

GROCER OVERCHARGES? REPORT TO FOOD BOSS

Administrator Heinz Explains That Is the Way to Stop Profiteering

By M'LISS
A careful housewife paid seventy-five cents a dozen for fresh eggs and thought she was "stung."
She had been reading in a cursory way, reports from the local food administration and statements from its city and State directors, Jay Cooke and Howard Heinz respectively. She had seen printed in the newspapers lists of approximate prices and she felt sure that the maximum price for eggs quoted had not been as high as seventy-five cents.
Necessity had made a skilled economist of her, but she felt that where eggs were concerned she could not take less than the best.
Despite this fact, however, she interrogated the dealer before making her purchase.
"Won't you get into trouble with the food administrator if you charge such an exorbitant price for eggs?" she asked him.
"It's not my fault," he replied nonchalantly, "talk to the farmer or the hens about it. You said you wanted fresh eggs. Storage eggs are cheaper."
The woman talked, not to the hen or to the farmer, but to the EVENING PUBLIC LEADER.
"What's the food administration doing?" she queried with some asperity, "what good are their price lists, printed daily, if the dealers are still permitted to gouge us? What's the idea?"
The EVENING PUBLIC LEADER put the

query up to Howard Heinz, the State administrator, and obtained a concise explanation of what the food administration is doing, what it aims to do and how each and every housewife can help the administration and herself in the prevention of "gouging" or profiteering.
Here is the situation in a nutshell:
The average person who has been reading vaguely about food regulation has an idea that the food administrators have the power to fix prices. This is not true. There is no law giving them such power. They cannot say, for instance, that fifty cents is a maximum price for the best candied storage eggs and that all who are required to pay more than that are being victimized. They cannot say that no dealer can sell the best creamery butter for more than sixty cents a pound and that the dealer who does is a profiteer and liable to prosecution as such.
In short and to repeat, they cannot fix prices.
But what they can and are doing is to control profits.
They can say and have said to dealers: "On such and such articles you cannot make more than 10 per cent profit; on other articles you cannot legally make more than 15 or 20 per cent. If you do you are liable to fine or imprisonment or both."
Several times a week wholesalers and retailers in all varieties of foodstuffs meet the food administrator in the offices of the Committee of Public Safety, in the Finance Building. An experienced agent from the Department of Agriculture is present. Prices are discussed and the proper amounts of profits fixed. The lists printed in the papers are based on the results of these discussions.
The value of these lists is this:
By reference to them the housewife may know whether or not she is paying approximately too much. If the food administrator's list quotes a merchant's cleared at from 15 to 25 cents and her dealer asks her 28 or 30, de-

spite the fact that she offers to pay cash and to carry her purchases home, she is justified in suspecting him. It is her duty then to write to the food administration and lay her facts before that body. She should cite the date of her purchase, the name and the address of the dealer from whom she bought and the price she paid.
The food administration has its department of investigation. Secret Service men are running down profiteers daily and their work will be facilitated if every housewife constitutes herself a committee of one to help prevent gouging.
It must be remembered, however, that the food administration's prices are not concerned with the fancy grades of foodstuffs, expensively boxed and delivered. Its activities deal with the kind of edibles that Mrs. Average Woman buys and carries home herself.
Many persons believe the food administration should have the power to fix

prices. These persons think that laws should be passed enabling Mr. Hoover and Mr. Heinz and Mr. Cooke and all the lesser food administrators to say conclusively to the dealers:
"You can't charge over such and such an amount for such and such a thing." It sounds like the simplest solution of the problem, but the question of pro-

duction and supply and demand is in the final analysis exceedingly complex, as Germany and England found out when they both endeavored to fix prices.
In Germany the plan was abandoned because it was found that production was discouraged. Prices were fixed at what seemed a fair rate to consumer and seller, but the producers lost money and

consequently threatened not to produce, and if the plan hadn't been given up, the country would have gone to the "demition bow-wow." Which wouldn't have been so bad, perhaps, seeing that it was Germany. But Germany didn't think so.
In England, according to Mr. Heinz, when prices have been fixed on wheat

and other products, the Government, which ultimately means the people—made up the loss by providing a subsidy. And that isn't the best sort of economics.
It would seem, then, that the economical and patriotic thing for every housekeeper to do is:
To study the lists published in the

Deal with no dealer who charges more than these prices.
Report every dealer who sells on a committee of public safety, food administration, Finance Building, Phila, giving essential details. Pay cash and carry home the goods. And remember that fancy prices and fancy purchases go hand in hand.

SAUNDERS
Watches, Jewelry and Silverware
21 & 23 So. Eighth St.
Established 71 Years
DIAMONDS
OPEN EVENINGS
LIBERTY BONDS
Taken at Par in Exchange for Our Goods Same as Cash



Columbia

Grafonola

and Columbia Records



Ten Million New Members by Christmas. All You Need is a Heart and a Dollar. Join the Red Cross Today.

"—and we will put it beside the Christmas Tree"

Everything associated with the buying of a Columbia Grafonola is pleasant. Every idea that occurs to you is a pleasant idea. You enjoy yourself while you are in the store.

In the store is the place to decide what type of Grafonola to buy. There you will see instruments from \$18 to \$250. You can hear them and you can play them and you can compare them. You can choose the type of instrument you like and the finish that will suit you best. You can arrange how the payments will be made. You will find stores conveniently located in the important shopping districts.



