

# KEEN INTEREST IN DODGE PRICE CUTS

## C. M. McDonald Tells of Preparation For Big Trade

What is the purchase price? This slight but important alteration seems to have been made in the famous slogan spread broadcast by Dodge Brothers a few months ago. The change was brought about by the most persistent epidemic of public curiosity since the time when Dodge Brothers first announced that they were about to market a car and then refused to tell what kind of a car it was going to be. That was eight years ago.

Dodge Brothers' latest bid for a complete and exclusive monopoly on public attention, so far as it pertains to the automotive industry, came on January 10, when they announced that they were about to make a substantial reduction in the price of their cars and then declined to tell what the prices would be.

The mere fact that they will not tell until February 1 makes everyone want to know immediately.

C. M. McDonald, the Dodge Brothers' dealer here, was commenting on the subject today, somewhat on the order of the foregoing paragraphs, when a voice on the telephone inquired, "If there wasn't a chance to get a little advance information on those prices." There were good reasons, the voice said, why the "tip" should be given out in this particular case, "and it would be sure to turn out to your advantage". But the dealer expresses his regrets and the voice reluctantly withdrew.

"That is the way it has been going ever since January 11," the dealer said. "I never appreciated what an intense interest there was in Dodge Brothers Motor Cars until this occurred. That fellow who just called probably wanted the information for some business reason, or maybe for sheer curiosity. Perhaps he had a bet up with someone. Anyhow, he refused to give his name. The great majority of those who call, however, leave their names and telephone numbers and on February 1 we are going to have a special staff busy calling all these people and giving them the real news.

"We prefer this method of making the new prices known because it avoids the possible confusion resulting from publication of 'F. O. B. Detroit' prices. There is no disposition on our part to make a mystery of it, once the price becomes known to us. But we have learned that local people are interested in local prices and that is what we are going to give them as soon as we can figure the amounts after we receive the information from the factory.

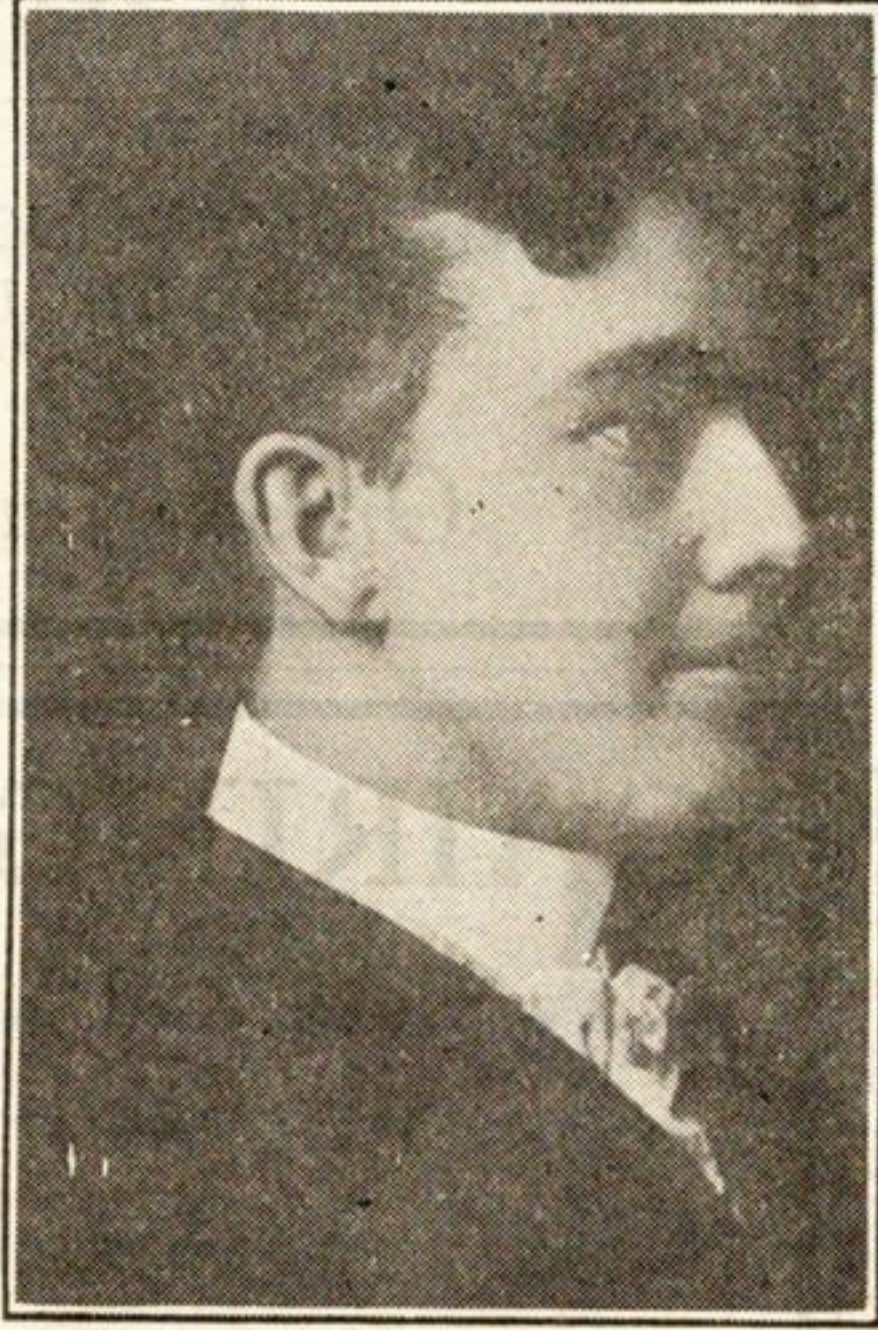
**NOTICE**  
LIST YOUR HOUSES FOR SALE AND rent with A. R. Eddington & Co., 1157 Wilmette Ave., Wilmette. LTG13-1tc

