How to Market for Sunday and Provide Against the High Cost of Living

Points for Buying Food on the Co-operative Plan by Wholesale.

By Charlotte R. Bangs
(Founder of Home Market Club).

New goods, not old, are uppermost now. There is wide range to choose from. Buying at wholesale means freshest, cheapest, best grades in canned or special articles. For fruits and produce only crate, basket, barrel or bag lots sold, never a single quart, head, pound. Wholesale means quantity, therefore lowest price. Retail means single article and top notch price, often short weight or measure, quality a question.

Strawberries come in 36, 48, 60 quart crates. Twelve housewives could have three quarts of berries at 9 cents a quart, or $2.24 a crate. Retail store price is 20 to 25 cents a quart ($7.20 a crate), or 60 cents for the three quarts of berries.

Tomatoes mean six baskets a box, average 180 tomatoes; price $3.75 this week. This is 2 cents each, the retailer asking 6 and 7 cents, or $12.60 a box. New packing is in order now, tomatoes being large, small, best, medium.

Co-operative buying for apartment houses, office buildings, factories, &c., offer chances for many low prices. Why should eight clerks in a building each pay 70 cents a pound for cherries when a box of eight pounds can be had for $3.60, or 51 cents a pound for each clerk so buying? This is called co-operative buying. Three people can buy co-operatively; more are better, because quantity purchased brings lower prices. Wholesale markets involve pay as you go plan, no credit. The housewife thus contracts no debts. In the end saving is noted. Credit system is really paying double rate for all goods.

One step between wholesaler and consumer is the pushcart peddler. He also sells for cash, is a great blessing and a necessity. I have known wholesalers to defer closing up time in order to sell perishable goods to peddlers who might chance along—TO SAVE THE GOODS. These useful street venders should be given more freedom and less license; they cut retail prices considerably too. Please, Mr. Mayor and Board of Aldermen, do enlarge their usefulness, not curtail it. Go to the big city markets yourselves and learn these facts, so very true, as every wholesaler will testify.

CO-OPERATIVE BUTTER BUYING.

Between now and the middle of June is the time to thwart big deals in butter calculated to force consumers paying over 40 cents a pound retail for butter next winter. June is the month for storage and lowest price. Five tubs are the least number accepted by big storage firms. The rate is 1¾c. tub a month, Jersey City prices ruling a trifle lower. No cartage allowed. Here is what fifteen persons can accomplish by having any reliable wholesaler select and buy butter for them, each advancing $1.10 now:

1913—May, June.

Best creamery, 65-lb. tub, 30c. lb. (printed)	$19.50
Storage, 1¾c., 2 months	.65
Express	.35
Total	$18.50

REPORT—Start Jan., 1914.

Shipments at 40c. lb. (Full weight)	$27.00

This means four pounds of butter for each of the fifteen consumers, or 75 cents saved. Some families use four pounds weekly. That would be $3 a month saved on butter alone. If the butter so bought is put in 10, 20, 30 pound packages (prints) it can be withdrawn and divided any time. Big Chicago packing firms, already in control of meat, poultry and eggs, are about to close in on butter. Chain-store buyers are securing inferior grading to sell as "best creamery" during 1914. Prices for the week end mean consumers should stop using process grades now. Already there is a marked change. Some astonishing results may follow. Process prices must drop:

	Wholesale.	Retail.
Best (press)	32c. lb.	40c.-45c. lb.
Creamery, best	32c. lb.	37c. lb.
Creamery, good, fair	30c.-37c. lb.	35c. lb.
State dairy, best	32c. lb.	37c. lb. up.
State dairy, good	30c.-37c. lb.	31c.-36c. lb.
Fole, new	28c.-30½c. lb.	31c.-35c. lb.
Process, best	32c.-37c. lb.	37c. lb.
Packing	26c.-28c. lb.	Rolls.
Packing stock	23c.-25c. lb.	Renovated.
Renovated	25c.-27c. lb.	30c.-35c. lb.
Imitation	22c.-25c. lb.	31c.-37c. lb.

EGGS.

