SOFT DRINK PRICES NOW 3 TO 10 CENTS AT THE BEACHES

Places That Charge More Are Scantily Patronized—Profiteering in Vegetables.

By P. Q. Foy.
(Special Food Expert of The Evening World.)

The money saved the record crowds at the beaches yesterday through the efforts of The Evening World in bringing down the prices of summer beverages and ice cream would be difficult to estimate. Ice cream sodas were sold generally at 10c each, though a few sold at 5c for small glasses. One of the large resorts on Surf Avenue, Coney Island, charged 20c for ice cream sodas but received scant patronage. The fruit drinks sold at 3c to 5c a glass, while coal tar product flavored drinks were 7c to 10c.

The ruling price of frankfurters was 5c, but one large stand on Surf Avenue that served a frankfurter that weighed less than one and one-half ounces still charged 10c, while a few other stands charged 10c for a two-ounce frankfurter and roll.

The 10-cent plate of ice cream was more in evidence, and where a higher price was charged there was a visible falling off in patronage.

Efforts of The Evening World to enable consumers to bring pies down to fair prices have awakened much interest, hundreds of letters are pouring in, the following from Arthur Rubican, Long Branch, N. J., dated July 29, embodying sentiments expressed in many others:

"In Saturday's Evening World I fully read your article denouncing restaurants which persist in charging 10 cents per cut for pie. As you say, this price shocking. I beg to present information that will doubtless move you to tears of dismay. In a mercantile buffet lunch at Corth[illegible] Street and Broadway—a basement affair—16c is charged for blackberry or huckleberry pie, which consists of a mere eighth of a pie. This means $1.28 for each pie, rather high, don't you think?"

The following letter was signed "Wall Street Easymark:"

"Having noticed your item in The Evening World of July 26 regarding prices of pies, if you ever have the occasion to be in the neighborhood of Wall and Pearl Streets, stop in and see the prices at — Pearl Street. Rice puddings and other kinds, 25c. for a few mouthfuls, pies 20c. a cut, half cantaloupe 25c. and a number of other things at the same rate. Is there no way to stop this?"

The publicity given to the low wholesale prices on cucumbers resulted in an increased demand from consumers, who were charged 3c. to 5c. for a fairly desirable vegetable, but the dark ones were sorted out and sold at 10c. a piece as hothouse [illegible]. Local restaurants are charging 10c. to 20c. and one restaurant in the shadow of the Municipal Building is charging 20c. for half a cucumber, sliced, that costs not more than 7c. in the wholesale market, and which sold last week at less than half of 1 cent each. In same restaurant 20c. is charged for a sliced tomato and yet a whole crate, weighing 30 pounds, can be purchased in the wholesale market at 50c.

The prices of spring lamb suggested in these columns were reflected generally in the retail prices Saturday, when legs of genuine spring lamb were sold at 32c. and some of the chain stores sold medium grade legs at 28c. and 30c. Loin lamb chops were 40c. and rib chops 32c. A year ago frozen New Zealand lamb was retailing at 35c. a pound on legs. Native lamb is cheaper now than for several years.

The following is a list of twenty items of staple foods that are lower than one year ago in the wholesale market:

Commodity	July 20, 1920.	Aug. 1 1921.
Creamery butter, lb.	62½c	53½c
Cheese, American, lb.	32½c	28c
Eggs, fresh, doz.	67c	50c
Steers, alive, lb.	15½c	10c
Steers, dressed, lb.	18c	
Live lambs, lb.	17½c	12½c
Lamb, dressed, lb.	24	16c
Sheep, alive, lb.	4½c	10½c
Mutton, dressed, lb.	14c	8½c
Veals, alive, lb.	13c	21c
Veals, dressed, lb.	19c	12c
Live hogs, lb.	12c	17c
Bacon, lb.	18c	24c
Lard, lb.	17	14c
Sugar, lb.		23c
Live fowls, lb.	30	40c
Dressed fowls, lb.	35	42c
Chickens, broilers, lb.	42c	34c
Long Island ducks, lb.	38c	26c
Tea, Eng. breakfast, lb.	38c	36c
Coffee	20c	23c

PLANS TO CONSERVE FISH.

ALBANY, Aug. 1.—A new bureau for prevention of stream pollution as a means to save the aquatic resources of the State has been organized by Conservation Commissioner Ellis J. Staley. The bureau will take up especially the disposal of sewage and industrial waste as it affects fish.

McCutcheon's

Imported Dress Fabrics

At Greatly Reduced Prices

WE have made considerable reductions in most of our Imported Summer Dress Cottons. The following will serve to illustrate the prices at which these fabrics are now offered:

Drop-stitch Voiles	$1.50 yard
English Sateen	.95 yard
English Prints	.75 yard

Sale of Remnants

All remnants of McCutcheon Fabrics, in practical lengths, will be marked at about one-half price to close out.

