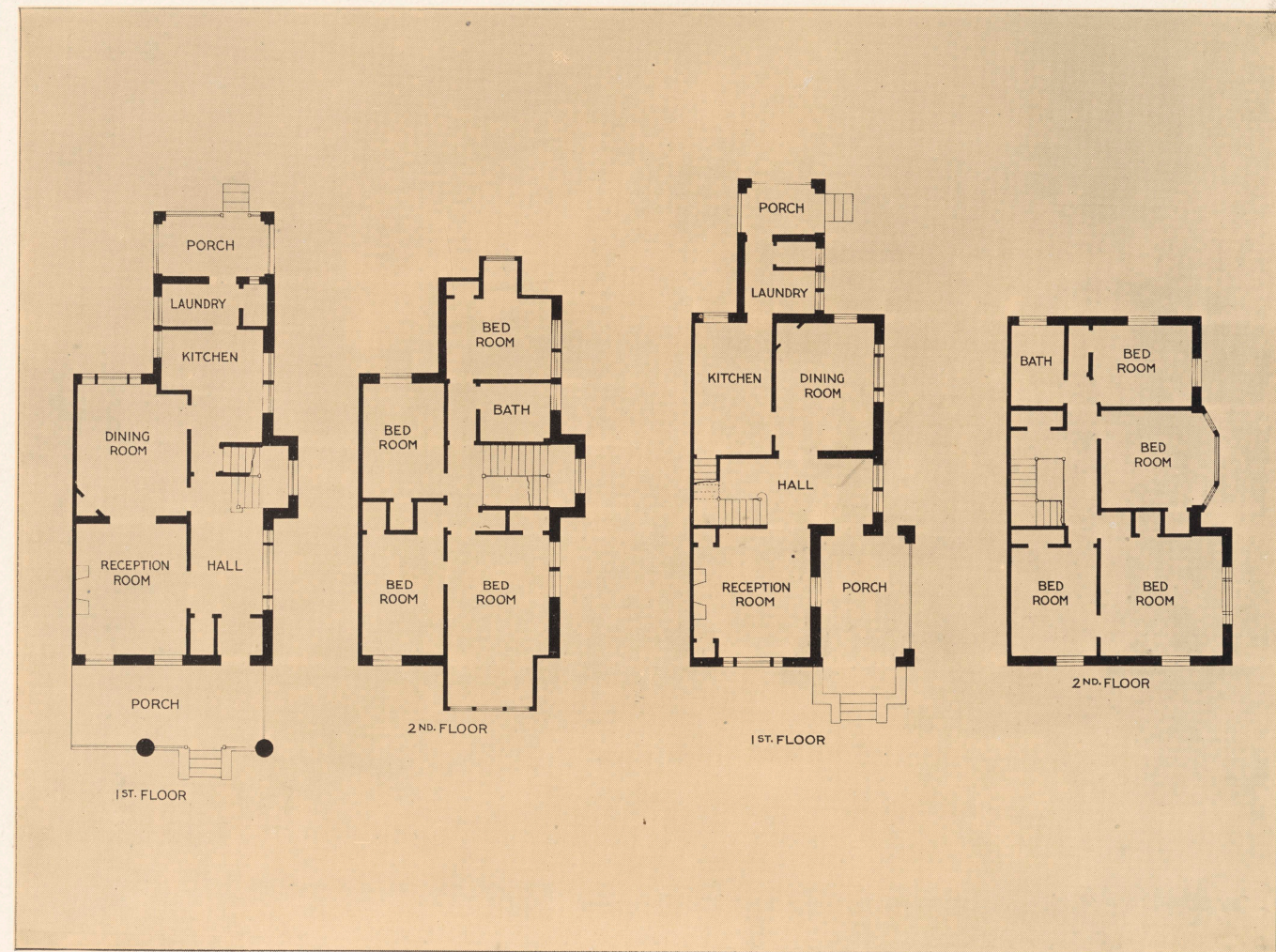


PORTER STREET





GARNET STREET



TYPICAL FLOOR PLANS





NINETEENTH STREET  
CLEVELAND STREET

