## :RMANS DECLARE ALLIED ARMY TRAPPED




Successful

Marriage Rules
Are Sugeested

PERSONALS
Senior Beauties at T. C. U.

$\qquad$
With Our
WILSON CAFE HAS MOVED TO SILVER GRILL LOCATION OID PATRONS, FRIENDS AND THE PUBLIC ARE
REOIFSTED TO VISIT US IT OUR NEW LOCATION

Special Plate Lunch $\qquad$ MRS. A. E. WILSON
"How Do I Profit by the Ford Way of Doing Business?"

That advertisement we ran recently, Ford plants is $\$ 6$ per day and skilled workers called "The Ford Way of Doing Business," was receive much more) has been of immense
well received and widely discussed,* It told benefit to all industry. Other manufacturers in how Ford pioneered in high wages, a shorter many lines now pay better wages, too, and the working day and week, better industrial conditions, and the Ford policy of lower prices and lower profit.

But the advertisement was not complete. It did not answer the question which may be in your mind! . . . "How does the Ford way benefit me?

It is a natural question to ask how high wages, short hours and splendid shop conditions affect the price you pay for a car. Of course, you can see that the car may be better, but why should it cost less?

The anser lice in the vast number of cars ods. In improved machinery which increases both the productivity and value of man's work.

Compare the Ford result has been to create buying power, provide volume markets and greatly increase the value which a dollar will buy.

Then there is the question of profit. Can it be shown that Ford profit per car is lower - and that the buyer gets the benefit?

On this let us refer you to the Federal Trade Commission's recent report on the
$\qquad$ V. 8 of 1940 with even the highest priced car of 10 years ago and you can see how that principle works. Every year you get more automobile for your money. Every year, as the average wage to automobile workers has inrunning a car has grown less. The major influence in keeping quality up and keeping prices down today is the Ford policy in these matters.

It is now generally conceded that the Ford high-wage policy (the minimum wage in it averaging less than 86 per car." The news story then compares this figure with the 818 and $\$ 16$ profit averages on other leading low-price cars.

These are direct benefits to you of the Ford way of doing business. This explains why your Ford car can have more cylinders, more equipment, bigger brakes, more costly design and construction in chassis and body-and still cost you no more than other cars in the same price field.


## PAINTS

## DEAN DRUG

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A COMPLETE BEAUTY TREATMENT ELITE BEAUTY SHOP ELIZABETH McCRACKEN P



and

## NYAL 2 for 1 and Special SALE <br> 4 Days, May 29th, 30th, 31st, and June 1st. MOORE DRUG COMPANY



Specs-




(To Be Continued) -
 PRETHFOE
VALUES FORYOU

This is our Week ! ! Here They Are. Values That Are Hand Picked by Us for You. You will find Bargains througnout the store.

|  | Sheer Smartness in These New SUMMER <br> DRESSES <br> Printed Lawns, Dimities and Novelty Sheers to keep you cool. Newest styles. You will want several at this special low price. <br> Lastex <br> Lastex Roll-On Style. <br> A Real Bargain. <br> Bargain Priced!! 57c |
| :---: | :---: |
|  | Rayon <br> UNDIES <br> Tailored and Lace Trim- <br> 55c med Styles Novelty Weaves |
| Men's Sport <br> SHIRTS <br> ool Fabrics in Open and losed front tyles. Match your slacks | Men's Gripper SHORTS <br> Striped Broadcloth Patterns. <br> Sanforized <br> Shrunk | P. PNNEYY'S



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This Is The
BANK BANK SERVICE Is Building


OUR Service is based upon the Conviction that a Bank's first duty is to its customers.

OUR daily task is to fulfill that duty promptly and efficiently.

HENCE, no Service is too small nor any too large to merit our Earnest Consideration

## First National Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

| Germans Declare-.. (Continued from Page One) |  |
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