

*How Your Prosperity
Is Being Assured—No. 6*

What Other Wage Earners Expect from *You*

You pay much LESS for a suit of clothes today than you did six months ago.

What does THAT mean?

It means that off in some distant city, a certain group of wage-earners, manufacturers, jobbers and venders of raw material, have accepted an ADJUSTMENT of their wages and profits—a REDUCTION to a new and more STABLE LEVEL.

What ELSE does it mean?

It means that they, in turn, expect the SAME action from me—and from YOU.

Must Get in Line

You and I cannot HOPE to go on, drawing the SAME pay, making the same PROFIT on our labor.

Why?

Because the men off there in that distant city who put their labor, time and money into the clothes we now buy at a LOWER price, must IN TURN buy what WE are making and selling.

And OUR price must get into line with THEIRS. A fellow wage-earner, who makes our clothes, is not going to let us continue to KEEP UP the price of MEAT or SHOES!

There's simply GOT to be a measure of equality in ALL prices. They must bear a proper RELATIONSHIP, one to the other.

Whether we THINK so or not—whether we WANT it or not—that is the WAY it is working out!

Balance Being Restored

As compared with others, SOME prices have been too HIGH.

This was due to the pressure of war conditions, when no one QUESTIONED the COST. The idea was merely to "get it done."

Price inequalities DID exist under that emergency, but the emergency is GONE.

Some prices are still high.

Others relatively are more reasonable.

One of two things MUST happen.

The high price must be READJUSTED to a new and stable level—or the LOW price must be adjusted up to the abnormal WAR-TIME level.

The LATTER course would bring HIGHER costs in many ways—and would ADD to the cost of LIVING.

The first course adds NOTHING to costs, but does bring about a proper RELATIONSHIP between prices—and lets everybody's dollar buy as MUCH or MORE than it did before.

A Natural Law

And THAT is what is happening.

The lower prices are NOT going up.

The high prices are being readjusted down to a new level, and are being brought into a proper balance or relationship with other prices.

The statistics of the United States Department of Labor SHOW this.

A natural LAW is working—powerfully and steadily. The cost of living has steadily DECREASED since last summer.

It is STILL decreasing.

They Would Insist

OTHER wage-earners, manufacturers, retailers and jobbers have accepted the downward READJUSTMENT that has lowered the cost of LIVING.

And if it were necessary, they would INSIST that EVERYBODY'S price be made as fair to THEM as THEIRS is to others.

But it ISN'T necessary. It is working out that way of its OWN ACCORD, and bringing the proper RELATIONSHIP of prices which means STABILITY, efficiency, production and prosperity.

If I can buy as much for \$7 as I used to buy for \$10, why should I, or you, worry about the \$10? Its what our money will BUY, not the money itself that interests US!

When OTHERS Reduce THEIR Prices, Why Should YOURS Stay Up?