

AIM TO LOWER COST OF FOOD
Manufacturers' Agents Urge Grocers to Adopt Price Reduction Plan
CONSUMERS HOLD OFF
Say Profits Should Be Less to Move Stocks on Hand

A movement to give the consumer the benefit of falling prices on many grocery items has been launched by the Association of Manufacturers' Representatives.

The Association of Manufacturers' Representatives, which is composed of sales managers, sales agents and brokers doing business in the wholesale grocery market, including the section of Pennsylvania east of Altoona, New Jersey south of Trenton, and all of Delaware, has sent out a bulletin to the grocers urging a general concentration toward moving present retail stocks.

"The market is clogged," the bulletin asserts, "by the accumulation of goods on the shelves of the retailer, goods which he naturally does not want to mark down and thereby sacrifice a part of his expected profit."

"But he is facing a fact, not a theory. The market is coming down in many lines, and the public is restless to know why it is not getting more benefit from it. Retailers should know that it is better to pocket a partial loss and turn their capital over quickly to a fresh market on the basis of the new market. Some of them are bound to see this before long, mark down their prices and take trade away from those who do not. A few of them are beginning to begin to do this. And the quicker the retailer appreciates that there can be no profit in unsold goods at any price, the better it will be for everybody, retailers included."

The association's bulletin suggests means by which the retailer may ease off the losses of marking down goods and set the slow moving stocks in certain lines off his hands quickly.

"If the salesman tells the retailer a hundred cases of tomatoes, for instance, and the market has advanced fifteen or twenty cents a dozen by the time of his next call, doesn't he hurry to say, 'Jim, I put you in right on the tomatoes? They will cost you ten cents more a dozen today?' You bet he does."

"We suggest that today when the salesman has sold him something that has come down, he shall take it back home firmly in hand and say, for instance, 'Jim, the corn market is in the tohogan. You can't hit it right every time, you know. But you remember those tomatoes I sold you? Now, see here: you want to unload that corn. Make the tomatoes help you do it. You're trying to sell me corn, and I'm trying to sell you tomatoes. You can't, but it's only the tomatoes that are moving. The corn has no friends at that price. But you can make a fair profit clearing out, and turn all of your money over. If you see in combination at, say twenty-five cents for a can of corn plus a can of tomatoes."

"The retailer today has a number of items in his stock that can be replaced for much less money than they cost him. If he does not know this, it is the duty of the wholesaler to get him out of duty to his employer and friendship to the retailer, to tell him so, that he may clear them out and make a fresh start on the basis of the new cost."

NEW P. O. INSPECTOR INDUCTED
George A. Leonard Succeeds James T. Cortelyou Here

George A. Leonard will enter today upon his duties as chief postal inspector of the Philadelphia district. He will succeed James T. Cortelyou, who tendered his resignation to Postmaster General Burleson several months ago. Mr. Cortelyou has accepted a position with a New York corporation. Mr. Leonard was formerly chief postal inspector of the Boston office.

Chief "Jim" Cortelyou first joined the postoffice force twenty-one years ago as a fourth-class postmaster of a village on Long Island.

Chief Cortelyou was appointed to the local postoffice by the late President Roosevelt in 1896, and during his tenure of office has arrested thousands of offenders. He continued serving in 1917, but the war and its complex problems kept him at his desk in the postoffice. His home and family life, where he has a wife and five children. He is a brother of George B. Cortelyou, who was Postmaster General under Presidents McKinley and Roosevelt.

MIDVALE CHIEFS VOICE HOPE
Predict Healthy Steel Trade Movement in Annual Report

In their joint annual report to shareholders of the Midvale Steel and Ordnance Company, William E. Carey, chairman of the directors, and Alva C. Dinkley, president of the company, make this prediction as to the business outlook:

"We look forward to 1919 hopefully, believing that when business has been fully released from unusual restraints imposed upon it by war the combined common sense of employers and workers will promptly adjust the industries to a basis in harmony with economic laws and on which we can reasonably expect fair trade."

