

New Pierce-Arrow Cars Will Be Sold at Reduced Prices

Price reductions ranging as much as \$600 on its latest series of motor cars, will be announced tomorrow by the Pierce-Arrow Motor Car company. The reduction will establish a group of factory prices which range as low as \$2,475 for one of the five-passenger closed models.

This move brings Pierce-Arrow prices to the lowest in history and is in accordance with Pierce-Arrow's policy of increasing its sales volume by a material expansion of its market.

The entire Series 81 line, the 130-inch wheelbase Pierce-Arrow which was recently placed on the market, will be affected by the reductions. Price changes on the individual models are as follows:

7-Passenger enclosed drive limousine, whose factory price is reduced from \$3,550 to \$2,950; 7-passenger sedan, reduced from \$3,450 to \$2,850; convertible coupe reduced from \$3,450 to \$2,950; 4-passenger coupe reduced from \$3,450 to \$2,950; 5-passenger sedan reduced from \$3,350 to \$2,750; 2-passenger coupe reduced from \$3,350 to \$2,750; 4-passenger touring reduced from \$3,100 to \$2,700; runabout reduced from \$2,900 to \$2,600, and 5-passenger club brougham reduced from \$2,750 to \$2,475.

The new Series 81 is regarded by automotive authorities as one of the finest and best performing automobiles in the world today.

The chassis carries a notable group of engineering improvements, chief among them being a high compression engine of great power, acceleration and hill climbing ability. A chassis lubrication system of decided merit, four wheel safety brakes, and extraordinary ease of handling and steering are found among the refinements incorporated into the Series 81 chassis.

The bodies of the new Series 81 combine custom distinction with quality workmanship, since all Pierce-Arrow bodies are built by a group of men who during the past 25 years created some of the most luxurious bodies in the world.

Northern white ash, conceded by body builders everywhere to be the strongest and best of woods for the framework of an automobile body, is used exclusively in the Series 81 and is covered by thick plates of aluminum.

Such items as lustrous broadcloth upholstery, thick velvet carpets and richly plated silver hardware in the enclosed cars, and a special grain leather in the open cars are indicative of the fineness of detail.

Little Symphony Ensemble On Art Institute Program

An outline of the lectures which are to be given this fall in Fullerton hall at the Art institute includes the usual program of orchestral concerts given by the Little Symphony ensemble, with George Dasch conducting. The first lecture on October 2, will be by Henry Barnard, author and lecturer, of England, and his subject will be "Wedgwood Pottery." An orchestral concert will be given on October 9 and on October 16 a program of occidental and oriental dances will be given by Mme. Vera Mirova. On October 23 a lecture will be given on "The Origin, History and Romance of Oriental Rugs," illustrated with rugs, by H. R. Shekerjian. The month's program will conclude with a lecture on October 30 by Rollo Walter Brown, of Harvard university, on "George Bellows—Adventurer Out of the West."

Public utility employes and their families in Illinois are more numerous than the population of Delaware.

King Is One of Directors For Improvement Project

Work on clearing the large site for the first unit of the Naniboujou club, \$250,000. summer development project along Lake Superior 125 miles north of Duluth, was started last week. Among the governors recently elected to represent their localities are: Ring Lardner, writer, Great Neck, N. Y.; Hon. Geo. E. Leach, mayor of Minneapolis; Hoyt King, lawyer, Wilmette, Ill.; Charles M. Thompson, dean of the college of Commerce at the University of Illinois, Urbana, Ill.; Thomas Owens, vice president of D. & I. railway company, Two Harbors, Minn.

About 600 members are in the club including leading business and professional men from all sections of the country, according to Mr. Charles J. Kelly, president. The Naniboujou's reserve includes 3,300 acres for about a mile along Lake Superior and five miles on both sides of the Arrowhead river, formerly known as the Brule. Holstad & Sullivan drew the plans, which provide for 150 rooms, a golf course, tennis courts, bathing houses, roads and an electric plant. About 10,000 undeveloped horsepower in the falls upstream will be harnessed, and power and light developed for the club. Members will be permitted to select sites anywhere in the reserve for the erection of summer homes, each being allowed a tract of 7,500 square feet.

The entire area is covered with timber and is untouched by fire, making it one of the most attractive spots in the Arrowhead country. There is drainage for considerable distance and the spring-fed lakes maintain a uniform flow the year round.

Naniboujou is a Cree Indian word used by members of that tribe in the Arrowhead region to designate their "god of outdoors," who, they said, ruled over the Lake Superior area.

Harmony of House and Garden

NOTHING has more appeal than the "old-fashioned garden" around a home which time has mellowed—softening the lines of fine old architecture. But there are many homes built in the early years of this century when styles were in a period of transition and now susceptible of improvement by modernizing. The progress of re-building work of this kind suggests that modern landscape gardening go hand-in-hand with it. The result will demonstrate the value of appropriate landscaping in effecting a pleasing harmony of house and grounds.

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