

# Milady's New Look Will Make New Holes In Papa's Pocketbook During Coming Year

By EPSIE KINARD  
NEA Staff Correspondent  
NEW YORK, (NEA) — Milady's new look is going to cut 25 per cent deeper into father's pay envelope next spring, if mother and the girls insist that their spring finery be long and loopy and all cluttered up with tucking and pleating and ruching and other detail.

Even if they are willing to be conservative—to get by with lower hemline, extra fullness and more decoration, but all in moderation—their new wardrobes still will cost at least 10 per cent more than the wartime silhouette did.

The long, full-skirted dress takes twice as much fabric as the wartime version—and more than that if the style is extravagant. Rayon, spring's popular dress fabric, is so scarce it has become a speculator's dream, and now it often costs the manufacturer two and a half times the pegged wartime price.

Labor costs for making dresses have soared. One Seventh avenue manufacturer in the New York garment district is paying \$90 a cutter who got \$50 a week during the war, and \$250 to a pattern-maker who was getting \$75.

The labor cost is increased also because the intricacies of tucking, pleating, ruching and other fancy detail slow down production by the higher-paid workers.

In the words of one manufacturer: "A ready-to-wear dress that used to roll off the machines may now slow down production as much as 35 per cent because of the hand work now involved."

"These things help to explain why a wartime street dress of rayon crepe that cost \$5.95 may sell for \$14.95, with the new look, next spring—and why another rayon street dress that used to sell for \$39 may get you back \$59.

Spring suits and coats will not be so hard hit. These took their price rises earlier. Suits and coats usually are more conservatively adapted to the "new look" than dresses, so they have not had their yardage so drastically increased. Also, the price of wool is better stabilized than that of rayon.

Look, however, for a higher price tag on other items of feminine apparel. The rise in price of costume slips and blouses is explained by scarce materials plus more expensive workmanship. The so-called "better slip" of lace-trimmed rayon crepe, which in war years sold for \$1.98, and which went up to \$3.98 last fall, will carry a \$5.98 price tag this spring, says a merchant who buys for a Southern department store. He forecasts a comparable increase in the price of plain-tailored rayon blouses.

Other increases cited by this merchant-buyer will be in leather goods—for which materials are scarce and higher-priced and production costs are rising. He says shoes tagged \$22.98 for spring were marked \$19.50 last fall and \$12.98 in wartime. He says the traditional \$5 handbag of genuine calf, which has been a wardrobe staple for years, will bring \$13.95 next spring. This is a jump of \$3.00 over the price last fall.

According to buyers, who help stock the nation's stores, luxury merchandise which was always higher-priced is not going much higher. The biggest price jumps are usually seen in the lower brackets, which many manufacturers are leaving for higher-priced categories.

There are notable exceptions, however, and heartening examples of manufacturers who are not only maintaining their brackets but are holding the price line. One firm is proud of its ability to maintain 1946 prices—the year it started in business to make "custom-look" fashions for women with lean pocket-books. Says Phil Barron, one of the heads of the firm: "We've stayed in our bracket, held our price line and our customers, absorbed all the rises in cost of production, and still



The New, New Look With Spring Signs

Some Average Price Tags... ←Wartime and New Look→

\$5.95 Rayon Dress	\$14.95
1.98 Rayon Slip	5.98
12.98 Shoes	22.98
5.00 Handbags	13.95

## Hungary Bans U. S. Film Actors

BUDAPEST, Jan. 19 (AP)—Hollywood stars whose pictures have been banned in Hungary got this farewell Saturday from the communist paper Szabad Nep:

"Goodbye, and never to see you again."

The ministry of interior announced yesterday a ban on films with Robert Taylor, Gary Cooper, Adolphe Menjou, Alan Jones, George Murphy or Robert Montgomery. All but Jones testified before the house committee on un-American activities in Washington.

Szabad Nep accused the stars of trying to denounce such colleagues as Orson Welles, Katharine Hepburn, Spencer Tracy, Paulette Goddard, Bette Davis, Charles Boyer, Edward G. Robinson, Shirley Temple and Ingrid Bergman.

## Cops And Robbers Game Proves Fatal

PORTLAND, Jan. 19 (AP)—A cops and robbers' game cost 10-month-old Harold Niemyer his life here

made money. We've done it by increasing our volume 25 per cent. We're proud of our effort to combat inflation in clothes costs."



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## Telling The Editor

Letters printed here must not be more than 300 words in length, must be written legibly on ONE SIDE of the paper only and must be signed. Contributions following these rules are warmly welcomed.

### Slot Machine Tax

KLAMATH FALLS, Ore. (To the Editor) — Hardly a day passes without some newspaper relating a story of a teen-age child having committed some crime against society.

Would it not be far better for the people of this community to place a tax on slot machines and other gambling devices, so this money would contribute to the building of not one but several youth recreation centers where the natural artistic nature of our local children could be developed into something useful to humanity, instead of letting all types of vices influence the future citizens of our nation.

Certain societies have always fought the legalization of gambling in the state and everyone is familiar with the fact that gambling still exists on a large scale. Therefore, would it not be better to use this tax money for our children's benefit rather than have a certain few selfish people benefit entirely.

