

A REAL JOLT TO THE HIGH COST OF FOOD

The Freshest of Fruits and Vegetables Have Stimulated the Market Basket to Reappear Brazenly on the Arms of Wideawake Women.

Is the open market to be the cure for the telephone habit among housewives? It begins to look that way.

A year ago few well-to-do New York women went to market. It was so much simpler to call on the butcher and the grocer and give their orders, or to tell the delivery boy what was wanted when he called. Mrs. Julian Heath and other crusaders against the high cost of living preached the folly of not going personally to inspect and choose and to watch the butcher's scales; but preaching didn't do much good. It took the open market to turn the trick.

Open markets, started for the benefit of the poor, have met instant appreciation not only from the poor but from the rich. It is often the way. Social tenements built for the submerged tenth have many a tenant not of that class. Model tenements combine with their cheapness an appeal to the desire for adventure—for something unusual and out-of-the-way, that resides in many human breasts; and so it is with open markets. Women who as long as they weren't compelled to wouldn't think of going to the grocer's store to purchase the day's supply of food find it highly interesting to go to the open market; and so it

into capacious market bags; some carry them away, others give them to the little delivery boy, who totes around the crate, or place them in the hands of an accompanying maid, who puts them into the waiting automobile. All the women are busy and excited, for aren't they saving as much as a dollar on the purchases? From dealer to dealer they go, comparing prices and qualities, confident that if the meat they buy at 8 cents a pound less than they have customarily paid for it is cold storage, it will be marked cold storage, for the Board of Health inspects food diligently. Old, staid and wise housekeepers are carefully watched by the young and inexperienced ones, who would fain know the comparative values of potatoes sold by the peck and by the pound. Many who come just to look, very conservative and wary, turn to the vendor of market bags, buy a "leather" or a black cord bag, and walk around delightedly, perhaps a little extravagant at this first venture, and buying more than they had really intended. Or they make arrangements with the market's postal service department, which will send a crateful for 10 cents.

The Market Basket Reappears.
Market baskets, too, are seen, baskets that passed out of popular New York



A-Marketing with One's Maid.

They must be kept below store prices. These people can afford to sell more cheaply, because they have no rent to pay, no stockpiling expenses, and generally they are at little cost for trucking. When a man marks his commodities at too high a price, he is warned, and the warning usually suffices, for he is anxious not to forfeit the advantages which the market has to offer him.

"He does receive very great advantages," Mrs. Heath said recently, "and this women should always bear in mind, for many of them feel that because what they are buying is cheap it is also inferior. This is not so. The farmers who sell in these markets bring the stuff direct from the farm; nothing could be fresher. The hucksters often buy direct from the farmers, thus saving a deal of handling through middlemen and wearisome trucking back and forth across the city. Which last is an important point in economy, for it is this endless inter-selling and carting and cross-carting that make foodstuffs so high.

Many young women are frequently in doubt as to their lately acquired wisdom. Noticing this, a member of Marcus M. Marks's committee suggested to Mrs. Julian Heath, who thought it a beautiful idea, that there be formed an informal committee on "Advice to the newly wed." And in consequence there may be found at almost any time some member of a voluntary female corps who will be pleased to give any information. There is no end to the questions these kind women have to answer. "How many quarts to a peck?" "What is the difference between Country Gentleman and fodder corn?" "Is it wise to buy sweet potatoes as small as these?" "How much corn should I buy for a family of four?" "Will a beefsteak keep well till tomorrow if John doesn't come home to dinner to-night?"

Mrs. Heath's official duty as a member of the market committee is to see that prices maintain a wholesome level. The city's various hucksters, who, when they travelled singly, were able to escape competition, and get away before overcharges were discovered. It is a soul satisfying occupation, for when a woman has bought she knows that she will not see something very much cheaper nearby an instant later. Food prices are standardized at last.

Advice to Novices.
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usage long ago. But they have been resuscitated, and are used to excellent advantage. They can be filled two or three times over and the contents put into one's motor, or if one has no automobile, they are very convenient for carrying. It's a hopeful sign for the future to see pretty well-dressed, smartly gowned, enjoying their shopping to the utmost, carrying their bags, and taking them, well filled, home with an entire lack of self-consciousness.

