

PRICE CUTS BRING CREDIT PROBLEMS

Julius Reiter Discusses Situation at a Luncheon of Clothing Men.

MUST AID PRODUCTION

Warns Public That Costs Will Soar Unless Empty Stocks Are Refilled.

Credit problems brought about by the cutting of retail prices were discussed at length yesterday by Julius Reiter, president of the Credit Guide, at a luncheon given in his honor at Cavanagh's. Fifty credit men, representing chiefly wholesale clothing firms of this city, were present. The recent drop in prices, it was agreed, has created an unprecedented and perplexing situation.

"The public, through its opinion and its actions, is the supreme control in working out deflation," said Mr. Reiter. "We have seen in the last two weeks that after all it is not the banker or the labor manipulator who handles the destinies of industry. It is the public. The public has damned the era has definitely passed."

In a part of its decree—that it took too many dollars to buy merchandise—the public was exactly right. But the public must insert in its decree that it must get down to work and produce. Its judgment will have been only partly right. The responsibility rests with the worker. Labor-to-day is producing 23 a day and carrying \$3 in its pocket. To enforce deflation by calling for money in handouts, and, besides, it is too much like laying down on the job. We must bring the merchandise up to the standard of the dollar. The public must force the demand upon labor. The labor leaders will not do it. They would be robbed if they suggested it.

"In every branch of industry labor is producing less than formerly, and is receiving more pay for it. I am informed that production is just about 40 per cent below what it was four or five years ago. Thus there has been not only an inflation in currency but something much worse—a deflation of commodities.

"Credit extension never was more pernicious than now. The bankers are waiting for a crash. It was a masterstroke for the public to stop buying, but it is a mistake to think that the merchants have cut their prices through sympathy with the movement to reduce the cost of living. They were wise. They want to get their shelves and many of them are bankrupt somewhere in the offing. Then they made the only sensible decision, cutting prices and taking a loss which they could afford to take on account of the profits in the past.

"But soon the shelves will be empty. We will have the low prices, but there will be nothing to put back on the shelves. When that time comes, and it will unless labor comes across with some genuine production, all the public opinion in the world can't keep prices from soaring. Unless it forces production, the public will pay the price later."

Senate Boosts Air Service Fund.

WASHINGTON, May 22.—An increase of \$12,745,000 in the appropriation for the army air service was tentatively agreed to today by the Senate during consideration of the annual army appropriation bill, carrying a total of \$115,600,000. The House on the air service fund at \$27,255,000 and the Senate committee increased it to \$40,000,000.

BEAUTY

"Where Nature Fails We Aid" Every ailment known to science and art for beauty-tying. Call, write or phone.

Best face treatment in city at moderate cost.

BEDFORD
112 W. 49 St. Tel. 3533 Bryant

Eyesight Dim?

If your eyesight is dim, your vision blurred; if your eyes ache, itch, burn or feel dry, get a bottle of Ben-Opto tablets from your druggist, dissolve one in a fourth of a glass of water and use to bathe the eyes from two to four times a day. Ben-Opto has given stronger eyes, clearer sharper vision and relief to thousands.

Note: Doctors say Ben-Opto strengthens eyes 25 to 50% in a week's time in many instances.

DIAMONDS

Watches
Jewelry
\$12 or so Weekly

Popularity is not bought—IT'S EARNED by this STORE and its STOCK.

Today we speak of GIFT things, such as

PEARLS SILVERWARE
Besides our LARGE Stock of DIAMOND JEWELRY

CASTLE \$25 Weekly
\$50 Weekly
\$100 Weekly
ASK FOR BOOK OF GEMS

CONFIDENTIAL CREDIT 1374 Broadway

2 DOORS ABOVE 37th ST. ASTOR—NOT AN OFFICE

Presenting Summer Styles

Women's Velour Capes \$39.50

A little sunshine and bright weather and here come the styles for Summer! For instance, convenient Capes for travel and general wear in sports styles that have a dash and distinction of their own.

Of soft, light-weight, excellent quality Velour, in tan and reindeer. (Illustrated.)

Velveteen Sports Coats \$39.50

English Short Coats of black Velveteen, innovations that women have received with marked favor. Jaunty, braid-bound Tuxedos, silk-lined, for street and sports wear.

Little Coats that make the smartest sort of costumes with the new sports skirts. (Illustrated.)

Women's Shantung Suits \$35.00

Orient Silks in the natural color are increasing in demand for Summer Suits for women. We are featuring excellent values in light-weight Shantung Suits.

Plain tailored model with notched collar, belt and pockets, finished with stitching. (Illustrated.) Other Shantung Suits, \$45 to \$165.



Presenting Summer Styles

Misses' Organdie Dresses \$18.50

Crisp, dainty Organdies in delicate pastel shades—corn color, orchid, Nile green, flesh color—Frocks for young women that embody the very spirit of youth and Summer.

Several models, with collars and cuffs of white Organdie and smart sashes. (Illustrated.)

Also a large and complete showing of Misses' Cotton Dresses from \$8.50 to \$59.50. Sizes to 18 years.

Women's Voile Dresses \$22.50

Foulard patterns in cotton Voile, navy and white, in charming afternoon models, with many of the deft little style touches to be found in the higher cost frocks.

The Dresses (illustrated), with collars and cuffs of white Organdie.

