$252,516,459 GAIN IN REALTY IN TAX PLANS

Total $8,271,157,608, With Net Increase $208,500,000 Under Tentative Levy.

RENT GOUGERS TRAPPED

$610,093,225 Cut in Personalty Levy, City May Borrow $20,850,000 More.

New York city real estate shows a tentative increased assessed valuation for purposes of 1920 taxation of $252,516,459 over the valuations for the current year, according to figures given out yesterday by the Department of Taxes and Assessments. The total value of realty in the city now is $8,271,157,608.

There must be deducted from this figure an amount approximated to be $35,000,000, representing the value of property acquired by the Federal Government for national purposes, and $9,000,000 more exempted by law, which leaves a tentative net increase of about $208,500,000.

Should these increased assessments stand the test of appeals to the tax board and the courts the city's borrowing capacity will be increased by a tenth of the amount, or $20,850,000. While no official figures are available for the 1920 budget it appears more than likely that this new margin will more than be absorbed in the requirements that the city will have to meet out of taxation on real estate for the coming year.

As against the increase in new assessments on real property the tax department's compilations show a decrease of $610,093,225 in personalty, which, however, does not effect the tax rate nor the city's borrowing capacity.

Brooklyn showed the largest increase of assessment on real property with a total of $118,276,669. Manhattan came next with more than $70,000,000, with Queens, The Bronx and Richmond following.

In Manhattan and The Bronx it appears that the increased assessment will fall upon improved real estate. As compared with the other three boroughs, there was little increase in the number of new buildings. Manhattan shows a total of only 103 and The Bronx 153, while Brooklyn and Queens are each credited with more than 2,400. On Staten Island the figures show more than 900 new buildings have been erected and assessed during the last year.

Small Increases for Hotels.

Relatively small increases are shown in the assessments against hotels and theatre properties in Manhattan, and the same holds true of most of the holdings of the Fifth avenue millionaires. Property between Fortieth and Seventy-ninth streets, west of Sixth avenue, were increased in the largest ratio in Manhattan streets, west of Sixth avenue, was in the district between Fourteenth and Fortieth streets, west of Fifth avenue and the next in the territory south of Worth street and west of the Bowery.

John D. Rockefeller leads the personalty list with an assessment of $5,000,000.

In a statement last night Jacob A. Cantor, president of the Board of Taxes and Assessments, averred there had been no attempt on the part of the board to exercise any punitive measures toward apartment house owners or others who may have been guilty of rent profiteering. He thought that the increased assessments in all boroughs would stand in the event of court proceedings, and that they would provide means for increasing the pay of employees of the police, fire and other city departments.

He said:

"I have examined some of the assessments made by the deputies, especially increases, and am satisfied they were extremely conservative. It must be recognized that property owners who have abnormally increased rents to the extent of profiteering have largely added an element of value to their property, which was considered by the deputies in making assessments, and whatever the effect may be upon the tax rate it has not influenced this department in any respect.

"It is evident that through the work of this department the Board of Estimate and Apportionment will be enabled to increase the salaries contemplated by them in the police, fire and other departments of the city government.

"We believe that we can sustain the assessments we have made in the event of proceedings being brought by dissatisfied property owners for reduction. The personal property assessment (tentative) shows a decrease of $610,093,225, making the total tentative assessment for 1920 $785,947,400, as against $1,396,040,625 in 1919. We expect, however, to collect about one-half of the personal tax paid last year, which will mean a loss to the city in personal taxes of more than $4,000,000. The decrease in tentative assessment of personal property is due to a large extent to the provisions of Section 352 of the State income tax law, which limits the jurisdiction of local assessors to tangible and non-productive intangible personality. The tax rate will not be influenced this year by any collections under the State income tax law, as the law does not go into effect until March, 1920."

Figures on Assessment.

