

New Salesroom Acquired

Coincidental with the announcement of the new 1941 Plymouths, Dodge, DeSoto, Chrysler and Plymouth dealers, today announced a new used car salesroom at 3229 W. Washington St. Their new car showroom is at 2606 W. Michigan St.

The new salesroom occupies 6000 square feet. It was necessitated, according to Dave Rodocker, company president, because of expansion of new car sales and to provide an outlet for used cars acquired by the company.

Manager of the used car salesroom is Everett Bush, who has been in the automobile business in Indianapolis more than 20 years.


THRILLING FEATURES

—Here Are Remarkable
DIAMOND SAVINGS
—Easiest of TERMS
Arranged to Suit You!

★ DEE
18 N. Illinois St.

★ MILLER
29 on the Circle

Both Stores
Completely
Air
Conditioned



9-DIAMOND RING
Exquisitely tailored gold mounting with 9 brilliant diamonds.
\$69.75




LOVELY 11-DIAMOND RING
\$49.75



Exquisite 10-DIAMOND DUET
\$39.75

Glorious diamonds of each of these gold mountings. Truly a supreme value!



17-DIAMOND CREATION
17 glowing diamonds in all. Perfectly harmonizing gold mountings.
\$100



14-DIAMOND DUET
7 stunning diamonds in each gorgeous mounting. A new creation!
\$59.75

\$1.00 DOWN!

TRADE-IN WATCH SALE

Bring in your old watch! We will make a most Liberal Allowance and use it as Down Payment on any watch you may desire!

A Twin Triumph!

Ladies' and Gents' "Deeco"

(GUARANTEED)

WRIST WATCHES

YOUR CHOICE

- Ultra Modern
- Jeweled
- Accurate

\$9.95

PAY 45c DOWN!



SMART BULOVAS
Ladies' 17-jewel "Elizabeth" or men's 15-jewel "Dean".
\$24.75



NEW HAMILTONS
Ladies' 17-jewel "Julie" or men's 17-jewel "Stanford".
\$45.00

USE YOUR OLD WATCH AS DOWN PAYMENT



19-J. "LADY ELGIN"
14K natural gold-filled case with flexible lugs. An extremely beautiful watch.
\$47.50



17-J. "MISS AMERICA"
By Bulova. Dependable precision movement in modern styled gold-filled case!
\$33.75

USE YOUR OLD WATCH AS DOWN PAYMENT

Sale!... The New **Detrola Candid Camera**

With Unheard of Features!

Regularly \$9.50
\$4.99

Here's your opportunity to purchase one of America's Finest Cameras at nearly 50% off the price.

50c A WEEK!

Dee JEWELRY CO.
18 N. Illinois St.
Claypool Hotel Bldg.

Miller JEWELRY CO. INC.
29 on the Circle
2 Doors From Power & Light Co.

CHARGE Your CHOICE

Auto News—

BIGGER OUTPUT, SMART DESIGNS '41 CAR OUTLOOK

'War Scare' Forgotten as Factories Plunge Into New Production.

The war scare about 1941 automobile production going down and with few style changes seems to have gone the way of most scares.

Talk and press releases on estimated production figures for 1941 seem to indicate that manufacturers aren't thinking about possible effects of the war. They all estimate increased production. The old bogey that 1940 dies would be used has been relegated by the news that Chrysler cars plan revolutionary changes and Buick, for instance is going in for a radical rear drop model with a torpedo width body, to replace the old style special series.

Fluid drive will be available on the 1941 Dodge, DeSoto and lower-priced Chrysler cars. Chrysler tried it on the road for six years before putting it on the higher-priced models and have now made certain it will be practical on the lower-priced cars.

Fluid Drive Explained

Fluid drive, of course, is the method of transmitting power from the engine to the rear wheels without using a clutch. It does away with using the left foot while driving and it is supposed to make for cheaper and easier driving.

