

AUTO FIRMS PLAN TO MAKE MORE CARS NEXT YEAR

'Stream Line' Construction Followed on Most New Models.

By United Press
DETROIT, Mich., Aug. 30.—There will be more automobiles on the highway next year than ever.
Motor car manufacturers planning increased production, with the employment of more men in factories and associate industries.
Additional plants are being erected by several establishments to care for the 1924 trade and following the lead of the Ford Company extended advertising campaigns are being started.
Prices are to remain about the same, with no sensational changes contemplated by the manufacturers.
The "stream line" idea is followed by the new models with very few exceptions. This plan calls for a straight line from the radiator to the back of the tonneau. To make it possible radiators are higher, hoods have more conservative lines and bodies are cut down to reduce superfluous material.

Wheel Base Longer
The new automobile sits closer to the ground, with lengthened wheel base bringing the center of gravity more fully upon the springs. The low sitting car is harder to turn over, reducing the tendency to skid and allowing easier manipulation on rough roads. Application of the four-wheel brake system to a number of the new models and other transmission and control improvements make them easier to handle in emergencies.
The Ford Motor Company starts a new year with a \$7,000,000 national advertising campaign, with plans for increased production to fully satisfy the demands for its products.

Application of the "stream line" to the Ford is the outstanding feature of the 1924 model. A higher radiator, an apron joining the front fenders and improved body design are the principal changes. The coupe and roadster are lower and especially show the application of the new design.

Lincoln Not Changed
Practically no changes are made in the Lincoln. Increased production will feature this car's new year.

Two new plants are nearing completion at the Dodge Brothers factory to help increase them. The Dodge advertising campaign, started several years ago, will be continued. The new Dodge plans call for a ten-inch longer wheel base, more body, weight distribution on improved springs, higher radiator and all-steel stream-line body, improved instrument arrangements and more leg room for the driver.

Introduction of a new "sport special" is the only thing new at the Maxwell factory. This model is produced in gray green, with the best points of the various Maxwell models applied.

Studebaker Improved
The Studebaker Company is planning an increase in production through development of its "special six." A heavier crank shaft, longer wheel base, higher hood and radiator with stream-line body feature the "six." Other models are unchanged.
The 1924 Buick represents probably more sensational changes in construction design than any other car. The body is lengthened, with a higher radiator and cowl. The radiator is especially remodeled. Its hood has the appearance of an inverted brace, similar to that of the Packard.

YOUTH FALLS IN HOT OIL

Slowing Recovering From Serious Burns From Heated Tank.

Leon De Sautels, 19, of 4011 Washington Blvd., is recovering slowly at the St. Vincent Hospital from oil burns received at 2 a. m. today. De Sautels slipped into a tank of hot oil at the Imperial Dry Goods Company, 510 E. Harding St., and severely burned his right leg and the right side of his body.



EVANS' E-Z-BAKE FLOUR is especially milled for home use in making cakes, bread, rolls, biscuits and pastry.

Your grocer has this every-purpose flour.

EVANS' E-Z-BAKE FLOUR

Sheet Music, 5c Copy, or 6 for 25c
This is sheet music taken from regular 30c numbers.
—Street floor.

Jergen's Benzoin Lotion 36c
—Street floor.

Bonilla Beautifier, \$1.00
Tube for 67c
—Street floor.

The New York Store—Established 1853

A Real Bargain Day!

P.F.

—No Phone, Mail or C. O. D. Orders

All Remnants of White Goods One-Half of Marked Price
—Street floor.

Leather Seat Cushions, Very Special, 69c
A well-made 18-inch leather cushion; each, 69c.
—Street floor.

Mary Garden Talcum 17c
—Street floor.

Pettis Finals! Out They Go!

Women's Slipover Sweaters, \$1.00
Slipover sweaters in bright and dark shades, round neck and the belt. Specially priced for Friday, each, \$1.00.
—Second floor.

Women's Colored Silk Umbrellas, \$5.95
In navy blue, purple, brown, green, red and black. Wide gros-grain and satin borders, also borders edged in contrasting color. Tips and stub ends match up with handles of plain or polished wood of unusual attractiveness. These are subject to slight weave imperfections, but which do not detract from wearing quality of silk. Each, \$5.95.
—Street floor.

Friday's the Day to Save Money—Come
!!!

Many of the Lots Are Limited—Come Early
!!!

Women's Pure Linen Kerchiefs, 3 for 25c
Plain white handkerchiefs with narrow hems, 3 for 25c.
—Street floor.

Stamped 3-Piece Buffet Sets, 15c
Stamped on unbleached muslin in very attractive patterns, 3-piece sets, the set 15c.
—Fifth floor.

Notions, 2 for 5c, Friday
Clearance of odds and ends of notions: Snap fasteners, trimming braids, pins, rick-rack hooks and eyes, and many other useful items.
—Street floor.

Boys' Muslin Nightshirts, Special, 79c
Muslin nightshirts for boys in size 6 to 12 years; special for Friday, each, 79c.
—Third floor.

Stamped 5 and 9-Piece Luncheon Sets, 29c
Stamped luncheon sets on white linen finish material, in lay daisy designs. Regular 50c sets, for 29c.
—Fifth floor.

Boys' Khaki Knickers, Special, 59c
Khaki knickers for boys of 6 to 10 years of age; special Friday, each, 59c.
—Third floor.

Odds and Ends Stamped Goods, Each, 59c
centerpieces, scarfs, children's dresses, rompers, etc.; all much greater values; special for Friday, 59c.
—Fifth floor.

