

Local Pictures!  
Local News!  
Local Editorials!

# THE CISCO DAILY PRESS

Combined With Cisco Daily News and Cisco American and Round-Up November 1, 1937

In an area of beautiful, benevolent climate, at ideal altitude, blessed with an abundance of the purest, soft lake water, possessing the best in recreational facilities, situated on the Bankhead, all-weather transcontinental route, with two railroads and many highways, Cisco is the best place in Texas to live and to work.

CISCO, TEXAS, SUNDAY, MARCH 27, 1938

NUMBER 198

## Famed "Wits" Get Together



in appearance, but... 8-year-old George... and 74-year-old... conversation... capacity for... fiery-haired... and the same... barely hidden be... of the Irish

## Tax Ease to Thaw Capital Being Studied

### Vote Due Monday on Government Re-organization Bill

WASHINGTON, March 26 (AP)—The senate finance committee today studied the possibility of "unfreezing" investment capital by easing taxes which members said were preventing the dissolution of many personal holding companies. Senator George, Georgia, said that the members sought to curtail taxes on holding companies, in order to encourage the distribution of their assets to their stockholders at the regular income tax rates on their share of the funds they received.

With a vote on a motion to recommit the administration's government reorganization bill to committee—which would effectively pigeon-hole it—scheduled for Monday, senate foes of the bill were frankly pessimistic about their chances of killing it. Defeated consistently on proposed amendments, they conceded today they lacked the necessary votes.

**Vote Monday**  
If the motion to recommit fails there will be a vote on passage of the measure at 4 p. m. CST.

Two portions of the bill—crea-

tion of welfare department and authorization for employment of six presidential assistants — already have been approved in the house.

Byrnes said it was possible that the senate bill might be substituted for one of these measures and sent directly to a conference between senate and house representatives. This would expedite final action.

Enactment of the broad reorganization program would give the administration its fourth major law of the session. Already, the farm, housing and emergency relief bills have won legislative approval.

The next big administration bill — tax revision — has undergone a week's buffeting in the senate finance committee and now bears little resemblance to the revenue measure approved by the house.

**Powerful Support**  
Several administrative lieutenants in the senate said there was powerful senate support for the committee recommendations and that the bill finally enacted was unlikely to be in accord with administration recommendations.

The main tax fight probably will center in a joint conference committee, which will meet to adjust differences between the senate and house bills.

The billion-dollar naval expansion bill, which already has house approval, also is expected to encounter heavy going in the senate, although most observers expect its eventual approval. Many senators are primed for discussion of the administration's foreign policy.

Leaders agreed that the wage and hour bill, which administration followers in the house are seeking to revive, stands only a 50-50 chance of enactment at this session.

The senate approved a resolution yesterday for a joint senate-house inquiry into the Tennessee Valley authority's administration and this probably will be acted on in the house Wednesday.

Messages from President Roosevelt still are expected on methods of relieving debt-ridden railroads, proposals to put government controls on the bank holding company structure and an anti-monopoly program.

Nevertheless, congressional leaders still are hopeful that the session will end between May 15 and June 1.

## Grain Prospects Boomed by Rain



Framed by the silken folds of the National and Texas flags are shown the color bearers of the Lobo band and the band sweethearts. They are, left to right, Jessie Leila Haynie, Marion Jacobs, band sweetheart, and Mary Olive Garrett.

## FALL GAUGES SEVEN-TENTHS OF INCH HERE

### Wheat and Pasture Lands to North Especially Benefitted

Aftermath of the unseasonable heat of Friday, rain which totalled seven-tenths of an inch here Saturday drenched farmlands whose tonsil, despite the excellent "season" in the ground, was beginning to crust badly under the influence of prevailing warm winds.

Wheat lands and grass pastures to the northwest were in particular need of the moisture and farmers, stockmen and businessmen generally, were happy over the improved prospects.

Extensive planting of wheat between Cisco and Moran during the last two or three years has had a considerable influence upon agricultural income in this sector and business men here have begun to regard the prospects for this crop with a great deal more interest than formerly. Improvement in the cattle industry and in the types of cattle produced here have also increased concern for proper range and feed crop conditions.

