

# Higher Wages And Material Costs Signal Higher Prices For Autos

(This article is re-printed from the April 7 issue of Business Week.)

With strike threats dispelled, the automobile manufacturers have stopped standing shoulder to shoulder on the White House steps and have gone back to work. The labor situation behind them and the peak of the selling season before them, their first consideration has been prices.

Price tags on the show models were admittedly arbitrary, based on the uncertainties of production and competition. Although they averaged, roughly, 10 percent higher than last year's, this was generally considered too little to cover increased costs. Since then, there have been further cost increases—in materials, in wages, and in the manufacturing procedure due to

radical changes.

**General Increases**

With production difficulties ironed out and assembly lines running at full speed, manufacturers have been able to do a little more accurate figuring. Several companies have already made general increases; others will soon join them.

First of the Big Three to boost prices is Chrysler. The increase covers all lines except DeSoto, Plymouth is up \$25 to \$45, Dodge 45, the Chrysler six \$40 to \$55, while the Chrysler Airflow has been jumped from \$100 to \$130.

Not even the Standard Plymouth, announced only a few days ago, escaped the trend. The sedan, originally \$510 f.o.b., is now \$545, the \$35 increase applying to the coupe, the other member of the Standard line. The "regular" Plymouths are up \$25, and the DeLuxe jobs now cost \$45 more.

lowest brackets may account for a renewed interest in the so-called "standard" model. For several seasons, low priced cars have come in "regular," "deluxe," and "standard" models. The American motorists having demonstrated their contempt for midgets, four-passenger sedans and other attempts to provide "plain transportation," manufacturers have continued to put all modern improvements in the regular line.

Fleet owners, and a few consumers, have demanded cars with the accent on economy, hence the "standard" line, presumably trimmed down, actually equipped with everything but the gadgets. These standard models have never been pushed; in some cases the public was not aware they existed.

But rising prices and increasing purchasing power in the lower income levels are likely to make a market for the standard job, especially when they approximate the performance of the big brothers bearing their nameplate. It is possible they will become sales leaders, reaching for purchasers far beyond the fleets, into the farmer-labor market.

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Special Demonstration, May 3rd. A. V. WRAY & SONS

**Last and Final Call For City Taxes**

Property on which 1933 city taxes have not been paid will be advertised for sale, beginning the first week in May. Avoid the embarrassment. Pay your 1933 city taxes now. The law compels us to advertise and sell.

**City of Shelby**  
REEVES FORNEY, Clerk

**NOTICE**

Change of Schedule — Effective April 20th 1934.

Consult Agent In Your City For New Schedules.

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**Chevrolet Up \$30**

Studebaker announced increases of \$25 on the Dictator and \$50 on the President. Then came the first GM increase, the Oldsmobile 6 up \$35, the 8 up \$65. Chevrolet joined up with a \$30 boost; Buick raised \$65 to \$130; LaSalle \$100; Cadillac pushed the 8, the 12, and the 16 up \$100 to \$300; Pontiac \$20.

These discounts were made somewhat easier by the growing feeling that public buying is now strong enough to stand the strain of a price rise, that prospects who could not be lured with lower and lower prices may perhaps be prodded into purchasing on a rising market.

Ford is against raising prices on principle, says, "When prices go up, business goes down."

**Sales Speed On**

Certainly, there is no slackening of the tide of sales. Federal figures for factory sales show the first two months of the year totalling 396,642 compared with 236,975 for the same months of last year. Chevrolet deliveries for the first 20 days of March were 43,430 as against 15,993 last year. Plymouth shipped 39,264 cars between March 1 and 27; orders since January 1 total 169,287 which is 60 percent of the whole year of '33.

Total March production for the industry is estimated at 325,000, with General Motors' share roughly 137,000, Ford turning out 83,000 and Chrysler about 65,000. So far, the market has taken every car that could be made, and the best sales months are yet to come.

**Back To Standard**

Necessary price increases in the

## New NRA Textile Chief Is Lauded

Robert T. Stevens Is Praised By President of American Cotton Manufacturers.

Robert T. Stevens, president of J. P. Stevens & company of New York, who, it is understood here, has been appointed aide to General Hugh S. Johnson in charge of the textile division of the NRA, is one of the most acceptable men for this position in the entire textile industry, declares T. M. Marchant of Greenville, S. C., president of the American Cotton Manufacturers association.

Mr. Stevens' company is a sales agency for textiles and in his business he has become well acquainted with textile manufacturers of both the south and east.

"General Johnson could not have selected a more competent or better posted man for this job," declared Mr. Marchant.

While formal announcement of the appointment has not been made, it is understood that he will serve as deputy administrator of the textile code. Each of the great industries has a deputy administrator ranking next to General Johnson and acting as an authority in his own particular field.