Chicago will allow New Yorkers to have eggs next winter, price not low. Consumers could also store eggs. A case holds thirty dozen; they must be candled and graded. State, Western and Pennsylvania rank best; Southern not so desirable, often due to poor packing and overheating in climate. A case at 21c. doz. is $6.30. Next January the eggs may retail for 35c.-40c. doz., or $10.50 a case. Week end prices are:

	Wholesale.	Retail.
White, State, choice	24-26c doz.	30c. doz. up.
White, Western	22c.-24c. doz.	27c.-28c. doz.
White, Pennsylvania	22c. doz.	27c. doz.
White, Southern	22c.-23c. doz.	25c.-26c. doz.
Brown, nearby	22c.-23c. doz.	28c.-30c. doz.
Brown, other	21c. doz.	28c.-27c. doz.
Black, good	18c.-22c. doz.	26c. for 12-10
Yellow, fully	22c.-27c. doz.	28c. for 14.
Yellow	18c.-17c. doz.	25c.-30c. doz. (Washed.)
Checked	17c.-12c. doz.	Rejects.

CHEESE.

New cheese is not a favorite. Its price is 12c.-13c. lb. Retailers ask 20c.-22c. lb. Whole milk cheese (State) is 12c. lb., retailing for 15c.-20c. lb. It is white or yellow in color. Skim, fresh grade, 10c. lb., or 20c. retail. Some poor grades 5c.-7c. lb. Why such high prices, retail storekeepers?

POULTRY.

Last holiday season, when poultry was sparsely desired, the question was here asked, "Why send so much abroad? It only needs some to come back to complete the situation." Considerable has been returned. If housewives have any "spirit" they will not buy it now. Squab and ducklings are in plenty; also fish, cheap cut of meat, nuts, &c. Prices for this week end hold good unless extra season lots are put forth, when prices will descend, quality also:

	Wholesale.	Retail.
Turkeys (Phila., L. I.)	26c.-35c. lb.	30c.-40c. lb.
Fowls, good	20c. lb.	24c. lb.
Med., fair, poor	15c.-18c. lb.	20c. lb. up.
Squabs, best	$4.50 dozen	48c.-50c. each.
Good, medium	$2.50 doz. up	30c.-35c. each.
Duck	60c.-$1.50 dozen up	Locality price.
Turkeys	20c.-22c. lb.	24c.-28c. lb.
Ducklings	17c. lb. up	20c. lb.
FROZEN		
Fowls	16c.-20c. lb.	20c.-26c. lb.
Broilers	23c.-28c. lb.	26c.-30c. lb. up.
Roasters	18c.-22c. lb.	20c.-26c. lb.
Turkey	16c.-26c. lb.	20c.-22c. lb.

Chickens come 12 in box, or by barrel average 60-100 lbs. It is likely many frozen grades will be unloaded now, for business is not brisk. Spring fresh goods are needed now.

MEAT.

Mutton and beef are down. Fractions, as cents go, vary daily, but no general marked change exists. Veal should be curtailed by conscientious housewives now to allow growth of country calves. It is told that breast of veal cut for stew, price 16c.-18c. retail, is also sold for a roasting piece, pocket made, for 22c.-30c. lb. (same cut). Pork loins, one end, 18c.-20c. lb., increase to 22c. lb. if cut for pork chops retail. Here are week end prices, barring unexpected shipments and lower prices:

	Wholesale.	Retail.
Beef (side), best	12½c. lb.	22c. lb. up.
Medium	12c. lb.	16c.-20c. lb.
Poor	11½c. lb.	16c.-18c. lb.
Mutton	11½c.-12c. lb.	16c.-18c.-20c. lb.
Lamb, best	16c.-18c. lb.	25c. lb. up.
Medium, fair	10c. lb.	20c.-18c. lb.
Veal, best	13c.-14½c. lb.	20c. lb.
Good	12c. lb.	20c.-17c. lb.
Med., poor	10c.-11c. lb.	Locality (15c. up)
Pork	12c.-16½c. lb.	18c.-24c. lb.
Pork loins	16c.-18c. lb.	20c.-24c. lb.
Hams, shoulder	12c.-16c. lb.	16c.-22c. lb.
Smoked	17c.-18c. lb.	20c. lb.
Bacon	16c.-35c. lb.	22c.-45c. lb.

FRUITS.

