

Schrafft's

1216 Chestnut St., Philadelphia, Pa.

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.

Schrafft's, at 1216 Chestnut St., was quite a bit south of where my mother lived in Philadelphia. Apparently, she treated herself to a visit there and took a menu and a drinks menu.

When Schrafft's opened the restaurant there in November of 1932, they took out a huge one-page advertisement in the Philadelphia Inquirer¹. In 1960 an ammonia leak from the air conditioning system at the site damaged the building, caused the evacuation of 500 people and injured eight firefighters.² There is no mention of the restaurant in the Philadelphia Inquirer after that.

The Schrafft Candy Company, maker of boxed chocolates sold mostly in drug stores, was headquartered in Boston. It lasted from 1861 until

¹ Philadelphia Inquirer, Nov. 10, 1932, pp 9

² Philadelphia Inquirer, March 12, 1960, pp 13

1981.³ The Times story on the closing said there were Schrafft's restaurants continuing to operate in New York City, Buffalo and Florida, but they were owned by other companies.



³ New York Times, March 10, 1981, pp 63

Afternoon Tea

Julienne Chicken in Cream with Toasted Almonds, Currant Jelly, Bread and Butter Sandwiches	70
Cheese and Bacon Grill	50
Assorted Tea Sandwiches	35
Salad of Assorted Fruits, Toast Strips	55
Toasted English Muffins with Orange Marmalade	35
Hot Waffles with Vermont Maple Syrup	50
Thin Toast with Cream Cheese and Currant Jelly	35
Egg Salad Roll, Lettuce Salad with Vegetable French Dressing	50

PRICE INCLUDES CHOICE OF TEA OR COFFEE

CHOICE OF DESSERTS LISTED BELOW. 15¢ EXTRA

DESSERTS

Special Ice

Assorted Cookies

Stewed Fruit in Season

Layer Cake

Afternoon Tea

Schrafft's Special Blend, Coffee, Per Cup	10
Schrafft's Orange Pekoe Tea, Pot for One	15
Iced Tea or Coffee	15
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Hot Waffles with Vermont Maple Syrup	40
Julienne Chicken in Cream with Toasted Almonds, Currant Jelly	65
Cheese and Bacon Grill	45
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Bartlett Pear and Cream Cheese Salad	55
Egg and Tomato Salad	55
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Assorted Tea Sandwiches	35
Supreme Sandwich	25
Chopped Egg and Pickle Sandwich	30
Sliced Tomato and Watercress Sandwich	25
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Hot Fudge Shortcake	20
Assorted Cookies	15
Special Ice	15
Stewed Fruit in Season	25
Toasted Crackers with Cream Cheese and Orange Marmalade	25

All prices are our ceiling prices, or below. By O.P.A. regulation, our ceilings are based on our highest prices from April 4 to 10, 1943. Our menus or price lists for that week are available for your inspection.



From the Mural in Columbus Room Bar and Cocktail Lounge at Schrafft's 57th St. and Broadway

WINES

and

COCKTAILS

by

SCHRAFFT'S



Cocktails

Bronx	.35	Jack Rose	.40
Clover Club	.50	Dubonnet	.45
Dry Martini	.40	Alexander	.55
Sweet Martini	.40	Bacardi	.45
Manhattan	.45	Daiquiri	.45
Orange Blossom	.25	Sidecar	.60
Old Fashioned	.50	Stinger	.60

Fancy Drinks and Fizzes

Cuba Libre	.55	Claret Lemonade	.40
Gin Fizz	.40	Claret Punch	.40
Sloe Gin Fizz	.45	New Orleans Fizz	.55
Golden Fizz	.50	Royal Fizz	.55
Silver Fizz	.50	Brandy Sour	.70
Gin Rickey	.45	Whiskey Sour	.55
Sloe Gin Rickey	.45	Sherry Cobbler	.40
Gin Buck	.40	Sherry Egg Nogg	.55
Gin Daisy	.45	Brandy Egg Nogg	.80
Tom Collins	.45	Rye Egg Nogg	.60
Tom Collins Special	.50	Planter's Punch	.65
Sherry Flip	.45	Schrafft's Punch	.50
Rum Collins	.50	Mint Julep	.65