Mothers come with baby in a go-cart and utilize the spare space in the cart, piling packages all around the child. One Italian woman, who goes often to Queensboro market, carries her purchases away on her head. Pleasantest of all the markets is the one at Fort Lee Ferry. Everything seems so quiet and orderly, under the open sky, below the lawns of Riverside Park, and next to the Hudson River. The vendors do not harass with raucous calls, but wait for the customer that is sure to come. The women like it, for here they can gratify to their heart's content that strong and everlasting instinct of woman—the shopping instinct. They can go from stand to wagon, compare prices, sizes, and ponder over a dozen offerings of the same commodity before they finally make their purchase. They can travel from store to store, as it were, and have at their mercy all



Some of the First Sales Were Made to Mrs. Julian Heath, Free Market Enthusiast

that at these markets automobiles and the woman with a shawl over her head and a shiny black bag over her arm, and many a business man and professional man made his household bills reduced and his table furnished with fresher vegetables, because the municipal markets have lured his wife into the wholesome habit, so long prevalent in Washington and other Southern cities, of going out to buy the family dinner herself.

Women Cautious at First.
Of course the thing began slowly. Women were cautious at first. A few progressive ones, members of the Housewives' League, blazed the way, and others who were curious merely went to see, but remained to buy. For the excellence and the cheapness of the food, the over-supply of vegetables that once rotted on Long Island farms, the meats and vegetables on which no middleman exacted tolls, appealed to them. So it is that the public markets, at Manhattan Bridge, Queensboro Bridge, Harlem Bridge and Fort Lee Ferry, have taken on an air of permanency. The city officials and the public-spirited women who fathomed and mothered these markets felt a good deal of anxiety in the days of their infancy. Would producers and consumers come? Would the experiment succeed? Well, it has. Those who doubt had only to visit the markets to see the universal appeal they take.

- Most of the marketers arrive early, and choose their vegetables while the light is still on them. They gather in crowds around the farm wagons, buying potatoes at seven pounds for 10 cents, or big, cheap cabbages and splendid fruit. They stuff the purchases
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 - 331 Lexington Av.**
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All Large Outside Rooms.
8 Rooms and Bath.
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N. W. COR. WEST END AVE.
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R. L. JULIAN
BROADWAY AND 107th St.

A MODERN CHILDREN'S CRUSADE

THE day of another children's crusade is at hand—only mail facilities and the newspapers being more adequate now than in medieval times, this crusade will be conducted through the postoffice and the daily press. School children all over the United States will be asked to sign a peace petition, which, when there are names enough, will be sent to the Emperor of Germany, the King of England, the President of France, the Emperor of Austria, the Mikado of Japan, the King of the Belgians, the King of Montenegro and the Czar of Russia.

Thomas W. Churchill, president of the Board of Education in New York, approved the plan highly, and Mrs. Churchill is a member of the executive committee of seven. The board of managers of the General Federation of Women's Clubs favors the petition, and Mrs. Percy V. Pennypacker, head of the General Federation; Mrs. Frank Shuler, head of the New York State Federation, and Miss Florence Guernsey, head of the New York City Federation, are all working on the general committee. When completed this committee will include representative women from every state in the Union.

Miss Kate Devereux Blake, chairman of the executive committee, says that some of the children in Public School 6, of which she is principal, are so enthusiastic that they'd be ready to make a real crusade, like those little children

who left their homes and set out for Jerusalem so many centuries ago.

Enough Children Make Forced Marches.
"I told them," she said, "that there are enough children making forced marches now the poor little children of France and Belgium who are driven out with their parents, from their homes, and are fleeing from the scene of battles in haste and terror. If going to the rulers who precipitated this war would help those children we would go, but the two chief agencies of modern times—the press and postoffice—will make our appeal effective."

"This plan popped into my head when I was on my way home from the West, where I campaigned for suffrage. At Duluth I first had time to read the papers—I'd scarcely seen them while I was campaigning—hadn't had time—and the war news that fared on the first pages struck me like a blow in the face.

Teachers Responsible for War?
"I said to myself that this war was on my head—I and the rest of the teachers of the world were responsible. If for generations we had taught history differently, if we had declined to make war interesting, shown it in its naked horror, the world would hate war so that it would refuse to fight. Right then I vowed to start a movement to have the school history books rewritten: but I wanted to do some-

thing else. And so I thought of a children's petition.

