

*"We want to preserve the
value of your money"*

So said Presidential Candidate Dwight Eisenhower at a political pep rally in Saginaw, Mich., on October 1, 1952. Twenty days later, in Worcester, Mass., Candidate Eisenhower said in a campaign speech: "Inflation can be stopped with foresight, intelligence and determination." And on Nov. 1, 1952, he stated: "I pledge that the full resources of our new administration will be thrown into battle against inflation."

Ever since Mr. Eisenhower made those remarks, the cost of living has been going up steadily. According to the U. S. Bureau of Labor Statistics, the cost of living for November 1959 hit a new alltime record when it amounted to over 25 per cent more than the average for 1947-49.

In the following pages, you can see what has happened to the prices of a number of typical family items and services between 1952, when Ike and his Big Business supporters made their political pitch on prices, and 1959.

(Comparisons based on figures supplied by the U. S. Bureau of Labor Statistics and U. S. Agriculture Marketing Service. Prices cannot be applied to any one city; they show the general trend nationally.)



BREAD

1952: 16¢

1959: 19¢

Increase: 19%