Twenty-four



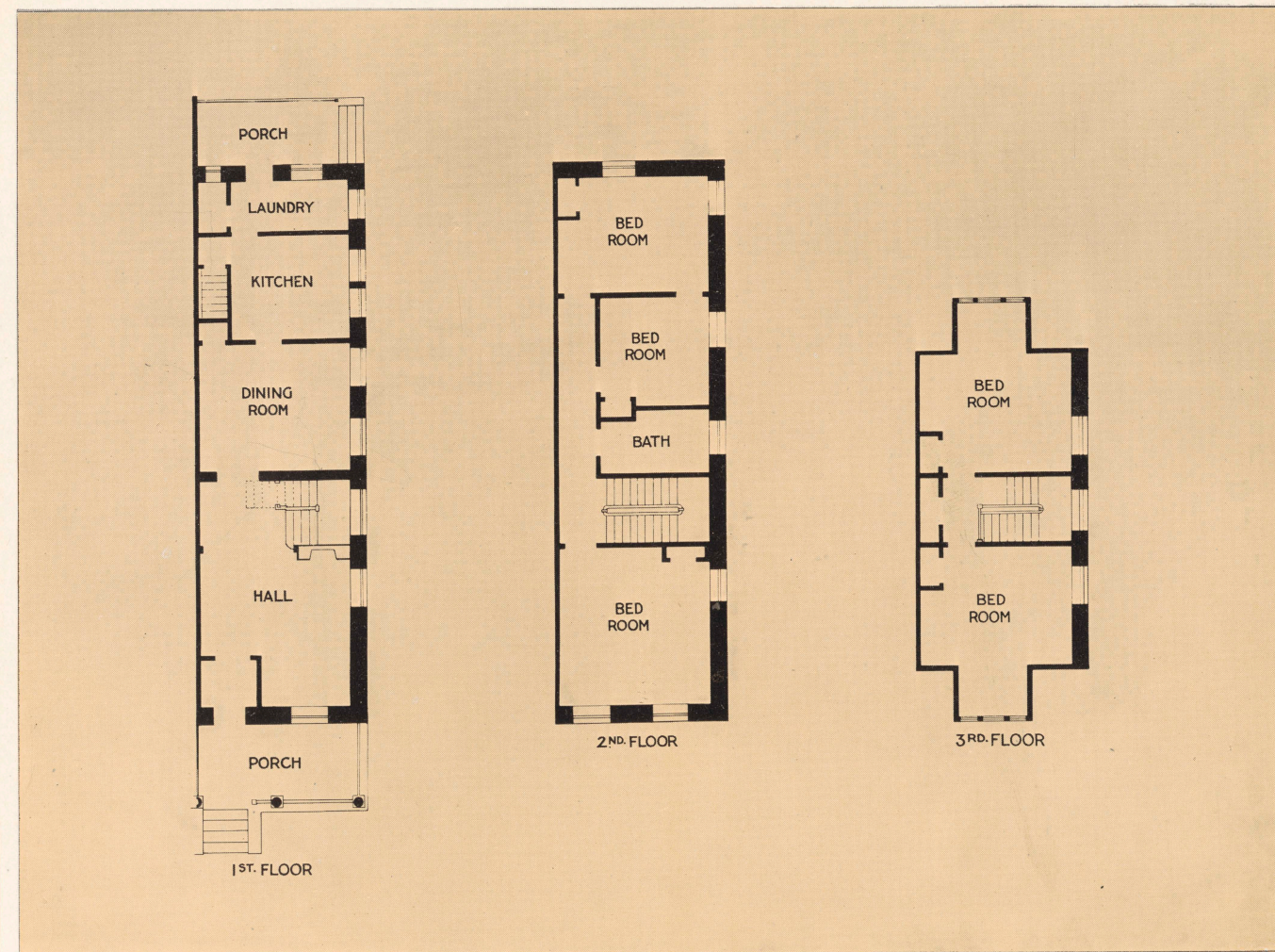
TWENTIETH STREET

Twenty-five





TWENTIETH STREET



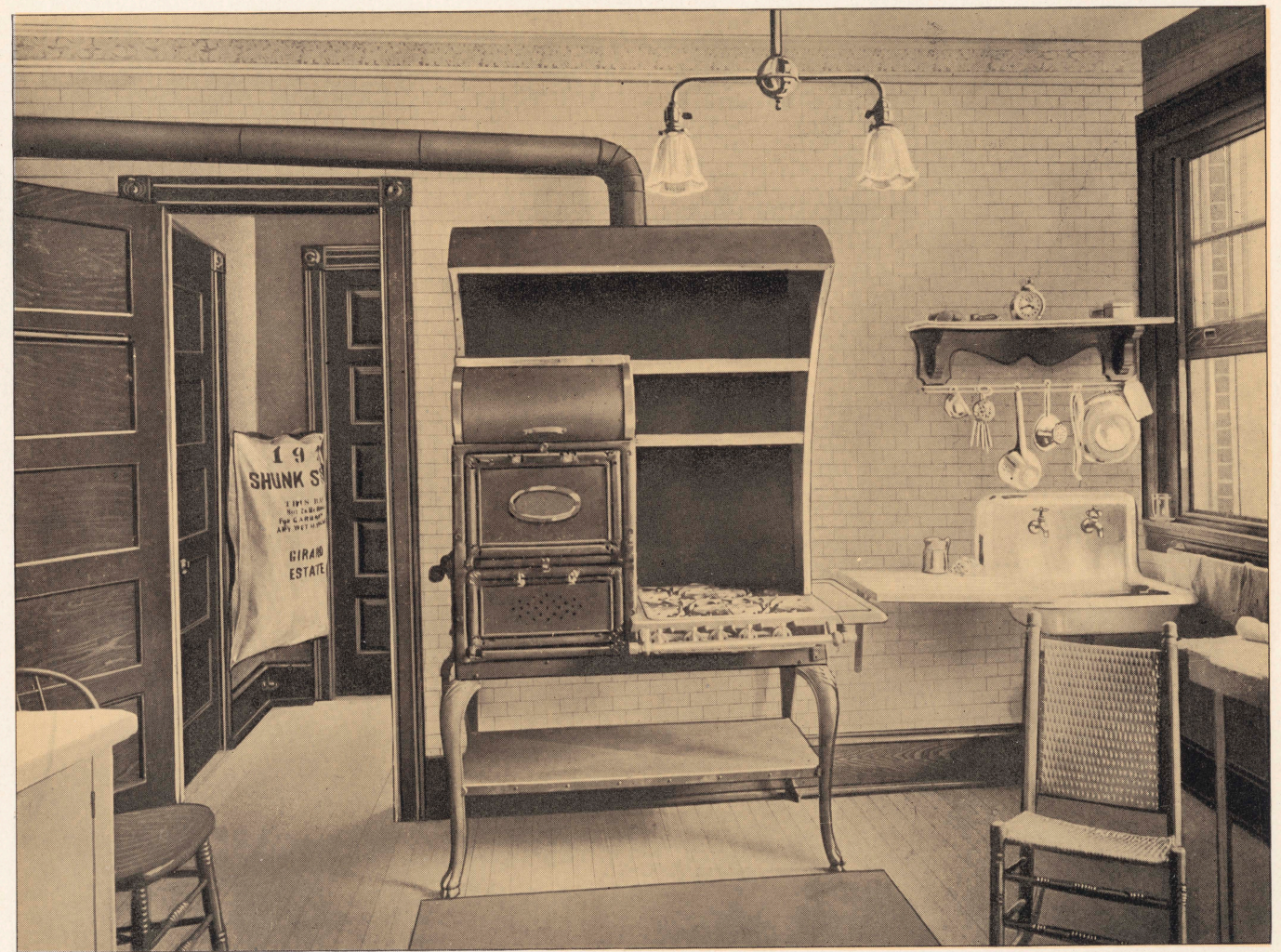
TYPICAL FLOOR PLANS





BATHROOM

Twenty-eight



KITCHEN WITH CABINET GAS RANGE  
(Note Waste Bag for Sweepings, Rubbish, Etc.)