Strawberries should never be dumped out in wholesale market simply to satisfy undoubting customers. A wholesaler's word is his bond. Let that stand, not ruin good berries. Mission (or missionary?) grade berries from Virginia really look like poor, stranded missionaries. Sell them quickly and raise no more such kind. Hathaways are bright and flavored. Maryland grade fair, price 15c. box; retail 25c. Prices vary daily, now up, now down. Delaware crop is soon expected, also Jersey's. Prices appear to be averaging 8c.-9c. box wholesale; retail 15c.-20c. box. Dewberries are sold. Watermelons in large lots by Monday or Tuesday next. Fruit auction sales at Pier 20 North River mean bottom prices and grade at purchaser's risk. Week end offerings are:

	Wholesale.	Retail.
Cherries, black-red, 6 lb.	$2.50 box	60c.-70c. lb.
Cherries, black-red, 8 lb.	$3 box	70c.-75c. lb.
Watermelons	$1.25 each	$2 each up.
Peaches, small	$1.25 basket	5c. each.
Pears, Nelis (30-40)	$2 box	10c. each.
Grapefruit	$2.50-$4 box	5c.-10c. ea.
Bananas (20 up)	60c. $1 bunch	5c. for 3.
Apples (box)	$1.50 box	2 for 10c.
Apples (bbl.), good	$4 box	3 for 10c.
Apples (bbl.), medium	$2.50 box	8c. qt. or lb.

ORANGES—Prices $2.50-$5 box, per quality and size. Some spoiled in transit were carefully boxed for wholesale trade, "lid down." Prices should be low for these or plain statement given. Be fair, gentlemen. Wholesalers, often deceived, believe in passing on jokes for others to enjoy. This is all wrong in market products.

RHUBARB — One hundred bunches, 50c. Dozens of crates to move. No price over 1c.-2c. bunch should stand now at retail.

LEMONS — Box (300-400), $4.75-$5. Prices likely to ascend before long.

VEGETABLES.

Leaders for the week end will be carrots (new), eggplants, beans, cucumbers, cabbage (new), radishes, tomatoes, peppers, squash.

Exceptionally fine celery is just being stored for retail trade shortly. It is Bermuda grade, white, tall, price $3 crate of eight dozen bunches. Retailers will tack on a 15c. bunch price, or $14.40 a crate (?)

Tomatoes rule pale as yet, price $3.75 box of six baskets; cheaper by Saturday. Onions have an Egyptian addition, $2.25 bag. Texas grades, 60c.-75c. crate, all good onions too. Old grade, 100-lb. bag for $1.

Green peas, $2.50 basket (30 quarts); should be 10c. quart.

Yellow squash, $1.25 basket (36); should be 6c. each, not 12c.

Celery hearts, $1.25 dozen bunches of 36 stalks; should be 8c. each, not 15c.-20c.

Peppers (large), $2.25 crate; should be 3c. each, not 5c.

Asparagus, $3 dozen bunches; should be 50c. bunch, not 50c.; also that at $1 dozen bunches should be 12c. bunch, not 15c.

Cucumbers, $1 basket (60); should be 3c. each, not 10c.

Cabbage (new), $1.50 crate; should be 6c. each, not 10c.

Lettuce, $1.25 basket (best, large); should be 6c. head, not 10c.

Parsley, $1.50 barrel; should be 5c. for three bunches.

Radishes, 75c. 100 bunches; should be 2c. bunch, not 5c.

Cauliflower (Long Island), $2 dozen; should be 22c.-23c., not 30c.

POTATOES.

Consumers prefer new potatoes now. Ample supply keeps prices reasonable at wholesale. Culls mean small sized, used largely for salads. They are good quality, also economical from a cash point. Here are prices:

New, red	$2.75-$3.50 bbl.	8c. qt. or $6.40 bbl.
White	$3.50-$5 bbl.	10c. qt. or $8 bbl.
Culls	$2.25-$2 bbl.	6c. qt. or $4.80 bbl.
Old, Mich. (180 lb.)	$2 bag	Prices 6c. lb. to 8 lb. for 19c. per bunch.
State (180 lb.)	$1.75 bag	Retailer and retailer.
Me. (180 lb.)	$2.25 bag	8c. qt. or $2.40 bag.
Sweets	75c.-$1.25 bag	

Many of the sweets, small and queer shaped, are perfectly good. Jersey certainly has freak products. What is in the soil, anyhow?

FULTON MARKET
(Wholesale—Retail),
Foot Fulton Street, East River.