Also a large range of beautiful models, domestic and imported, from \$15.00 to \$135.00.

Girls' Summer Dresses \$4.25

Flowered or fancy dotted Voiles in a variety of pretty styles, with white Organdie collars and cuffs.

Sizes from 6 to 14 years.

A Sale of Women's Milanese Silk Gloves 85c Pair

A VERY extraordinary value even in these days of radical reductions. Women's short Silk Milanese Gloves—exceptional in quality, high grade in workmanship, up to the minute in style. Two clasps, double finger tips, Paris Point embroidery.

A good assortment of summer shades with plenty of black and white.

Ground Floor.

Daintiness and Charm in Summer Lingerie

MAY is the month to stock up on Summer Lingerie, when the assortments are most complete and the prices at their lowest.

Night Gowns		Petticoats	
Batiste and Washable Silks			
Batiste	\$1.95, \$2.95, \$3.95	White Seco top with Habutai flounce, pleated at bottom	\$4.95
Porto Rican	\$2.95, \$3.95	White Habutai Silk with pleated flounces	\$6.75
Crepe de Chine, tailored and lace trimmed	\$5.95, \$6.95, \$7.95, \$8.95 and tax.	White washable Satin, straight-line model, hemstitched at bottom	\$5.95
Envelope Chemises		White washable Satin, deep hem to hipline, (shadow-proof, for wear with sheer Frocks)	\$9.45
Batiste, embroidered and Lace trimmed	\$1.95, \$2.95	Satin Petticoats in white and flesh color, trimmed with lace and ribbon	\$4.45 and \$6.95
Porto Rican and Philippine	\$2.95, \$3.45, \$3.95	Breakfast Coats—Extra Value in Two-toned Taffeta, trimmed with ruche. \$12.75 (and tax).	
Crepe de Chine, trimmed with Callie Lace	\$3.95	Second Floor.	

An Extraordinary Sale Women's Pumps \$5.85 Pair

ALL this season's styles—all models which are not being reordered, hence the liberal reduction.

Patent Leather
Black Kidskin
White Canvas
Black Satin
and many others

1200 pairs—plenty of each size, but not in all styles.

Second Floor.

Tho' hot may be the Sun's rays, Milady insures her comfort by Parasols

THERE are all kinds of Summer Parasols, but we are specializing tomorrow on a group that is distinctively feminine in its appeal,—smart styles at a reasonable price.

Good quality Taffeta with handles of wood, different in design from the ordinary—and completed with rings of Bakelite or silk cord loops. Any of the new and desired shades will form an effective background for the frilly summer frock.

The price is unusual and represents an excellent value.

\$9.50 tax 55c.

Ground Floor.

French Room Hats at \$15.00 to \$30.00 Premier Paris Models at Less Than Domestic Millinery Prices

WE ARE offering tomorrow at these prices every imported Hat in our stock of late Spring and advance Mid-Summer models, the essence of French elegance and novelty for this season, and beautiful adaptations in choice imported materials.

An Opportunity Extraordinary—of 150 Paris Hats for Selection

Dress, Semi-dress, tailored and sport Hats, originals from the famous French creators of Millinery modes.

Hats for matrons and for the young girl, a wide range of the choicest and most exclusive models we have.

Fourth Floor.

Fashionable Summer Fur Neckpieces

THE woman who would add a completing touch of elegance to her costume will find our Fur Department equipped with interesting offerings in fine Furs of dependable qualities, the new styles in Scarfs at notably low prices.

One-skin Sable Choker-Scarfs	\$98.50
One-skin Mink Choker-Scarfs	\$43.50
Fox animal-shaped Scarfs, silk lined, taupe and brown	\$43.50 and \$67.50
Australian Opossum tie Scarfs	\$29.50
Hudson Seal (dyed muskrat) Scarf	\$47.50
Two-skin Sable Scarfs	\$127.50
Wolf animal-shaped Scarfs, brown and taupe shades	\$29.50 and \$39.50

May Values Worth Inspection.

Fourth Floor.

Crisp, New Wash Fabrics

SO MANY and so colorful are these that they bring further proof of Summer's charm. They will make smart frocks for morning, or dainty ones for afternoon, and the prices will permit you to economize on your selections.

Chiffon Voile,—a range of colors, 39-40 in.	yard 65c
Novelty Cotton Voiles, 39-40 in.	yard \$1.00
Imported Striped Handkerchief L'nen, 36 inches	yard \$1.25
White Chiffon Voile, 39-40 inches	yard \$1.00
Long Cloth, 10 yard piece	piece \$4.25, \$5.85, \$6.50
White Imported Dotted Swiss, 31-32 in.	yard \$1.10

Second Floor.

Two Extraordinary Values In Woolen Fabrics For TO-MORROW All Wool Tricotine 54 inches wide \$5.00 Yd. All Wool Costume Serge \$3.45 Yd.

Second Floor.

Soft, Lustrous Silks

THE kind that make enviable Summer frocks. There is such a large assortment of designs and kinds and so fair-by-comparison the prices, that shopping in this department is a joy.

Washable Satin, 36 inches	yard \$2.95
White Satin, 36 inches	yard \$3.50
Black Chiffon Taffeta, 36 inches	yard \$3.25
Black Countess Satin, 40 inches	yard \$4.95
Sports Silks—gorgeous new shades and designs; 40 inches	yard \$7.50

Ground Floor.