Fifth Avenue New York — Reg. Trade Mark — 34th and 33d Streets

Fruitlan Silk Shop
4 West 40th Street New York

First August Silk Packet Sale

Regular price $2.95 per yard
(When bought by the yard or remnants only)

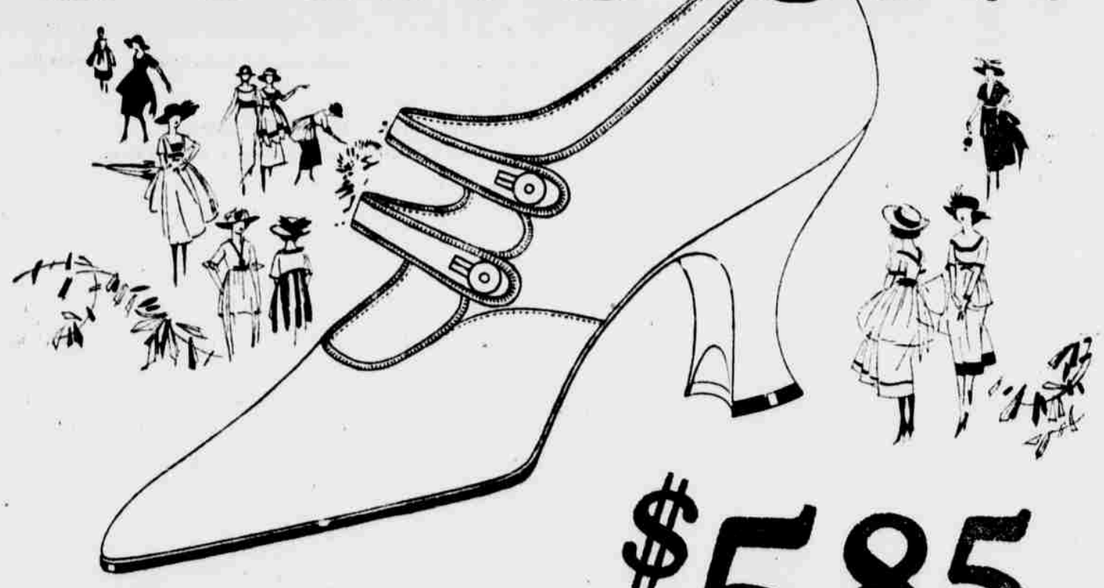
Packet sale price - $1.45 per yard

Yards in piece 6

THIS CUT LENGTH IS NOT RETURNABLE

Reproduction of the Packet Wrapper you will see that around many many lengths of good silks when you come in tomorrow morning.

GOING ON!



$5.85

ALL SIZES

Extraordinary Stock Reducing Sale of Rice & Hutchins Women's Pumps and Oxfords formerly $8 to $12.

THE flower of our regular stocks—every wanted style and leather—tremendous saving—this in brief is the story of this unparalleled selling event.

We need the room for incoming Fall stocks—so we made these remarkable reductions.

There are shoes for every purpose and every occasion—and every pair bears the Rice & Hutchins guarantee of satisfaction.

Usual fitting and measuring service maintained. Refunds or exchanges made if necessary.

This great event is made to help bring lower shoe prices. Profit by it. One week only. Come tomorrow.

What You May Choose From

Brown Calf Skin	Black Kid
Patent Colt	White Nu-Buck
Black Calf	Genuine Buck
White Kid	Colored Suedes
Gray Kid	Colored Satins
Brown Kid Skin	Etc., Etc.

Five Convenient Signet Stores

1345 Broadway at 36th Street — 112 W. 125th Street Near Lenox Avenue — Third Avenue at 149th Street — New Times Sq. Store 137 W. 42d Street — Brooklyn: 557 Fulton Street

Lord & Taylor

FIFTH AVENUE

August Sale of Oriental Rugs

The Outstanding Feature of This Sale

Room Size Rugs $195

When buying Oriental Rugs, Beauty and Quality are the first considerations, but this Great Annual Sale makes Price vastly important. How often do you see fine Orientals advertised for $195? That is the price of the above rugs in sizes 8x10 and 9x12 feet. The collection offers almost unlimited choice of fine samples.

Other Most Remarkable Values

Beloochistan Rugs below wholesale cost. **$19.50** and **$29.50**

Kirmanshah Rugs, especially fine in quality:
4 x 6 feet. **$185**
3 x 5 feet. **$125**

Persian Mahal Rugs, 9 x 12. **$295** and **$345**

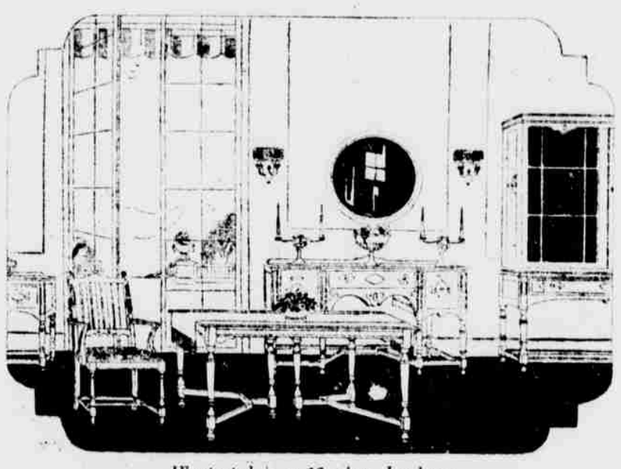
Chinese Rugs, 9 x 12. **$295** and **$345**

All other sizes, larger or smaller, are proportionately priced. There are Persian, Turkish and Chinese Rugs.