**Rainy Sunday**  
According to the weather forecast Texas generally will experience a rainy Sunday. Despite the drop in temperature accompanying the rain no cold wave was in prospect. The drop in the mercury was sufficiently abrupt to cause discomfort.

According to reports, precipitation was heavier to the northwest with several places reporting more than two inches. Hail was reported from some districts.

A twister occurred in the vicinity of Electra and Wichita Falls had a high wind followed by rain, hail and sleet.

Further north, in Oklahoma, a small tornado injured two members of a farm family near Ardmore.

Throughout west Texas the rain, while general, was spotted in intensity, following the pattern of capricious April showers and thunderstorms.

Postponement of scheduled county interscholastic league track meets was forced in most cases where these had been slated for Saturday. The Eastland county meet was postponed to next Saturday, as were meets at Baird for Callahan county, and Abilene for Taylor county.

**TWO INJURED IN OKLAHOMA TWISTER**  
ARDMORE, Okla., March 26 (AP)—Two members of the family of Ade Williford were injured, one critically, when a twister demolished their farm home near Lake Murry, Marshall county today. The freak twister cut a path 100 feet wide through the Williford farm yard.

**\$100,000 DAMAGE AT WICHITA FALLS**  
WICHITA FALLS, March 26 (AP)—The high wind which preceded rain, hail, and sleet today injured three persons in Wichita Falls, Makins, Dundee, and surrounding vicinities, and caused \$100,000 damage. A twister also struck the Lazy J ranch headquarters near Electra, razing outbuildings. A heavy rain was reported elsewhere in west Texas.

**Weather**  
East Texas—Probably showers Sunday; cooler in east and south Sunday.  
West Texas—Sunday unsettled, slightly warmer in north portion.

## "Go-to-Church" Drive in Cisco During April

Cisco "Go-to-Church" drive will open April 1 and will continue throughout the month, said the Rev. M. H. Applewhite, president of the Cisco Ministerial association, Saturday.

Most of all the churches in Cisco are cooperating in the drive, the purpose of which is to increase church attendance. Members of the association will distribute "Go-to-Church" stickers within the next few days.

The association will seek the cooperation of all Cisco business men by having them place in their advertisements the "Go-to-Church" slogan.

During the month the churches will feature special services. Attendance records will be kept and checked.

Rev. Applewhite, on behalf of the churches, urges every citizen to enter wholeheartedly into the spirit of the drive.

## FDR Asks Authority for RFC Works Loans

WASHINGTON, March 26 (AP)—President Roosevelt, Senator Glass, of Virginia, said today, has requested congress to give the Reconstruction Finance corporation the authority to make self-liquidating public works loans. Glass made public a letter from Jesse Jones, saying the RFC chairman, authorized by the president, had asked for new legislation.

## 16 Persons Dead in Norway Gale

TROMSO, Norway, March 26 (AP)—Sixteen persons were known to be dead and many others are missing today after a gale off northern Norway sank several fishing boats. A government boat rescued 21 men from the sealing ship, Isfjell, which had drifted five days in an ice pack.

## Larger Jap Buying of Cotton Seen

WASHINGTON, March 26 (AP)—The bureau of agricultural economics said today that the Japanese purchases of American cotton might increase materially in the next few months. A representative in Japan reported that the government had decided to permit the importation of approximately 283,000 bales per month, which will become effective April 1.

## Dallas Educator Jailed in Florida Jewel Robbery Probe

DALLAS, March 26 (AP)—Federal agents today arrested and jailed a middle-aged member of the Dallas public school system following a secretive investigation of a recent Florida jewel robbery. Frank Blake, head of the Federal Bureau of Investigation here, admitted that the man had been arrested, but refused further information.

The Dallas News quoting an unnamed informant, said that the educator was arrested at his home early today and that \$10,000 worth of jewels were recovered. The paper said that the officers identified the man as a relative of the "country's biggest jewel thief," who was reportedly slain in Florida Thursday. Officers informed the paper that the man was being investigated as a "fence" for the Florida jewel theft group and added that the jewels found were sent here by air mail.

