

# No Need For Wash-Day Blues

It's mighty hot now, and you probably didn't know about the reasonableness of laundry prices, right here in Kings Mountain.

Check-up—see just how much your laundry is costing you, in time, money, and hard work. Then see us.

## Kings Mountain Laundry

Phone 270

E. A. Harrill

Paul Mauney

—BUY WAR BONDS AND STAMPS—

# CITY PRIVILEGE LICENSES WERE DUE July 1st

SECURE YOURS NOW AND SAVE PENALTY OF 5 PERCENT WHICH GOES ON AUGUST 1st.

CITY OF KINGS MOUNTAIN TAX DEPARTMENT



## BUILD, REMODEL, PAINT OR REPAIR

Now is the time to prepare your home for winter weather. Do it by getting a loan from us and carrying it on our convenient direct reduction loan plan. If you want to build a house, see us. Your loan application will be given quick and courteous attention.

## Home Building & Loan

Dr. J. E. Anthony, Pres.  
A. H. Patterson, Sec'y/Treas.

# Farmers, Not Cotton Linn of Cotton Goods Price Hike

By Mary Latham  
Every person who buys apparel or household goods made of textiles knows of the tremendous increase in prices of these items.

The prices the consumer has to pay have gone up to an alarming extent in the last three years. But the cotton farmers and the cotton manufacturers are not to blame.

Last December, the Bureau of Agricultural Economics of the United States Department of Agriculture released figures showing the approximate distribution of the dollar spent by the consumer for apparel and household goods made of cotton in the United States in 1939.

Here are the figures: Farm production, 7.5 cents; ginning and baling, 0.7 cents; merchandising raw cotton, 2.1 cents; spinning yarn and weaving cloth, 10.5 cents; dyeing and finishing cloth, 8.5 cents; manufacturing apparel and household goods, 29.9 cents; wholesaling, 8.2 cents; retailing, 32.6 cents; total, \$1.00.

These figures, which apply today just as they did in 1939, show that only 19 cents of each dollar spent goes to those who manufacture and finish the cloth. They show, too, that even in 1939, the cotton farmer and the cotton manufacturer were getting little of the price of the finished textile product.

Since 1939, much has happened. There has been Pearl Harbor and there has been the war which was won in Europe a few weeks ago. There is today the war with Japan. There was July, 1941, when the first textile ceilings were fixed, and there was May, 1942, when the ceilings were frozen.

A study of the history of textile ceiling prices shows that from May, 1942, to December 1944, the cotton mills were allowed to advance their prices by only 6 per cent. The Office of Price Administration's rigid ceilings on the textile industry has kept these prices down to this low level of increase. But the OPA's effect on other costs has not been so strong. Statistics issued by the Bureau of Labor cost of living index show that in the same period — from May, 1942, to December 1944—the retail price of men's shorts jumped up by 41.1 per cent, the retail price of pajamas went up 32 per cent, the retail price of undershirts went up 15 per cent, the retail price of women's house dresses went up 38.2 per cent, the retail price of street dresses went up 33 per cent, and the retail price of nightgowns went up 37 per cent.

The consumer, of course, needs no such figures to convince him of the advance in prices. He sees evidence of it every time he goes into a store and glances at a few price tags. Sometimes, though, he doesn't understand the reason for it and, being uninformed, blames the cotton farmer or the cotton manufacturer. For those who might believe the farmers or the manufacturers are getting big increases in prices for their products and are responsible for the large costs they have to pay for their shirts or their cotton dresses, it is interesting to study the history of these price boosts and to learn just where the trouble lies. The real facts will show that the extra price that the cotton manufacturer is getting today — in comparison with those he received in May 1942 — are so small that they are only an insignificant percentage in relation to the overall increase of costs to the consumer.

The record shows that while textile products in the finishing state or in garments have been rising in costs by leaps and bounds, the unfinished fabrics, known as gray goods, have gone up only an average of one and one-half cents a yard since the first textile price ceilings were established in July, 1941. A woman's dress can be made from four yards of material and often from less. Multiply the four yards by the price increase of 1 1/2 cents and you have 6 cents, the manufacturer's increase in price for each dress for a period of four years. Don't you look for a cotton dress that has gone up only 6 cents in that period for you certainly won't find one.

Women's dresses are good items to study if you want to see how much prices have gone up and just how little the cotton manufacturer has to do with it. A purchase of four lower priced garments from a Southern store and an analysis of these garments shows that the mill man's part of the final cost is remarkably small.

One of these dresses was a tailored seersucker priced at \$7.98. It was made from four yards of material which the manufacturer sold to the dress manufacturer for 35 cents a yard, or a total of \$1.40.

Another was a plain white waffle piece selling at \$1.98. The cotton manufacturer received for this dress 19 1/2 cents a yard, or 78 cents for four yards.