The comparative figures showing the assessment on personal property for 1920, as against the current year, is as follows:

Borough.	1920.	1919.
Manhattan	$556,432,500	$1,101,084,400
The Bronx	49,181,000	46,889,100
Brooklyn	145,569,250	191,296,975
Queens	27,964,550	51,391,550
Richmond	6,810,100	6,456,600
	$785,947,400	$1,396,040,625
		785,947,400
Decrease 1920..		$610,093,225

The tax books showed the following changes in the assessments of the leading hotels and theatres in Manhattan:

HOTELS.

	1919.	1920.
Ansonia	$3,750,000	Same
Astor	3,935,000	$3,950,000
Biltmore	8,500,000	Same
Belmont	4,500,000	Same
Claridge	2,225,000	$2,230,000
Commodore	*8,600,000	8,500,000
Manhattan	4,000,000	Same
McAlpin	11,530,000	Same
Murray Hill	2,000,000	Same
Netherlands	3,000,000	Same
Plaza	3,100,000	Same
Pennsylvania	*4,850,000	*3,200,000
Ritz-Carlton	4,350,000	Same
St. Regis	2,700,000	Same
Savoy	2,450,000	Same
Vanderbilt	2,850,000	2,925,000
Waldorf-Astoria	11,650,000	Same

*Indicates construction incomplete.

THEATRES.

	1919.	1920.
Astor	$1,000,000	$1,030,000
Belmont	172,000	180,000
Belasco	440,000	470,000
Century	1,850,000	Same
Casino	1,100,000	Same
Cohan	2,170,000	2,235,000
Cort	3,325,000	3,500,000
Elliott	290,000	Same
Eltinge	420,000	460,000
Globe	745,000	755,000
Harris	342,000	365,000
Hudson	465,000	490,000
Hippodrome	2,250,000	2,300,000
Knickerbocker	1,280,000	Same
Lyceum	445,000	460,000
Metropolitan Opera	2,275,000	Same
Manhattan	430,000	Same
Playhouse	375,000	400,000
Rialto	1,500,000	1,540,000
Rivoli	1,080,000	1,125,000
Strand	2,360,000	2,425,000
Selwyn	300,000	315,000
Vanderbilt	265,000	280,000

Assessments of some of the most valuable residences in New York, none of them changed since 1919, follow:

Astor, Vincent, 840 Fifth avenue.....$1,750,000
Carnegie, Mrs. Andrew, 2 East 91st st. 2,425,000
Clark, W. A., 5th av. and 77th st..... 3,150,000
Clews, Jane B., 27 West 51st st..... 250,000
Duke, James B., 1 East 78th st..... 1,450,000
Duke, B. N., 2 East 89th st..... 490,000
Frick, H. C., 1 East 70th st..... 2,100,000
Gary, Elbert H., 856 Fifth avenue..... 1,400,000
Goelet, Ogden, 608 Fifth avenue..... 1,125,000
Goelet, Robert W., 591 Fifth avenue... 1,025,000
Kahn, Otto H., 1100 Fifth avenue..... 1,350,000
Miller, William Starr, 1048 Fifth av... 575,000
Phipps, Annie C., 1063 Fifth avenue.. 1,100,000
Plant, May G., 1061 Fifth avenue..... 650,000
Rockefeller, John D., 4 West 54th st... 650,000
Rockefeller, John D., Jr., 10 W. 54th st 460,000
Ruppert, Jacob, 1115 Fifth avenue..... 550,000
Schwab, Charles M., Riverside Drive and Seventy-third street..... 1,375,000
Speyer, James, 1085 Fifth avenue..... 800,000
Shepard, Helen Gould, 579 Fifth av.... 815,000
Schiff, Jacob H., 965 Fifth avenue..... 460,000
Straight, Dorothy W., 1130 Fifth av... 410,000
Vanderbilt, Cornelius, 640 Fifth av..... 2,725,000
Vanderbilt, W. K., 660 Fifth av..... 2,125,000
Warburg, Frieda S., 1109 Fifth av..... 670,000
Woolworth, F. W. (est.), 590 Fifth av. 560,000

Rockefeller Cut Shown.

John D. Rockefeller's personal property assessment, which last year was tentatively fixed at $10,000,000, is cut this year to $5,000,000. Next to Mr Rockefeller Edward S. Harkness leads with $1,090,000.