In the coming election let's force our politicians to present a definite view on this subject so we will know who is for the advancement of the community and who is for lining his own pockets regardless of the disaster it may cause to many children who are being denied the privileges every young American should have.

John P. Detroit, 1621 Austin Street.

### IKE HEAD

NEW YORK, Jan. 19 (AP)—Matthew Kelly, 27, president of the National Manufacturing company of Portland, Ore., will head the Draft Eisenhower League forces in Oregon.

He was named Sunday by Stuart Scheffel, the organization's national chairman.

## Clubs To Sponsor Munk Here

A group of men's and women's service clubs in the community is joining to present Dr. Frank Munk, international relations expert, who will speak at the Klamath Union high school auditorium at 8:15 p. m. Tuesday, January 27.

Dr. Munk, widely known lecturer, has spoken in this area twice previously, once in Malin and once in Klamath Falls.

He has recently returned to the Northwest after spending three years in Austria, England, Czechoslovakia and Greece where he organized training centers for the United Nations relief and rehabilitation administration.

While working in Europe Dr. Munk was promoted to director of training for the UNRRA on a global basis. He was responsible for the training programs of 10,000 people of 25 different nationalities, the largest body of international civil service workers ever assembled.

Dr. Munk is a native of Czechoslovakia and came to this country in 1929 to accept a teaching position at Reed college in Portland. He has since spent two years at the University of California at Berkeley in the economics department. He is the author of two books, "The Economics of Force" and "The Legacy of Nazism."

There will be no admission charge to hear Dr. Munk speak in Klamath Falls, and all are invited to attend.

### Speaker



Dr. Frank Munk, lecturer and economist, will speak in Klamath Falls Tuesday, January 27. His appearance is being sponsored through the cooperation of a number of service clubs in the basin area. Dr. Munk is widely known for his work in the United Nations relief and rehabilitation administration.

Santos Calderon, stationed aboard the dredge USS Delaware, noticed an envelope floating, snagged it and found four \$1000 denomination bonds and 94 of the \$25 type.

The men notified police, to whom Hallicks had reported the bonds stolen from his home last Friday. Hallicks rewarded the finders—amount not disclosed.

## Sailors Recover Lost War Bonds

CAMDEN, N. J., Jan. 19 (AP)—August Hallicks was a happy man today, thanks to a couple of sailors who fished his \$3350 in war savings bonds from the Delaware river.

The sailors, James O'Connor and

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## Police Raid Illegal Club

PORTLAND, Jan. 19 (AP)—A police raid on an unlicensed night spot operating in the St. Johns' district resulted early yesterday morning in the arrest of 14 men and women.

Police Capt. Frank Ervin said one officer dressed in an army uniform to gain admission to the club and purchased whiskey and beer by the drink across the bar. Captain Ervin said there were reports the club had also been selling to students from nearby Roosevelt high school.

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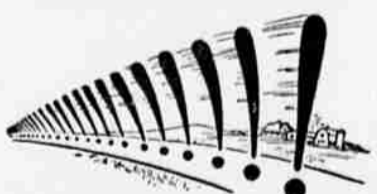
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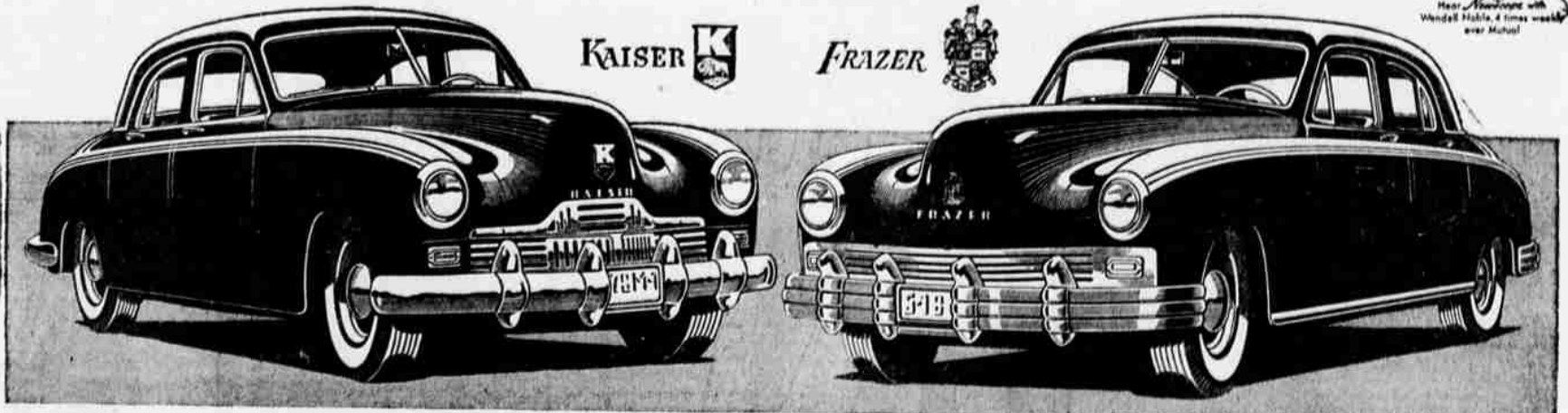


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