

Prices ARE down-buy NOW!

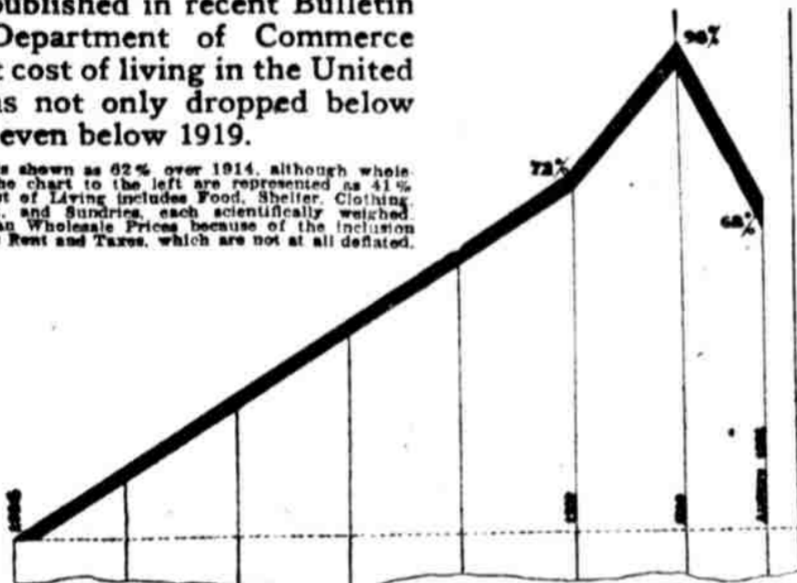
A day's work will buy as much today as it ever would.

GERMANY 1467%

Cost of Living

Figures published in recent Bulletin of the Department of Commerce show that cost of living in the United States has not only dropped below 1920, but even below 1919.

Cost of Living is shown as 62% over 1914, although whole sale prices in the chart to the left are represented as 41% over 1918. Cost of Living includes Food, Shelter, Clothing, Fuel and Light, and Sundries, each scientifically weighed. It is higher than Wholesale Prices because of the inclusion of such items as Rent and Taxes, which are not at all deflated.

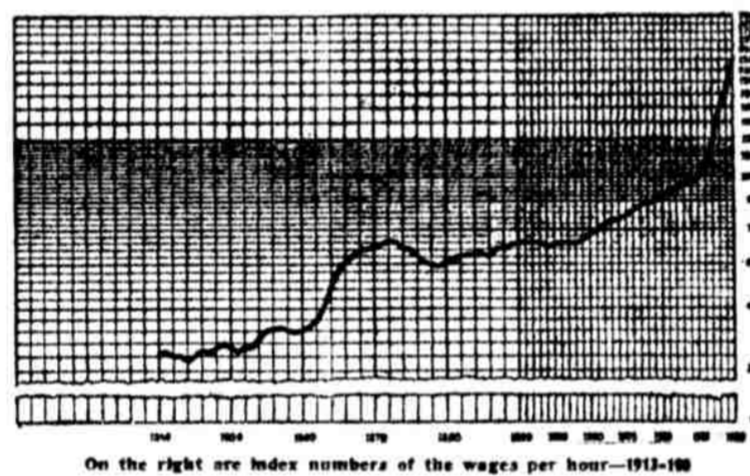


The chart below shows how wages have increased during the past 80 years. The reductions during 1921 represent a drop on this scale from the peak figure of 225 to somewhere between 200 and 210, leaving the figure still far above any previous period. This chart was prepared by the Continental and Commercial National bank from statistics of the Bureau of Labor.

The following table shows the wages paid to unskilled labor by the United States Steel Corporation after each advance or cut since 1915, together with the percentage in advance of the 1915 rate. Even after the latest cut (far more severe than in other lines) steel labor is receiving half as much again as six years ago.

Date	Wage	Advance Over '15 Rate
1915	\$2.00	0%
Feb. 1, 1916	2.50	10%
May 1, 1916	2.50	25%
Dec. 15, 1916	2.75	37.5%
Mar. 1, 1917	3.00	50%
Oct. 1, 1917	3.20	60%
Apr. 15, 1918	3.80	90%
Aug. 1, 1918	4.50	110%
Oct. 1, 1918	4.62	131%
Feb. 1, 1920	6.08	153%
May 15, 1921	4.05	102.5%
July 15, 1921	3.75	88%
Aug. 25, 1921	3.00	50%

Steel workers' wages, even after the latest cut, are estimated as double the average paid in 1915. The Laidlaw award to building labor in Chicago runs all scales at higher figures than were paid in 1918.