"As long as business is compelled to carry the burden of the excess-profit tax we cannot expect any material expansion in the nature of new enterprises. Men will not incur the great risks inseparable from such enterprises, unless gains commensurate with the risks involved are also possible.

HOSTS TO WOUNDED MEN
Hospital Patients Entertained at Ship and Tent Club

Wounded soldiers from Base Hospital No. 22, convalescent inpatients from the Naval Home Hospital and sailors from the Pennsylvania Hospital were entertained last night at the Ship and Tent Club, Twenty-third and Christian streets.

The following acted as hostesses: Mrs. H. E. Blinn, Mrs. J. H. Harter, Mrs. W. E. Maston, Mrs. C. A. Casner, Mrs. William G. Casner, Mrs. William Casner, Mrs. R. H. Casner, Mrs. T. T. Casner, Mrs. V. Frid, Miss Carrie McCouch, Miss Edna Kirkpatrick, Miss Mabel McCouch, Miss Milton Kirkpatrick, Miss Little, Miss Virginia Maston, Miss Ethel Harris and Miss Adelaide Kennedy.

Next Sunday evening the wounded men will again be entertained. Mrs. Charles Buckwalter, assisted by the Motor Corps girls, will act as hostess.

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The Norwegian steamship *Oeland*, which sailed from St. Nazaire, France, on March 12, is due to arrive in this port today. There is aboard one casual officer and a cargo of general army equipment. The *Oeland* was diverted from New York.

LEAVES \$200 TO CHURCH
Relatives Get Remainder of Sarah Tomer Estate

A bequest of \$200 is left to the West York Street M. E. church by the will of Sarah A. Tomer, which was probated before Register of Wills Sheehan today. The remainder of the estate of \$500 goes to relatives.

Other wills probated were those of Charles W. Doherty, 122 North Second street, \$600; August E. Noll, 2243 Sears street, \$5300; Samuel Davidson, Melrose Park, \$3379, and James C. Hirt, 56 Jamestown avenue, \$3900.

Personally appraisements were filed today in the following estates: John W. McCall, \$41,806.01; Thomas St. J. Westervelt, \$42,903.22; and Joseph T. Jackson, \$42,938.34.

ISAAC M. WISE CENTENARY
Dr. Berkowitz Chief Speaker in Anniversary Celebration

Dr. Henry Berkowitz, rabbi of Rodeph Shalom Synagogue, leaves today for Cincinnati, where he will be the chief speaker at the Isaac M. Wise centenary to be celebrated at the Hebrew Union College, Wednesday, April 2, the one hundredth anniversary of the birth of Rabbi Wise.

Everywhere around this old house can be seen evidence of the earlier days. A hundred-year-old penny is in what is now the back yard, and close by is a summer kitchen, which once was the cabin of a ship laden with spices from China. The ship sank in the Delaware and Antonio salvaged the cabin, which for the past seventy years has been put to good use by his descendants.

YOUNGSTERS MAKE STAGE HIT
Child Thespians at Neighborhood Center in Two Plays

The Miniature Players, a juvenile theatrical organization associated with the Neighborhood center, 428 Rittenberg street, last night presented two plays in the auditorium of the center.

The plays, produced by Mrs. Angelo Meyers and Mrs. Edward Dannebaum, were well received by the audience. For several years they have taken an active interest in the center and particularly in the production of plays. Last night "The Schlemiel" and "The Little White Thought" were produced, and both received credit upon the histrionic abilities of the downtown youngsters.

In the casts were Romola De Luca, Nat. Kaplan, Alan Miller, Herj. Moskow, Rose Good, Lily Cooke, Jacques A. Urie, Betty Segal, Isidore Feinstein, Jr., Jean D'Arcy, Fanny Wislowsky, Zella Brodsky, Maurice Greene, Mildred Stein and Cecilia Livingston.

RED CROSS SEEKS WORKERS
Volunteers Needed to Keep Machines Busy for War Victims

Red Cross Volunteer Factory No. 1 has a new plan for keeping its fifty power machines working full time. Since the closing of a number of the auxiliaries in the southeastern chapter the factory has asked for volunteer workers to help complete an allotment of 1000 undergarments for the women and children of France and Belgium.

