

WEST PHILADELPHIA FEELS PINCH OF TOP FOOD COSTS

Manufacturers' Greed Blamed by Woman Grocer in Extensive Residential Neighborhood
Cheap but Nutritious Cuts of Meat Advocated for Economy by Another Dealer

Perhaps, Mrs. Housewife, you have read some of these articles that have presented daily for your information the views of the grocers in various neighborhoods upon the reasons underlying the rise in prices of food supplies and the suggested remedies for lightening the increasing drain upon your pocketbook.

And in the reading, you have assented, possibly, to some of the arguments advanced, and then in your womanly wisdom, shaken your head, as you remarked: "Oh, yes, true enough, but how does a man know what we women have to put up with? Let the EVENING LEDGER stop questioning men about the high cost of living and submit the matter to a woman who knows from actual experience what it costs to keep a family in food these days."

Well, Mrs. Housewife, that is just what the EVENING LEDGER has done, and it has carried its campaign of enlightenment right into the heart of the housewife's country, into West Philadelphia, which numbers among its 247,928 inhabitants more housekeepers than possibly any other six wards in the entire City of Homes.

BLAMES MANUFACTURERS
Right at the portal of West Philadelphia, sandwiched between the University of Pennsylvania and Drexel Institute, two centers of domestic economy, is the grocery store of W. B. Brown & Co. It is located at 2300 Woodland avenue, where it has supplied the wants of its neighbors more than twenty years. The proprietors are Walter S. Brown and Emma S. Dietrich. Let us hear the views of the female member of the firm, and from her observations it is possible a new light on the market situation may come to alleviate our housewifely burden.

"It's the manufacturers who are to blame. The big concerns are raising prices on almost every article we handle until everything today costs nearly double what it did a few years ago. It is awful, simply awful. The people are not buying like they did and I cannot blame them. Meats and groceries alike are up to a figure that forces some of our customers to cut down on their tables. We cannot get the goods delivered after we order them. The wholesalers take our orders and then will not let us have the quantities we need for our trade. There is where I believe the trouble lies, and the remedy would seem to be some law that would compel those who have the goods to dispose of them and not store them up in the hope of getting higher prices."

"In this location we are in position to see the situation from many angles. We supply many families who have lived in this neighborhood for several years, and we also care for several students' boarding houses. We have customers of all classes and they all seem to be suffering. I don't see any prospect of remedy unless some law is passed that will prevent those who produce the goods from holding them up."
Another landmark in the same neighborhood is the establishment of M. D. Penne-packer, now located at the southeast corner of Thirty-third street and Lancaster avenue. For forty years Mr. Pennepacker has been in the grocery business, and always within a few blocks of his present location. "It's the people themselves who are to blame," Mr. Pennepacker declares. "They seem willing to pay the high prices. If they would cut down their purchases and make a protest in that way I believe the farmers and wholesalers would be brought to better terms. They would lower their prices rather than see their goods spoil in their barns or eating up storage charges in warehouses. Today the farmers won't quote prices."

"They think they will get more money by holding on to their stock. That is why potatoes are so high. The crop is plenty enough, but the growers believe if they hold out long enough and nobody will market them they can force the people to pay whatever price they choose to ask. When they do sell they let the supply go to the foreign buyers who are willing to pay more."
"This country today is in the position of a man who sells food to his neighbor and lets his own children go without. That attitude may work out all right with people who are getting higher wages in these war times, but those who are getting the same money as they did a year ago are much worse off."
A trade embargo against foreign shipments would help to relieve the situation. There is plenty of grain and other food-stuffs here in America for our entire population. Why cannot the growers be compelled to supply the home demand first, and then, if they have any surplus, let that go to other countries. Instead, they seem to take care of the foreigner first, and let their own people take what is left.

"There is more profit to us in the lower prices. I will illustrate in the case of milk, which is one of the latest commodities to go up in price. When milk cost us four cents a pint, we sold it at five cents, which gave us a profit of one cent on each sale, less the cost of ice. Today milk costs us five cents. We cannot charge six cents a pint to our customers, and we cannot afford to ice and keep it to sell again at five cents. We simply cut it out. Many other articles I am selling merely as a convenience or with less than a cent margin on each sale."
Mr. Pennepacker was interrupted by the

"High Costs" Percentage Hits Residential Section

FOOD prices of one year ago and today, prevailing in parts of West Philadelphia, as furnished to the EVENING LEDGER by M. D. Penne-packer, grocer, at Thirty-third street and Lancaster avenue.

	1915.	Today.
Crackers	10c	15c
Brisket	7c	13c
Sirloin	30c	35c
Lard	16c	20c
Flour (small bag) ..	48c	65c
Eggs	30c	43c
Rice	9c	9c

entrance of a salesman for a large cracker baking firm. He, too, voiced his complaint against trade conditions. "We cannot fill our orders either on account of the shortage of materials and labor. Our shipping department is stacked up today with orders that we cannot supply. It is almost impossible for us to get girls in our factory or offices. We are offering 33 1/3 per cent higher wages and yet are short-handed. Since the Mexican trouble started the girls we used to get without trouble are working in the Arsenal. "They may come back to us when things quiet down, but just now there is no such thing as a 'labor market.' This puts up prices, and the cost of paper also affects our us. All boxed goods are now five cents higher than a year or so ago. The line of cakes that sold for ten cents a package is now bringing fifteen cents and other grades are up in proportion. We do not like to see prices so high. We do not benefit. When goods are plentiful and prices low, the demand is greater and the profits are more, for people are less economical. Now they buy much closer."