The falling off in the total of personal assessments, which has been explained is due to considerable extent to the provision of the State Income Tax law, which limits appraisals to such tangible personal property as is non-producing, and consequently excludes stocks, bonds, interest bearing bank balances and other similar items, is reflected in the list of personalty assessed. Besides those already mentioned here are assessments of personalty held by well known New Yorkers:

$1,000,000—George F. Baker, George Ehret, Thomas F. Ryan, Cathleen G. Vanderbilt, Payne Whitney and Alice A. De Lamar.

$700,000—Mrs. Jennie Woolworth

$600,000—Ethel Du Bois.

$540,000—William P. Clyde.

$500,000—Elbert H. Gary, Ellen Gray, Adolph Lewisohn, John D. Rockefeller, Jr., Jacob H. Schiff, Cornelius Vanderbilt, Gertrude V. Whitney and Edith H. Harkness

$400,000—Henry W. Putnam, Jr., Felix M. Warburg, Harriet M. Arnold, Archer M. Huntington, Hannah M. Lydig and Arabella D. Huntington.

$350,000—Florence V Twombly.

$320,000—Helen Hay Whitney.

$300,000—Kate B. Adams, Josephine S. Goodwin, Edgar L. Marston, William G. Rockefeller, Chares G. Thompson and Fred F. Ayer.

$250,000—Julie M. Grant, Albert Rothbarth, Elizabeth B. Rothschild, Harry Payne Whitney and William A. Garrison.

$200,000—Bertha F. Achelis, Ang'er B. Duke, Benjamin N. Duke, Marie Marshall, Artemus Ward, Truly Warner, Solomon R. Guggenheim, Anna B. Bliss, Augustus H. Bliss, Granville F. Dailey, Helen C. Bostwick, Emma Y. Austin Robert Bacon, Annie F. Hyde, Mary J Kingsland and Minnie L. Goldberg

$180,000—Margaret J. Achelis.

$170,000—Fritz Achelis.

$155,000—Alice G. Vanderbilt.

$150,000—Agnes M. Bannon, Ruth A. Bruce Brown, Emma B. Auchincloss, George J. Gould.

$106,000—William E. Corey.

$100,000—Edith B. Baker, George F. Baker, Jr., Bernard M. Baruch, Morris Baker, Jr., Bernard M. Baruch, Morris Hillquit, Frances L. T. Morgan, William Hillquit, Ralph Pulitzer, Frederick W. Thaw, Ralph Pulitzer, Frederick W. Vanderbilt, Louise A. Vanderbilt, Paul M. Warburg, Violet Wanamaker, Sarah M. Webster, Daniel Guggenheim, Isaac Guggenheim, Murry Guggenheim, Simon Guggenheim, Elisabeth W. Bliss, Annie A. Arents, Gwendolin C. Armour, Jane P. L. Armour, George F. Mongan, Vernon C. Brown, Courtlandt Bishop, James A. Hackett, William H. Beardsley, Harry S. Black, Blanche Hutton, Dorothy A. Humphreys, Lillian B Hyde, Constance M. Hyslop, Edith L. Hyslop, Margaret L. Johnson, Jeanette T. Kessel, Louise B. Kessel, Anna M. Harkness, Mary S. Harkness, Fanny A. Haven, Pembroke Jones, Jr., Everett L. Judkins Marcus Daly, William A. Day.

$75,000—Frank Gould.

$60,000—Charles E. Hughes.

$50,000—Rodman Wanamaker, Joseph W. Harriman, Alma Gluck (Mrs. Efrem Zimbalist), Geraldine Farrar (Mrs. Lou Tellegen), Luigi Curci, Efrem Zimbalist and Cleveland H. Dodge.

$45,000—Anne T. Morgan.

$30,000—William Randolph Hearst and Grace G. Vanderbilt.

$25,000—Henry Morgenthau, Harold S. Vanderbilt, David Warfield, Lionel Barrymore, F. Ray Comstock, Joseph M. Schenck and Kitty Gordon.