Boys' Light Weight \$1.79 Pajamas, \$1.39
Two-piece styles, in sizes 6 to 18 years; special for Friday, \$1.39.
—Third floor.

500 Bottles Mavis Toilet Water, Each, 63c
Regular \$1.00 bottle—2 for \$1.19
—Street floor.

Discontinued Package Lines, One-Half Price
Package lines including children's dresses, scarfs, curtains, bedspreads, rompers, combinations, gowns negligees, etc., specially priced at just ONE-HALF.
—Fifth floor.

Sale of Wide Ribbons, a Yard, 39c
Fancy jacquard ribbon, 6 to 8 inches wide in colors of pink, light blue and maize. Former prices of these ribbons were 60c to 80c yard; special Friday, 39c.
—Street floor.

Circular Val. Lace Banding, Yard, 89c
For collars and cuffs, made in 3 to 5 rows of beautiful Val. lace, shown in cream, white and ecru. A yard, 89c.
—Street floor.

Large Assortment of Ribbons, a Yard, 19c
Just 1/4 the regular price. This lot consists of many kinds of beautiful ribbons, suitable for hairbows and sashes. A yard, 19c.
—Street floor.

French Valenciennes Laces, 12 Yards, 48c
Delightful Val. laces, delightful for summer dresses and lingerie, white and cream; special, 12 yards for 48c.
—Street floor.

50c a Roll Wall Paper
Living room and dining room styles printed on heavy embossed stock, a roll, 30c.
—Street floor.

Creme Oil Soap, a Dozen, 49c
While 500 gross last.
—Street floor.

Men's Athletic Union Suits, 47c
Union suits of fancy woven madras and flat weave cotton, slightly soiled, sizes 34 to 36 only, a suit, 47c.
—Street floor.

Men's Pure Irish Linen Kerchiefs, 4 for 65c
Men's pure Irish linen kerchiefs with 4-inch hemstitched hems, regular 65c, special for Friday, 4 for 65c.
—Street floor.

Men's Percal Shirts, for 85c
Neckband style shirts, all neat patterns in percale, sizes 14, 14 1/2 and 15 only. Special to clean up the lot, each, 85c.
—Street floor.

Bright Colored Linen Kerchiefs, 3 for 35c
Pink, blue, lavender, green, etc., plain colored linen kerchiefs, 3 for 35c.
—Street floor.

Men's Collar-Attached Shirts, \$1.00
Collar-attached shirts in white, slightly soiled from counter display, sizes 15 to 17 only. Special, \$1.00.
—Street floor.

Pure Linen Kerchiefs, 3 for 19c
White with colored edges and colored with white edges. Specially priced, 3 for 19c.
—Street floor.

Youths' \$5.95 and \$6.50 Sweater Coats, \$3.95
Slipover style sweater coats in a broken line of plain colors or color combinations, made with large shawl collar and two pockets; 90 per cent wool fabric, special for Pettis Finals, each, \$3.95.
—Street floor.

Bright Colored Sport Kerchiefs, 13c Each, 2 for 25c
Pure linen with hand blocked patterns. Fine quality with hand rolled hems, special each, 13c, or 2 for 25c.
—Street floor.

15c a Roll Wall Paper
Living room stripe designs, block and floral bedroom styles, a roll, 8c.
Sufficient for a large room, 10 rolls of sidewalk, 6 rolls of ceiling, 18 yards of border. Room complete, \$1.80.
—Street floor.

293 Pure Aluminum Pudding Pans, Pie Pans and Cake Pans
While quantity lasts, your choice, 11c.
—Street floor.

Mu-Sol-Dent SAVES YOUR TEETH
reach. Indorsed by the Mullin Institute.

218 Canning Racks
Heavy retinned wire, fits any size wash boiler; while they last, each, 45c.

7 Washing Machines
Hand-power Louisiana express tub, easy to operate; a big special at each, \$9.48.

53 Bread Boxes
White enameled, soiled or slightly damaged in shipping; assorted sizes; a big special, your choice, 75c.

Toilet Paper
Extra fine quality, large size rolls, regular 15c size; 99c rolls to close out at 10 rolls for 95c.

Ice Tea or Lemonade Glasses
Clear finish crystal glass, a limited quantity, to close out at each 5c.
(Limit 2 dozen to a customer.)

One Victrola, fumed oak, No. 80, regular price \$111.00—sale price, \$79.50.

One Crown, walnut Console, regular price \$85.00, sale price, \$69.75.

One Supreme, mahogany Console, regular price \$85.00, sale price, \$67.75.

Two Corolla camping machines, regular price \$20.00 each, sale price, \$14.98 each.

One Victrola, mahogany, No. 14, price, \$149.00.

Two Emersons, mahogany and walnut, No. 17, price \$49.75 each.

One Emerson, mahogany, No. 11, price, \$47.50.

One Pathe, walnut, No. 7, price, \$39.50.

One Victrola, mahogany, No. 240, price, \$89.50.

One Victrola, fumed oak, No. 80, price, \$69.50.

One Crown, mahogany Console, price, \$49.75.

Two Model A Queen Anne Consoles, mahogany and walnut, price, \$53.75.

One Crown, walnut Console, price, \$69.75.

One Supreme, mahogany Console, price, \$87.75.

One Dollar cash delivers any model home. Balance in weekly payments of \$1.00 or \$2.00.

Records may be added to your contract without increasing your payment.

One Victrola, dept., fifth floor.

Phonographs Reduced In Price for Pettis Finals!

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