

HAT AND GLOVE PRICES GO UP; FUR, LEATHER, WOOL COSTS INCREASE RAPIDLY

Cotton Is Principal Factor in Boosts Passed on to Purchasing Public by City Stores.

This is the fourth of a series on rising costs of living, following a survey made in leading Indianapolis stores.

By NORMAN E. ISAACS
Times Staff Writer

It's the story of a vanishing law. That's just how the department store owner feels today as he looks over the crowds milling through his store—crowds of Mr. and Mrs. Young Americans.

America went back to work the other day. President Roosevelt and his NRA started the thing and General Hugh Johnson and his NRA blue eagle promise to finish it.

"Prices are going up and are going to keep going up," is the way the department store man sees it. He'll tell any one in Indianapolis the same thing.

"Here," he points, "let's go over to the hat department. Look at this hat. It costs \$5. But it costs \$5 only because I stocked up last spring. The company I bought this hat from is charging me \$5 now. That makes it \$6 to you. Why is it \$6 instead of \$5?"

Fur Prices Are Up

"Fur prices, have gone up. All good hats are made of fur. Cheap hats are made of wool. Wool's up, too. Those cheap hats cost more. The better the hat, the greater the price hike."

"Leather has gone up. Silk is up. The lining in this hat is silk, the band inside is leather. Everything combined pushes the price up."

The department store owner walked over to the glove counter and picked up a glove. He felt it and handed it across.

"Take gloves, for instance. Most of the gloves we buy are made in Fulton county, New York. Up in Fulton county, the glove manufacturers all raised pay 15 per cent the other day."

"This glove costs the consumer \$4. It was bought before the NRA went into effect. If I buy that glove today, it costs me practically \$4."

People Really Buying

"Everything in the store is going up. It's unavoidable. People have gone back to work and, as a result, manufacturing prices are climbing. Don't let anybody tell you we're on the wrong track. People are really buying. When they're making money, no matter how little, they buy."

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Keep Mind on Cotton

"The cotton angle is one you mustn't forget. Few articles in the clothing line are made without cotton in it. Perhaps it cost you \$45 to outfit yourself a year ago. You can't match it today. Match it piece for piece and it will be nearer \$55 or \$60."

The department store owner stopped short.

"Say, this is a surprise. Right there is a jobber in men's sportswear. I'd like you to talk to him for a minute."

The jobber was pleased to talk prices. Yes, he was pleased with business. But wait—he has an example to give on prices.

"My partner and I went to New York on a buying trip recently," he says. "We contracted a manufacturer to make up some garments. The price to us was \$12.50 a dozen."

Prices Jump Rapidly

"The manufacturer hadn't started on the garment and he quoted us figures, based on his labor and material costs at the time. A few days after we arrived in Indianapolis, the NRA went into effect."

"In the meantime, we had contacted retailers and had sold these garments at \$17. Two days later we received a letter from New York. The manufacturer informed us the price to us was \$14.50 a dozen. Under the NRA, his labor costs had gone up and so had his raw materials cost."

"We had to turn around and quote a new price to the retailer. Our price had to go to \$20. That made the retail cost about \$24 a dozen. So what originally cost the jobber \$8 a garment now costs the consumer \$2. Under the old price consumer \$2 would have cost the consumer \$1.00 or \$1.75."

"We have the same experience in everything we sell. In some cases, the increase is even steeper. If you were to ask me, I'd say the time to buy is right now. Prices are going still higher."

Next—A manufacturer's story.

Save.. Before Prices Rise!

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THE INDIANAPOLIS TIMES

THIRTEEN CALL CONDEMNED HOUSE THEIR 'HOME'

**THIS HOUSE CONDEMNED
UNFIT FOR
HUMAN HABITATION
\$10 TO \$50 FINE FOR REMOVING THIS SIGN
BY ORDER OF THE CITY
BOARD OF HEALTH**

URGES UTILITIES TO BE PATRIOTS

Minton Asserts Consumer Clauses Should Be Put in Codes.

Request that utility company codes under the NRA include consumers' clauses to bring rates in keeping with the economic situation was sent to Washington Wednesday by Sherman Minton, public counselor of the public service commission.

He asserted that insertion of consumers' clauses would be the most patriotic step which utilities could take during the present depression era.

He pointed out that many utility companies are preparing to boost rates on the theory that NRA operation will increase their running expenses.

As operating expenses of the utilities are increased, the purchasing power of the public is reduced because a greater proportion of income must now go from the average family to the utility services used," he wrote. "Utilities against which citations for lower rates are pending claim NRA operation will increase their operating expenses."

This he pointed out, would reduce the chances of patrons getting rate reductions.

"This would be the most patriotic pledge which all utilities could make at this time, if they will take no more than reasonable charges from the public for their services," he added. "They should not impair purchasing power farther by increasing rates or denying just reductions."

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