## Red Cross First Aid Course to Be Taught Here

The Standard First Aid course of the American National Red Cross will be taught in Cisco beginning Thursday March 31, at 7:30 p. m. The class will meet in the recreation room of the Cisco fire department each Tuesday and Thursday. The course covers 20 hours and enrollment will be limited to 30. The course is open to adults, or to anyone 17 years of age, or to any student with a junior standing in high school. The only expense involved will be the purchase of the required textbook, "Red Cross First Aid Revised."

The purpose of the course is to impart skill and knowledge in the handling of emergency cases, and it is designed to reach the industries, schools, youth organizations, police, firemen, and homes of America. The subjects treated in the course are: Control of bleeding, artificial respiration, handling and transportation of injured, prevention of infection, relieving pain, and accident prevention. Instructors in these first aid courses are limited to those persons who hold appointment cards from the headquarters of the American National Red Cross.

Upon the satisfactory completion of the course, certificates will be presented. The course is sponsored by Roy E. Spencer, Red Cross supervisor, and Dr. Hubert Seale, Red Cross instructor.

## New Orchestra Is Organized For Students

With a month of practice behind them, Cisco's newest musical organization, composed of advanced high school musicians, is almost ready to offer its services to local civic and social groups seeking entertainment. The new organization is an orchestra playing modern popular music and developing a repertoire that will compare with that of professional groups.

The personnel of the orchestra is:

Jack Lauderdale, first trumpet; Glen Tableman, second trumpet; Tommy Wilson, third trumpet; Red McCannies, bass; J. C. Paschal, drums; Dick Dowda, first saxophone; Vance Bowman, second saxophone; Spurgeon Parks, Jr., third saxophone, and Martha Jo Pass, pianist.

Alton Roan is director of the orchestra and Mrs. B. A. Butler is assistant.

Students playing in the orchestra are not only looking to the enjoyment of putting their musical abilities to wider use in an enjoyable way, but some of them are planning to help finance their way through college by orchestra work.

Miss Mary Beth Langston of Cross Plains is spending a few days with her parents, Mr. and Mrs. G. B. Langston.

## Convict Truck Driver Surrenders

HUNTSVILLE, March 26 (AP)—General Manager Ellingson of the Texas prison system, said that Roy Lynch, of Dallas, serving 20 years for murder, who abandoned a prison truck at Houston Wednesday, voluntarily surrendered today. Aubrey Brown, negro, serving 10 years, from Hill County, who accompanied Lynch, was still unheard from, stated Mr. Ellingson.

Mr. and Mrs. M. Sheinberg are spending the day in Brownwood.

## Cisco Boy Tarleton Cadet Officer

Robert Anderson, son of Mr. and Mrs. J. T. Anderson of Cisco, is an officer in the John Tarleton cadet corps. The Tarleton cadet corps were reviewed this year by Major General Brees of the Eighth Corps area and by Lt. Gen. Bullard, who was in Stephenville during the army maneuvers last fall. Both officers pronounced the corps an excellent ROTC unit. Federal inspection, for which rather strenuous preparations are being made by cadet officers and privates, will take place April 14 at Tarleton.

Robert is a senior at Tarleton in petroleum engineering.

## Franco Juggernaut Rolls Over Loyalists

(By Associated Press)  
Insurgent forces, welded into a front 125 miles wide, rolled over northeastern Spain Saturday—a juggernaut aimed to crush the Barcelona government — while French workers massed to protest "diabolical prolongation of the tragic-comedy of nonintervention in Spain."

It seemed the last days of the Spanish republican regime were being checked off by strafing and bombing planes and artillery, tank and infantry assaults.

Ahead of the northern swing of Generalissimo Francisco Franco's wall of men and steel lay rich Catalonia and Barcelona, the latter some 120 miles to the east, while between the southern wing and the government seaboard there was a neck of land only 40 miles wide.

A slice through this neck would dismember government Spain and perhaps end the 20-month-old civil war. For a week the southern forces had been poised like an executioner's ax while northern forces drove eastward to straighten the 125-mile line.