"Of course, nothing can stop this war. But the voices of children have their own power, and when the boys and girls of Europe and Asia learn, as they will learn in due time, that thousands and thousands of boys and girls in America pleaded with their rulers to be at peace, it will make them realize what brotherhood is. Also, signing the petition will be a lesson to the children here never to permit this country to go to war."

The great trouble with the children's peace committee is that it has no money. Miss Blake is doing much of the work at her home, but thousands of postage stamps are required to carry the message, and postage stamps cost money. In this dilemma the committee is turning to the press. Newspapers everywhere in the country—big newspapers, little newspapers, country weeklies, metropolitan dailies—are begged to co-operate by publishing the children's petition on their front pages. And school teachers and principals are asked to do their part by cutting out the petition, pasting it on a sheet of white paper and circulating it among the children for signatures. When enough signatures are secured the petition is to be forwarded to the Children's Peace Petition Committee, 101 West 85th St.

Women in other cities are beginning

to co-operate. Requests have been received from St. Louis, San Francisco and various places for copies of the blank petition. The committee is sending out as many as it can afford to, but places its chief dependence on the editors of the country.

Notable Women Co-operate.
The members of the executive committee of the children's peace parade, besides Miss Blake, the chairman, and Mrs. Churchill, are Mrs. Carrie Chapman Catt, Mrs. Mary Ware Dennett, Miss Florence Guernsey, Mrs. Haryot Holt Dey and Miss Mary Garrett Hay. Some of those who have agreed to serve on the general committee are Mrs. Robert Adamson, of New York; Mrs. Fanny Fern Andrews, president of the School Peace League of America; Mr. Churchill said last week that he believed the petition would have an excellent effect.

Will Influence Future Citizens.
"I don't know that it will accomplish anything toward checking the war," he said. "How can I say that or anything will have any effect upon a lot of maudlin as one another's throats? But the circulating and signing of the petition will have its influence upon the children. They are now at the flexible age, and what they are to be—the kind of country they are to make—is determined by what they see and hear and do today."

It Was the Guileless Free Markets That Delivered the Blow, and Now the Popular Pastime Among Women, Rich and Poor, Is to Go Marketing and Save Almost Half On a Day's Supplies.

there. The reports of purchases prove that this isn't so. One retail buyer, not an experimenter, making a \$9 purchase, estimated that she saved at least \$2. Another woman saved 47 cents on a 95-cent purchase; and still another saved 69 cents on a \$113 purchase. Each of these buyers included 19 cents carfare and 10 cents for shipping in her estimate.

"Just how this enormous difference is obtained may be seen from the following tables submitted by retail buyers at various times:

"More explicit is the following list:

Outside Market	Market	Outside Market
Mutton, 10 pounds.....	\$1.25	\$1.80
Onions, 25 pounds.....	5	12
Lemons, 7.....	10	15
Oranges, 10.....	10	15
Potatoes, 10.....	5	10
Carrots, 10.....	5	10
Pumpkins, 1 pound.....	8	15
Express.....	2	5
Flour.....	10	15
Butter.....	10	15
Totals.....	\$2.01	\$2.99

"Thus showing a saving of 88 cents.

"Comparing prices, shown merely by green grocers, in and out of the market, one sees a net saving of 57 cents on a purchase of 85 cents and 69 cents on a \$113 purchase.

size, and now they need a little more regulation. For example, all the fish, all the corn, all the fruit, all the dry groceries and so forth should be each in its own section. This would make it easier for the shopper, who would not be forced to traverse the whole market to find each article, and it would centre competition. The shopper could compare prices at a glance.

The Farmer Looked After.
"A thing even more needed is some plan to simplify matters for the farmer. A man can't be both farmer and business man. It is hard for him to work at his farming and then do his own selling in the markets. It is wrong that the farmer should be taken away from his farm. If he has a boy to leave in charge of his wagon or stand, it is all right. But the one who neglects his farm and is acting unwisely."

Mrs. Heath would like some sort of organization among the farmers, some way in which they might combine in order to work most efficiently. "Perhaps groups might have an agent to sell their produce for them. That would be somewhat on the 'commission man' principle, but it would not be altogether harmful on that account.