Mr. Stevens was connected with the NRA last summer as a liaison officer between General Johnson who was then head of the AAA. He later became chairman of one of the important NRA committees.

**EXECUTOR'S NOTICE**

Having qualified as the executor of the will of M. J. Baker, deceased, this is to notify all persons having claims against the estate of the said M. J. Baker to present same to the undersigned on or before the 23rd day of March, 1934, of this notice will be pleaded in bar of recovery. All persons indebted to the said estate will make settlement with the undersigned.

This the 22nd day of March, 1934.  
HAIANE EUGENE BAKER, Executor of the Will of M. J. Baker, deceased.  
Henry B. Edwards, Atty. 61 Mar 23c

**The New Plymouths**

The Standard Plymouths, recently announced, have all the basic Chrysler engineering features, including a 77 horsepower engine with Floating Power mountings, an all-silent transmission, hydraulic brakes, valve seats inserts. Prices are about 10 percent below the regular line.

Next week, Chevrolet will introduce a standard model, proudly proclaimed to be the "world's lowest priced six." A coupe and two-door sedan, a sport roadster and phaeton make up the line. Prices are \$85 to \$95 under corresponding models in the Master series, a greater differential than in other makes.

The new Chevrolet Standards are roughly equivalent to last year's Master series. They have leaf springs, front and rear, with a longer front axle and the tread increased from 54 inches to 56 inches. The chassis frame is new, narrowest at the front axle, widening at the spring eyes and bumper mountings.

The lines and many of the refinements of the present Master series have been retained: Fisher ventilation, radio wiring, improved power plant, brakes, clutch and body construction.

**State Prepares To Answer Leas' New Court Action**

Present Plea Is Third Made By Tennesseans In Move To Escape Prison.

Raleigh, April 17.—A. A. F. Seawell, assistant attorney general yesterday began preparation of the answer to be filed by North Carolina with the supreme court of the United States in the Luke Lea case.

The answer must be filed by May 2, which is 20 days after notice was served on the state that the Leas action was before the highest tribunal in the nation.

The present action is the third Luke Lea and his son, Luke, jr., prominent Tennesseans, have carried to the federal court in their fight to avoid service of prison sentences in North Carolina.

Luke Lea is under sentence following conviction in 1931 of violating the state banking laws and Luke, jr., is under sentence to pay a heavy fine or go to prison. There convictions followed failure of the Central Bank and Trust company at Asheville in 1930.

The case now is an appeal by the Leas from a decision of the Tennessee supreme court affirming a lower court decision refusing them a writ of habeas corpus, which they sought to escape extradition to this state.

**Moriah To Give Three Act Play Saturday Night**

The Parent Teacher association of Moriah school will present a play Saturday night, April 21, entitled "Lighthouse Nan." This is the first part of the commencement program. On Tuesday night, April 24, the first five grades will present an operetta, "Over the Garden Wall."

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## Missing Marine Ace



Lieutenant David L. Cloud, U. S. Marine Corps, who was reported missing by Navy Department after his plane crashed into a target being towed at sea off Virginia Beach, Va. He was one of the best fliers in Government service and is shown with Schiff Trophy he received from President Roosevelt last January.

## Arrest Solicitor Of N. C. Laborers

Greensboro, April 17.—Charges of soliciting workers for out-of-State employment without a license were filed yesterday against A. J. Colbert, who said he was an agent of the Mission Hosiery Mills, Inc., of Los Angeles, Calif. While Colbert was detained, a bus load of 35 workers was allowed to depart for the Pacific coast. Colbert's credentials indicated he was employed to hire workers for strike-breaking purposes.

There is a city license of \$300 and a State license of \$500 for solicitation of workers, the statute prescribing a penalty of \$500 to \$1,000 fine or imprisonment or both for violation. The city prosecutor indicated he would recommend the charge be not pressed if Colbert paid the licenses.

## Dentist Absolved Of Patient's Death

Denver, Col., April 17.—The Supreme Court of the State of Colorado ruled that Lewis E. Brown, a Berthoud, (Col.) dentist did the right thing in pulling 16 teeth from the upper jaw of Clarence Hughes, a Larimer county farmer, even though the patient died two weeks later assertedly as a result of the operation.

Justice E. V. Holland pointed out in the ruling that expert testimony differed as to whether or not it was dangerous to extract 16 teeth at one time. A lower court had awarded a judgment of \$5,000 against Dr. Brown, holding him responsible for the death of Hughes.

## State Death Row Nears New High

Raleigh, April 17.—The population on death row at State's prison—the little colony of men condemned to die in the electric chair—was looking forward today to an addition which will raise the total to 24, a new all-time high record.

