

DODGE PRICES REDUCED AGAIN

Market Broadened and Prospects Glowing

Announcement of a reduction in the prices of all Dodge Brothers Passenger Cars was received this week by William T. Wersted, local Dodge Brothers dealer.

The new prices are effective Monday, December 1.

The reductions are especially sharp on the closed types. The Type A Sedan, for example, on which the list price was formerly, \$1385, is now \$1245. The Type B Sedan, which formerly sold for \$1250, f. o. b. Detroit, is now listed at \$1095. There is also a reduction from \$1035 to \$995 in the list price of the Business Coupe. Dodge Brothers Roadster, under the new price, will sell for \$855 and the Touring Car of \$885.

The announcement from Dodge Brothers also carried the information that balloon tires are standard equipment on all passenger cars. New prices on Special Type cars are as follows:

Special Roadster\$ 955.00
Special Touring 985.00
Special B Coupe 1095.00
Special B Sedan 1195.00
Special A Sedan 1330.00

The special types carry such extra equipment as nicked radiator shell, motometer, front and rear bumpers, body stripe, steel disc wheels, scuff plates, cowl lights, and five balloon tires.

Announcement of these reductions provoked endless discussion throughout the entire industry. The year 1924 has been the most successful in Dodge Brothers history and it is now evident that the factory is determined to establish an even more enviable record in 1925. Obviously, the market for Dodge Brothers Motor Cars will be

broadened immeasurably by the lower prices, particularly the closed car types.

Substantial improvements in the appearance, riding comfort and other important details of construction and design, plus the car's long-standing reputation for dependable performance, were responsible for the greatly accelerated demand during 1924. For a number of months production was maintained consistently at a rate close to 1000 cars per day.

Prices of Dodge Brothers Commercial Cars and Chasses are not affected by the reductions.

"Rowdy" Graciously Accepts Fatherhood of Octette of Pups

One who is possessed of a rare sense of the fitness of things is a black water spaniel who, two weeks ago, came to the dog house of "Rowdy," the big sheep dog at the Lawrence Stein estate at 812 Lloyd place, and there, brought into the world eight sheep dog-black water spaniel puppies.

They are now fine fat fellows with bright eyes and sturdy legs, and the pride and joy of their mother's heart.

"Rowdy," although he may have been somewhat surprised at the sudden usurpation of his quarters, has evinced, no displeasure and it is with a sense of righteous "fatherly pride" he gazes upon the promising qualities of his offspring, content in the assurance that the best of them come from "his side of the family."

"Mrs. Rowdy" appeared in Winnetka several weeks ago and won the admiration of the families in Lloyd's place. No one knew to whom she belonged, or where, but that she was somebody's pet was evident by her thorough-bred appearance, and exemplary habits.

Suddenly she disappeared. Folks forgot about her. Then, two weeks ago, she reappeared, claimed her due rights and took possession of "Rowdy's" house.

"Wallie" Is Ready for Radiola Christmas Rush

Keeping pace with the times and the exacting demands of the modern Christmas shopper comes easy for Walter "Wallie" Dehmlow, owner of the Winnetka Brunswick Shop, who, at this season of the year, is attracting attention to his establishment by a fine display of Radiolas, otherwise described as an ingenious combination of Brunswick phonograph and an up-to-the-minute radio receiving set.

With the demand for radios constantly on the increase, the Radiola idea provides the receiving instrument along with a first quality phonograph or, if you please, two sources of entertainment "under one roof" at a surprisingly moderate cost.

"I am responding to a popular demand in handling the Radiola," says the genial Wallie, "and it looks like a rushing Christmas business for us. The Brunswick people are prepared to meet the heavy advance demand for instruments, but it's the wise shopper who gets in ahead of the rush."

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WINDOW NO. 2

Christmas Toys of every description

WINDOW NO. 3

Contains still more Christmas Toys

WINDOW NO. 4

Displays useful gifts such as Safety Razors, Knives, Flash Lights, Pyrex, Thermos Bottles, Manicure Sets, Carving Sets, Etc.

WINDOW NO. 5

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