On the right are index numbers of the wages per hour—1913=100

ITALY 400%

FRANCE 232%

DENMARK 153%

ENGLAND 100%

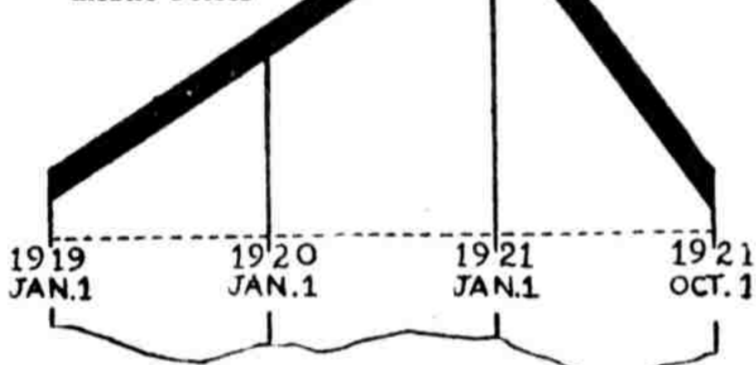
JAPAN 96%

CANADA 76%

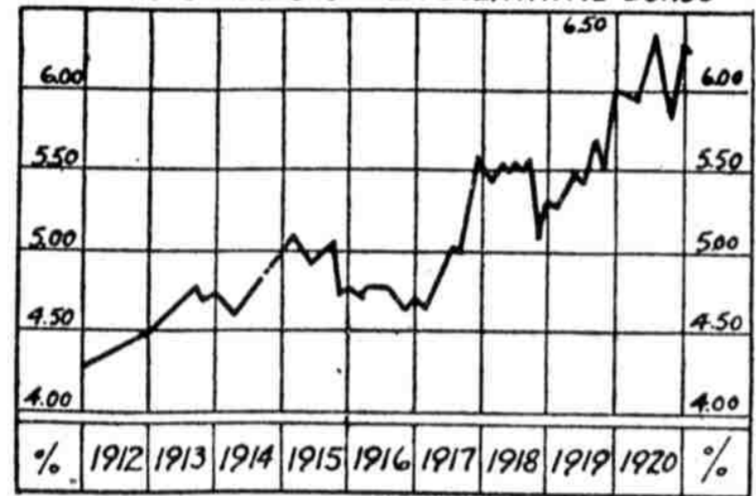
UNITED STATES 41%

The above chart shows how present wholesale prices in various countries exceed those of eight years ago. Dotted line represents 1913 as 100.

Trend of Automobile Prices



TREND OF YIELD OF REPRESENTATIVE BONDS



CHANGES during the past year and a half have been tremendous, but most of us have been so close to them that we "couldn't see the city because of the buildings." One chorus has been shouting that "prices must come down," while another set thundered that "wages must come down." Each group is so busy trying to outshout the other that attention has been distracted from the fact that *both* prices and wages *are* down. Prices have dropped faster than wages, which is as it should be, and, therefore, conditions are ripe for business revival.

TO drive home these facts The Chicago Tribune recently printed a series of full pages under the slogan which heads this page. The price situation with regard to General Merchandise, Securities, Food Products and Automobiles was analyzed in these advertisements over the signature of a representative man in each line. Contributors to the series included:

D. F. Kelly

Director of the National Retail Dry Goods Association

Roy C. Osgood

President Investment Bankers Association of America

W. A. Heath

Chairman of the Board of the Chicago Federal Reserve Bank

Thomas J. Hay

President of the Automobile Trade Association of Chicago

Bismarck Feilchenfeld

Chairman of the Central Executive Committee of Retail Food Distributors

These pages have been reprinted in portfolio form and will be mailed free to any selling organization if requested on business stationery.

Each advertisement is a thorough treatment of the subject by an authority and is illustrated by charts such as appear on this page. The following quotations indicate the stimulating nature of the campaign:

MR. KELLY said that prices are now as low as they would be if normal development had not been interrupted seven years ago by war. He added:

"Both prices and wages are higher than they were several years ago—but the balance is in favor of wages."

"If you doubt this, consider the standard of living of the average man; consider the quality and variety of the

comforts and conveniences and luxuries which he enjoys as the result of each day's work and compare them with what the man in the same position a generation ago would have been able to afford.

"A day's work has purchased more during each decade notwithstanding advancing prices because a day's work produces more. The achievements of science, of engineering, of organization, of executive ability—in short, of brains—enable men to create more wealth with each day's work, and therefore to obtain more of the good things of life."

MR. OSGOOD emphasized the unusual income yield obtainable by purchasing securities at present prices. He said in part:

"Investors who are still out of the market may be deterred by a fear that the tide has not definitely turned for the better or by a feeling that prices may go still lower. We can not prove that these people are wrong, but a consideration of all factors shows that the probabilities are that the tide has turned and that present opportunities for genuine investment bargains will not long be available."

"The dollar which is not at work is as great an industrial waste as an idle man. It is injuring its owner and the public. The dollar that is put at work today by investment in a sound bond will not only do its share in speeding up industry but will insure a high return to its owner for many years to come."

MR. HAY presented a tabulation of 52 cars, with peak price and present price of each, showing a drop of 20%. He pointed out that auto registrations have increased 89,673 in Illinois, Indiana, Michigan and Wisconsin for the first six months of 1921 as compared with the same period of 1920.

MR. FEILCHENFELD concluded his statement with this paragraph:

"At present prices and present wages my employees can buy more food in the average Chicago grocery store than they ever could with the results of a day's labor. Prices are down."

CHICAGO TRIBUNE advertising has also decreased in cost during the year. Rates have remained the same, although circulation during the past six months has averaged 46,114 more daily and 90,627 more Sunday than during the corresponding period of 1920. At the average rate charged by Illinois newspapers, this additional circulation (which Tribune advertisers receive at no additional expense) is worth 13 cents per agate line Daily and 26 cents per line Sunday.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Largest Morning Daily
Circulation in America

FOR REPRINTS of Tribune campaign on Prices and Wages write on business stationery to the Business Survey, Tribune Bldg., Chicago—or to Eastern Advertising Office of The Chicago Tribune, 512 Fifth Avenue, New York.