## Through the Editor's Spectacles

By GEORGE

has become the pre-occupation for men over 40 and that a number of social and commercial agencies are giving serious consideration to the issue of these studies have revealed many of the reasons for industrial concerns among men of middle age. The employment of middle-aged men is more economical and more profitable than the employment of younger men.

Whether or not there is any truth in the reasons that are advanced for the attitude of industrial employers toward older men, the fact is that the man over 40 is a valuable asset. Industrial dislocation is the primary reason for the loss of a great deal of the resources back, no doubt, to a national system as it is today. The days when the man over 40 was a student, as we face them now, considered with reference to his own life. Did it and does it mean anything to the individual of a secure productive society, a life that is important and a niche in the economic and social life and to support him in a comfortable and sufficient manner?

Thought leads to the value of the occupation courses taught in the Cisco Public Library. By means of this program are given practical vocational or trades instruction after they have completed their study. If they go to technical schools they are equipped for advanced work because of the practical work which they receive. But the real value of the program concerns the thousands of boys who are not attending technical schools and who go to work to support their families immediately after leaving high school.

Instances of the value of these courses here in the Cisco Daily Press. For instance, the time employe of the filling a particularly important part of the work.

## War on Rattlers at Rising Star

RISING STAR, Mar. 26 (AP)—With the first warm days of spring rattlesnake hunting on Copperton creek is again a popular sport with farmers and stockmen living between Rising Star and Sipe Springs. A few days ago a party composed of A. Strackbein, Jim Hubbard, Wayne Swift and Ossie Burns took their shot guns to the snake dens in the rocks along the creek on the old Goss ranch and slaughtered more than 20 big rattlers.



A. Strackbein, Rising Star sheep rancher, and a specimen of rattlesnakes which he and other Rising Star parties killed on Copperton creek recently.

titles that had come out to sun. Last year the same party, with others killed more than 100 snakes by blasting up their dens with dynamite.

Mr. Strackbein, who runs sheep on the old Goss ranch and Mr. Hubbard, manager of the Lone Star gasoline plant nearby, have sworn vengeance on the snakes and will again try their luck with dynamite in the hope of ridding this section of the creek of the snakes, which are a menace to human beings as well as sheep and other animals.

## Library Tag Day to Be Held April 2nd

The annual Library Tag day, sponsored by the Twentieth Century club for the benefit of the Cisco Public Library, will take place Saturday, April 2. This represents the only time during the year that the club calls upon the public for financial support of the library.

Mrs. G. B. Kelly is chairman of the tag sale committee.

**6 DIE IN WRECK**  
WELLINGTON, New Zealand, March 26 (AP)—At least six persons were killed and 30 injured in a railroad wreck today in which authorities suspected sabotage.

### Seven Rides Are Secured by Amusement Co.

Seven rides have been booked by the Lake Cisco Amusement company for the entertainment of

school outing groups and others who go to Lake Cisco for recreation and amusement during the period between April 25 and May 8, it was announced Saturday by P. G. Berry, manager of the amusement company.

Mr. Berry said that already inquiries are being received from schools over west and central Texas concerning facilities for term-time outings of students.

The rides which will be available are a ferris wheel, a merry-go-round, a merry mix-up, kiddy auto ride, kiddy airplane ride, miniature motor train, and the steam train now on the site. Other concessions will also be provided.

Last year Lake Cisco drew many hundreds of school children from far and near, during the last few weeks of the school year, and Mr. Berry said that prospects are that a much larger number will come to Cisco this season.

**I AM BACK AT THE OLD STAND**  
See me for Octane Gas . . . Assorted Lubricants . . . Brunswick Tires and Tubes (Unconditionally Guaranteed)  
**DOYLE GILMORE**  
2011 D Avenue

## CLASSIFIED SECTION

Cisco Daily Press and Rural Edition

All classified advertising received before 2:30 p. m. will appear in the evening Press of that date unless otherwise ordered. Classified advertisements to appear in the Sunday morning edition will be received until 8 p. m. Saturday.

Minimum charge 30 cents for 15 words. Three insertions will be allowed for the price of two. Insertions must be consecutive.