This grouping together and selling through an agent would be an advantage over the prevalent mode of selling through the middleman.

How the Cost of Living Is Reduced.
"That is the greatest advantage to be derived from the markets," declares Marcus M. Marks, Borough President, and instigator of the free market plan. "If ten miles is saved on each wagon load, and all the extra labor, and the food is just so much fresher because of the time saved, there is an enormous amount of good done. Cities all over the world are recognizing the necessity of having some kind of regulated market system; that is, those that have not already provided systems. The problem of distribution is such an enormous and important one that it must no longer be



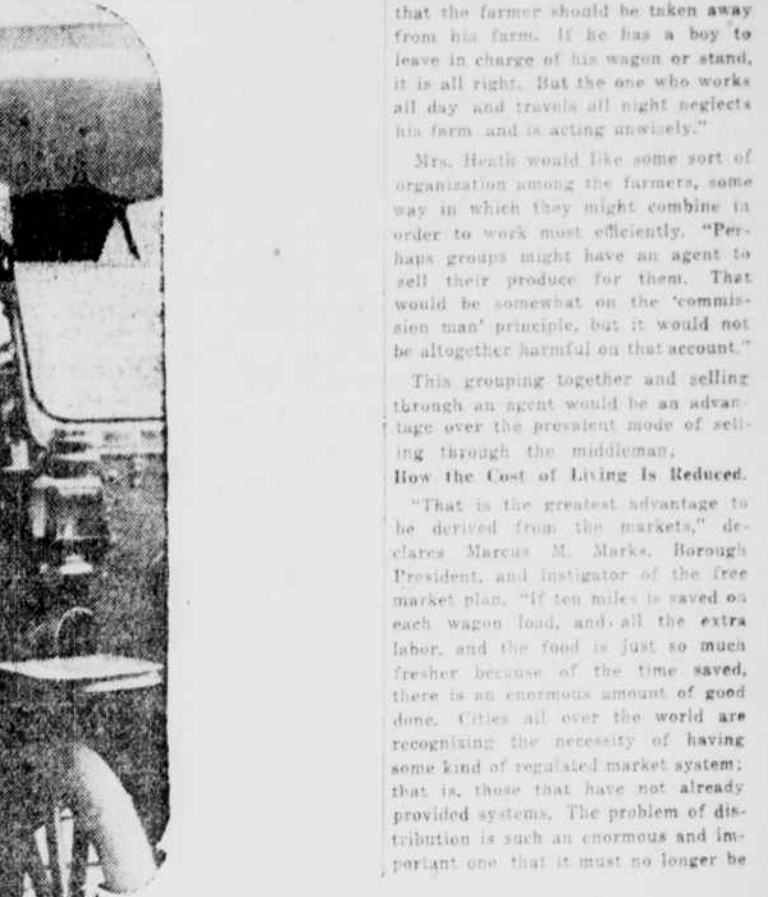
Delivered to Your Motor Car—if You Have One.

consequently left to rot on the ground, are now sent to the free markets, where they command a fair price. People can procure them cheaply and in greater quantities. One must not blame the commission man too much, however, for very often it is the fault of the retailer. We can't forget the apple crusade last year, when the products of whole orchards lay on the ground, utterly wasted, and retailers would not band together to lower the price. Now there will be a healthy outlet for all the large supply which was a glut on the market and prices will readjust themselves, the absurdly low meeting the ridiculously high at a fair level.

"The middleman has already felt the effect of the free markets. While he will not be altogether displaced, still he will have to change his tactics greatly, and heed more the real utility and economics of the case."

Women, Mrs. Heath says, are just waking to a sense of their importance in the market field. "They are not only the spenders now, they must organize and maintain a sensible economic equilibrium.

Save 50 Cents on the Dollar.
"One hears scoffers saying that the women 'spend more in carfare going to the markets than they save in buying



Carted Home for Ten Cents if You Will Not Carry Your Supplies.

"We are eminently satisfied with the progress of the markets," declares Mrs. Heath. "They have grown rapidly in left to haphazard growth. Public markets seem to be the one solution, the one way of reducing prices."

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