

Excell Restaurant, Philadelphia, 1762-64 N. Broad St. 1943

My mother, Helen Kelchner (1925-2014) collected menus from the lunch counters and restaurants where she ate while she lived in Philadelphia in the summer and fall of 1943.

She had graduated from High School the previous year and lived in Philadelphia while she took a short course to be certified as a mortuary technician at Eckels School of Embalming at Diamond and 17th streets. A letter from the period indicates that she lived at 2013 N. 15th St., about three blocks from the school.

Old letters also suggest that she studied at Eckels in order to take a job at her future father-in-law's Kelchner Funeral Home, in Berwick, Pa.

The Excell restaurant, at 1762-64 N. Broad St, now the site of the Liacouras Center, was about three quarters of a mile south of where Helen lived. She must have eaten there frequently. Her collection includes one menu printed on stiff card stock and four type-written fragments on brittle paper. We can tell the fragments are from the restaurant for several reasons, chiefly because the typewriter they were typed on had a defective "B" key.

Two fragments (first and fourth below) list "Deviled crab ala Excell" (seventh line from bottom on the first fragment).

The second fragment – listing "Special Sunday Dinners" -- was created in the same format on the same typewriter.

The third fragment, in the same format, contains the same non-standard abbreviations “veget” and “vegeta” for “vegetable” as the second.

The fourth fragment is typed by the same typewriter in a different format, but lists “deviled crab ala Excell.”

We can document that the Excell was in existence from 1942 to 1956. There are classified ads in the Philadelphia Inquirer advertising jobs at the Excell at 1762 N. Broad St., between 1942 and 1944. Apparently, it moved because ads between 1953 and 1956 place the restaurant at 7140 Frankford Ave.

The restaurant advertised Richman’s Ice Cream on the menu. Richman’s opened in a general store in South New Jersey 1894, producing his first ice cream in his general store and soon was selling its product throughout the Delaware Valley. The company, with headquarters in Brigantine, NJ., still exists:
<https://www.richmansicecream.com/>

Menu



WELLS RESTAURANT

1762-64 N. BROAD ST.

FRUITS

In Season

Stewed Prunes	5	Sliced Cantaloupe	10
Sliced Peaches	10	Baked Apple	10
Half Grapefruit	10	Fresh Fruit Salad	10

OYSTERS

3 Fried Oysters with 2 Vegetables	35		
6 Fried Oysters with French Fried Potatoes	50		
Deviled Crab Platter with 2 Fresh Vegetables	40		
Oyster Stew (small)	30	Minced Clam Stew	35
Oyster Stew (large)	40	Combination Sea Food Platter,	50

EGGS and OMELETTES

Including Potatoes

2 Eggs	25	Plain Omelette	30
Ham and Eggs	40	Cheese Omelette	35
Bacon and Eggs	40	Ham Omelette	35
Sausages and 2 Eggs	40	Onion Omelette	35
Grilled Crisp Bacon	35	Western Omelette	35
Fried Ham	35	Spanish Omelette	35
Fried Scrapple and 2 Eggs	35	Oyster Omelette	35
Country Sausages	35	Mushroom Omelette	40
Minced Ham, Scrambled Eggs,	35	Chicken Omelette	40

Richman's "Country Fresh" Ice Cream

SALADS

Lettuce and Tomato with Dressing	25
Combination Salad	30
Egg Salad, Potato Salad and Cole Slaw	35
Tuna Fish Salad, Potato Salad and Cole Slaw	40
Salmon Salad with Potato Salad and Cole Slaw	35
Sardine Platter with Potato Salad and Cole Slaw	35
Shrimp Salad with Potato Salad and Cole Slaw	35
Chicken Salad with Potato Salad and Cole Slaw	40
Crab Meat Salad with Potato Salad and Cole Slaw	40
Lobster Salad with Potato Salad and Cole Slaw	45

STEAKS and CHOPS

(Including Two Vegetables)

Small Grilled Sirloin Steak	75¢ 75¢	Fried Liver and Bacon	35
Large Grilled Sirloin Steak	1.00 1.00	Broiled Veal Chops	55
Club Steak a la Excell	•	Broiled Lamb Chops	55
Breaded Veal Cutlet	40	Broiled Pork Chops	55
Hamburger Steak, Onions	35	Frizzled Beef on Toast	30
Fried Liver and Onions	35	Creamed Chicken on Toast	40

(Fried Onions with Order, 5c Extra; with Mushrooms, 10c Extra)

