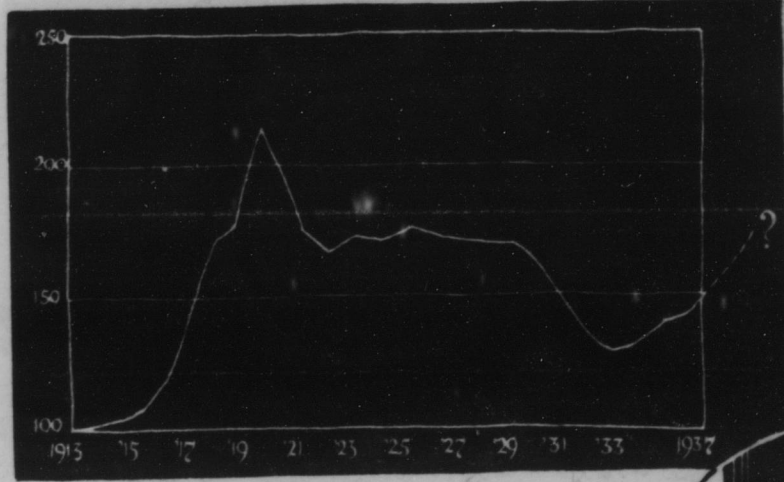




# THE COST OF LIVING'S GOING UP...



The solid line shows the progress of living costs since 1913, a composite of some 700 items. The dotted line is in the zone of future uncertainty, but the trend in the last year has become more perpendicular in its climb.

**P**RICES are going up. Retail prices rose from 15 to 40 per cent in the last three years, and in the last year, 9.2 per cent. During the next few years you must expect to pay considerably more for everything you buy.

What are you going to do about it? You can't stop prices from mounting, of course, but you can do something to counteract the rise. With the expenditure of a little thought and effort, you can spend your money wisely, so as to eliminate waste and extravagance and get full value for every dollar that you "lay on the line."

Without sacrifice of comfort and the "good things of life," you can save money on such things as food, clothing, shelter, furniture, heat, automobile, your federal income tax.

In a book titled "How to Beat the High Cost of Living," just published by Simon and Schuster, the author, Ray Giles, paints a not very pleasant picture of what lies ahead of us in the way of increasing living costs. It takes him only a few pages to do this. The rest of his book he devotes to a discussion of ways and means whereby the average man and woman can save money in every major field of household expenditure.

Mr. Giles points out that—"A general rise in living costs will be entirely in line with cyclical movements of depression and recovery during the past two centuries.

"It is the opinion of many economists and financial advisers that the cost of living will rise from 25 per cent to 40 per cent within the next three years alone." Thus, he continues:

If your annual cost of living is now:	In 1940 it may be:
\$ 2,000	\$ 2,500-\$ 2,800
3,000	3,750- 4,200
5,000	6,500- 7,000
10,000	12,500- 14,000



There are tricks for making your hosiery wear twice as long, and if you are smart you can get much more tire mileage.



Unfortunately, wages and salaries are not likely to rise as fast as the cost of living. "History," writes Mr. Giles, "shows that in every previous period of rising prices, wages and salaries have always lagged behind the increase in living costs. For example:

	Wages per hour	Cost of living	Real wages (Buying power)
1913	100	100	100
1918	162	174.4	92.9

"From this you will see that in 1918, a boom year, wages lagged behind the cost of living."

In view of this, perhaps your hope is to manage your income more wisely.

NOT one family in 100, Mr. Giles says, regulates its household budget with much success.

So at this point the author launches into his discussion of "ways and means." Altogether, he lists 864 "money savers." He doesn't expect anyone to be able to use them all, but even if you find only one out of every hundred to be of immediate value, he contends, that the application of that single "money saver" may save you anywhere from \$10 to \$100 over a period of a few months.

Beginning with the item of food, Mr. Giles argues for a diet that probably will increase your expenditures for milk, vegetables and fruits, while it decreases your purchases of the more expensive items of meat, sweets, butter and other fats. He reminds you that 200 food surveys have proved that the average person eats 60 per cent too many calories. You are over-eating, he contends, if you eat more than four ounces of meat a day. Watch and weigh the family meat supply for a week to determine if you are eating too much of an expensive food.

He cites evaporated milk as a money-saving substitute for fresh milk and cream in cooking, and adds that he has known families to save as much as \$3

a month through its use.

Perhaps you already know the trick of buying eggs when they are cheapest and storing them in water glass, but perhaps you didn't know that, although in some markets brown eggs are higher and in others white ones are higher, there's no difference in quality. Buy whichever is cheaper, is Mr. Giles' suggestion.

Some other food hints:

Cheese can be substituted frequently for meat. It is rich in protein; it has no waste. It offers, per dollar, twice the food value of eggs or meat.

It's cheaper to use more butter, rather than more cream.

Washing eggs makes the shells more porous and they spoil more quickly. Don't wash them until just before you use them.

It is well to know your "economy time-table." For example, citrus fruits are almost always cheapest in January and February.

WOULD you like to know how to get twice as much wear out of your hosiery, ladies? All right—

"Launder silk hose in tepid water with mild soap.

"Never wring stockings hard or rub harshly. Squeeze the suds out gently and rinse thoroughly with warm water.

"Never dry hosiery on radiators or on rough surfaces. Hang stockings away from the direct heat or direct sunlight.

"Wash stockings as soon as you can after each wearing. Perspiration makes silk deteriorate rapidly.

"When you put on your stockings, don't insert your foot in the top and pull the whole length of the stocking over it; gather the stocking in your hand and put your foot directly into the toe, then pull the leg up. In removing a stocking roll it down to the heel and draw it gently off. Rub any rough or calloused spot on your foot or leg with cold cream, and you may prevent a run.

"Rub a little paraffin on the top inside of your shoes to lessen chafing at the heel.

"By purchasing several pairs of stockings of the same make and color at the same time, you can mate the less worn ones that survive their worn-out sisters."

You can save money on gasoline by keeping Mr. Giles' numerous hints in mind. He lists many ways to save the wear and tear on your tires, one of which is to check your tire pressure each week.

When buying life insurance, study the cost history of various companies. One with a consistently low-cost history is likely to be the more economical.

Of course you know that in paying for life insurance a single annual premium is less than the sum of two semi-annual, four quarterly or 12 monthly payments for the same amount. But not everyone can afford to make an annual payment in one lump.

So, says Mr. Giles, instead of buying one \$20,000 policy, take ten \$2000 policies and date each on the first of 10 successive months. The agent may argue that this does not give you the full \$20,000 protection until the end of the 10th month, so ask him about irregular term insurance. In this manner, says Mr. Giles, you can put the entire \$20,000 in force immediately and still save money over the usual way of making partial payments.