**FOR RENT**—Modern furnished room with bath. Young man preferred. Apply 709 West 9th street. 191-41

**FOR RENT**—Space in Laguna hotel building, entrance off lobby, suitable for beauty shop, barber shop, store space or office space. Call 483, Ed Brown, Jr., Manager. 192-61

**WILL SHARE** expenses with some one driving toward Wichita, Kansas, about March 25. Phone Daily Press. 192-41

**FOR SALE**—Broadway Cafe and station, including land, edge of Cisco on Abilene highway. 193-41p

**FOR SALE**—One large double-door fireproof filing safe and other office fixtures. P. O. Box 307 Ranger, Texas. 196-31

**"WE HAVE STORED** near Cisco baby grand piano, studio size upright and a good slightly used piano, will sell for the balance against them." For information, write Gennett Investment, 1301 Elm, Dallas, Texas. 196-61

**FOR SALE**—Good big work or saddle horse at a bargain. See Brecken at Daily Press office or phone 323W.

**FOR RENT**—Furnished apartment to couple. Bills paid. 104 West 8th street. Call after 6 p. m. 196-31

**FOR RENT**—Two room furnished apartment. Reasonable rent. 501 West 9th street. Tel. 243. 198-31

**FOR SALE**—Bargain for cash. Span of horses, wagon and harness. Cisco Mortgage Loan Co. 196-31

**Daybook**—(CONTINUED FROM PAGE 2)

ventilation or to permit the Federal Trade commission to dig and dig and report in 50 volumes.



### First Baptist Church

Sunday school, 9:45. Mission play by the junior department. Morning worship, 11, sermon subject, "Preparation For a Revival." B.T.U. 6:30. Evening worship, 7:30. Immediately following the evening service the ordinance of baptism will be administered. The public is cordially invited to attend. —Rev. Judson Prince, pastor.

### Church of Christ

Bible Classes 10 a. m. Preaching 11 o'clock, subject, "Does the Lord Hear Your Prayer?" Lord's Supper 11 a. m. Young people's meeting 6:30 p. m. Preaching 7:30, subject, "The Lord is not Slack Concerning His Promise, as Some Count Slackness; But is Longsuffering to Youward, Not Wishing That Any Should Perish, But That All Should Come to Repentance." 2 Peter 3:9. —W. M. McFarland, pastor.

### Grace Lutheran Church

Sunday school and Bible class at 10 a. m. Services at 11 a. m. and 7:30 p. m. Topic of sermon at evening service, "The Cross, a Lesson on Obedience." The public is cordially invited. —Rev. E. H. Riese, pastor.

### First Christian Church

Bible school, 9:45, preaching, 11, sermon subject, "The Steadiness of Jesus." At 7:30 the pastor will begin a series of Sunday night sermons on the "Soul's Great Questions." The first of the series, to be given tonight, will be "Whence Came I?" These sermons will be of special interest to all thoughtful young people and they are cordially invited to be present. —Clark W. Lambert, pastor.

### Christian Science Services

"Reality" is the subject of the lesson-sermon which will be read in all Churches of Christ, Scientist, on Sunday March 27.

The golden text is: "They that trust in the Lord shall be as Mount Zion, which cannot be removed,

but abideth forever" (Psalms 125:1).

Among the citations which comprise the lesson-sermon is the following from the Bible: "Thy Kingdom is an everlasting kingdom, any thy dominion endureth throughout all generations" (Psalms 145:13.)

The lesson-sermon also includes the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The Scriptures imply that God is All-in-all. From this it follows that nothing possesses reality nor existence except the divine Mind and His Ideas" (page 331.)

### First Presbyterian Church

Sunday school, 9:45 a. m. Morning worship 11 o'clock, subject, "The Wonder of Unbelief." Young peoples, veepers 6:30. Evening worship 7:30, subject, "God, The Master Worker." —Rev. M. H. Applewhite, pastor.

### East Cisco Baptist Church

Sunday school, 9:45, preaching, 11, sermon subject, "What Will Your Answer Be?" B.Y.P.U. at 7. Preaching, 8, sermon subject, "The Triumphant Christ." Rev. Hubert Christian, pastor.