All the General Motors cars are expected to follow the lead set by Buick and build rear-drop styled cars, like the Buick and Pontiac torpedo cars of 1940.

DeSoto, which has always placed emphasis on styling, has announced a two-tone interior, that will be planned to harmonize, on order, with the two-tone exterior of the car.

Studebaker Optimistic

As for figures, the manufacturers are more explicit and extremely optimistic. Most of them are in 1941 production already and all plan increased production over 1940.

Studebaker expects to sell more than 100,000 units during 1941. This will represent an increase of 28 per cent over 1940, when 107,963 were built and sold.

Studebaker relies a good deal on a "good strong back" of Champion owners, many of whom are expected to come up this year for new cars. The company has spent five million dollars for re-tooling for 1941 models, which doesn't look like lack of confidence. About \$3,000,000 was spent for this year's model.

Pontiac Expects Gain

Production will start in a few days and the car will be ready for exhibition about middle of September.

Pontiac expects a 30 per cent sales increase for next year, although an all-time record high of 217,000 cars were built in 1940. The company has increased its first quarter production schedule by 46 per cent over last year.

Buick is now building 1941 cars. The plant has been expanded for a capacity of 330,000 cars, whereas the previous all-time record high was this year, when 282,000 cars were built and sold.

Buick is also just about ready with a new "Fireball" engine, which was shown recently to Alfred P. Sloan Jr., G. M. board chairman, by Charles A. Chayne, Buick chief engineer.

Others in Production

The new engine will be used in the new 1941 models. It has compound carburetion, an improved combustion chamber design and higher compression ratios.

Hudson and Packard are well into production and, as a matter of fact, Hudson has already commenced to show new models. Willys will be ready for public showings in a couple of weeks.

Nash has been slowed up by readying its new lower-priced model, with which it reportedly plans to compete against Ford, Plymouth and Chevrolet. The company has just started to commence assemblies.

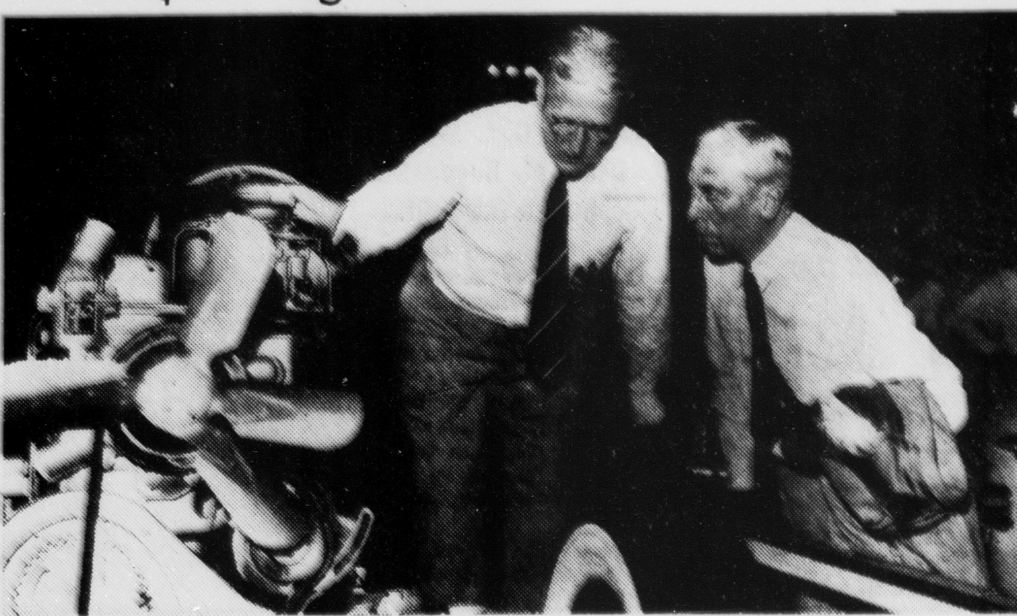
THOMAS SEES CLOSE PRESIDENTIAL RACE

NEW YORK, Aug. 30 (U. P.).—Norman Thomas, for the fourth time a Socialist candidate for President, said today that the only certainty about the race this year is that he will not be elected.