FISH—The months without "R" bring fewer oysters to market; prices therefore advanced. Little Neck clams are foremost as a substitute, although oysters are always obtainable. Leaders for this week are bluefish, SALMON, mackerel, turtles (snapping), lobsters, clams, crabs. All fish sold by peddlers' carts retails much lower than stores sell for. More, peddlers do not say this: "These cold days make fish pretty high just now. Yes, salmon is 35c. a pound for fresh and 35c. for frozen. Fish'll be cheaper maybe by and by." Now wholesalers dislike this sort of retailing. They sell in 10-lb. lots to consumers. Many attractive bargains offer this week end and there is no shortage—in fact, great plenty. Here are prices:

	Wholesale.	Retail.
Oysters (600-900)	$6-$6 bbl.	1½c.-2½c. each, $10 bbl.
Oysters (100)	60c.	3c. each.
Crabs, soft	60c.-75c. doz.	5c. each.
Hard (50-60)	$1.25 bag.	5c.-6c. each.
(Not so good this week.)		
Clams, large (100)	$1	Pay locality and retailer's locality.
Clams, medium (100)	75c.	
Clams (string 50)	50c.	
Little Necks (500)	60c.	
Shrimps	$1.25 gal.	25c. quart.
Turtle (for soup)	10c. lb.	25c. lb.
Shad, buck	60c. each	75c. each.
Shad, roe	75c. each	31 each.
Bluefish	6c. and 14c. lb.	12c.-25c. lb.
Flounders, large	8c. lb.	7c.-12c. lb.
Flounders, small	6c. lb.	7c.-10c. lb.
Butterfish	8c. lb.	9c.-12c. lb.
Halibut	15c.-12c. lb.	16c.-18c. lb.
Cod, steak	9c.-10c. lb.	Sold per retailer's locality; prices 10c. to 18c. lb.
Cod, market	5c. lb.	
Hake	4c. lb.	
(Sold as cod.)		
Salmon, fresh	20c. lb.	25c. lb. up.
Salmon, frozen	15c. lb.	25c. lb. up.
Pompin	5c. lb.	8c.-12c. lb.
Squids	5c. lb.	6c. lb.
Sheepshead	4c.-5c. lb.	6c.-12c. lb.
Mackerel, fresh	30c.-35c. ea.	45c.-50c. each.
Eels	8c.-10c. lb.	12c.-14c. lb.
Lobster	18c. & 22c. lb.	25c.-30c. lb.
Crab, lump	$2 gal.	75c. lb.
Crab meat, white	$1 gal.	60c. quart.

For the average family a 30c. package lasts a week.

White Rose CEYLON TEA

White Rose Coffee, Pound Tins, 35c.

Saturday—The Last Day of the MILLION DOLLAR RECEIVERS' SALE

Conducted by L. A. Price and A. S. Gilbert, Receivers

The Entire Stock of Brand New Spring and Summer Merchandise

$1 Sleeveless Guimpes, made in the latest effects. Of plain and shadow laces..... **49c**

$1.25 Ruffs, of net and chiffon, black, white and the leading shades... **69c**

$1.75 Long Sleeve Guimpes, black white & ecru; assortment of styles **98c**

$3.00 Real Irish Yokes and Collars, assorted baby Irish designs... **$1.98**

Main Floor.

THE PEOPLE'S NEW DEPARTMENT STORE
KESNER'S
SIXTH AVE 22ND and 23RD STREETS

NO MAIL OR PHONE ORDERS FILLED.

"Dent's" 75c Silk Gloves 2-clasp Milanese silk, double tipped. Paris point embroidery. Black and white..... **50c**

$1.00 Silk Gloves, 16-button, double tipped. Black, colors and white. **59c**

$2.25 Kid Gloves, white only; 16-button; at..... **$1.75**

$3.50 16-Button Doeskin Gloves, white only; washable; P. K. sewn; very special..... **$2.00**

Main Floor.

A Splendid Opportunity!

We must dispose of all the broken stocks of our Men's and Young Men's Suits. We can safely say that never before have you been offered such wonderful values.

Your unrestricted choice of hundreds of high grade worsteds, cassimeres, cheviots and tweeds, in the new shades of blue, brown and gray. Also Norfolk models. We have divided this sale into three groups for easy choosing.