### GOERING IN VIENNA

VIENNA, March 26 (AP)—Field Marshal Hermann Wilhelm Goering, No. 2 nazi, entered Vienna triumphantly today to campaign for 100 per cent approval of German annexation of Austria.

A literary club for the blind has been organized in Topeka, Kas.

Advertising is not an expense—it's the life blood of any business.

### Is First Japanese Catholic Archbishop



Tatsuo Doi

**ELEVATED** in a three-hour ceremony in Tokio, the Most Rev. Peter Tatsuo Doi, left, was consecrated as archbishop, the first Japanese to attain this status in the Catholic church. He succeeded Archbishop Jean-Alexis Chamberlain.

### Operators at—

(CONTINUED FROM PAGE 5)

site for a 3,000-foot test seven miles southeast of Rising Star. The No. 1 H. R. Smith is in lot 3, block 34, Lampasas county school land, 660 feet from the west and north lines of the lease.

### Cleiman

Arzac Oil corporation was planning No. 1 J. P. Morris, section 9, T&N survey, at total depth of 3,000 feet and also its No. 1 R. H. Ince-Overall, section 9, GH&H survey, at total depth of 2,183 feet.

### Hood

D. W. Parker No. 1 J. C. Stewart, four miles south of Cresson, was Hood's newest location. In the Warren Dougland field, the test will be drilled to 1,000 feet. It is 280 feet from the north line of the survey and 972 feet from the east line.

### EAST TEXAS DANGER

FORT WORTH, March 26 (AP)—Salt water may end the flowing life of the East Texas oil field by 1940, Stuart E. Buckley, Humble Oil & Refining Co., Houston, told oil men here yesterday.

The United States leads the world in number of telephones to the population, there being 14.2 sets for every 100 inhabitants. Sweden is second with 11.8 sets for every 100 people.

Ice absorbs heat when melting.

The best salesman, a Daily Press Classified Ad.



ACCURATE TIME HERE SUCCESSFUL APPOINTMENT

J. A. JENSEN

## BUY A HOME AT 5 PERCENT

We have a nice list of homes in good condition that can be bought with a down payment and balance at 5 per cent with monthly payments of \$9.00 on \$1000.00. On this basis the rent you now paying will take care of the payments. Why pay rent when the money will pay for a home? See us today.

### E. P. CRAWFORD AGENCY

Phone 453.

610 Ave

It's the Truth!



Answer last week's it's the truth a fire fly is not a fly—A firefly is a beetle.

Spring is here, the time when every one wants to get out and drive. We have in our stock the Used Car that has been reconditioned and is ready for use.

However, if you can not trade, we can place your car in the same condition that we have our Used Cars. Such as a new paint job, overhaul the motor, polish, wash and grease, which places your car in a more usable condition. See us this week and let us give you some figures.

Don't forget that any Used Passenger Car purchased from us we will buy the 1933 license.

