ago, he got around 800 miles per tire dollar. Today the average

motorist gets 1,600 miles for every

Dr. Bull cited figures to show

that a tire which was priced at

\$15.02 in 1939, exclusive of taxes,

is sold today at \$14.40, and the

larger size, that retailed in 1939

"It is significant that even in

the face of rising costs and in-

creased prices in practically

has kept its prices down to pre-

war levels or better," he added.

The supply of tires, Dr. Bull de

ings now are available not only

ment requirements.

As "milestones" in the develop- Dec

ment of tires-without which there May

bon black in tread stock in 1918; May

low pressure casings.
Dr. Bull is an ardent advocate

of the retention of synthetic rub-

"This country must never again

tion for the motorist against the

consequences of a runaway mar-

"Certainly, if we had not had

the synthetic facilities during the

war and our know-how to develop

them, the American motorist

NEW ORLEANS MIDDLING

NEW ORLEANS, Sept. 6 .- (AP)-

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The average price of middling

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Since 1870

FLOUR

for its rubber," he said.

ket for natural rubber.

described by Dr. Arthur W. Bull, sure in half, and now the extra Sep 1.18

could be no automobile industry Jly

every other field, the tire industry

at \$20.69 is available today at

dollar he spends for a tire."

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est American fishing port on the

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County. Only \$1500. EVERAL BUILDING LOTS n Chestnut Neights. SINESS SITES on New Wrightsville Highway. \$500 up. No city taxes, no restric-

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Basement Shopping Hits Peak As Buyers Purchase On Budgets

BY DOROTHY CAREN NEW YORK, Sept. 6.- (AP) Budget-minded shoppers are head-

ing back to basement stores after shifting their patronage upstairs during the war. Since the first of this year basement, store sales have moved ahead at a faster pace than main

store volume, and downstairs merchandise managers feel they are just getting into their stride. "The more customers have to count their pennies, the better we

make out," one basement operator Today's downstairs store is farremoved from the dingy "bargain

basement' of the past. Slicked up with modern lighting and the latest in display fixtures, it often is a complete store within a store. "Bargains are the essence of basement stores, but our aim to- bargain values. day is to have a healthy balance

between promotions and a steady be more promotional minded than business in popular - priced mer- the upstairs store," another basechandise not carried in the up- ment manager said, "Many prostairs store," one basement manager said.

The bargain basement originated as a strictly promotional venture for selling out the mistakes made upstairs. Later they added distress goods of various types anything that could be promoted on the basis of price. That era is ended, basement managers agree.

"The customer who elbowed into the basement to buy anything just because it was cheap seems to have disappeared," one retailer said. "Today's shoppers are

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fashion conscious whether they They want regular goods moderately priced."

So today's basement stores are stressing quality at a price. Nelson J. Miller, manager of the

newly modernized Abraham & Straus basement in Brooklyn, said the typical customer there is not and is looking for value."

The A & S basement, which is typical of the current approach to stairs store," staple merchandise plus special

"The basement will continue to One of these low pressure casings, motional favorites of prewar days are showing up again—dollar day, velopment, as "the greatest ad-'one day sales and 'bargain Thursdays'.'

During the war basements were departments to seek out manufacturer who normally sold to fect of the enlarged air chamber. basements.

To get merchandise, basements places more "working" rubber on carried goods far above their the road, making for greater connormal price lines. Promotions, a trollability and safety. fundamental of basement store operation, had no place in the wartime selling pattern.

But as goods become more eadily available, basement stores are improving their position. Manufacturers have come back downstairs. Customers are looking for value. Manufacturers' overstocks in some lines have made it possible to resume the promotion technique of selling.

Federal reserve figures show that basement stores topped their 1946 figures by 13 per cent in the ural in the larger size casings. first half of this year while upstairs stores were only 5 per cent portant factor in tire construction

"We are trying to make our to regular customers," the operator of one large basement store "We are broadening our stocks of staple merchandise and are studying means of selling more efficiently of developing Perry Avenue Home more self-selection by customers with a view to achieving a balanced combination of regular business and promotions which are the only answer to a successful basement store today."

> Cloth-short England today is featuring men's ties made from war-time RAF escape maps and paper collars.

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ARE PREDICTED

buy upstairs or in the basement. Rubber Company Official Predicts Method To Be Retained

> BY DAVID J. WILKIE Associated Press Automotive

Editor DETROIT, Sept the old-time bargain hunter, but The American motorist is going "the person of moderate means— to get a certain amount of synthe- clared, has now quite generally the person who buys on a budget tic rubber in his tires for quite caught up with the heavy demand some time to come, but he is go- created by the war years. Casing to like it.

