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FIVE-CENT PHONE RATE WON BY EVENING WORLD SAVES PATRONS \$5,000,000 A YEAR

JANUARY 18, 1915. MAKE IT 5 CENTS PER PHONE CALL IN GREATER CITY! NOVEMBER 17, 1913. FIVE-CENT TELEPHONE RATE FOR THE ENTIRE CITY NOW DEMANDED BY THE PUBLIC

Evening World's head lines that opened last fight in phone war. Company's Surrender Climax to Five-Year Fight by Evening World.

IT WILL END EXTORTION. Starts New Corporation Policy of Seeking to Make Patrons Its Friends.

Five million dollars per year has been saved for New Yorkers by The Evening World's fight for cheaper telephone rates, which came to a climax in yesterday's surrender of the company and its offer of a 5-cent rate.

As a public service, with practical results that can be definitely measured in daily savings by every telephone user, The Evening World's telephone campaign stands exceptional among the many services rendered by it to the public.

The offer of a reduction of all rates to a 5-cent basis and abolition of interborough tollgates, as submitted by the New York Telephone Company yesterday to the up-State Public Service Commission, marks the successful termination of a strenuous contest between public opinion, voiced through this newspaper and the most powerful of local public utility corporations.

It inaugurates also a new policy for corporations—that of seeking to make friends instead of enemies among their patrons, of recognizing the utility of long drawn contests through courts and of changing its attitude from one of reaction to one of friendly conciliation regardless of reduced profits.

The telephone company could have prolonged the fight in courts for years, but realizing at last the power of public opinion, fearlessly and vigorously voiced, it sued for peace.

Since the telephone became an indispensable part of daily life in the metropolis, with its operation monopolized by the New York Telephone Company, The Evening World has

the basis for a complete new rate schedule. The 10 per cent. reduction was only a partial step toward the full demand. The Evening World remarked editorially: "The rate voluntarily conceded by the company in a seven cent rate, The five cent rate is demanded."

Up-State Public Service Commission forced to take cognizance of many complaints of telephone users and grant public hearings. The first hearing was Nov. 24, 1913.

Telephone company forced to produce financial statement of its operations in New York City. A 10 per cent. reduction in rates pending final adjustment secured in two months, giving New Yorkers a rebate of \$2,000,000.

Appropriation of \$100,000 made by the Legislature in response to special request from Gov. Glynn so that the Public Service Commission could make an appraisal of telephone property as the basis for new rates.

Five Cent Telephone Bill passed by the Assembly when the commission went to sleep on the job. This bill was killed by the Senate. Exposure of the telephone lobby's activities in Albany.

Reorganization of the up-State Commission by the Governor. Cause of delay over the telephone case.

Telephone rates made a political issue in many Assembly districts in the 1914 election. The Foley legislative committee started an investigation in December last, looking to mandatory legislation. Prof. E. W. Bemis engaged an expert to prepare a schedule of rates.

Public Service Commission engaged new counsel and renewed work vigorously on its appraisal and public hearings. Legislative committee reported on Feb. 24 that \$3,000,000 annually should be cut out of telephone company charges. In addition to the \$2,000,000 cut of a year ago, it submitted a rate schedule conforming all the Evening World's demands on behalf of the public: A maximum 5 cent rate for subscribers.

Abolition of tolls between principal boroughs. The court calls for hotel and apartment house dwellers. Three days later the Public Service Commission also concurred by its own report, endorsing World's demands. It called for a \$2,000,000 cut in charges and proceeded to make a rate schedule on that basis.

On March 4 the telephone company surrendered and offered a rate schedule involving a cut of \$2,700,000 and giving a 5-cent rate. CREDIT TO THE ABLE ALLIES OF EVENING WORLD.

The allied forces rallied by the Evening World in this campaign produced before the Public Service Commission the final victory. Each has held at bay the post of attack and rendered valiant service in the public benefit.

First to join in the fight was Max H. Winkler of No. 90 Wall Street, a lawyer who had an individual complaint against the extortionate charges of the telephone company. From his office windows, near the foot of Wall Street, Mr. Winkler could look across East River to the Brooklyn shore, less than a mile away. Each month on his telephone bill was an aggravating extra toll charge for messages to clients almost within halting distance.

He wrote to the telephone company about it and got no satisfaction. He communicated with the up-State Public Service Commission and eventually filed a formal complaint but could get no action. For three months he tried to have something done.

Then the Evening World's batteries aroused the Public Service Commission. A hearing was given on the Winkler complaint. More complainants came in and eventually the commission merged them all into one case of protest against the extortionate fight. Mr. Winkler gave freely of time and money to prosecute the cause.