DESSERTS

Fruit Gelatines	5	Apple Sauce	
Chocolate or Tapioca Pudding,	10	Pies (per cut	
Rice Pudding	10	Pie a la Mode	
Ice Cream	10c and 15c		

CREAM

with Pi

SPECIAL

- 35¢ SALISBURY STEAK BROWN
- ROLLS & BUTTER, COFFEEM TEA
- 35¢ DOUBLE DECKER, DEVILED EGG SALAD
- LETTUCE, TOMATO AND MAYONNAISE
- TEA OR MILK, CHOICE OF DESSERT

SPECIAL PLATTERS

Including 2 VEGETABLES, R

- BROWN BEEF STEW.....
- BAKED MEAT LOAF, SPANISH SAUCE.....
- SPANISH OMELETTE.....
- BAKED COUNTRY SAUSAGE.....
- GRILLED FRANKFURTERS.....
- MINCED HAM AND SCRAMBLED EGGS.....
- VEGETABLE PLATTER.....
- BREADED VEAL CUTLET, TOMATO SAUCE.....
- CHOPPED SIRLOIN STEAK WITH ONIONS.....
- FRIED LIVER WITH ONIONS OR BACON.....
- MIXED GRILL, LAMB CHOP, LIVER, BACON.....
- SINGLE BROILED PORK CHOP.....
- COLD BOILED HAM PLATTER.....
- HARD BOILED EGG PLATTER.....
- ROAST FRESH HAM, BROWN SAUCE.....
- ROAST SIRLOIN OF BEEF, BROWN SAUCE.....
- ROAST LEG OF SPRING LAMB, BROWN SAUCE.....
- GRILLED PORK CHOPS.....
- GRILLED LAMB CHOPS.....
- ROAST SPRING CHICKEN, DRESSING.....
- GRILLED SIRLOIN STEAK.....

SEA FOOD PLATTERS

Including 2 VEGETABLES,

- FISH CAKES, TOMATO SAUCE.....
- FRIED FILET OF SOLE, TARTAR SAUCE.....
- BROILED MACKEREL, LEMON, BUTTER.....
- FRIED DEEP SEA SCALLOPS, TARTAR.....
- DEVILED CRAB A LA EXCELL.....
- 3 FRIED OYSTERS.....

VEGETABLES

- BUTTERED CARROTS, SWEET PEAS, BUTTER.....
- STRING BEANS, APPLE SAUCE, COLE SLAW.....
- SALAD DRESSING, FRENCH FRIED POTATO.....
- HOT SANDWICH.....

SPECIAL SUNDAY DINNERS

CHOICE OF CHICKEN SOUP OR TOMAT. JUICE
OR GRAPEFRUIT JUICE OR APPLE JUICE
TWO VEGET. COFFEE & DESSERT

CHOICE*ROAST*CHICKEN*******

CHOICE ROAST CHICKEN FILLING.....	85¢
ROAST LEG LAMB.....	70¢
ROAST FRESH HALL.....	65¢
BAKED VIRGINIA HALL.....	70¢
CALVES LIVER BACON.....	75¢
BREADED PORK TENDERLOIN.....	75¢
COMBINATION SEA FOOD.....	65¢
VIRGINIA HALL OMELET.....	60¢
GRILED VEAL CHOP F. EGG PLANT.....	80¢

SPECIAL PLATTERS .W. TWO VEGET. B.&.B.

GRILED FRANKF. POTAT. SALAD.....	35¢
BAKED SAUSAGES.....	35¢
CHICKEN CROQUETTES.....	35¢
FRIED EGG PLANT BACON.....	35¢
WESTERN OMELET.....	40¢
BREADED PORK CHOP.....	40¢
BREADED VEAL CUTLET.....	60¢
LIVER ONIONS.....	40¢
CHOPPED STEAK.....	40¢
FRIED EGG. F. SCRAPPLE.....	35¢
CHICKEN LIVER ON TOAST.....	45¢

SEA FOOD

GRILED FRESH MACKEREL.....	35¢
FRIED FILET FLOUNDER.....	40¢
FRIED SCALOPS TARTER SAUCE.....	45¢
THREE F OYSTERS.....	45¢
DEVILED HEAD.....	45¢
CRAB MEAT CAKES.....	50¢
FRESH SHRIMP SALAD.....	45¢
OYSTER STEW.....	40¢

PORK CHOPS.....	30¢
CLUB STEAK.....	70¢
RAINBOW SPECIAL TENDERLOIN STEAK.....	1.25

HOT CHICKEN SANDW.....	45¢
HOT PORK.....	35¢
HOT HALBURGER.....	30¢

CHICKEN SALAD.....	45¢
EGG SALAD.....	40¢
LETTUCES & TOMATOES.....	30¢

VEGETA.