The third was a checked piece priced at \$3.98 and made from material for which the manufacturer's price was 24 cents a yard, or \$1.12 for four yards.

The fourth dress was made of checked material and sold for \$1.98. The manufacturer received for this dress 19 1/2 cents a yard, or 78 cents for four yards.

But recently when a research executive bought a number of standard grades of fabrics, he traced their fabrics back to the mill ceiling prices.

There was a man's white shirt priced at \$2.98, which was made of Himalaya cloth on which the gray cloth ceiling is 14 3/4 cents a yard. This shirt took 2 3/4 yards of cloth and brought the mill a total price of 43 cents.

There was a pair of men's shorts selling at \$2.00, made from broad cloth on which the gray ceiling is 12.44 cents a yard. One and a quarter yards went into the shorts at a cost of 16 cents.

A woman's print dress was priced at \$29.95. It was made of three yards of material for which the gray goods ceiling is 46 cents a yard — \$1.38 for the dress.

A woven plaid seersucker dress bought at \$14.95 was made of cloth which has a finished price at the mill of 51.5 cents a yard. It required 3 1/8 yards, a total of \$1.61 for the material.

There was a teen-age cotton dress made of sheeting on which the gray ceiling is 14.569 cents a yard. This dress was made from two and a half yards of material bought at the mill at a cost of 37 1/2 cents.

Another dress, a junior miss, made of combed lawn on which the mill's gray price was 15.73 cents a yard was made of two and one-half yards of material, costing 40 cents, but it sold for \$15.95.

Shirts and shorts and cotton dresses are typical items in the story of the small part the cotton manufacturer plays in the rising costs of textiles.

Not because it is typical but because it emphasizes the fact that the production of raw cotton and the manufacture of the initial fabric represent a very small portion of the total dollar value of the goods as they reach the consumer — here is some information on the returns from handkerchiefs, handkerchief cloth and the cotton used in the manufacture of handkerchiefs. Cotton used for making handkerchief cloth brings a premium. To illustrate in round figures, the manufacturer who buys \$150 worth of raw cotton for unfinished handkerchief cloth spins it into yarn and weaves the yarn into the unfinished cloth and gets for his work \$300. Of the \$300 he has paid \$150 to buy the cotton. He pays the other \$150 for labor and other ele-

ments of cost in making this cloth. This handkerchief cloth in the gray is made into handkerchiefs which sell at \$3,000. These figures, although approximate, serve to show just how prices on one item go up as they proceed from the producer to the manufacturer and then on to the consumer.

Almost any textile item examined will reveal the same big spread between the prices of the cotton farmer and cotton manufacturer and the cost to the consumer as that shown in cotton dresses, shirts, shorts, nightgowns, pajamas and other merchandise on which the figures have been quoted here.

The cotton farmer and the cotton manufacturer are not making big profits and that their prices have not shot up during the war is evident. The consumer who studies the problem will soon realize that mistakes of the OPA in textile pricing are responsible and that the sooner these mistakes are corrected, the sooner will the consumer be able to buy his cotton apparel and household goods at more reasonable prices.

The United States has produced about 50 percent more food annually during the present war period than in World War I.

North Carolina now has 27,000 food locker plants and 12 additional plants have either been authorized or are in the process of being built.

Chowan County is reported to have only about one-third as much acreage to cotton as three years ago.

**QUALITY POINTS**

- 1—MORE BUTTERFAT — for the deep cream line.
- 2—HIGH SOLIDS CONTENT — for milk, minerals, milk, sugar, proteins.
- 3—HIGH FOOD VALUE — combination of high fat and high solids gives more food value.

**Archdale Farms**  
Phone 2405

**Dr. Mike J. Palmer**  
OPTOMETRIST  
Examination, Diagnosis, Glasses Fitted  
10:00 A. M.—5:00 P. M.—Fridays Only  
Up Stairs Over Kings Mountain Drug Co.

**Pepsi-Cola**  
TOPS FOR QUALITY  
5¢  
Pepsi-Cola Company, Long I and City, N. Y.

WILL U. WORRY ASKS...

"How far from the end are you?"

"Every day more and more cars reach the end of the rope. Of course you don't know just how many miles are left in your car... But you do know you'll get less if you neglect it... and more if you give it care. Right now, in hot weather, care means good fresh summer-grade Esso Motor Oil... correct summer-protective lubrication... extra careful watch on battery and tires... Maybe you're nearer the end of your rope than you think. Let your Esso Dealer help you NOW to be sure of more miles of service later on!... Be safe, not sorry... see your Esso Dealer and SAVE THAT CAR!

**ESSO**  
care saves wear

STANDARD OIL COMPANY OF NEW JERSEY

CITY SERVICE STATION  
Corner King & Battleground  
Phone 270

McGILL'S ESSO SERVICE  
Corner Piedmont & King Phone 100  
Washing, Greasing, Waxing