Scores of civic organizations in various boroughs, such as local Boards of Trade, Chambers of Commerce, taxpayers' combinations and real estate associations, gave cordial indorsement to the Evening World's fight. They not only adopted resolutions, but sent delegations to commission hearings, representatives to the Legislature and lined up powerful support of citizens.

Public opinion was not only aroused through these organizations, but quickly crystallized into effective fighting forces. Great delay was experienced in the first year and a half of the telephone warfare because of the disorganized condition of the up-State Public Service Commission, which had become involved in Democratic political conditions of the Sulzer days. When it finally got straightened out and its decks cleared, it took up the telephone case with energy.

Chairman Seymour Van Santvoord and Commissioner Martin S. Decker and W. T. Emmet took the lead in New York. The Chairman brought into the case Martin W. Littleton of New York as special counsel, and together they pressed all along the line for settlement.

The Foley Legislative Committee proved an unexpected decisive force that in the final fight turned the tide of battle so effectively that victory was assured. This committee of a former Legislature, whose existence had been prolonged suddenly entered the arena last December and employed as its investigator Prof. E. W. Bemis of Chicago, a man of national reputation on public utility questions.

Former Judge Robert L. Luce of New York as counsel to the committee, assisted by Robert Sutterman of Ogdensburg, directed a short, sharp campaign of exceptional effectiveness that brought the long delayed revision of rates to a sudden climax.

The situation developed into a race between Public Service Commission and legislative committee to see which could bring relief to the public. Senator Foley shrewdly judged the temper of New Yorkers and struck hard for their interests at the crucial moment.

A persistent fighter for cheaper telephone rates was Assemblyman Mark Goldberg of Manhattan, who pressed regularly at Albany a 5 cent rate bill. Last session he forced the bill through the Assembly despite adverse orders of both party leaders, but it was pocketed in the Senate.

This year he was elected to the Assembly because the chairman of the Finance House

The John Wanamaker Store More Beautiful New Fashions In a Wonderful Variety for Saturday

Women's Tailored Suits at \$25 Eight Lovely Wearable Models

Gabardines, poplins and men's wear serges for women who wish navy or black; homespuns in gray and tan effects; shepherd checks, hair line stripes of white or blue or black for larger women.

The V-back, cuffed skirt, suspender skirt, side-belted flare jackets—all new touches—are in this group.

A little gem in gabardine has belt and blind pocket, buttoned, silk faille collar, and wide circular skirt. Another gabardine has set-in V-back, strapping around bottom of jacket, embroidered poplin collar, and deep-yoked, flaring cuffed skirt.

A serge suit has side-pleated straight-back jacket and smart striped pongee collar. The poplins have high waisted jackets with narrow black and white belt, white poplin collar, boutons on lapels, and full flare suspender skirt.

There are two models in homespuns; one belted, one with side belt effects, straight back and rippling sides. An exquisitely plain tailored model in serge and checks, braid-bound.

For Large Women Hair-line stripes, plain tailored with longer bust line, in sizes from 42 to 50 bust measurements. All \$25, Saturday. The Gray Salons, Second floor, Old Building.

Young Women's More Expensive Suits Copied to Sell at \$17.50, \$25

We wanted some suits to sell at \$17.50 and \$25. But we wanted them in the styles of the more expensive suits.

So we had two fine suits copied with the most happy results. The \$25 Suit (pictured) is of blue or sand color serge with belted and pocketed skirt and belted and pocketed coat. Linings are soft peau de cygne, tailoring is neat and most workmanlike.

The \$17.50 Suit has the new Russian peplum coat slashed at the side and belted all around. In navy, sand or shepherd checks with contrasting collar. 14 to 20 years.

Other suits, \$17.50 upward. More than 500 to choose from, including exclusive copies of our own importations.

Corduroy Shirts, \$5.75 This material is becoming so scarce that we fear we cannot offer these shirts much longer. Full assortments now in white, coral, Delft blue and sand color. Lengths 55 to 41 inches. Bands \$3.50 to \$7.

Coats of Every Sort For every occasion: plenty of whites, too. Serges, gabardine, corduroy, tweeds, chinchilla, stockinet, etc. Price \$12.50 upward. Sizes 14 to 20 years. Second floor, Old Building.



Women's Black Silk Stockings Exceptional at \$1.15 Pair

A special purchase of brand new perfect hosiery. Pure silk, beautifully knitted, well shaped, comfortable flare tops, with all-silk or mercerized tops and soles—these stockings are equal in every respect to our \$1.50 grades.

With them we shall offer some all-over shot silk hosiery or hose with shot silk boot at \$1.15 (regularly \$1.50 and \$2). Main floor, Old Building.

Boys' Spring Clothes

The New Suits are coming into the Boy's Store every day. For Saturday we shall have in the cabinets a fine lot of Spring suits.