As regards the chances of President Roosevelt and Wendell L. Willkie, the candidate said, he has "never seen the issue so much in doubt."

"Neither Roosevelt nor Willkie has shown much so far," Mr. Thomas said. "Willkie has run so far on political 'it' but it's a long time to stretch 'it' from May to November."

Inspecting Buick's New 'Fireball 8'



This is the "Fireball 8" on the left, the new 1941 Buick engine. The gentlemen inspecting it are Alfred P. Sloan Jr., General Motors board chairman (right) and Charles A. Chayne, Buick chief engineer.

NEW CHEVROLET UNIT IS STARTED

Broad Ripple Building to Care for Heavy Service Business.

Construction on a new building to cost about \$20,000 and to house the North Side Chevrolet, Inc., heavy service business will start Tuesday at Broad Ripple.

The building will occupy the corner at 6216 Bellefontaine St. and will contain about 6000 square feet. The property is owned by North Side Chevrolet and the company is letting its own contracts for construction.

Heretofore, all servicing, repairing and body work has been done at the company's 63d St. plant. The more than 1000 cars a month handled by the department has taxed its capacity and necessitated removal to the new plant.

Light repair work will be done at the old building but all the heavier service, used car conditioning, and body repair will be handled at the new building.

This will increase service speed on light repair jobs and give the company room for its expanding business.

Some new equipment is being purchased for the new building, including moving equipment, lifts and overheads. Other equipment is being transferred from the old building.

No increase in personnel is planned. C. C. Powell, company vice president, who was in charge of used car conditioning and body repair at the old building, will be manager at the new plant. W. E. Kuhn is company president.

BACK TO SCHOOL SALE!

Boys' New 3-Pc. SCHOOL SUITS \$4.95

Coat, vest and pair long pants; all shades—ages 8 to 16.

Boys' Long PANTS 98c

Plain and Boiled Suits. Others at 11c.

Boys' School SWEATERS 49c

Slipover, V and Full Length. Others at 59c.

BACK-TO-SCHOOL SALE!

Pen & Pencil Sets 7c

Foreign stamp with each set. Pen, Pencil, Ruler, Eraser and Sharpener.

Webster's Dictionary 29c

8 x 11 in. binding. 12 x 18 in. binding. Colored Maps.

MEN'S & YOUNG MEN'S \$2.29 & \$2.95 SWEATERS \$7.95

Leather fronts. 2-tones. Full Zipper and Campus Button Styles.

Open Saturday Night Till 9 o'Clock

CHICAGO STORE

146 East WASHINGTON ST.

Maitre! Bring Us a High Chair

THE MAITRE D'HOTEL may have to bring out a high chair when the Indianapolis Real Estate Board meets for its Father and Son luncheon Thursday at the Washington Hotel—there's a prize for the youngest son present.

Prizes will also be awarded for the oldest son present and to the father who brings the most sons.

R. A. Franke, board vice president, is in charge of the luncheon and the entertainment and Guy H. Williams, Board president, will preside.

HUDSON TO EXHIBIT 1941 MODEL AT FAIR

Hudson, first on the street with the 1941 models, will be the only automobile exhibitor at the Indiana State Fair.

Hudson's exhibit is being handled by Ace Motors, distributors, at 1219 N. Meridian St. Seven cars will be on display in the center of the Manufacturer's Building.

Ace Motors represents dealers in 46 counties in Indiana and Illinois. These dealers, with their salesmen, are participating in a service meeting to be held all day today at the Athenaeum.