## News for the New Trier Taxpayer

The accompanying rate for 1921 for the villages of New Trier Township provides an interesting study for the prospective taxpayer. The table of figures, for instance, shows that only \$1.49 of the total tax is applied outside the township. The high school and public schools taxes are uniformly the highest in the list in each village.

The figures appear as follows:

|                   | Glencoe | Winnetka  | Kenilworth | Wilmette  | Gross Point |
|-------------------|---------|-----------|------------|-----------|-------------|
| State             | .45     | .45       | .45        | .45       | .45         |
| County            | .61     | .61       | .61        | .61       | .61         |
| Sanitary District | .36     | .36       | .36        | .36       | .36         |
| Forest Preserve   | .07     | .07       | .07        | .07       | .07         |
| Roads and Bridges | .65     | .65       | .65        | .65       | .65         |
| High School       | 2.75    | 2.75      | 2.75       | 2.75      | 2.75        |
| Village           | 2.50    | 1.85      | 1.80       | 1.85      | 3.40        |
| Park District     | 1.50    | .58       | .35        | .45       |             |
| School            | 3.50    | 2.75-(38) | 2.75-(39)  | 2.75-(40) | 1.55        |
| Total             | 12.39   | 10.07     | 9.79       | 9.94      | 9.84        |



*Wm. H. Scott*  
Undertaker

I am now in business for myself, conducting the ONLY undertaking establishment in Wilmette. Conscientious service is my motto.

1124 Central Avenue  
WILMETTE

No longer with the  
Western

Phone Wilmette 654

The True Question.  
Everywhere in life the true question is, not what we gain but what we do.—Carlyle.

Year 1950.  
Man finding rusty corkscrew in old bureau drawer—Oh, say, Madge, can you remember what this was used for?

# \$9.00 Per Ton

FOR A FINE GRADE OF  
**POCAHONTAS**

This should be selling for at least \$10.50---we want to close it out completely.

## Brandl Bros.

Dealers in  
Coal, Wood, Feed  
Building Material  
**HUBBARD WOODS**  
Office and Yard Opposite N. W. Depot  
Winnetka 128

