

# Cost of Living To Continue Higher Because Americans Want To Live It Up

## Wall Street Chatter

New York - (UPI) - Vindictive vendetta in steel is climaxing a turbulent year of labor strife—the worst on record since 1946 when the accumulated labor grievances bel din check during the war exploded, says Prentice-Hall.

More than 65 million man-days of work have been lost this year directly because of strikes, notes P-H in its weekly report on business. "In addition, there'll be unmeasured man-days lost indirectly due to shortages of material and services resulting from strikes."

The impact of strikes on profits and dividends this year, it points out, is thus turning out more severe than previously expected, and only some of these losses can be made up in a post-strike recovery.

The Fitch recommends Houdaille Industries on a long-term basis as a result of its favorable record and aggressive acquisition policy.

Standard & Poor's outlook believes department store earnings should benefit from higher profit margins and record Christmas store earnings in spite of the steel strike. Among the issues outlook favors are - Associated Dry Goods, Federated Department Stores, Gimbel Brothers, R. H. Macy, May Department Stores and Mercantile Stores.

### COUNCILMAN DIES

Buffalo, N. Y. - (UPI) - Daniel F. Rich, 47, Buffalo City councilman, died Tuesday after conducting a rigorous political campaign ending in his reelection last week.

New York - (UPI) - Potatoes may get cheaper and so may hamburgers but the cost of living will rise just because Americans want to live it up.

By living it up we mean the men want to get a haircut and manicure at least once a week, the women want to see the hairdresser often, and all of us want to travel.

All those things are part

## Displays Prepared By GH Schools

Gold Hill - Pupils of the Patrick and Hanby schools, of district 6C, have prepared displays and exhibits which have been placed in business establishments in Gold Hill in observance of National Education Week.

Gilbert Mack, principal of the schools, reminded parents to see the work of the different classes and their teachers.

Displays are: fourth grade at Morrow's Hardware store; fifth grade, El Rogue cafe; sixth grade, Lester's market; seventh grade, Gall's Gold Hill market; eighth grade, post office; Patrick's first and second grades, Cogswells market; and second and third grades, Whitmore's Variety store.

The classroom visitation day has been set for Friday, Nov. 13, since early this week teachers and pupils prepared for tonight's open house.

### WITH FLEET

Navy Ens. Orlin M. Stansfield, of 3358 Bursell rd., Medford, departed San Diego recently aboard the attack transport USS Pickaway for a seven month tour of duty with the U.S. Seventh Fleet in the western Pacific.

of the cost of living index which has been rising while the price of food and other non-processed commodities has declined.

Food did have a small rise last month to help push the cost of living index to a record high at 125.2 per cent of the 1947-1947 average, but the things that sent it up the tiny 0.3 point from August were housing, clothing, medical care, recreation, and men's haircuts.

The real rise in the living cost has been the cost of services. We all want to have someone fix our television set because it's dangerous to do it yourself. And, of course, we all need a doctor, dentist and hair dresser. Those who live in the suburbs need the services of the plumber, the electrician, the carpenter and the garageman among many others.

Incidentally, the service industries are increasing their employment faster than manufacturing which is in a decline while service is in a rise.

Temporary Dip  
Gas, electricity, fuel oil, and rent have risen to make our housing costs higher. Transportation recently had a temporary dip because of some cuts in gasoline prices and in 1959 model cars. However, used car prices and new car prices have risen.

Home repairs are costing more. Movie attendance has risen and so have the charges for admission. The cost of television sets is up. In the clothing line, gains have been reported in coats, suits, and shoes.

Recently increasing demand has been noted in refrigerators, washers and driers and other appliances. As more demand develops high-

er prices seem inevitable. But the big thing is the cost of services. This category of the cost of living index rose during the recession. In the past year this portion of the index has risen 2.7 per cent.

According to the New York Journal of Commerce, nothing

short of a depression is likely to halt the rise in consumer services which include everything except commodities and ranges from rents to shoe repairs.

"With service costs ever rising, the cost of commodities purchased by consumers would have to decline steadily just to hold the consumer price index unchanged," says the Journal.

Demand and Supply  
All this rise in the cost of services doesn't mean that inflation is getting out of hand. This is a case of demand and supply. The people demand services which so far

haven't been built up to the point where competition keeps prices down, and up go the costs.

Of course if one wanted to save money he could avoid the service industries, cure his own cold, fix his own TV set, and keep the faucets in washers. Also he could go

without haircuts a bit longer, drive the family car less.

But he isn't going to do these things even if he has to eat less, say the experts. This is just one of the phenomena of the higher level of our living standard which is going to grow and confound those who wonder why when

farmers get less for their produce our cost of living rises.

The experts hold that the standard of living of the nation is bound to grow more rapidly in the next ten years than it has in the past ten. We'll get more pay but it's going to cost more to live it up.

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**RED CHINESE DEMAND BUFFER ZONE**—Shaded area on newsmag represents a 25-mile buffer zone that Communist China has proposed to solve the Sino-Indian border dispute. The suggestion was included in proposals sent by Communist China's Premier Chou En-lai to India's Prime Minister Jawaharlal Nehru. Inset map shows two main areas in the border quarrel. Chinese troops now occupy Longju in the North East Frontier agency and some areas in the Ladakh region, where the border states of Kashmir and Jammu are located. Nehru has said that India "cannot accept" Red China's claim to Indian territory. —(UPI Telephoto)

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