TRACTOR TOSSES AND RUNS OVER FARMER

BURLINGTON, Kas., Aug. 30 (U. P.).—Henry Pierce, Aliceville farmer, was thrown from a new tractor into a field in which he was working.

The driverless machine circled the field, came back and passed over Mr. Pierce a second time. He suffered fractures of a leg and several ribs.

WILLIS OPPOSED TO SALE OF DESTROYERS

OXFORD, Ind., Aug. 30 (U. P.).—America would be in a state of undeclared war if United States destroyers were sold to Great Britain in direct defiance of international law, Raymond E. Willis of Angola, Republican nominee for U. S. Senator, last night told the Benton County centennial celebration.

Dictatorship would follow, if we were plunged into undeclared war, he asserted.

"Devote every ounce of strength to the defense of this country," he said. "Get rid of the Administration which has spent \$7,000,000,000 for defense and left the country with less defense than it had before."

William H. Jenner, Republican floor leader in the 1938 State Senate, charged that the destiny of a nation in time of international crisis cannot be entrusted to a man who has failed to solve problems at home.

"We cannot afford to turn our defense machinery over to a man whose mind is tuned solely to a WPA momentum. He has demonstrated that he cannot tune our defense machinery to the proper gear,"

Wickard Dons Overalls Again

LOGANSPORT, Ind., Aug. 30 (U. P.).—Claude Wickard, newly-appointed secretary of agriculture, donned overalls today and went back to the soil, spending a short vacation helping work his father's Carroll County farm.

Mr. Wickard arrived at his farm home yesterday and assisted his father in the fields.

He will speak Sunday at dedicatory ceremonies for the new Coliseum at the State Fair Grounds at Indianapolis and plans to leave for Washington Tuesday, to take office formally.

PARALYSIS DELAYS SCHOOLS

IRONWOOD, Mich., Aug. 30 (U. P.).—Five additional upper Michigan communities today took precautionary measures to halt possible outbreak of infantile paralysis on a wide scale.

Public school openings were postponed in towns of Hurley, Bessemer and Ironwood and in Erwin and Bessemer townships for at least two weeks. Similar action was taken in Dickinson and Iron County, Wisconsin, and in Iron County, and Ironwood and Marquette, Michigan.

Seeing is Believing...

the proof of the pudding is in the eating thereof, etc., etc. The fact remains that your personal inspection of Victor Values will be PROOF that VICTOR DOES EVERYTHING HUMANLY POSSIBLE TO SAVE YOU MONEY. You'll see for yourself the results of this: that Victor does offer you MORE FOR YOUR MONEY. By all means we urge you, when you are in the market for something that a Furniture Store sells, visit Victor... INSPECT VICTOR VALUES!



Victor's Annual Offer to Start Your Hope Chest!





—The Genuine
LANE CEDAR CHEST
Full of Good Things...

needed things including genuine "Pepperell" Towels, Sheets, Pillowcases and Blankets—12 pieces at no extra cost with every "Lane" Chest.

Read Carefully...
—Here's What You Get...

- 2—81x99 Blue Label "Pepperell" sheets,
- 2—36x42 pillow cases, 1—72x84 part wool double blanket, 1—light weight summer blanket, 2—22x44 one-half pound bath towels, 2—guest size towels, 2—wash cloths. Twelve pieces included!

Special

Walnut Finish
Lane Cedar Chest \$22.50

12-Pc. Package Included...
\$1.00 DOWN!

Special

Walnut Finish, Waterfall Design
Lane Cedar Chest \$29.95

With Automatic Rising Tray—12-Pc. Package Included!
\$1.00 DOWN!



AN ALL-AMERICAN 4-YEAR-OLD BOURBON

—A FAVORITE WITH THRIFTY AMERICANS!





OLD LOG CABIN

STRAIGHT BOURBON WHISKEY BRAND

Copr. 1940, National Distillers Products Corp., N. Y. • This Whiskey is 4 Years Old • 90 Proof