ESTABLISHED 1854

# C. H. JORDAN & COMPANY

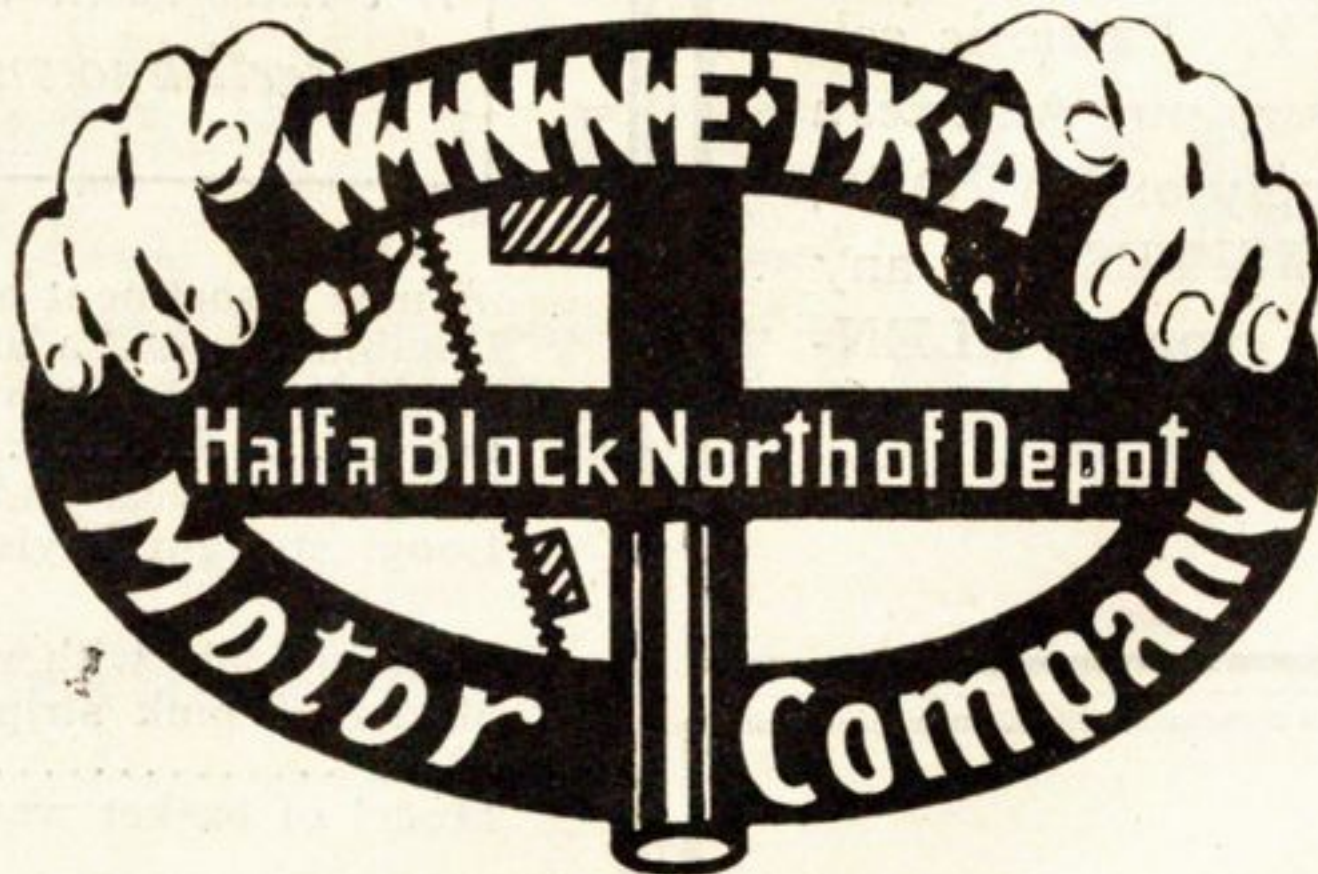
FUNERAL DIRECTORS FOR 67 YEARS

612 DAVIS STREET, EVANSTON, ILL. PHONE EVANSTON 449  
164 N. MICHIGAN AVE., CHICAGO PHONES RANDOLPH 1346-1347

# DODGE BROTHERS

announce

a substantial reduction  
in the prices of their cars  
effective January 1st, 1922



WM. T. WEHRSTEDT, Prop.

562 Lincoln Avenue  
WINNETKA, ILL.

# HOYBURN

615 Davis St., Evanston

MATINEES 2 and 4 Evening 7 and 9

NEXT WEEK

MONDAY AND TUESDAY  
FEBRUARY 6 and 7

"THOMAS MEIGHAN"  
IN

'A PRINCE THERE WAS'

WEDNESDAY, FEB. 8

EVANSTON POST

of the

AMERICAN LEGION

presents

The Official Submarine

Warfare Pictures

Thursday, Friday, Saturday

FEB. 9, 10, 11

## Charles Ray

IN

### "Two Minutes To Go"

One of the Greatest Pictures  
This Popular Star Has Made

Washington's Birthday  
AT THE HOYBURN