$20.00 and ***$22.50*** Values; Cut by the Receivers to. **$11.75**

$16.50 and ***$18*** Values; Cut by the Receivers to..... **$9.75**

$12.50 and ***$15*** Values; Cut by the Receivers to..... **$7.50**

Third Floor.

$8, $10 & $12 Silk & Lingerie Dresses

$3.90

We were more than surprised at the remarkable response we had from our ads. of last Tuesday for these beautiful dresses. And we had just enough to fill the orders. But, since then we have been able to get the same manufacturer to sell us 900 more and the assortment is exactly the same as the last lot.

Mere words can hardly describe the merits of these modish garments. Excellent for wear at all functions, where you want to be as well dressed as your neighbor. We can safely say you won't be able again to get a prettier dress for half again this money.

IN the comprehensive assortment of silk dresses are included beautiful Foulard Silks in stripes, dots and other stylish designs. And there also is the fashionable and dainty striped voiles in a splendid variety of stripes.

AMONG the Lingerie Dresses are Dolly Varden effects and still others of sheer batistes and marquisettes, elaborately trimmed with Irish crochet, Shadow, Picot and German Val. Laces, embroideries, etc. Full range of sizes for women and misses.

A Great Assortment of These

Men's $1.50 Shirts AT **69c**

Men's negligee and plaited shirts, in a splendid assortment of percales and fine quality madras. Others have soft cuffs, in mercerized pongees. Never sold less than $1.50.

Main Fl.

Shoe Savings for All the Family

Women's Pumps, Oxfords & Shoes

Short vamps, flat bow and Colonial style pumps. Patent colt, gun metal, vici and matt kid; white buck and canvas shoes and pumps.

Values up to $5 for **$1.85** 3rd Floor

Men's Shoes and Oxfords

All leathers and sizes; gun metal, patent colt, vici and matt kid. All widths. Celebrated maker's name stamped on each shoe and Oxford. Warranted to fit, wear well and give perfect comfort to the feet

All sizes and widths. Also suede and cloth shoes and pumps.

Women's $5 and $7 Shoes, H. B. Reed Cushion Shoes in all leathers. New shapes and styles, grey suede tops with the new heels... **$2.98**

Boys', Girls' & Children's $2.50 Shoes, in tan, patent colt and gun metal and vici in lace and button Pumps and Sandals; boys' sizes 6 to 13½; girls' sizes 6 to 5½... **$1.00**

Women's $3.00 Sample Shoes, Pumps and Oxfords, in all leathers; 19 different styles, in patent colt, tan, gun metal and vici kid; sizes 2½ to 4½..... **$1.00**

Third Floor.

$5.50 & $6.50 Trimmed Hats

Our hats are adaptations from skilled French designers, modified for the use of discriminating American women **$2.98**

In the extensive assortment are hemps, milans, tagals and nabokas in the leading shapes, such as pokes, tricorns, boats and the Reboux Sailors.

These creations must be seen to be appreciated.

$3 Untrimmed Hats

In the assortment are all the most fashionable shapes in hemps. Splendid assortment of new Spring shades **89c**

Second Floor.

$3 to $5 Silk, Lingerie and Chiffon Waists **$1.39**

Fine quality silk messaline, chiffon and white cotton voile and lingerie waists in plain or striped effects. High or low neck, plain tailored or trimmed with lace or braids. Long or short sleeves. All colors. Sizes 34 to 42.

$1.25 Inlaid Linoleum

Colors through to back. In remnants; plenty of same pattern to cover a good size room. Per sq. yd **29c**

$7 Roll of China Matting, 40 yards. Special, per roll..... **4.69**

$22.50 Axminster Rugs, all the latest designs. Size 8.3x10.6. Very special.. **15.25**

Fourth Floor.

$3 & $4 Beautiful White Dresses

Pretty voile and lawn models, trimmed with medallions and ribbons. Others are of all-over embroidery, low or high neck, ¾ sleeves and fancy trimmed skirts. Sizes 5 to 14 years. **$1.99**

Jewelry Clean-Up!!

Your choice of beautiful Imported and Domestic Jewelry, Values up to $1.00, for **19c**

Lot consists of man's ties, cuff pins, stud sets, tie clasps, cigarette cases, belt pins, brooches, hat pins, earings, hair bandeaux, bracelets, sigrette pins, combs, barettes, opera chains, cuff pin sets, etc.

