

CIVIC WELFARE DRIVE BY WOMEN'S LEAGUE

Discuss Organization Drive at Luncheon Today at City Club

WILL REACH LAWMAKERS

Many Leagues to Co-operate in Raising City's Standard of War-time Efficiency

The necessity of placing Philadelphia on an adequate standard of efficiency in every possible manner will be discussed today by Mrs. Imogen Oakley and the Rev. Dr. Frederick R. Griffin, who have taken a prominent part in civic and state affairs, at a meeting and luncheon which will be held under the auspices of the Women's League for Good Government at the City Club.

No detail which is essential to the progress of the city and State will be overlooked. The speakers will be fortified with figures and facts obtained at first hand and will offer suggestions and remedies for the shortcomings which are responsible for much human suffering.

Today's meeting is simply the curtain-raiser to a general city-wide drive for improvement which will start on March 15 and continue to March 23.

It is hoped to establish an organization in every ward in the city which will keep in touch with legislators who sway the destinies of the city and State. Members of the league will urge the support of only those who work for better conditions generally.

The co-operation of the Woman's Christian Temperance Union, the Anti-Saloon League, the Home Missionary Societies and other organizations promise good results for the contemplated drive. In discussing the league's proposed drive, Mrs. Samuel Bryan, Secretary of the political war work committee, said today:

"We must make Philadelphia insist on a decent standard of efficiency," she said, "and where there is a notable lack of it force political action. Are we going to be satisfied with dirty streets, poor schools, disgraceful housing conditions and inefficient laws when it is in the power of each one of us to do something to better these things?"

"Let us make the facts known and then let's organize for action. War is upon us—we must be ready to work and our machine must be in order. That is the reason that the league is making a great effort to place itself on a war footing—that every ward may register the right opinion on next election day. We want to arouse public opinion so that never again in this city will 150,000 votes be lost on account of failure to register. Two great questions that mean much to the women of the country will be before the Legislature next year, prohibition and probably woman suffrage. It is time for women to get busy."

The guests of honor at today's meeting will include Mrs. Edward Biddle, Mrs. Cornelius Stevenson, Mrs. R. P. Bradford, Miss Anna Davies, Mrs. Edgar Harburg, Mrs. M. M. Adams, Miss Laura Bell, Mrs. Mary Y. Stricker, Miss Alice M. Doane, Miss Jean Colesberry, Mrs. Hugh F. Munro, Mrs. Ellen Foster Stone, Robert E. Lambertson, Francis T. Burch, Homer Topp and George W. Cole.

An address will be delivered this morning by Ernest T. Trigg, president of the Philadelphia Chamber of Commerce, before the audience of the Temple University, on "What the Chamber Thinks Women Can Do to Better Conditions in Philadelphia."

Miss Amelia F. Culbertson will also speak on the work of city nurses.

ALMA GLUCK WINS OVATION FOR ART

Audience Cheers Noted Soprano and Joins in Choruses of Songs

Community singing was an unexpected development of the recital of Alma Gluck, former Metropolitan star and now the idol of phonograph fans and greatly admired by the musical connoisseurs. She had an audience of almost 500 McCormack proportions last night at the Academy of Music, and it was so enthusiastic that men stood on seats during an encore and cheered. Another encore, "Carry Me Back to Ole Virginia," which has a sale that puts it in the first ranks of popular records, brought an ovation for the soloist and the audience joined in the chorus.

PONIATOWSKI TO SPEAK

Noted Pole Also to Appear at Meeting Here

Prince Poniatowski, a noted Pole and former Polish notables will speak at a mass-meeting at the Metropolitan Opera House. They are members of the Polish military commission visiting this country.

WOMAN REAL ESTATE AGENT MAKING GOOD

Miss Mary C. O'Neill Sees Big Future in Enterprise at Atlantic City



MISS MARY C. O'NEILL

Atlantic City, March 14.—Atlantic City's youngest wartime feminine real estate operator is making good.

She is Miss Mary C. O'Neill, of Chelsea, who hit upon real estate as a career for two reasons. The first was because many young men training here for the business have either enlisted for the grand adventure across the sea or been called to the colors under the selective service act. The other, and more impelling, was that she "felt a call" to demonstrate that a woman can make good in a difficult field.

"Having studied the field from several angles, I came to the conclusion that there is no reason why a young woman should not be as much of a success in the rental and sale of real estate as at the bar or in the practice of medicine," she said today. "I did not decide hastily, for I realized that there is a whole lot more to the business than simply being able to talk a client into taking a house for a few months' occupancy. I want to know all about selling real estate as well, and that includes study of the law respecting titles, taxation and many other questions."

Miss O'Neill, who has an optimistic temperament and no end of energy and initiative, has a lucrative field in Atlantic City and Ventnor, where hundreds of Philadelphians rent spring and summer domiciles because it is the right thing to live in a fashionable quarter.

She owns a motor and drives it as a member of the emergency motor section of the woman's committee of home defense. That faculty comes in very handy also in Miss O'Neill's career, for she is able to meet her clients at railroad stations and show them her prospects with the least amount of discomfort for themselves, turning something of a task into a pleasant experience.

Atlantic City's youngest wartime woman real estate broker, who is making good in a difficult field. She shows clients around in her own auto.

GIVES \$500,000 FOR HOMES

Wilmington Raises Sum to Aid Government Plans in That City

Wilmington, Del., March 14.—Wilmington has raised the \$500,000 to assist in the Government housing plan in this city, but nothing can be done by the local men until the Government announces the plan which is to be followed and instructions are received.

In the opinion of real estate people rents in this city will increase considerably within a short time. There is a prospect of higher city taxes on account of the increased cost of city government supplies and because the county tax assessment for Wilmington has been considerably raised.