The Equihart Auxiliary has workers at the factory on Tuesday and Thursday. Volunteers from Moulton come in on Monday. Interborough Branch and Auxiliary No. 5 work on Tuesday. The Silverwood Recreation Auxiliary has workers on Wednesday and the volunteer factory has its own volunteers here at all sessions.

The factory works on two shifts—in the morning from 10 to 1, and in the afternoon from 2 to 6 o'clock.

SHIP CABIN IN "FISH HOUSE" YARD



Henry Trexler, 1243 East Berks street, standing in the doorway of his summer kitchen in the "Old Fish House" yard. The kitchen was once the cabin of a ship sunk in the Delaware River and salvaged by Antonio Keffler, crony of Stephen Girard.

KENSINGTON "FISH HOUSE" RECALLS DAYS OF GIRARD

Place Where Famous Philadelphia Man Ate Cured Herring Conducted by Man Whose Wife Was the Last Descendant of Keffler, Crony of Stephen Girard

Old, misty, fascinating Kensington of the yellow days when the Delaware waterfront heard its rolling seamen from many a clime whisper their tales of the roving Spanish pirates, still lives in the personality and "fish house" of Henry Trexler, 1243 East Berks street. "Hen," as his modern neighbors call him, still sorts out his herring in the "old fish house," founded in 1808 by one Antonio Keffler, crony of Stephen Girard, who till the day of his death could continue at a sitting a good half dozen of juicy herring, fried in butter, provided he had enough good old ale to wash it down. And "Hen," wife, who died several years ago, was the last descendant of Keffler, and hequeathed the ancient fish house to her husband. Just as it stood in 1808, when it was built of stout green timbers, the fish house, with its outthrust, stands today, watchful over the passing of years and the selfish crowding of the brick factories around it.

Antonio Keffler, who built the fish house, was a ship's caulker. An old parchment in the Trexler possession, records the fact that Antonio received from Stephen Girard \$225 a day for caulking the "hote Ohio." When Keffler opened the fish house and began curing the herring that swarmed the Delaware those early days, Girard became one of his regular patrons.

Everywhere around this old house can be seen evidence of the earlier days. A hundred-year-old penny is in what is now the back yard, and close by is a summer kitchen, which once was the cabin of a ship laden with spices from China. The ship sank in the Delaware and Antonio salvaged the cabin, which for the past seventy years has been put to good use by his descendants.

BLACK ENAMEL SHOPPING BAGS SPECIAL AT \$3.25

The always popular Black Enamel Shopping Bag with collapsible bottom; purse and mirror; the same grade usually sold at \$3.75.

\$3.50 All-Wool Navy Serge, \$2.95 Yard

A very fine weave with an English twill, 50 inches wide; in great demand for suits and capes.

Men's Silk Hose at 85c Values Up to \$1.50

Silk Socks in plain colors and fancy effects; some are full fashioned; values up to \$1.50 for 85c.

\$4.75 Bed Comforts, \$3.95

Covered with pretty silk-linings. Also Comforts, silk-linings covered and with plain sateen borders at \$4.95 reduced from \$5.50. Comforts covered with silk-linings in Persian design and plain sateen borders at \$5.65 reduced from \$6.50.

\$2.00 Curtains, \$1.25 Pair

Three hundred and fifty pairs of White Voile and Marquisette Sash Curtains, hemstitched and lace edges; 21 1/2 x 2 1/4 yards long.

Corsets at 15% Reductions

All this week during the Anniversary Sale we will sell any Corset in stock at a reduction of 15% from the regular price. We fit the Corsets, too.

Women's 85c Combination Suits, 69c

Ribbed Cotton Combination Suits of extra-good quality; tight or loose knee; regular sizes; extra sizes, 85c; value, \$1.00.

Collar-and-Cuff Sets Special at 90c

Made from crisp organdie in white and tints, great variety of styles, some with little touches of hand embroidery; be sure to see these tomorrow.