Ten Million New Members by Christmas. All You Need is a Heart and a Dollar. Join the Red Cross Today.

ON SALE BY THE FOLLOWING DEALERS:

DOWNTOWN
Cunningham Piano Co., 1101 Chestnut St.
Felsenthal, Jacob, 1328 Point Breeze Ave.
Grafonola Shop, Inc., 710 Chestnut St.
Jennarella, Frank, 708 Christian St.
Kearney Music Shop, 7 S. 10th St.
Lupinacci, Antonio, 730 N. 7th St.
Monarch Talking Machine Co., Inc., 541 S. Broad
Philadelphia Phonograph Co., 619 South St.
Philadelphia Talking Mach. Co., 412-14 Market
Rogalski, Michael, 326 S. Front St.
Sosenford, D., 324 South St.
Russo, Giuseppe, 320 S. 8th St.
Sullivan & Co., N. 15th and Market Sts.
Strawbridge & Clothier, 5th and Market Sts.
Stoff & Co., 712 Market St.
Stolle, Harry, 615 N. 5th St.
Williams, J. E., N. 15th and Millin Sts.

UP-TOWN
Boonin & Co., 529 N. 8th St.
Carson, T. B., 2329 Germantown Ave.
Connelly, Theo., 2832 Girard Ave.
Cramer & Reed, York Road and City Line
Dannemann & Jacobs, 1501 Germantown Ave.
Davis, Franklin, 2001 Vaux Ave.
Fleischman, Harry, 11-13 N. 2d St.
Foley, Thomas J., Jr., 1450 Girard Ave.
Futrell, Benjamin, 30 N. 8th St.
Goodman, Joe, 447 Main St., Manayunk
Goodman, J., 227 W. Girard Ave.
Halmbach, Frank, 2040 Locust Ave.
Jenn & Co., Talking Mach. Co., 1222 Gtn. Ave.
Katzke, Joseph, 428 Germantown Ave.
Kerrison Talking Mach. Co., 1410 Susque. Ave.
Koff, C., 1717 Chestnut Ave.
Kum, Chas. C., 622 Hunting Park Ave.
Lafayette, Philip, 2114 York St.

WEST PHILADELPHIA
Arnsman, N. G., 5051 Baltimore Ave.
Davis, Geo. B. & Co., 2028 Lancaster Ave.
Falkins Piano Co., 181-183 S. 8th St.
Fillman, Wm. H., 6124 Lansdowne Ave.
Lafayette, Harry, 415 N. 52d St.
Mehlinger, Bros., 4625-40 Lancaster Ave.
O'Fallon, James C., West Phila. Talking Machine Co., 7 S. 9th St.
Sweeney, Henry, 718 N. 52d St.
Shull & Co., 37 S. 22d Market St.

EAST PHILADELPHIA
Barton, Jacob, 214 S. Front St.
Burr, Edward H., 2448 Frankford Ave.
D'Ambrosio, Guido, 221 N. 62d St.
Gutowski, Victor A., 2224 Frankford Ave.
Hick & Ross, 21, Inc., 6124 Frankford Ave.
Kalinowski, Konstanty, 2124 Frankford St.
Kenny, Thomas H., 2224 Frankford Ave.
Kryzwick, Joseph, 2124 Frankford St.

CAMDEN, N. J.
Dudler, Howard, 1118 Broadway
Kum, Rev. J., 1222 Hunting Park Ave.
Lafayette, Philip, 2114 York St.
Zaleski, Henry, 1913 Market St.

BONWIT TELLER & CO.

The Specialty Shop of Originations
CHESTNUT AT 13TH STREET

Will Offer Tomorrow, Wednesday

500 Fur Muffs and Neck Pieces

At 1/3 Less Than Regular Prices

Suitable for Christmas Gifts

MUFFS	NECK PIECES
Nutria 6.50	Hudson Seal 6.50
Hudson Seal 9.50	Skunk 7.50
Jap Kolinsky 10.00	Natural Raccoon 7.50
Natural Raccoon 10.50	Nutria 8.50
Natural Skunk 14.50	Beaver 14.50
Beaver 17.50	Kolinsky 19.50
Mole 19.50	Mole 25.00

VERY SPECIAL

75 ANIMAL FOX SCARFS

Taupe, Poiret and Kamchatka

10.00 and 19.50 Value \$19.50 to \$35.00

Watches for Christmas Gifts

We pride ourselves on our large and excellent assortment. The collection comprises men's and women's watches, for the wrist or pocket, in all conceivable shapes—from the highest grade to the least expensive, but only such as we can recommend for service.

For Women	For Men
Gold Watches \$16.50 to \$75.	Wrist Watches \$4.50 to \$60.00
Enameled Watches 50.00 to 225.	Gold Watches 18.00 to 300.00
Gold Filled Watches 13.00 to 30.	Filled Watches 12.00 to 90.00
Gold Bracelet Watches 20.00 to 160.	Silver Watches 7.00 to 25.00
Jeweled Watches 150.00 to 750.	Nickel Watches 2.50 to 5.50

Our new catalogue shows many of the newest and most desirable watches, as well as thousands of other gift suggestions in Diamonds, Watches, Jewelry and Silverware, beautifully reproduced in colors.



May we send you a copy?

S. Kind & Sons, 1110 Chestnut St.

DIAMOND MERCHANTS—JEWELERS—SILVERSMITHS

Closing hour Six o'Clock until Christmas.