Great Sale of Salt Water Fishing Tackle

Your Dollar will go twice as far in our Sporting Goods Dept., Saturday. Below you will find a partial list of the specials, but there are many more we haven't listed.

$2 Weak Fish Rods Two-piece, wrapped guides. Special at..... **$1.55**

$3 Salt Water Rods Choice of three-piece combinations or two-piece bank rods. Excellently made; at..... **$1.85**

$4.50 Salt Water Rods Greenheart and Lancewood, 3 and 4 piece combinations. Most have extra tip in hollow butt; at..... **$2.95**

$1.50 Salt Water Reels — 150-yard size; plain and jewel bearing..... **95c**

$2.00 Salt Water Reels — 200-yard size; double multiple, click and drag..... **$1.25**

$2.50 Salt Water Reels — 150-yard size; rubber capped and raised pillar..... **$1.75**

$1 Wood Reels — 7-inch size; excellently made of good materials; special..... **65c**

30c CUTTYHUNK LINES. 50-yard spools, 15, 18 and 21 thread..... **20c**

50c CUTTYHUNK LINES. The Famous Otter Brand, 15, 18, 21 and 24 thread; 50-yard spools..... **30c**

30c SALT WATER HOOKS. 2 and 3-ply gut. All sizes. Per dozen..... **12c**

10c SALT WATER LEADERS. 3-ply twisted gut; 3 for..... **10c**

25c FISH CLEANERS, Japan finished..... **9c**

35c BAIT BOXES, nicely japanned, good quality..... **10c**

35c CORK FLOATS, egg and barrel shapes. All sizes..... **8c**

$8.00 Art Domes

16 panels in rich amber or nile green. Complete with 5in. fringe to match. Stem burner, glob and arm. **$4.49**

$2.29 Rayo Lamps Complete, ready for lighting. Odorless and gives a steady, brilliant light. Has opal shade... **$1.29**

10c Gas Mantles All guaranteed perfect in every respect. **5c**

Basement.

J. L. KESNER CO. SIXTH AVE. 22ND AND 23RD STREETS

The secret of her beauty—

the French woman will probably tell you, is Eau Gorlier. It makes her skin soft and velvety, clear and transparent, and banishes redness and roughness, wrinkles and crows' feet.

EAU GORLIER
3 francs in Paris—75c in New York

Thousands of New York women who have tried Eau Gorlier during the past few weeks pronounce it magically beneficial. This rose-scented lotion has made them proud of their complexions. If you are not satisfied with your complexion, buy a 75c bottle. You will be delighted with the results; or, if your dealer cannot supply you, send us his name and 4c in postage for a generous sample.

Eau Gorlier Face Soap is a real complexion soap—60 cents a cake. **Eau Gorlier Face Powder** adheres to the face and is harmless—75 cents a box.

Sold by Liggett Drug Stores, Stern Bros., Pennsylvania Station Drug Store, Riker-Hegeman, Gimbel Bros., Jas. McCreery & Co., O'Neill-Adams Co., Greenhut-Siegel Cooper, Simpson & Crawford, 14th Street Store, J. R. Senior Dept. Store, Abraham & Straus, Fredk. Loeser & Co., Kalish Drug Store, Hitchcock Pharmacy, and all Leading Drug and Department Stores throughout Greater New York and vicinity.

Hy. J. ROUSSEL, Inc. New York Office, 1265-9 Broadway Paris Laboratories, 4 Place des Vosges

ROYAL FURNITURE CO. TWO STORES

HARLEM STORE 2190 3D AVE. BET. 119TH & 120TH ST. OPEN MONDAY & SATURDAY EVENINGS

Why Wait? Select Your Goods Now—Pay as you can.

Credit Terms
$3 Down on $50
5 " " 75
7.50 " " 100
Write for Catalogue. Mailed Free.

Golden Oak Dining Table. Value $15.00 **$9.98**

$1.00 a week opens an account

Homes Furnished
3 Rooms at $49.98
4 " " 75.00
4 " " 99.98
Our terms apply also to Westchester County.

BRONX STORE 3035-3037 3D AVE. COR. 156TH ST. OPEN MONDAY & SATURDAY EVENINGS