HIGH SCHOOL GIRLS PLY BUSY NEEDLES

Students of West Philadelphia School Sewing for Allies and Red Cross

About fifty girls turned out for the select sewing bee at the West Philadelphia High School for Girls today. This sewing fest is the beginning of an extended plan of work for making garments for women and children of France and England as well as for the American Red Cross sewing.

For the next three months girls from this high school will spend two hours each afternoon sewing garments. Under the direction of Miss Edith F. Ballentine, an instructor of English at the school, the material, which is being supplied this month by the French War Relief Commission, will be made up into garments for the civilian population of France. Next month the work will be for the English and the last month of school the girls will devote their time to sewing for the American Red Cross.

Many girls have signified their desire to give two hours each afternoon to this work, while some have agreed to give one or two days a week in connection with their various other war activities.

The sewing department, with twelve sewing machines, has been turned over to this work; and while there were only fifty at work this afternoon Miss Ballentine is confident that the quarters will soon have to be enlarged.

The girls of the West Philadelphia High School are already skilled in making refugee garments. They have been making dresses and clothes for the children of France during the whole year at their homes. This new workroom, however, supplies a headquarters for their activities.

AMERICAN SUGAR SALES HIT \$200,000,000 IN YEAR

Profits Only \$10,000,000, Smallest on Record Compared to Turnover

New York, March 14.—The American Sugar Refining Company last year did a total business of more than \$200,000,000, according to the annual statement just issued. After all expenses and provision for Federal taxes, the net profits were \$10,055,290, or substantially the same as the previous year and equal to about \$11.45 a share on the \$45,000,000 of common stock. The profit on turnover is one of the smallest in the manufacturing world, according to Earl D. Babst, the president.

Reviewing Government regulations, President Babst in his report says: "Through inter-allied agreements the royal commission on sugar supply, since 1916, has been buying sugar for Great Britain, France and Italy. Competition between this commission and this country made necessary international co-operation. This was undertaken by the

LEFT-OVERS

After every family dinner there are nutritious bits of left-overs sufficient for another meal. Add a snappy relish—It's Economy!

LEA & PERRINS SAUCE

THE ORIGINAL WORCESTERSHIRE The Wartime relish.

creation of the international sugar committee with headquarters at New York—now the center of the world—through which Cuban and other raw sugars are allocated to the countries named and to the United States and Canada.



AMERICAN STORES CO. AMERICAN

Direct Distribution Between Producer and Consumer

The whole Government program at the present time, and rightly so, is being worked out along the lines of direct and economical distribution.

The elimination of all needless effort is a wise, and if we understand conditions correctly, a very necessary war measure, that should receive the hearty endorsement of all thinking people.

The American Stores Co. was born of this thought—

Direct Distribution at But One Small Profit

For more than thirty years the various units now forming the American Stores have been working toward this end with varying degrees as the business expanded, until today it has reached the maximum of efficiency.

Every American Store is a distributing centre where your dollar will go farther than anywhere else—quality considered. Our direct business connections with the sources of supply place us in a position to always give our customers first advantage of declining markets.

Are you reaping the fruits of direct distribution?

Best Potatoes 7c 1/4 pk.

1/2 Bushel (30 lbs.), 50c Full Bushel (60 lbs.), \$1.00 Always buy potatoes by weight and then you will know what you are getting. The best Potatoes to be had and the price speaks for itself.

We Always Give Our Customers the Benefit of a Declining Market Fancy Onions, 2 1/2c lb.

Very fine quality Yellow Globe Onions

Another Big Butter Special "Louella" Butter 55c lb.

When we say to you that Louella is the Best Butter made, we know what we are talking about—you simply can't get it any better. Louella is made from the best Pasteurized Cream produced in the finest Dairy Districts in the United States.

"Richland" Butter 51c lb. Good quality creamery butter, exceptional value.

New Pack Salmon

Choice Pink Salmon 18c can Fancy Red Salmon 25c can

Big, tall can delicious Salmon priced according to its true value—a very economical, nutritious and appetizing dish.

TROCO



Compare Troco With the Best Butter You Can Buy at Any Price

THIS appetizing new product is offered as butter's successor to those who heretofore have used nothing but butter.

It is made by an exclusive process—a process which gives the delicate flavor of gilt-edged creamery butter. The more critical you are, the better you will like Troco.

The makers of Troco specialize on this one product. They have perfected the method which produces the quality which makes Troco not a butter substitute but actually butter's successor.

An Attractive Combination

Troco is churned from the fat extracted from the white meat of coconuts—the same dainty tropic delicacy you use shredded on cake—combined with pasteurized milk.

It is as nutritious as butter and even more digestible. Like butter it is energy food of the highest value.

You will use Troco in place of butter solely for quality—because you rarely find butter so pure and sweet. Your dealer will supply you

with a capsule of the vegetable coloring used by butter makers.

But remember, Troco contains no animal oils. And that it is made by a company which makes no animal oil products—only pure, sweet, appetizing Troco.

Remember to Specify TROCO

Ask for Troco by name if you want to enjoy the butter flavor and butter quality which other nut butters lack. Your dealer has it or can order it for you. A 'phone order will bring prompt delivery anywhere.

TROCO NUT BUTTER COMPANY MILWAUKEE, WISCONSIN

EDSON BROS., Distributors 110-112 Dock Street, Philadelphia, Pa.

Bell Phone, Lombard 1942 Keystone, Main 2125

Meet Admiral Bowles— The man who built the famous "White Squadron"— The designer of the battleship TEXAS—

The former head of the Fore River Shipbuilding Company—

The man who is driving Hog Island to the full measure of its capacity.

Make his acquaintance in a full page article in Sunday's

PUBLIC LEDGER