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HALLAHAN'S GOOD SHOES
Introducing "VICTORIA"
A smart new spray tip Oxford
7.50
Really a \$9.50 Value

We expect an enthusiastic reception for Victoria! It is such a trim, modish model and so agreeably moderate in price. It is made of excellent calfskin in cocoa brown or gun metal, and also in black kid, seal brown kid and washable white buck. Truly a remarkable value!

Just One of Hundreds of Smart Spring Pumps and Oxfords, Here at \$4.85 to \$9.50

1919-921 Market Street
2746-48 Germantown Ave. 60th & Chestnut Sts.
5604-06 Germantown Ave. 4028-30 Lancaster Ave.

Darlington's 82d Anniversary

WE ARE CELEBRATING THIS WEEK

—the eighty-second Anniversary of the founding of this business.

There are very few stores in the United States who can point to so long a record of steadily-continued, honorable success and growth; holding the confidence of its clientele from generation to generation; keeping pace with changing conditions; watching fashions rise and wane, but having ready always for its patrons the best of merchandise and giving thoughtful, satisfactory service.

In 1837, when Martin Van Buren was President of the United States and Philadelphia was just beginning to establish herself firmly as a great manufacturing and distributing center, this store was started at Second and Callowhill Streets—at that time the city's leading shopping district. Here for many years the business was carried on. In 1874 a move was made to 1022 Chestnut Street, and in 1878 to our present location.

Always Darlington's has been known as a dependable store selling goods of real merit, fairly and conservatively priced. Our slogan, "Chestnut Street's Best Place to Shop," is no empty boast.

As to the Anniversary Sale, our plans for celebrating the event have been made along much broader lines than ever before; we have more special lots ready; can offer greater savings.

New features will be announced daily, and it will be well worth your while to be a frequent visitor. In this advertisement are the announcements for tomorrow, Tuesday. The Sale closes Saturday night, April 5, at 5:30.

Sale goods cannot be sent C. O. D., on memorandum or by special delivery; all purchases must be final. Mail orders will be filled as long as the lots last.

Girls' \$2.25 Middy Blouses for \$1.65

Middy Blouses of best quality Lonsdale jean trimmed in white, red, cadet or navy; sizes for girls of 8 to 16 years.

Girls' \$5.00 Dresses, \$3.75

Of organdie with hand touches in colors; organdie sash that ties in large bow; rose, navy, Copen, white; sizes 6 to 14 years.

Black Enamel Shopping Bags Special at \$3.25

The always popular Black Enamel Shopping Bag with collapsible bottom; purse and mirror; the same grade usually sold at \$3.75.

\$3.50 House Dresses in the Sale at \$2.95

Several excellent models, becoming as well as practical; these House Dresses are all fresh and new, bought especially for this Sale and sold at this very low price.

Special Lot of Millinery at \$7.50

Of Milan hemp in pastel shades; smart Tailored Hats in the new mixed straw; also an assortment of dresy Flower and Ostrich-trimmed Hats; your choice of the lot at \$7.50.

Silks in the Anniversary Sale

Darlington's was started as a Dry Goods Store and we have long had a reputation as a very satisfactory place to buy Silks. Our Silk Section has been preparing for this Sale for many months and we have ready some truly remarkable values. Come tomorrow for the following:

\$1.00 Natural-color Genuine Chinese Shantung Pongee, 33-inch—68c.

\$3.00 White Jersey Silk, desirable for summer wear, 32-inch—\$2.15.

\$3.00 Taffeta in a variety of the most wanted colors, 36-inch—\$2.00.

\$2.00 to \$2.50 Foulards, 36-inch, good patterns—\$1.55 a yard.

\$3.00 Fleur de Soie; black, navy, taupe, seal; 40 inches wide—\$2.15.

\$2.75 Crepe de Chine, 39-inch, large line of colors—\$1.85 per yard.

\$3.00 Roman-stripe Taffetas, 36 inches wide—reduced to \$1.65.

\$3.00 to \$5.00 Khaki Kool and other Sports Silks—reduced to \$2.00.

