

## STORY OF PRICES TOLD BY CHARTS

C. M. McDonald, Dealer in Dodge Cars, Comments on Comparison of Values Made by Dodge Brothers

Anyone interested in prices—and there are few of us who are not interested these days—will find some unusual disclosures in a set of charts just released to their dealers by Dodge Brothers.

The charts are not confined to automobile prices, as might be assumed from the fact that they were issued by an automobile manufacturer, but show clearly and accurately the remarkable variations in the cost of hundreds of commodities over a period of seven and eight years.

If, by any chance, your salary has been recently reduced and you are inclined to grumble, try the simple experiment of comparing your present salary with your salary in June, 1920, when the peak was reached in the prices of most commodities. If you are making as much now as you were then, you are still 41 per cent ahead of the game, according to one of the charts, which shows a decline of 41 per cent from June, 1920, to June, 1921, in the prices of 321 commodities. If you have been reduced 10 per cent, you are 31 per cent ahead.

"Dodge Brothers did not issue these charts, however, to attempt to justify any salary reductions," said C. M. McDonald, North Shore Dodge man, "but merely to prove to the public that the price of Dodge Brothers Motor Car has been remarkably low all through the period of high prices, as compared with the general trend. How they could have made their recent big reduc-

tion in the face of these figures is more than I can explain. They were already below the present price of the great majority of commodities and they had not been getting the abnormal profit that retailers of these commodities were getting the last six or seven years. Still they reduced from \$195 to \$365, bringing the touring car down to the astounding price of \$985, f.o.b. Detroit, a few weeks after announcing that the car hereafter would be equipped all around with oversized cord tires. Dodge Brothers have unlimited resources and when they buy materials they naturally get the most advantageous prices. But still I am not quite able to see how they sell the car at this figure. However, that is not a matter for dealers to worry about. I know that the car is better than it ever has been and I am here to sell it on that basis."

### KNIGHTS OF COLUMBUS TO STAGE GIGANTIC PICNIC

Knights of Columbus of the Ouilmette, Newman and University Councils, covering the territory from Rogers Park to Lake Forest, are to engage in a joint picnic, Sunday, July 24, at Glenview Forest Preserve at the west terminal of the Evanston Street railway.

Five thousand north shore and Chicago people are expected to participate in the activities of the day. There are scheduled ball games, races, field events and contests and special facilities for dancing. An excellent orchestra has been secured to accompany the dancing in a great open air pavilion, it is announced.

### BACK FROM EASTERN TRIP

John Hanselman, motorcyclist of the Winnetka police force, has returned from a two weeks vacation in the east, where he witnessed the Dempsey-Carpentier fight on July 2. Hanselman made the journey to the coast and return by motor.

### REALTORS WOULD DISPEL GLOOM IN BUSINESS WORLD

North shore real estate men were numbered among the ten thousand real estate operators who are in national convention this week at the Auditorium theater, Chicago, meeting for the avowed purpose of dispelling the financial gloom which hovers over American business and industry. It was the fourteenth annual convention of the National Association of Real Estate Boards and the North Shore Real Estate Board was fully represented at all of the many sessions, assuming an important part in entertaining the visiting delegates.

Delegates of the North Shore Board are C. T. Northrop, S. B. Thomas, N. D. Hill, A. R. Eddington, Ernest Smith, Leonard Roach, Paul Hardmann, E. R. Stone and M. E. Barker. The Convention committee of the local board comprises H. H. Brown, W. J. Moir and A. J. Woodcock.

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Fresh Asparagus ..... 2 bunches 25c  
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Blue Goose Oranges.... 35c, 40c, 50c, 60c doz.  
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berries, Blueberries, Red Currants, Sour  
Cherries ..... Low Price  
Honey Dew Melons ..... 20c up  
Sweet Cherries, largest finest grade,  
..... 40c lb.  
SPECIAL—Sweet Corn ..... 30c doz.  
Tomatoes ..... 15c lb. and up  
Green Peas ..... 22c lb.  
Beets and Carrots ..... 5c bunch  
Fresh Lettuce ..... 5c, 10c, 15c head  
Home Grown Celery ..... 10c, 25c bunch  
Eggplant ..... 15c up  
New Apples ..... 10c lb.  
New Cabbage ..... 8c lb.

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