Among the prominent and well known persons whose personalty assessment fell below $25,000 are Charles F. Murphy, leader of Tammany Hall, who is down for $5,000, the figure it has been since the personalty tax was created; William Waldorf Astor, $5,000; William Fox, the theatrical producer, who is assessed for $20,000, and Theda Bara and John Barrymore, each of whom will be asked to pay on $10,000.

Woman Acquits Chauffeur.

John Saunders, a chauffeur of 305 East Fifty-second street, charged with entering the apartment of Mrs. Margaret Hynes of 206 East Forty-first street, was discharged yesterday in Yorkville court on the refusal of Mrs. Hynes to press the complaint. She said she was certain Saunders got in by mistake.

ADVERTISEMENT.

Good Clothes Not High!
Suits, $30, $32, $35, $38 to $55

Here, where I manufacture my ready made clothes, you can secure excellent suits. Made of all wool material, correctly fitted to you. In addition to the *young men's* "Smart and Classy" clothes there is an ample selection of the genteel sack business suits at the same prices. Fall overcoats — slip-ons — close-fitters and conservative models, $25, $28, $30 to $48. G. N. VINCENT, 524-526 6th Ave., nr. 31st.

Tentative List for Realty Tax Shows 6,130 New Buildings Erected in Year

The tentative assessment for 1920 on real property for the city, by boroughs, with the increases and the number of new buildings follows:

Borough.	Total.	Increase.	New Buildings.
Manhattan	$4,924,806,521	$71,165,475	103
The Bronx	727,700,921	24,768,660	153
Brooklyn	1,897,760,621	118,276,669	2,484
Queens	608,466,970	32,078,080	2,427
Richmond	112,422,575	6,227,575	963
Total	$8,271,157,608	$252,516,459	6,130

$25,000 AWARDED TO FRENCH SCHOOL GIRL

Victorine Tence Gets Verdict Against Truckman.

Thanks to the interest and sympathy displayed in her case by students at Columbia University, Victorine Tence, the permanently crippled child of a soldier in the French regular army, will not want for material comforts because of her condition. Damages of $25,000 were awarded to her yesterday by a sheriff's jury for injuries she sustained in a traffic accident last April.

Victorine is a school girl, 12 years old and lives at 505 West 125th street with her mother, who performs light housework for several Columbia students. On April 9, Victorine and a number of schoolmates were playing on the sidewalk in front of the public school at St. Nicholas avenue and 126th street. A moving van, owned by Leroy Stanley, truckman and warehouse owner of 244 West Eighteenth street, drew up to the curb, part of it overhanging the walk.

When it started away, a projection became tangled in the little girl's dress and she was drawn under a rear wheel and badly crushed. Columbia students who heard from the mother of the accident became interested in the case and financed the legal action, which was brought by Herman Kahn of 271 Broadway.

Suit to recover $75,000 was filed and Stanley permitted a judgment to be taken against him by default. Drs. McMahon and Beck of the Knickerbocker Hospital testified before the sheriff's jury stating that the girl's injuries were of a permanent nature. Following this testimony, the jury soon reached an agreement as to the amount to be awarded.

CITIZENSHIP DENIED TO SILENT BARTENDER

Refuses to Swear He Is Not Violating Law.

Federal Judge Chatfield in Brooklyn postponed yesterday the granting of citizenship to Magnus Hansen, a bartender, because he refused to swear he was not violating the prohibition law.

Hansen, who lives in 217 Thirteenth street, appeared for final papers, accompanied by the two necessary witnesses. In his case they were his employer, Daniel Tharaldsen, a saloon keeper of 3A Second place, and another friend, William J. Ellingsen.

Judge Chatfield asked if the saloon would be kept in operation until January. Tharaldsen said he had so decided.

"Are you selling now in violation of the law?" asked the court. Neither the bartender onr the saloon keeper answered.

"Will you swear that you are not violating the law?" was the next question. This, Hansen would not say.

Judge Chatfield thereupon adjourned the case until January 8. He said he would not admit any man to citizenship who was violating a Federal law.

"I must say," he added, "that both the applicant and his witness were honest and truthful."