Lilahan Dozar Rugs, specially heavy quality, 4½ x 6½ feet. **$125, $150, $175**

Mosul Rugs, 3½ x 6 feet. **$37.50** and **$45**

FIFTH FLOOR



Illustrated is a 10 piece Jacobean Dining Room Suite, charming in design and unusually priced, $625

Receiving New Furniture Daily For the Midsummer Sale

One of the important facts about this Sale is that the large assortments are mostly made up of new furniture, recently bought of our regular manufacturers at price concessions. Come up to the Sixth Floor and let us show you the many wonderful values. The above illustration is an example of the distinctive designs shown.

A 10 piece Chippendale dining room suite, **$1,100**
A 9 piece Hepplewhite dining room suite, in mahogany, **$1,150**
A 10 piece Hepplewhite inlaid dining room suite, in mahogany, **$885**
A 6 piece Queen Anne bedroom suite, in mahogany, **$400**
A 6 piece Louis XVI. bedroom suite, in mahogany, **$435**
A 6 piece Hepplewhite bedroom suite, in decorated mahogany, **$750**
Mahogany Four-Poster beds, **$29.50**
Drop Leaf Tea Wagons, in walnut or mahogany, 2 designs, **$29.75**
Solid mahogany Spinet desks, **$40**
A 6 piece mahogany Hepplewhite bedroom suite, **$750**

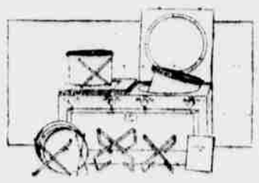
SIXTH FLOOR

Special Prices on Cookers!

National Steam Aluminum Cooker—saves time and fuel.

Lord & Taylor Fireless Cookers, $16 to $42

8 quart capacity,	**$16**
12 quart capacity,	**$18**
16 quart capacity,	**$26**
20 quart capacity,	**$29**
24 quart capacity,	**$30**
28 quart capacity,	**$42**



Lord & Taylor Fireless Cookers at special prices for summer season.

National Steam Pressure Cookers

$25 $33 $40

This cooker saves two-thirds the time and three-quarters the fuel ordinarily used in cooking. It will cook an entire meal in half an hour. Meat, vegetables and dessert are prepared at one time, on one burner, over a low flame. Food requires no attention — for it cannot stick, scorch or burn.

Special Demonstration During Entire Week

The National pays for itself in six months in food and fuel saving.

Notice low prices of these steam cookers:

10 quart capacity with complete equipment, **$25**
17 quart capacity with complete equipment, **$33**
25 quart capacity with complete equipment, **$40**

SEVENTH FLOOR

August Sale Feature

White Blankets

Reductions on Entire Stock

Wool and cotton mixed, very soft and exceptionally light.

Single Beds, **$5**
Double Beds, **$6.50**

SECOND FLOOR

Hand-Made Lace Panels

French and Domestic

$13.50 $17.50 $22.50 $27.50

An importer needed cash—so we got these fine lace panels at a record low price. Filet, Cluny and hand-embroidered lace panels mounted upon fine scrim and trimmed with lace edges. There are various designs beautifully made.

FIFTH FLOOR

Lace Bed Sets

French and Domestic

$35 $45 $75 $95

Part of this special purchase. These bed sets made of finest quality filet and Cluny laces with Madeira embroidery mounted upon scrim and batiste. Single and double bed sizes.

FIFTH FLOOR

This Lamp

Charming On Your Porch

$37.50

A game of bridge or reading on the porch are possible at night with a lamp like this. Its lovely plaited georgette shade with ruching edge is adjustable, and so is the shaft. The shaft is wrought iron finished in polychrome. The price is for the lamp complete.

FIFTH FLOOR

August Sale of Linens!

Here are August prices that will mean much to you if you have to buy linens in quantities.

Damask Table Cloths, $3.75

Pure Irish Linen Damask, 70 x 70 inches. A price surprise of a season.

Damask Napkins, Dozen, **$4.95**

Pure Irish Linen Damask. Another price shattered. Napkins at new low levels.

Huck Towels, Dozen **$5.50**

All pure linen full bleached. Standard Lord & Taylor quality. Buy huck towels now.

Bath Towels, Dozen **$3** and **$5**

Athletic weave serviceable bath towels. The summer chance for bathroom replacement.

SECOND FLOOR

$35 Buys This Full-Size Trunk

It is a full size wardrobe trunk that we recommend for its many merits. It is excellently constructed and has all the essentials found in expensive trunks, such as 12 hangers, shoe pockets, top drawer that locks and a hat drawer.

SEVENTH FLOOR