CAULIFLOWER CREAM SPINACH FRESH SODTASH
**BEEFGREEN PEAS WASH POTAT. SWEET POTAT. COLL. SLAW
DESSERTS .HOME MADE PIES ICE CREAM & PUDDINGS

SPECIALS FOR TODAY

CHICKEN SOUP.....RICE.....	15¢
SPECIAL PLATTER LIVER ONIONS TWO? VEGET. COFFEE.....	35¢
SPECIAL SANDW. PEANUT BUTTER BACON ON TOAST POTAT. SALAD COFFEE.....	20¢
SPECIAL PLATTERS W TWO VEGET. B.&B. BEEF STEW VEGET.....	40¢
BAKED STUFFED BREAST LAMB.....	30¢
VEAL KIDNEY SAUTE GREEN PEAS.....	30¢
BREADED VEAL CHOP.....	40¢
BOILED BEEF.....	40¢
VIRGINIA HAM CABBAGE.....	45¢
NEW ENGLAND BOILED DINNER.....	45¢
CHICKEN CROQUETTES.....	35¢
FRIED EGG PLANT BACON.....	35¢
FRIED TOMATOES BACON.....	35¢
GRILED FRANKF. POTAT. SALAD.....	35¢
VEGETA. PLATTER.....	35¢
FRIED BREAST VEAL TOMAT. SAUCE.....	35¢
WESTERN OMELET.....	40¢
BEEF LIVER STEAK.....	40¢
SCRAPPLE F EGG.....	35¢
CHOPPED STEAK.....	40¢
SEA FOOD	
GRILED FRESH LAMPRELL.....	35¢
FRIED FILET SOLE.....	40¢
FRIED FILET FLOUNDER.....	40¢
FRIED SCALOPS.....	45¢
DEVILED CRAB.....	45¢
CRAB MEAT CAKES.....	50¢
FRESH CRAB MEAT SALAD.....	45¢

POT ROAST BEEF.....	50¢
ROAST FRESH HAM.....	50¢
PORK CHOPS.....	60¢
LAMB CHOPS.....	60¢
RIB STEAK.....	90¢

COLD HAM POTAT. SALAD COLE SLAW.....	50¢
ASORT. COLD CUTS.....	45¢
COMBINATION SALAD.....	40¢
CHICKEN SALAD.....	40¢
HARD BOILED EGGS POTAT. SALAD COLE SLAW.....	40¢

HOT CHICKEN SANDW.....	45¢
HOT BEEF OR PORK.....	35¢
HOT HAMBURGER.....	30¢

VEGETA.

FRESH STRING BEANS, BOIL. CABBAGE F EGG
CREAMED SPINACH CAROTS LUSH POTAT. SALAD

Chicken Pot. 40¢

SCRAMBLED EGGS
EGG PLATTER
BOILED EGG PLATTER
H CAKES, TOMATO SAUCE
ILLED FRANKFURTERS
KED COUNTRY SAUSAGE
60¢

BROWN BEEF STEW
BREADED VEAL CUTLET, TOMATO SAUCE
SINGLE BROILED PORK CHOP
CHOPPED SIRLOIN STEAK WITH ONIONS
FRIED LIVER WITH ONIONS OR BACON
FRIED FILET OF SOLE, TARTAR SAUCE
BROILED MACKEREL, LEMON, BUTTER SAUCE
DEVILED CRAB ALA EXCELL
3 FRIED OYSTERS

70¢

ROAST FRESH HAM, BROWN SAUCE
ROAST SIRLOIN OF BEEF, BROWN SAUCE
ROAST LEG OF SPRING LAMB, BROWN SAUCE
MIXED GRILL, LAMB CHOP, LIVER, BACON
BROILED FILET OF FLOUNDER, LEMON, BUTTER SAUCE
FRIED DEEP SEA SCALLOPS, TARTAR SAUCE

80¢

GRILLED PORK CHOPS
GRILLED LAMB CHOPS

\$1.00

ROAST SPRING CHICKEN, DRESSING
GRILLED SIRLOIN STEAK

VEGETABLES

BUTTERED CARROTS, SWEET PEAS, BUTTERED BEETS
STRING BEANS, APPLE SAUCE, COLL SLAW, POTATO
SALAD, MASHED, FRENCH FRIED POTATOLS

DESSERTS

BREAD, RICE PUDDING, ICE CREAM, PIES, JELLO