MAIL CLERK SCARED; "BOMB" PROVES DUD

Batteries Cause Sensation in Mount Vernon Office.

A "bomb" that proved to consist only of two electric batteries wired together gave a mail clerk in Mount Vernon a bad scare yesterday and a few anxious moments to Inspector Michael M. Landy of the Yonkers police, whose job it was to test the thing. The mail clerk, recalling the precedent established in Manhattan by a brother clerk in foiling the July 1 bomb plot, sensed something decidedly wrong when he came upon the package with the ends of electric wires protruding.

The bundle was addressed to N. E. Vail & Co., brokers, of Mount Vernon, and bore a label from Sears, Roebuck & Co. of Chicago. The clerk discovered that the package had been mailed in Mount Vernon. He notified his superintendent and then lit out for Yonkers, where the only official expert on combustibles could be found.

Inspector Landy took the package and boldly tested the wires with an electric detonator. Had it been a bomb the inspector would probably have vanished simultaneously with the explosion. Nothing happened and the joker was unwrapped.

WITNESSES SOUGHT FOR MITCHELL WILL

Nurses May Have Seen Labor Leader Sign Document.

An investigation was started yesterday to see if there were not two persons present when John Mitchell, the labor leader, wrote out his will in a New York hospital before he underwent the operation which preceded his death, with a view to trying to save the will for probate.

The document, which disposes of $250,000 in stocks and bonds, consists of one sheet of note paper bearing the name of Mr. Mitchell and his street address in Mount Vernon. It was written in his own handwriting and signed by him and dated, but there were no witnesses to attest to his validity and therefore it becomes invalid. An effort is now being made to see if there were not two nurses in the room when Mr. Mitchell wrote the will who can swear that he declared the paper to be his last will and testament.

This is regarded as an unusual proceeding, but, nevertheless, an effort will be made to get Surrogate George A. Slater of White Plains to admit the will to probate if the witnesses are found to save the expense of administration.

STORE ACQUITS COUNTESS.

Her "Coming Trip to Cuba" Advanced as Reason.

A contemplated trip to Cuba was advanced as the novel reason for the withdrawal yesterday of charges against Countess Mary Louise Hernandez by a representative of Oppenheim, Collins & Co. of 35 West Thirty-fourth street, in Women's Court. The Countess was arraigned on a charge of shoplifting. The department store agent said he believed in view of the trip which the defendant was to take to Cuba a mistake might possibly have been made, and asked leave to quash the complaint.

Rudolph, the eleven-year-old son of the Countess, who was taken to Children's Court on allegations that he was without proper guardianship, was paroled by Justice Collins in custody of his mother. The Countess has been occupying a suite at the Hotel Astor.

DISCIPLINE NEAR IN STRIKE OF PRINTERS

Head of International Typographical Union Expected Here To-day to Act.

ABOUT 1,000 WALKED OUT

Rush of Pressmen to Take the Places of Men Locked Out by Publishers.

Marsden G. Scott, president of the International Typographical Union, is expected to arrive in this city to-day for the purpose of taking disciplinary action against those members of Typographical Union No. 6 who have joined the strike of the pressmen and feeders without the consent of their union.

Mr. Scott probably will arrive in time for a conference which Leon H. Rouse head of "Big Six" is to have with the employing printers at the Hotel Pennsylvania this afternoon, and it is believed that he will demand that the local organization order the strikers to return at once.

The action taken by approximately 1,000 members of "Big Six" in walking out of the composing rooms after their union had voted in favor of further peaceful negotiations with the employers had really no material effect upon the strike situation here yesterday.

The pressrooms of all of the plants where these men quit had been closed since Wednesday morning by order of the Printers League, which answered the ultimatum of the suspended pressmen's and feeders' unions by banishing them from their establishments. The employers had endeavored to find work for those employees who remained loyal to them, and were doing their best to keep the composing rooms open even though there was no immediate prospect of reopening the pressrooms. The composing room walkouts, it was said, did not therefore harm them, and as the men have decided to give themselves "a holiday," as they say, they are merely relieving the employers of unnecessary expense.