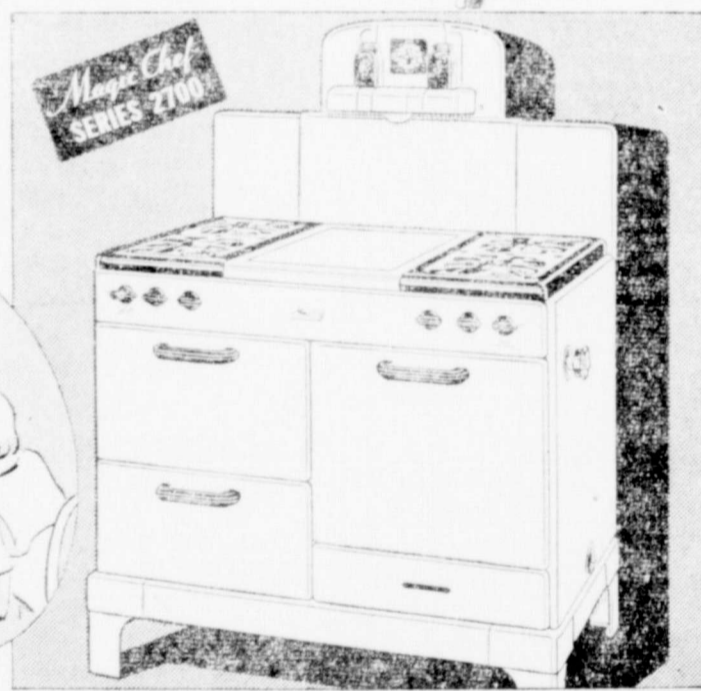
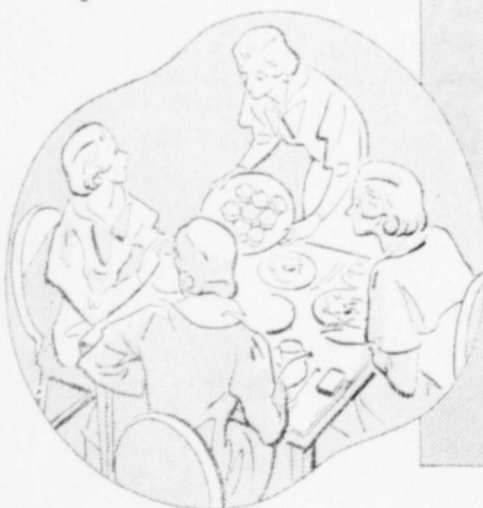
### HANCE MOTOR CO., INC.

CISCO, TEXAS.

Phone 244.

## OVEN WATCHING IS OUT

And so is Mother



When **MAGIC CHEF** GAS RANGE Cooks The Dinner

There's no need to watch baking when Magic Chef cooks the meals. The famous Red Wheel Oven Regulator does that. So efficient is this oven-watcher, the woman with a Magic Chef can place a whole meal in the oven, spend the entire afternoon away from home, and find dinner cooked and ready to serve when she returns. Other Magic Chef advantages are the High-Speed Oven that bakes biscuits in 12 minutes from a cold start; the comfortably-high, smokeless Swing-Out Broiler; automatic, non-clog top burners. See these and many other Magic Chef features at our store today. Your choice of style, size and price.

"There is No Substitute For Personal Service"



717 Ave. D.

Phone 122

Magic Chef

THE GAS RANGE WITH THE FAMOUS RED WHEEL

## NEIL LANE'S FUNERAL HOME

(In the Service of Others)

