

East Falls Past—Holiday Gifts

The Fallser, December 2010, by Wendy Moody

As the holidays approach, let's look at what the stores in East Falls were promoting as gifts back at the turn-of-the-century. In the December 1901 *Weekly Forecast*, we find the following suggestions: Note the variety of stores in the Falls!



Standard Bargain Store, 4225 Ridge Ave: “jointed dolls” (19 cents), toy rapid-fire-guns (25 cents), ladies fancy garters (10 cents), train set (75 cents). *Battleship Maine* bank (25 cents), men’s slippers (50 cents).

Foley’s Family Liquor Store, 4117 Ridge Ave: *Pure Old Holland Gin* (\$1.00 qt.)

Ogden Peel Grocer, 3421 Conrad Street: *fancy currants* (15 cents a pound).

Standard Grocery, 3501 Clearfield St. – *large sweet oranges* (20 cents dozen).

Adam Mettinger, Odd Fellows Hall, Ridge & Midvale – *collars, cuffs, stick pins*.

J. R. Buckley, America Hall, Conrad St. – *cigars at 4 cents each*.

Murray’s Drug Store, 4106 Ridge Ave – *perfume atomizers, writing paper, soaps*.

E. S. Dungan, 4161 Ridge Ave. – *hobby horses, sleighs, black boards, go-carts*.

Weiss’ Department Store, 4225 Ridge Ave, *fur pieces* (\$1.98-\$14.98), *sateen petticoats* (\$1.49)

Falls Harness & Hardware Store, 4149 Ridge Ave: *sleds*

Costello’s, 4141 Ridge Ave, *fancy suspenders, scarf pins*

Joshua Cawthray’s, corner Conrad & Indian Queen: *candies, Christmas tree ornaments*

Mrs. Jardine’s, 4170 Ridge Ave, *toys, both iron and wood*

Buckley’s, Conrad & Sunnyside: *Box of 25 Dora Rosa cigars* (75 cents).

Cain’s, 4123 Ridge Ave: *Patent Leather Shoes* (\$3.50).

And today [December 2010]? The East Falls Historical Society is offering for sale some uniquely local gifts and stocking stuffers:

East Falls Maps - \$2.00 – 11x18” – black on white – Historical, pictorial street map of East Falls, frameable.

East Falls: 300 Years of History CD – \$15. Here is a chance to own the in-demand volume of East Falls history, written in 1976 for the Bicentennial, in a digitized format.

Ravenhill CD – \$10. View 120 interior photos of architectural details of Ravenhill Mansion, photographed by Andrew O’Donnell.

Framed Colored East Falls Prints - \$60. On display at Epicure Café, 3401 Conrad Street, these brightly colored East Falls scenes are 16x22,” matted and framed. Created by Adams Dodson, the scenes include Ridge and Midvale, St. Bridget, and East Falls from across the river.

Black & White Historic Photographs –\$12 (5x7) \$15 (8x10) –Reproductions of nostalgic photographs of old East Falls, on display in the lower level of Falls Library –

select from over 140 pictures. Photos include East Falls' institutions, businesses, sports/teams, churches, street scenes, mansions, mills, and more.

These items will be on sale at the Falls of Schuylkill Library, 3501 Midvale Avenue. on Dec. 4 (Greens Sale) and Dec. 11 (Craft Show).