Offer of Complete Surrender.

The action was decried, however, by Col. William Green, chairman of the special committee of employers in charge of strike arrangements, as being an example of the mob spirit which is responsible for all of the local trouble. It was pointed out that Mr. Rouse and other heads of "Big Six" had stated that the trouble makers were acting on their own initiative, and that the union had virtually washed its hands of all responsibility for the actions.

In a statement issued from the headquarters of "Big Six" in the Pulitzer Building it was admitted that the suspended pressmen's and feeders' unions, headed by James J. Bagley and Bernard Nolan, on the eve of the lockout had made desperate efforts to procure reinstatement in their international organizations, even offering to furnish a bond to guarantee the observance of any contract that might be made. This was a complete surrender of the "no contract" attitude adopted previously by Mr. Bagley and others.

The offer was rejected, however, by Major George L. Berry, president of the International Printing Pressmen's and Assistants' Union, who has declared that the local unions cannot come back until cleansed of the radical trouble making element.

Major Berry's new international organization which he has created to replace the Bagley-Nolan outfits appeared yesterday to be making great strides. Its headquarters in 150 Nassau street were besieged by telephone calls from pressmen and feeders desiring to know how they might join, and many inquirers stated that men in their shops were planning to break away en masse from the Bagley-Nolan unions and flock to Major Berry's standard.

It was learned that certain of the largest plants in the city may reopen in the near future with members of the new international union manning their presses. Pressmen representing employees in two of the largest printing houses in this city have informed the international officials that their associates are ready to join the new union as soon as it shall call upon them. They said that the men in their pressrooms were "sick and tired" of the Bagley-Nolan methods.

Employers Remain Firm.

Col. Green, in speaking for the employers at the offices of the Association of Employing Printers in the Fuller Building, said their attitude was unchanged. "The publishers are in full accord with us in everything we do to wipe out the radicals of these unions," he said. "We have closed our plants because it was impossible to keep them running while the pressmen's and feeders' unions persisted in unreasonable and unjust methods. We will keep them closed until we are able to open them with men on whom we can depend. That is why we have announced henceforth we will employ only members of the International Printing Pressmen's and Assistants' Union."

Col. Green, F. A. Silcox, industrial director of the United Typothetæ of America, and other employers and representatives will attend a meeting in the Hotel Astor at 10 o'clock this morning, and will also confer with Mr. Rouse at the Hotel Pennsylvania at 1:30 this afternoon.

Col. Green announced last night that the plants in which members of "Big Six" have joined the striking pressmen and the number who have quit are as follows: Fleming & Reavely, 6; Atlas Press, 3; McGraw-Phillips Printing Company, 6; Charles Francis Press, 75; Isaac oldmann Company, 35; Charles Schweinler Press, 67; Wynkoop, Hallenbeck, Crawford Company, 125; Federal Printing Company, 195; Ellert Printing Company, Inc., 60, and Williams Printing Company 125. With the exception of the first three named these concerns are engaged in the publication of well known periodicals and trade papers.

The Publishers Printing Company, where pressmen and feeders launched a premature strike last month, has not been closed. This concern was only hampered temporarily by the sudden move of the Bagley-Nolan crew last month.

SURROGATE WINGATE QUITS LEGION OFFICE

Wishes to Avoid Appearance of Political Advantage.

Surrogate George A. Wingate, who returned from France as Brigadier-General in command of the Fifty-second Field Artillery Brigade, intends to resign as chairman of the Kings County Committee of the American Legion. Mr. Wingate is the Democratic candidate for Surrogate of Kings county. He said yesterday:

"I do not desire that my candidacy for public office shall in any way be connected up with the American Legion. For that reason I have decided to resign as chairman of the Kings county branch at the meeting to be held in the Fourteenth Regiment Armory Monday evening. The American Legion is non-political and non-partisan and there should not be the slightest suspicion that it is being used for political purposes."

Surrogate Wingate retains his membership in the Legion.

JOHN WANAMAKER

THE STORE'S STANDARD IS THE GREATER CONVENIENCE AND SATISFACTION OF THE PUBLIC.

