

## RUG PRICES CLIMB WHEN COTTON COST AND WAGES START GOING UP LADDER

Floor Covering Which Sold for \$90 in 1929 Drops to \$24, Rises to \$27; May Be \$35 in Month.

This is the third of a series on facts revealed in a survey of prices in city stores.

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"Prices," said the rug man, "are going up. The rise in rugs is inevitable. For one thing, the prices on rugs dropped too low during the depression. Now they're coming back to their own and the rise is pretty steep."

Mr. and Mrs. Young America looked over some rugs admiringly. Mr. Young America just has gone back to work — thanks to President Roosevelt's National Industrial Recovery Act — and they're thinking of furnishing a little house, just a little one, all spic and span.

It looks as though he'll have a steady job, too. His boss has plenty of orders and things look much brighter than they did a year ago, or two years ago, or even three years ago.

### Rugs Cost More

"Sure," said the rug man, nodding his head. "A lot of men have gone back to work in the rug business, too. There's cotton in this rug you're looking at, and wool and thread and a lot of other materials you never even think about."

Back in 1929, I was selling this rug for \$90. Last month I sold one like it for \$24. Today, it cost \$27. Next month, I think it may cost about \$35.

"Normal price? Oh, I'd say around \$60. It will reach that again. Perhaps soon. Here's another rug. It's a good one. I was selling it once for \$195. Now it costs \$130. Last month I was charging \$120."

"The manufacturer is charging no more for it. When the President's blanket code went into effect the manufacturers had to raise pay all along the line. The textile industry stepped up pay and the cost of cotton the manufacturer was buying went up accordingly."

### Manufacturer Asks More

"What with the cotton price rise and his price rises for his other raw materials, and with the increased money he was paying his own employees, he has to ask me for more money."

Now, I've got several employees. For instance, the stock boy. I was paying him \$10 a week. I've raised him to \$15 under my pledge to the NRA. That increases my costs. I have to add a little more to the price of the rug. Up goes the price.

"You're going to buy a rug. You buy this one, perhaps. I've got to order a replacement. If I sell ten or twenty runs this week, I've got to order that many replacements."

"Other dealers over the country are doing the same thing. The manufacturer has orders. He orders more cotton, more wool, more thread, and perhaps he hires fifty or sixty more workers. Cotton orders pile up in the cotton factories and perhaps more will go to work there. That's the cycle of the thing."

### No Unfair Practices

The only thing I haven't mentioned is that if others make money, they'll buy, too, and both my business and your business will be good. We'll both make more money."

"The President's code is a wonderful thing, and our rug code is, too. There are no more unfair practices in the rug business. The wholesaler can't give discounts and rebates and all the little tricks he once had to resort to."

"Those things we used to call unnecessary evils are all wiped out. It's a whole lot fairer. The wholesaler now doesn't have to worry about some other wholesaler coming behind his back and 'cutting his throat.'

"Things are equalized a whole lot and it makes things easier for him and for me. I've spent a whole lot of money lately buying rugs from the wholesaler. He tells me prices are going way up. He didn't have to tell me. I've got some rugs that I can sell at fairly reasonable prices."

### Business Gets Better

"When I order again, prices will be way up. But business really has been better and things look a whole sight more cheerful. Why, do you know? I've sold more rugs in the last two months than I did in the whole five preceding them."

"Sure, now's the time to buy. It's not propaganda. What good would it do me to buy a whole lot of stuff and hold it, praying that nobody will buy and that when prices go up I'll make a real cleanup?"

"If no one buys, prices aren't going up. My business doesn't depend on price. It depends on volume. The little fellow is buying now. That's what counts."

"He's buying. That makes me buy. That means the manufacturer has to buy. Listen, they're calling this thing artificial. Artificial or not, there's business in the air and the wheels are turning."

"If you ask me, it's just what we needed. We're going places now. But listen, friend, buy now."

Next—A department store man spills the beans."

### FISH FRY IS PLANNED

Ninth Annual Three-Day Event Planned by West Park Christians.

Ninth annual fish fry of the West Park Christian church will be given Thursday, Friday and Saturday nights at Washington street and Belleview place.

Dinner will be served each night between 5:30 and 7, with a musical program by the Schilling concert orchestra. Other musical programs will be given by the Odd, Size quartet, the Sahara Grotto drum corps and Clarence Harding and his Blue Ridge Mountain girls.

Plans are being made to accommodate approximately 40,000 persons during the three nights and proceeds will go to the church building fund.

\$8.00  
\$10.00  
\$15.00

Hanning Bros. Dentists  
WASHINGTON & PENNSYLVANIA ST.  
KRENCE BLDG.  
PROGRESS LAUNDRY

to Ayres Downstairs Tomorrow for . . .



## New Back-to-College Fashions

In Our "JUNIOR-MISS" Shop

If you are joining the "Back to College Movement"—the first thing to do is to choose an entire wardrobe in Ayres Downstairs Store! We'll make it easy for you to pass Campus Fashion Requirements with an A-plus! And you won't have to take a course in Economics to recognize the sound value in every garment! Get ready for school NOW!



Back to College With a New Hat for Every Costume!

A Satin Turban for Dress Wear!

\$2.98

A Brimmed Hat for Sports

\$2.98

This Beret Has a Visor!

\$1.98

For "heavy dates" there is no smarter hat than the one sketched above! Black satin in terraces that mount to new heights—trimmed with perky black and white quills. Dozens of other turbans to choose from, of course!

—Downstairs at Ayres.

Berets, this season, are many and varied—softly draped—angular—or high in back and low in front with a visor that comes roughly over one eye (just like the one sketched above). The type to wear with classroom clothes!

—Downstairs at Ayres.



Wide Shouldered Sports Coat!

\$19.75

It's a Swaggy Season . . . especially in Collegiate circles! And we know that you'll be Campus Queen if you choose one of these smart tan Lapin Swaggy coats. Two slash pockets; effective collar.

Swagger in a Fur Swaggy Coat!

\$39.75

There's witchery in the weaves of these unfurred informal coats—and witchery in their lines, too! Rich tweeds, fashioned into lines that are flattering to youthful wearers. Sizes 13 to 19.

—Downstairs at Ayres.



"Wings" for Angelic Co-Eds!

\$5.95

Nearly every type of shoe you need for campus wear is offered in this brand new group of American Girl SILHOU-WELT shoes. Oxfords for classroom and sportswear—ties to wear at informal afternoon parties—pumps for evening wear! Dozens of foot-flattering styles to choose from—and you'll say you never wore a more COMFORTABLE shoe!

- KID
- CALF
- SUEDE
- BLACK
- BROWN
- EEL GREY

Sizes 4 to 9—AAAA to C

—Downstairs at Ayres.

Suits Are Slim—or Swaggy!

\$19.75

"Best dressed" college women will wear SUITS this fall and winter . . . and there is such a variety that you can be really individual! The fur scarf on the one buttons on the shoulder! In rich tweeds!

—Downstairs at Ayres.

Include a Dress in Classic Black!

\$4.95

Just such a dress as this one—in a gorgeous black faille weave and a black satin tie-back girdle. Here again, shoulders are made wide—this time through use of padded and high topped, slashed sleeves.

—Downstairs at Ayres.

# AYRES DOWNSTAIRS STORE