\$2.75 to \$3.00 Silks of various weaves in evening shades—\$1.65 yard.

\$2.25 Dress Satin in navy and street shades, 36-inch—\$1.55.

\$1.50 White Habutai Silk, 36-inch, for waists, dresses, linings—95c.

Anniversary Sale of Women's Suits

These Suits represent a purchase made specially for this sale. They are all new styles and come from one of the best New York makers. Divided into two groups:

At \$37.50
Regular Values \$42.50 and \$45.00

Three models in navy blue serge and one in wool jersey; two of the styles are shown. Well tailored and finished throughout and splendid value.

At \$39.50
Regular Values \$48.50 and \$50.00

Two models in navy-and-white or black-and-white serge; two in plain navy or black serge; two of the styles are illustrated, the others are equally attractive.

See these Suits early tomorrow as we feel certain there will be a strong demand for them.

Laces Under Price

Real Laces, including Duchesse, Point Applique, Brussels, Venice and Princess in edges, insertions and bands, 1 1/2 to 7 inches wide. Regular values \$3.00 to \$85.00 yard; in the sale at \$1.00, \$1.50, \$2.50, \$3.00, \$5.00 and up to \$50.00 yard.

Novelty Laces, including Chantilly, Venice, Cluny, Shadow, Imitation Fillet and Metallic; black and white in flouncings, alouvers, bands, edges and insertions; former prices 25c to \$8.00 yard; Anniversary Sale prices 5c to \$5.00 yard.

Handkerchiefs

Women's Pure Linen Initial Handkerchiefs, hemstitched—6 for \$1.00, value 25c each.

Women's Pure Linen Handkerchiefs, hemstitched, hand-embroidered initials—25c each, value 35c.

Men's Pure Linen Hemstitched Handkerchiefs—25c each, value 35c.

Stylish Silk Hand Bags Special at \$2.95

Dressy Bags of moire silk, mostly in navy, with purse and mirror, pretty tassel.

\$3.00 Umbrellas for \$2.15

Women's Umbrellas with black silk-and-cotton covers; 8-rib frames; good handles.

Specials in Lingerie

\$1.75 Pink Satin Camisoles, \$1.25.

Women's \$1.00 Cambric Drawers, 69c.

\$3.50 Pink Satin Bloomers, \$2.50.

\$5.50 Crepe de Chine Night Gowns, \$4.25.

90c Hair Nets at 65c

Human Hair Nets, cap and fringe styles, priced by the dozen.

White Cotton Voile, imported chiffon finish, for waists and dresses, 39 inches wide—95c yard, value \$1.50.

Fancy White Voiles in stripe, check and plaid effects; will wash well; 36 inches wide—55c yard, values 75c and 85c.

Plaid Skirts in all-wool; plaited and plain models; large patch pockets; girdles of self-material; misses' sizes.

Washable Skirts of cotton tricotine in style shown; large patch pockets and pearl buttons; sizes for girls of 16, 18 and 20.

Misses' \$18.00 and \$22.50 All-Wool Plaid Skirts for \$13.75

Plaid Skirts in all-wool; plaited and plain models; large patch pockets; girdles of self-material; misses' sizes.

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WOMEN'S GLOVES REDUCED

Two-clasp Milanese Gloves in white and several colors—special at 95c pair.

Two-clasp Washable Fabric Gloves in white and colors—special at 85c pair.

Savings in Linens

Irish Table Damask, all-linen, 70 inches wide—\$3.00 yard, value \$3.50.

Part-linen Table Damask, 70 inches wide—\$1.75 yard, value \$2.50.

Mercerized Table Damask, 70 inches wide—90c yard, value \$1.10.

Half-linen Huckaback Towels, hemstitched—45c each, value 60c.

Lace-trimmed Bureau or Buffet Scarfs, size 18x50 inches, beautiful assortment of patterns—78c each, values up to \$1.25.

\$45.00 Independence Easy Chairs, \$35.00

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as shown covered with velvet or tapestry of fine quality; regular price \$45.00; in the 82d Anniversary Sale at \$35.00.

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