JOHN WANAMAKER
Formerly A. T. Stewart & Co.
Broadway at Ninth, New York.
Store Hours, 9 to 5.30.

Good morning!
This is October 3!
The weather today probably will be cloudy.

A Man Who Still Stands Very High

said these very words:—

"Love, therefore, labor, if thou shouldest not want it for food, thou mayest for physic; it is wholesome to the body and good for the mind: it prevents the fruit of idleness."

Respectfully passed on by
[*Signed*]
John Wanamaker
Oct. 3, 1919.

Some men are ashamed of labor, especially after they have grown wealthy. One in mind, said his sons should not have to labor as he did, and they were left to paddle as they pleased and came out idlers, purposely, flabby, floating on the surface like the jellyfish of the Atlantic, of no earthly account, while their parents were strong and full of bone and gristle.

An Italian proverb reads, "He that labors is tempted by one devil—he that is idle by a thousand."

No man on earth is so happy as the man who loves his work and goes home at night with a contented heart because of a good day's work well done.

[*Signed*]
John Wanamaker
Oct. 3, 1919.

Concert
in connection with the opening of the enlarged Talking Machine and Phonograph Section and the Exhibit and Sale of Period Models.

in the Auditorium
Today at 2.30

The following Pathe artists will appear in person:
Grace Hoffman.....*soprano*
Alma Bock.....*contralto*
Louis James.....*tenor*
Hans Kronold.....*'cellist*
Alexander Russell, at the organ and piano.

First Gallery, New Building.

Mothers!
(*and Fathers*)

We went out into the busy streets the other day and looked at the feet of the children we met. We saw shoes that were too short, shoes that were too wide, shoes that were crooked, shoes run down at heels, shoes spreading over the outer edges—shoes working injury which may take years to correct.

And we thought of the sturdy shoes in the Children's Shoe Shop, and the happiness and comfort awaiting those little, growing feet.

Mothers! Please note very carefully.

Wanamaker shoes for children are (1) straight shoes, with wide comfortable toes, smooth inside (2) with sturdy soles that will give good service, and stand the romping of restless little feet; (3) sightly shoes that hold their clean-cut appearance.

They are for all years—from the first soft-sole moccasin for baby to shoes for the girls going to High School; shoes for school, for play, for Sunday and parties; tan shoes, black shoes, white shoes, black and white shoes, tan and white shoes, black and gray shoes, tan and fawn shoes.

Particularly timely are shoes of black calfskin, high cut, laced—
Sizes 8½ to 10½....$4
Sizes 11 to 2.....$5
Shoes of stout tan grain with strong oak soles—
Sizes 8½ to 10½...$4.50
Sizes 11 to 2.....$6
Sizes 2½ to 7.....$7
These are most excellent school shoes.
First Floor, Old Building.

"Why didn't you tell me this before?"

said a woman—"I could have saved a deal of money, and goodness knows that's a hard thing to do these days."

She was asking the usual questions that people are talking about today; why things cost so much, when will prices come down?

We had told her that "things do not cost so much" **if they are carefully bought.**

"Why, I go to one market after another," she said, "just to save a few pennies and get better cuts or fresher vegetables—I sometimes think I waste more in shoe leather than I save."

Yes, people are generally doing the same thing now since the government has taken a hand in holding down food prices—

But—but—

are the people shopping as carefully for their wearing apparel and household goods?

She frankly said, "No, I don't believe they are; I know that at least I have not done so."

Then we told this woman the things that made her exclaim, "Why didn't you tell me this before?" and she added,

Tell the public—Tell the public

—you will be helping many others as you have helped me."

So here goes—to the public:

1. Increased production of merchandise is the only normal thing that will lower prices—a production at least equal to the demand and a little in excess.

If everybody went to work, producing as much as possible, prices would come down while wages would stay up.

2. When the armistice was signed last November prices showed a tendency to fall, but this was only a temporary reaction and by May of this year they began going higher than ever.

Now—here is the point:

3. Between November and May when prices were sagging and before the new advance, we—the John Wanamaker Store—bought nine million dollars of merchandise which we are selling today at prices based on the lower prices of that period.