Already the tires turned out by for all original equipment needs, downstairs stores, Miller said, con- the rubber industry-with varying but also for just about all replacetains "every department and serv- amounts of synthetic combined ment requirements. ice one might reasonably expect with natural rubber-are superior to find in a modern up to those produced before the war. with complete Moreover, they are lower in price. But on top of these advantages comes an entirely new tire, an extra low pressure type of casing.

Moreover, they are lower in price.

Dr. Bull cited the introduction of cord tires in 1915; the use of Sep cord tires in 1915; the use of carbon black in tread stock in 1918. brought out by The United States the production of balloon tires in Rubber Company a year ago, is 1924, that more than cut air pres-

Rubber Company a year ago, is

the company's director of tire de-

vance in modern tire design." The new tire, which will be ber mnaufacturing available to many motorists forget into the position where it is hard put to keep their volume tunate enough to obtain delivery dependent upon foreign scurces stairs stores had a field day. The next year, utilizes a principle of public buying spree lured base- increased air capacity at low air ties, both as a matter of military ment customers upstairs, and the pressure. This, Dr. Bul. expressure precaution and as one of protecshortages of goods led main store plained, results in greater riding comfort due to the cushioning ef-In addition, he said, the tire

> "Almost 20 years of research wouldn't have any tires today." went into the development of the new tire," Dr. Bull said. "Now, with a year's trial under all conditions, it has fully come up to our expectations."

The extra low pressure tire, like spot markets today was \$1.60 a the current conventional types, bale lower at 31.73 cents a pound; has its percentage of synthetic average for the past thirty marrubber combined with the natural ket days 32.75. Middling 7-8 inch product. Roughly, the percentages average 30.16 cents a pound. are 77 synthetic and 23 natural rubber in the tires used on the lighterweight. popular - priced cars, and 33 synthetic and 67 nat- their hair. Heat generation is the all-im-

and tests have shown that tires of synhetic rubber develop more basement stores more attractive heat and dissipate it less readily than those of natural rubber construction. But, Dr. Bull said in an interview today, research has shown that today's tires are distinctly better-and lower in cost -than they were before the war. "Back in 1927," he said, "the automobile owner got about 432 miles per tire dollar. Ten years

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19.60

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23.25

23.40

24.55

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High Low

2.511/4 2.531/4 2.50

1.15%

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20.05

24.45

24.20

25.00

There are evidences that beer

was brewed by the Egyptians of

the Fourth Dynasty, some 3,000

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S Lice Ants Fleas

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Bean Beetles

98

To Any Candiate

during the early part of the ses-City Manager J. R. Benson last September corn made another last night declared the office of new record high for any corn deassistant to the city manager had livery at \$2.53 1-4. In the cash market No. 1 yellow corn sold at not been offered to any candidate. \$2.57, a new peak for yellow cash He said:

corn. Cash oats also were strong "Without reservation I firmly with No. 1 heavy white selling at deny having offered the post to any person. This is complete def-Wheat closed 2 cents lower to erence of any printed reports." 1/2 higher, September \$2.671/4-2.67, He went on to state that he had corn was 1/2 to 1 cent lower, Sepnot given much thought to filling tember \$2.5134-1/2, and oats were the position. 78-138 lower, September \$1.1634-

Council Friday created the close opening by a three-to two vote after local realtors had asked the position be abolished.

2.68 1/2 2.70 1/2 2.66 3/4 2.67 1/4 SLEEPY TOT SAFE 2.681/4 2.711/4 2.671/2 2.68 2.661/2 2.62 2.621/2 SMITHFIELD. Sept. 6.-(U.P.)-A 2.351/4 2.38 2.341/2 2.361/2 24-year-old man who admitted stealing an automobile with 2.5134 two-year-old boy asleep on the 2.351/4 2.371/2 22.331/2 2.35 back seat told police today he put 2.27½ 2.29¾ 2.25¾ 2.27½ the child to sleep at his mother's 2.193/4 2.211/2 2.181/2 2.191/2 home when he discovered what he had done. The child, David Earl Holloman, was returned to his 1.13½ 1.13¾ parents unharmed the next day when John R. Smith's mother 1.05% 1.06 made him go to nearby Salem and

surrender to police.

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