With Extra Knickers—sizes 6 to 18 years—new mixtures, grays, checks, tartans, browns, in good wearable cloth, stoutly tailored. \$6, \$7.50, \$8.50

They all have the little touches that make Wanamaker clothes for boys different and most desirable.

Boys' Topcoats Jaunty coverts, fancy grays and tans, checks and blue; in 3 to 18-year sizes. Very mannish. \$6.75 to \$15.

Boys' Spring Hats Many styles and colors. \$6 to \$2.50. Second floor, Old Building.

SATURDAY is Family Day in the March Sale of CHINA

Tomorrow afternoon let father and mother come and together choose the dinner set for their daughter's wedding gifts; let brother and sister together select the piece of statuary or the dozen of fine plates to please mother on

her anniversary; and let the soon-to-be-bridal and her fiance come, too, and pick the sunshiny china for the new home.

The watchword for this March China Sale is still "Moderate Prices."

Dinner Sets Which Cannot Be Duplicated at the Prices

The vegetable dish pictured belongs to an English dinner set of 108 pieces, from Grindley, Ltd.; our standard \$27.50 grade for \$17.50. Ahrensfeldt French china dinner sets, with coin gold handles and original, vivid borders, four sizes plates; 107 pieces all told; our \$25 grade for \$25.

J. E. B. Meakin English porcelain sets in entirely new border designs, coin gold handles, all of the 108 pieces gilt; our \$22.50 grade for \$20.

Knowles, Taylor & Knowles (Ohio) American sets, with attractive borders and gilding; our \$22.50 grade for \$15. Furnivals, Ltd., English porcelain sets, in underglaze border design, 108 pieces; our \$17.50 grade for \$10.

From Vignaud, Limoges, France Dinner sets of 108 pieces, in five border designs; coin gold handles, four sizes plates and four meat dishes; yesterday's prices were \$25, \$27.50 and \$25. They were never any less.

Tomorrow, they will be offered for the first time at \$40 and \$26. Royal Doulton Cups and Saucers Now \$35 to \$2; were \$1.65 to \$4 ea.

March Sale of Wanamaker Housewares

March Sale prices are 10 to 50 per cent. lower than other months of the year—September excepted.

March Sale quality is the same as every other month of the year—September included.

The nickel-plated household articles illustrated below are representative of both the savings and quality of every kind of Wanamaker Housewares in the March Sale.

Some of the Art Wares 50 marble busts and figures at exactly half the earlier prices, now \$1.85 to \$25.

25 bronze busts, figures and animals; were \$7 to \$45, now \$5.50 to \$25.

Hand-painted china priced a third less, including candle sticks, salad bowls, etc. Dresden vases, urns, etc., a third below former prices.

The Cut Glass Every item named below is either exactly half or nearly half less than its every-day prices.

Footed nut bowls, \$5. Celery trays, \$1.50. Vases, 12-inch, \$5. Sugar and cream sets, \$2. Bowls, deep, 8-inch, \$2 and \$3.50. Handled flower baskets, \$2 and \$3.50. Punch bowls on stand, \$5 and \$12. Second Gallery, New Building.

Coffee Percolator, \$5. Subway floor, New Building.

Casserole Dish, \$1.50, \$1.75, \$2.50. Pie Dish, 9c, \$1.10.

Because we have come near to the end of our Winter clearances, Saturday will be virtually the last day this season on which you may be certain of getting a Wanamaker suit or overcoat at these prices—

Men's Fancy Suits, sizes 35 to 39 \$13.75 Men's Fancy Overcoats, all sizes \$10

These figures are, of course, reductions from much higher—regular—prices. The goods are the best we have ever offered at these rates. Burlington Arcade floor, New Building

Saturday, at Broadway corner Eighth. Men's Fancy Suits, all sizes \$8.75 If the demand for these suits is as great as it should be, there will be mighty few left tomorrow evening.

NOTICE To Men Who Like Good Clothes And Want Them for Very Little. The John Wanamaker Store

We Give Profit-Sharing Bonuses With All Purchases. McEneary's Brooklyn's Most Reliable Hardware and Carpet House



This Serviceable Sewing Chair 49c

Home Outfits \$95.50 and up

YOUR CREDIT IS GOOD HERE

STANDARD FURNITURE

ANGING YEARS DEAFENED OLD HEAD CATARRH

Wants Work Wonders.

Send me Sunkist Seedless Navel Oranges. Say that over the 'phone to your dealer now. Eat Sunkist Oranges in salads and desserts—eat them whole between meals and at bedtime. California Sunkist Oranges

Beautiful Silver Premiums Save Sunkist Wrappers. Our book tells 118 ways of using oranges and lemons, also how to exchange these wrappers for beautiful Wm. Rogers & Son tabernacles of pure silver plate.