It is Wanamaker staple merchandise which neither fashion nor the wear and tear of shopkeeping has made less valuable. **In fact, this nine million dollars of staple goods cannot be replaced today for nine million dollars factory cost.**

4. The other merchandise we own—another three-and-a-half-millions—mainly fashions—was bought almost entirely on the basis of last Spring's fabric prices and on the basis of labor costs prevailing prior to the August increases.

We have this huge volume because of forehand buying and willingness and ability to meet the new conditions.

As an example of how prices have changed since this early buying, we have over $200,000 of furniture holding for customers in our warehouses, and we are increasing the insurance on this merchandise above this amount, since if anything should happen today **we could not replace it for what our customers paid.**

In a number of instances manufacturers have offered to pay us several dollars more on a single garment to be released from their order for this Fall delivery.

In other cases we have received offers from manufacturers to buy back at our retail price the merchandise which they only recently sold us.

Now, what does all this mean?

It means just this, we—the store—are your agents, the agents of the public, in buying the best merchandise we can at the most favorable prices.

In doing this we believe we have "used our head," and have gone into the market at the right time to get the lowest prices.

All this merchandise is priced as merchants price things and not as speculators would profit by it—a list of its prices would constitute

A more than fair price list

on personal and household goods.

Now, if the public "uses *its* head" in buying — shopping around, carefully comparing qualities and prices—buying wisely, there will follow greater advantages that will go far to keep down household expenses.

Be assured always, that no matter how little you pay at Wanamaker's, you will get quality and satisfaction—if by error any unsatisfactory thing should creep into our stocks (and it is harder than ever today to keep out trash)—your money back for the asking, and our apologies.

Quality With Low Prices

is always to be found at Wanamaker's. Even now, when costs are high, there is an amazing volume or variety of personal or household goods at such moderate prices as these:

Women's Coats, between $25 and $75.
Women's Suits, between $19.75 and $65.
Women's Skirts, between $8.75 and $15.
Women's Waists, between 75c (cotton) —and $3.50 (silk) and $12.
Women's Sweaters, between $2.95 and $13.75.
Women's Underclothes, between 65c and $5.
Women's Fur Scarfs, between $10 and $95.
Women's Fur Muffs, between $7.50 and $85
Women's Shoes, between $4.90 and $12.
Women's Stockings, between 35c (cotton or lisle)—and $1.50 (silk) and $3.75.
Misses' Coats, between $25 and $65.
Misses' Suits, between $29.75 and $55.
Girls' Dresses, between $1.95 and $19.75.
Girls' Regulation Dresses, between $5.95 and $19.75.
Girls' Middles, between $1.95 and $2.95.
Children's Coats, between $6.75 and $25.
Children's Wash Dresses, between $1.95 and $8.75.
Women's Gloves, between 95c (fabric) and $1.85 (skin) and $3.50.
Boys' Suits, between $9 and $27.50.
Boys' Coats, between $10.50 and $27.50.
Baby Coats, between $3.50 and $8.50.
Millinery, between $4.50 and $15.
Men's Suits, between $27.50 and $65.
Men's Overcoats, between $24.50 and $75.
Men's Soft Hats, between $3.50 and $5.
Men's Shoes, between $5.90 and $12.
Men's Shirts, between $1.85 and $3.50.
Men's Collars, at 25c.
Men's Underwear, between $1.10 and $3.50.
Kitchen equipment, about $150.
Dinner Sets—106 pieces, between $20 and $35
Bedroom Suites, between $77.50 (3 pieces) and $252.50 (5 pieces).
Domestic Rugs (6x9 ft.), between $11.25 (Crex) and $32.50 (Axminster) up to $75 (Wilton).
Blankets, between wool mixed at $6.50 and all wool at $21.
Mattresses, between $10.25 and mixed hair at $42.
Curtains, between $1.75 and $35.
Comforters, between cotton filled at $3.75 and down filled at $15.
Velours Portieres, between $33.75 and $55.

It Pays to Shop!