Phone 167  
209 West 9th  
CISCO

## SCHAEFER BROS. GARAGE

CAR REPAIRS  
WELDING—BATTERIES  
TIRES and TUBES

Telephone 9527  
1105 D Avenue

## See Our New Electric Lift Back

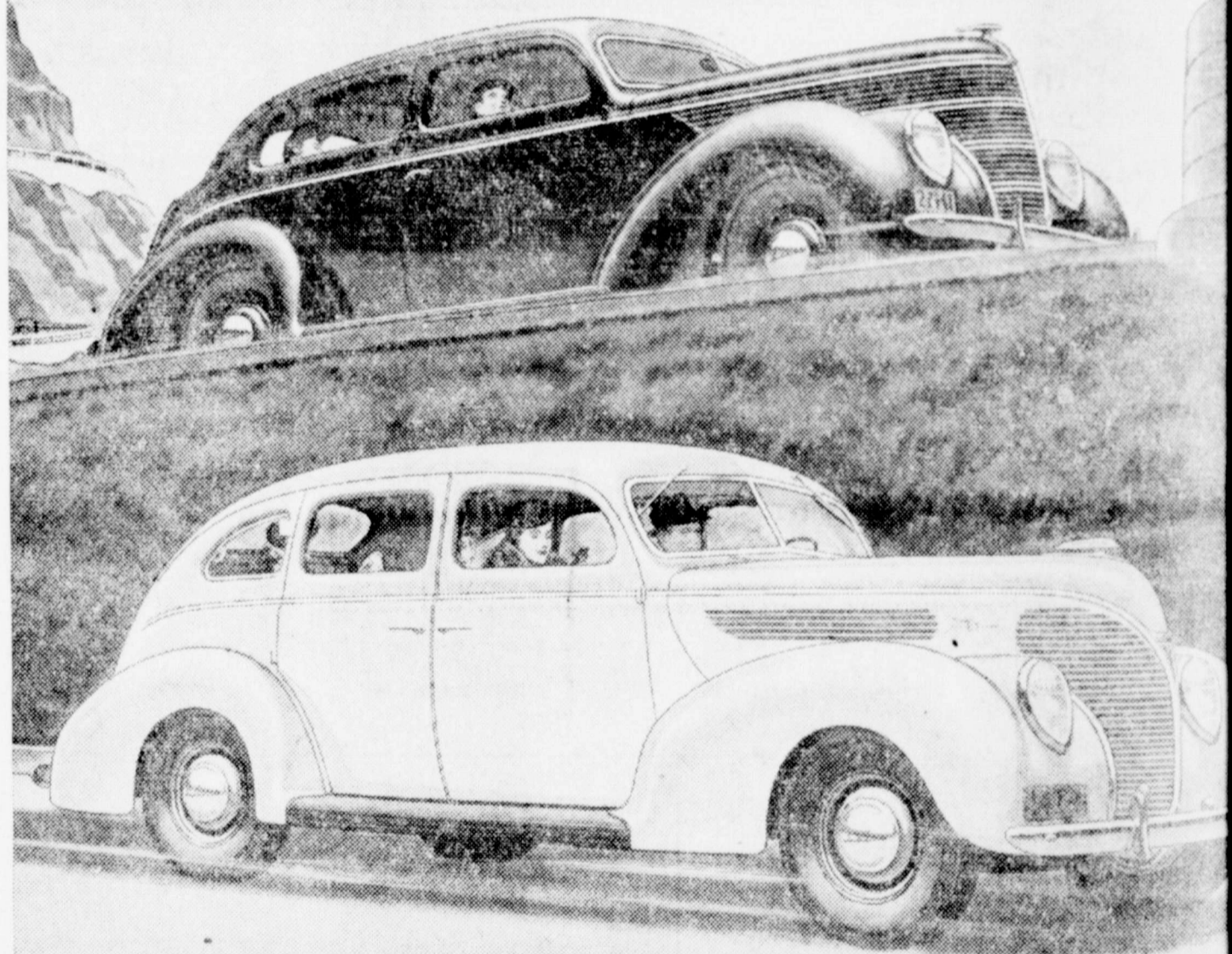
and let us lubricate your car with proper weight greases.

USE FEDERAL TIRES if you want long mileage.

## ED HUESTIS'

Cor. 8th and Ave. D  
PHONE 500

## ECONOMY is a FORD word



IF THERE is one word in the dictionary which the Ford Motor Company might rightfully reserve to its own use, that word is ECONOMY.

Thirty years ago, when the automobile was commonly called "a rich man's toy," Henry Ford set out alone to put the world on wheels.

### THE FIRST FORD POLICY

It was then he said: "I will build a motor car for the multitude. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that any man making ordinarily good wages can own one." That fundamental Ford policy has never changed.

In the early years, when it was necessary to build small 4-cylinder cars in order to assure economy, Henry Ford built and sold small 4-cylinder cars—in large quantities.

But when the fast-growing facilities of the Ford Motor Company reached a point where it was possible to build larger, finer V-type 8-cylinder cars and keep small-car economy—Henry Ford did that—again alone. It is one reason why more 1937 Ford V-8 cars were bought than any other make.

### TWO NEW FORD CARS

For 1938, two Ford cars are offered you. One is the De Luxe Ford with the 85-horsepower V-8 engine—still an economical car to own and operate.

It has richer appointments, advantages born of 30 years of engineering automobiles. Closed sedan longer bodies, with more room.

The other is the Standard with a choice of 85-horsepower horsepower V-8 engine. Its basic Ford advantages of the and it is built on the same wheelbase chassis, to the standard of mechanical excellence. But it is lower priced, and "60" engine, it provides the operating cost in all Ford his

You are invited to see at the De Luxe and Standard Ford now on display at your local dealership—to prove for that ECONOMY is a Ford word

THE QUALITY CAR IN THE LOW-PRICE FIELD

FORD V-8 FOR 1938