Twenty-nine





REMOVAL OF WASTE



LAUNDRY





PORTER STREET

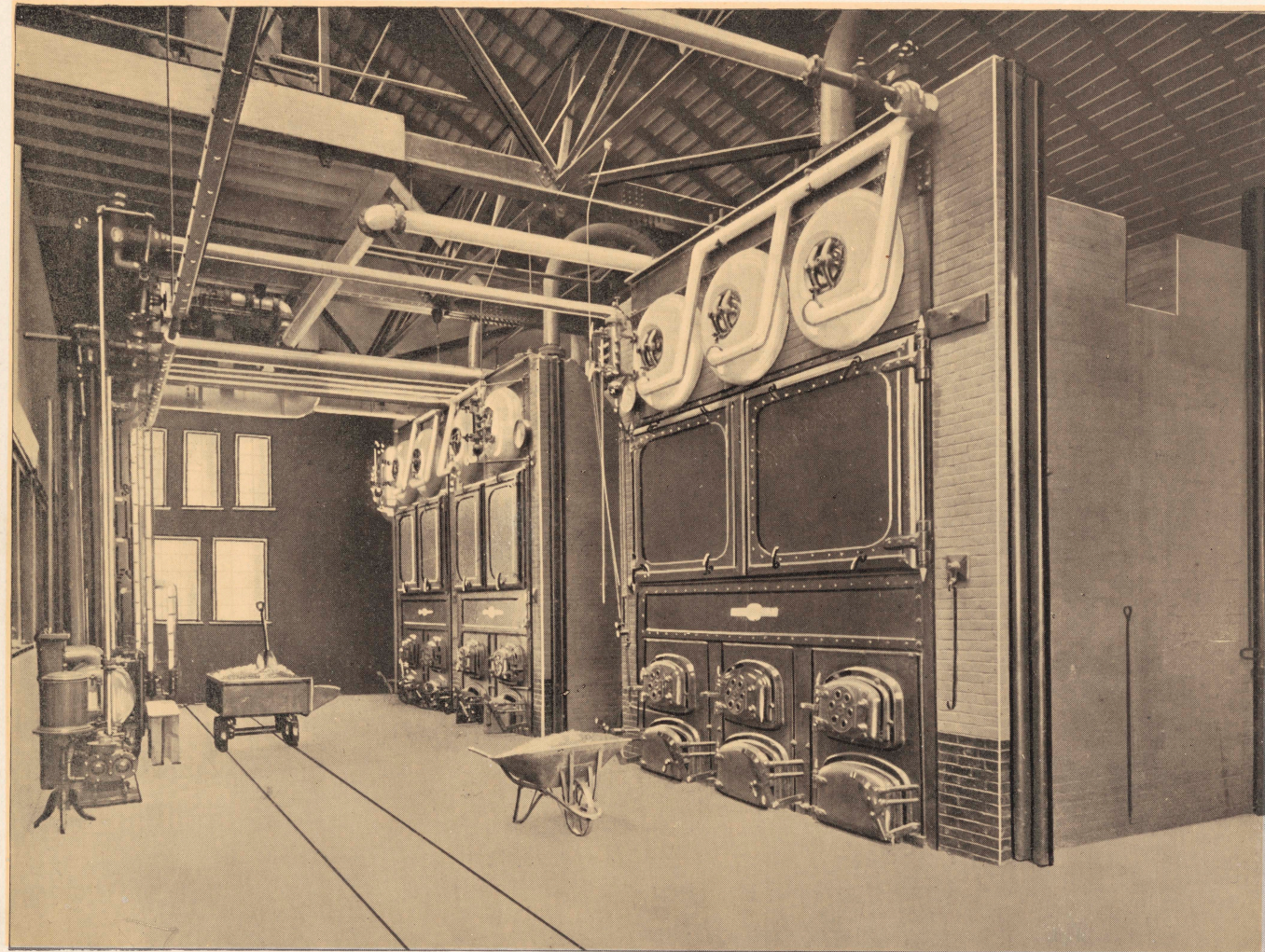
Thirty-two



SEVENTEENTH STREET

Thirty-three



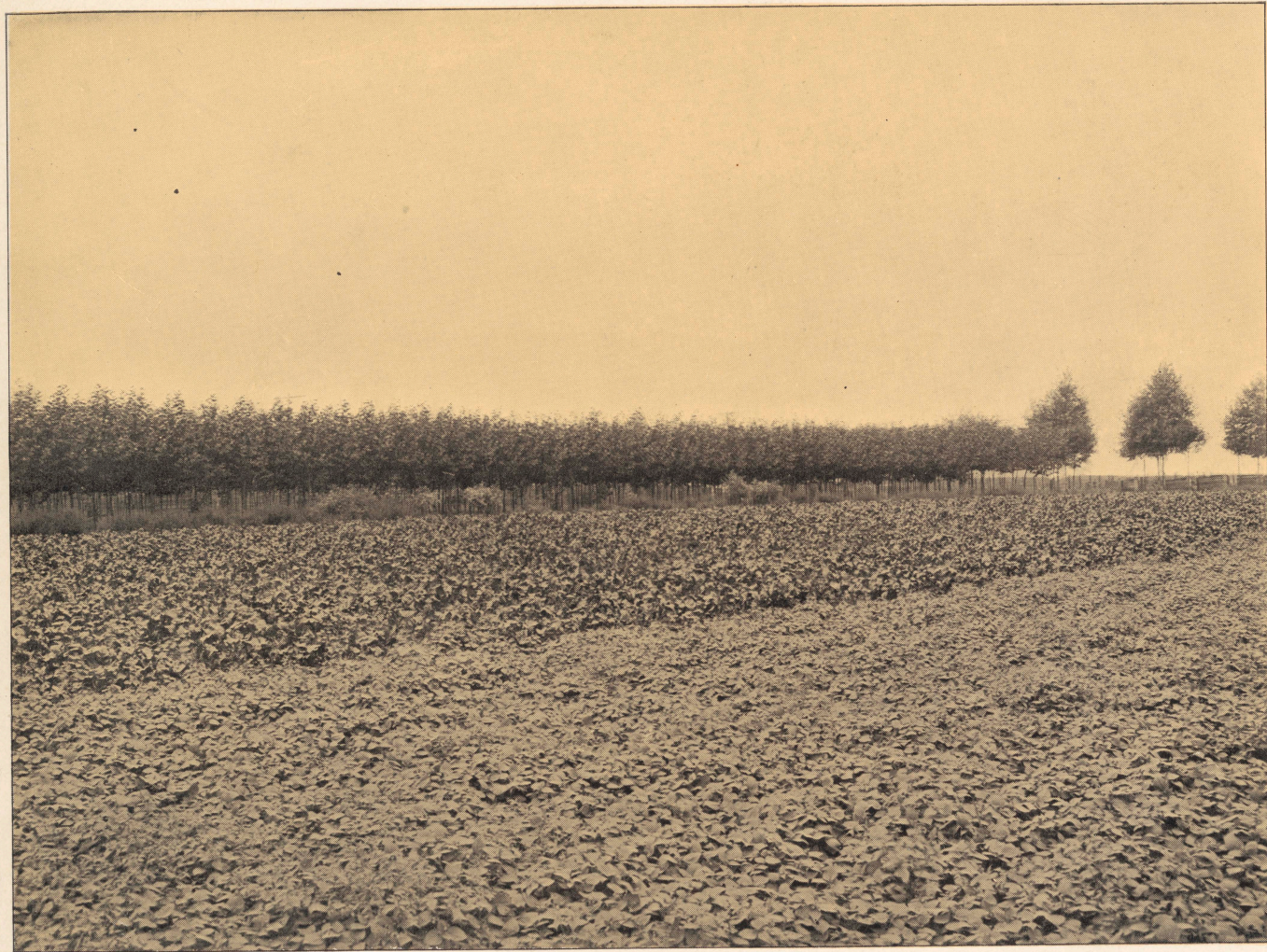


BOILER ROOM—CENTRAL POWER PLANT



PUBLIC LIBRARY (In course of construction)  
NORTHEAST CORNER TWENTIETH AND SHUNK STREETS





SHADE TREE PLANTATION

City Homes  
Ideal



Ideal  
City Homes