Jack Hooker, Forsyth county negro sentenced to die on May 25 for the murder of Sally Anderson, took his place on the row yesterday to make the population number 23, equalling the maximum number ever held here awaiting execution.

Willie White, Mecklenburg negro burglar, will make the total 24 when he comes in this week unless something unforeseen occurs. White was sentenced to die July 13.

## Uric Acid Poisoning

More Than 90% of All Cases of Rheumatism Are Caused or Aggravated by Excess Uric Acid.

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## Just A Few More Drinks And Maybe He Will Do Better

Arthur G. Staples veteran editor of The Lewiston (Maine) Evening Journal, printed in his book, "The Passing Age," the following letter from "a correspondent who seems to have taken some offense at our opinion of the duty of good people to obey the law."

All will agree that the following is an unusual presentation of the personal liberty theme:

To the Editor:

You seem to take a good deal of delight in telling other people how to live and perhaps that is your business, but it seems to me that you exceed your duty when you arrogate to yourself the right to inform all of those who may happen to enjoy an occasional drink of "Scotch" on occasions.

I have been presented a fine bottle of Scotch whiskey for Christmas and it is before me as I sit at my typewriter and indite this letter to you. It bears the label of Sandy MacDonald—a good, fair well-bodied liquor which I am assured was bought before the war and has been in my friend's cellar ever since. What right has any form of law to make me a criminal if I partake of this gift as it was intended that I do by the giver?

I claim that any such law is an invasion of my personal liberty. I notice that you have referred often in your excellent columns to the so-called Bill of Rights which secures to all men and women certain inalienable rights to their personal liberty, which, as you say, are not inconsistent with the right of others. How do you reconcile your statements?

I have just tasted of this bottle of liquor. I will confide to you, and I cannot see where I am invading the rights of any other person on earth. I find it excellent. It warms my stomach it inspires my thought. I cannot feel, Mr. Editor, that I have wronged the community or added to the lawlessness of the general society in so doing. It makes me tired to be classed as a criminal for any such occasion, and I notify you that before long there will be a revolt against the sort of stuff you are writing.

Just to show my independence of such truck as you are writing I have taken another drink of the aforesaid most jubilant Sandy MacDonald, and I will say to you that it is about as smooth a drank as a Criminal ever put into his system. The second drink, which I shall soon follow by a third, makes me more certain that those who feel their systems require stimulant, should band together; organize and start a campaign to floor this Volstead business if it can be done.

Now, Mr. Editor, I am no bum and you can't make me a bum. I like a little drink now and then and I have taken a third or maybe it is a fourth and I am more than ever convinced that any man that doesn't is a big idiot. You say that this evablon of the law is producing a stote of affairs in our Great nand Grorious Country. You are wrong. This country is jess as good as it ever yas and I will leave it to you if it waznt, when we had free rum.

I want to say to you that this Scotch is all right. A lot of it would't do us harm. When we ened stimulaney we need it. My grandaflyer was broung upon rum. They had it the housd all the time. They dran it freely and even the min-tsew drank it when he came to our house. It's a pretty kind of a cointry when a gardson is better than his gunfaher. I can drink his sort of Scutck all day and not be no wrosc a citoxen than I was before. I could dring this whole quet audd neger quibber an etlash.

Blie whay I wneat o f yiu is to remurd you oncr agalain abd agnain that you arw deand wronh bl comstenging evert body whu drinls as a bouthm. We sin;t criluals.

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## Paralysis Victim Gives Lord Credit For Miraculous Healing

Memphis, Tenn., April 17.—"I felt a tremblin' in my chest. I felt the power coming in. I got up out of bed. It is the work of the Lord ... He raised me up."

Thus does Homer Moore, 20-year old negro, describe the "miracle" that came to pass at Marine Hospital a few days ago when he, apparently a hopeless victim of paralysis, stepped from his bed and walked.

Nurses and doctors pointed him out. They accept his case as one of the accidental phenomena in the symphony of science. Moore just says a "miracle" came to pass.

Since last fall, when he fell while working on the government fleet near Helena, Ark., Homer has been in bed, in the hospital here or at Helena. Unable to move hands, feet or head, scarcely able to whisper, he was given water through a tube, fed mush and other soft foods with a spoon.

Praying constantly, he had other negroes pray for him. A few days ago, he began fasting. Nurses could not force him to take nourishment.

Sunday, they said, he was lying in the bed in the sunshine. Suddenly, he sat up, placed his feet on the floor and walked. He talked plainly, asked for food and ate it. Now, he walks most of the time, waiting on other patients at the hospital.

"I read in the Bible that in the olden days God helped those Hebrew boys and I know he was pow-

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erful to help me, too," he said simply. "He delivered them out of the fiery furnace and delivered Daniel from the lion's den. So I prayed. The Lord raised me up."

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