Whiskies, Spirits and Brandies

	DRINK	HIGH BALL
Old Ebony—Blend Straight Whiskies, all 4 yr. old	.45	.50
Old Overholt 5-yr. Bonded Rye	.45	.50
Mt. Vernon 4 1/2-yr. Bonded Rye	.45	.50
Bellows Club Special Bourbon 5 yrs. old	.45	.50
Haig & Haig Pinch Bottle Scotch	.75	.80
Johnnie Walker Red Label Scotch	.60	.65
Ballantine's Scotch	.60	.65
Black & White Scotch	.60	.65
Martin's V. V. O. Scotch	.60	.65
White Horse Cellars Scotch	.60	.65
Sanderson's Vat 69 Scotch	.60	.65
John Jameson's *** Irish	.35	.40
Dixie Bell Gin	.55	.60
Booth's House of Lords Gin	.40	.45
Red Heart Jamaica Rum		
	PONY	GLASS
Domecq's Fundador 25-yr. Brandy—Spanish	.40	.60
Good Hope Brandy—South African	.40	.60

ALL HIGHBALLS SERVED WITH INDIVIDUAL SPARKLING WATER.
HIGHBALLS WITH WHITE ROCK, 10c EXTRA.

Domestic Wines

	BOTTLE	HALF BOTTLE	GLASS
12. Champagne—			
Great Western—Extra Dry	5.00	2.75
13. Haut Sauternes—Taylor's American	2.00
14. Claret	1.5025
15. Sparkling Burgundy—Great Western	5.00
16. Port—Taylor's American			.25
17. Sherry—Taylor's American			.25

PRICES ON IMPORTED PRODUCTS

Imported Wines

	BOTTLE	HALF BOTTLE
CHAMPAGNE		
Charles Heidsieck Brut 1928	10.00	6.50
Cordon Rouge 1933—G. H. Mumm's	12.00	6.50
BURGUNDIES		
Chablis (White)—Cruse & Fils	4.50
Pommard (Red)—Barton & Guestier	4.50
BORDEAUX WINES		
St. Julien (Claret)—Cruse & Fils	4.00
Haut Sauternes (White)—Louis Eschenaur	5.00	2.75
Barsac (White)—Bellows	2.50
SHERRY		
Gonzalez & Byass Marquita		GLASS .35
Duff-Gordon No. 2845
Williams & Humbert Pando—Amontillado45
Duff-Gordon—Santa Maria45
PORT		
Sandeman's *** Tawny35
Gonzalez & Byass Diamond Jubilee35

Cordials and Liqueurs

30. Apricot Brandy50	36. Crème de Cacao50
31. Anisette—White50	37. Crème de Menthe White45
32. Benedictine—D.O.M.65	38. Crème de Menthe Green45
33. Chartreuse—Yellow— Les Peres Chartreux60	39. Grand Marnier65
34. Cointreau60	41. Peach Brandy45
35. Curacao Orange50	42. Blackberry Brandy45
		43. Cherry Brandy45

FRAPPES — 10c EXTRA

Beer and Ale

	BOTTLE		BOTTLE
Schlitz25	Ballantine's Ale25
Ballantine's Light Export20		
Guinness' Stout (Imported)			NIP .35
Bass' Ale (Imported)			NIP .35

Ginger Ale, Mineral Water, Etc.

	PINTS	SPLITS
Canada Dry Sparkling Water20	.10
Canada Dry Ginger Ale20
White Rock30

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PRODUCTS SUBJECT TO CHANGE

Your confidence in the dependable quality of our wines and cocktails is one reason you will always enjoy a friendly drink at Schrafft's. The same patient testing, the same careful watchfulness which assures the good quality of Schrafft's food the year around, goes into the selection of our liquors.

To enjoy yourself to the fullest, keep in mind the epicure's rule: Drink moderately, slowly, and enjoy each sip! You will be convinced of the superiority of each drink.

FRANK G. SHATTUCK COMPANY