Mr. Pennepacker resumed his survey of the situation, taking the meat question as his theme. "Do you know that we cannot get any forequarter meat in the market today?" he queried. "Some years ago those cuts were in demand as great as the choicer hind-quarter section. Well, that condition, I believe, is brought about by the short-ightedness of some women and their desire to make their cooking as easy as possible. Instead, they have made it dearer. The brisket, neckpiece and other forequarter cuts are splendid for soups and stewing, and often a single piece can be made to supply two meals.

OBJECT TO CROWDED SCHOOL
Parent-Teacher Association Will Adopt Protest Tonight
A meeting at which measures will be adopted as a protest to the Board of Education against the overcrowded and anti-
quated condition of the Jesse George Public School, Sixty-third street and Girard avenue, will be held tonight at the school building. The Parent-Teacher Association, which was the first to express a protest, has selected several topics for discussion. These include "The Advantages of Proper School Accommodations," "How the Conditions of the George School May Be Rem-
edied," "Who Pays the Taxes?" and "What Are We Getting for Our Money?"
The president, A. A. Scott, of 315 North Sixty-first street, has prepared a table showing the overcrowded condition of the school. First, it says that the school building is forty-two years old, that there are 1067 school children between six years and sixteen years in the George School district, that there are 873 children enrolled at the school and 299 are on half time; that there are nineteen teachers and only fifteen classrooms, and that there are eight classes a half time.
Mr. Scott also said the association had made several appeals to the Board of Education and no attention had been paid to them.

The Earle Store

Market, 10th & 11th Sts.

Invites Your Inspection of a Showing of Fur Sets and Fur Coats

That Were Selected With Extreme Care As to Dependable Quality and for Savings in Prices

The Earle Store's word of CONFIDENCE should be a great guide to you in selecting your furs, for then you will be assured of buying just what you intended to, without any deception, which is so often practiced in furs.



Please remember—that the Earle Store's stocks are all new—therefore made from fresh pelts, the ONLY KIND the Earle Store will ever carry. No matter what price you pay, our full guarantee goes with it as to quality.

Fur Sets and Odd Pieces in Our Main Floor Salons

Grey Fox Sets at \$22.50

One of the most popular furs this season. Good-size animal scarf and barrel muff. Head and tail trimmed.

Stone Marten and Skunk Opossum Sets, \$32.50

Large animal scarfs and melon muff, crepe de chine lined and finished with ruffle at head.

Nutria Fur Collarettes \$25.00

A new creation fashioned of choice skins. Skinner's satin lined. Ball muffs to match at \$16.50.

Black American Fox Scarfs, \$16.50 & \$18.50

Beautiful luxurious skins in different effect scarfs. Muffs with head and tail trimmings, \$25.00.

French Coney Fur Capes at \$13.50

Fine silky skins, with satin trimmings. Fancy ends with fur trimmings. Ball muffs to match at \$7.50.

Natural Raccoon Fur Scarfs \$12.95

Double animal scarf. Barrel muff with head trimming, \$14.95.

Red Fox Animal Scarfs, \$3.95, \$8.95, \$10.95, \$11.95 & \$14.95.

Stone Marten and Fitch Opossum Scarfs, \$14.95.

Natural Hudson Bay Sable Sets, selected skins, \$195.00.

Natural Cross Fox Sets, double animal scarf, fancy muff, \$150.00.

French Coney Collarettes \$13.50

Button trimmed. Barrel muff, head and tail trimmed, \$7.95.

Our Fur Coats on Second Floor

Hudson Seal Coats \$87.50

A splendid flary model—developed of rich, luxurious skins. Full 40 inches long and 90 inches around bottom.

Special—Pony Skin Coats \$32.50

Flary models—just 10 coats at this price.

Near Seal Coats Sheared Muskrat \$60.00

Just 6 coats to go at this price.

Hudson Seal Coats With Large Skunk Collar \$135.00

A half-belted model—40 inches long.

Decide Now—Make This a Christmas to Be Long Remembered

TO PLAN for the loved ones now is to make them unusually happy this Christmas. To DECIDE now is to have this opportunity—by giving the gift that is in accord with your feelings and their desire.

To wait until the last minute means a greater strain on the purse strings and the purchase of that which will not mean as much to the recipient, while proving a greater outlay to you.

We have inaugurated a plan that is both economical and satisfactory, a plan that does not require any cash outlay, but is based on the savings bank idea.

To those who join the

Christmas Gift Club

We offer the following advantages:

Choose from our comprehensive stocks of fine diamonds and diamond jewelry any article you desire. The same will be placed in our vaults with your name, and, aside from a nominal weekly payment, there is no cash outlay. The week before Christmas the article is delivered to you handsomely encased, and you continue the small weekly payments until the full amount is paid.

In addition you receive these privileges:

Free Life Insurance, 30 Days' Refund, Free Exchange, Unlimited Selection, No Interest Charges.

HARBURGER'S
1014 Chestnut Street
For Full Particulars, Mail This Coupon

Please mail full particulars of your Christmas Gift Club with art catalog.

Name
Address E. L.

HALLOWEEN CANDIES

Pure, to begin with, or we wouldn't have them here. Wholesome, good, pure fruit flavors, unusual combinations, and priced lower than you'd expect to pay for such high-grade candies.

Saturday Specials
80c Jordan Almonds .. 25 lb.
85c Caramels 25 lb.
85c Chocolates 25 lb.
85c Nut Candies 25 lb.
Halloween Favors, many many kinds, from 5 cents up.

Nuts, Figs, Dates
No Halloween complete without them. The nuts are this year's best—dependable, meaty, full-flavored.

English Walnuts .. 25 lb.
Brazil Nuts 25 lb.
Pecans 25 lb.
Pistachios 25 lb.
Mixed Nuts 25 lb.
Egg packages .. 15c
Dates, packages .. 15c

Alex. Sheppard & Sons, Inc.
8th & Walnut Sts.
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Morning Sip Coffee