

## Ride in the New Forid

- Medical expenses rest heaviest
 The rich, he said, could clinics take
care of themselves. But he conclud
ed the ed the cost to the man of middle
means has increased steadily for
twenty years.

The hustling, bustling American
pays with years of his life for his
prosperity, built upon tupe prosperity, built upon stupendous in
dustrial expansion and development
His civilized brethren of the worl His civilized brethren of thep worl
may have less money, but they live
longer. longer. thing were suggested by
These thinisk, Eugene Fisk, medical director o
Dre Dr. Eugene Fisk, medical airector
the Life Extension Institut, at
meeting of the Office Executive Club He revealed that "silient" sicknes,
diseases attacking the haart
vessels and kidneys, but not ofte appearing in terms of disability, ar increasing the death rate, beyone
the age of forty and even after
thirty-seven, in the United state thirty-seven, in the United States
At the same time the death rate de
creases at every age period in othe creases at every age
civilized countries.

Recovery of greater numbers of
cenild victims of burns may result rhild vietims of burns may result
from wider applicition of a new
method of treatment, making use method of treatment, making
of tannic acid, it appears from
cently reported
cexperiments. cently reported experimen
method was devised oby Dr
c. Davidson, of Detroit. Recent sucessful results with it
have beeen reported by Dr. W. C.
Wilson, who used it burgh hospital for sick children and
the Royal Infirmary at Edinburgh. Dr. Wilson found that the tannic
acid treatment reduced the mortality from burns to about one-quarter
of that observed in another comparate series of cases. As burns
in children are especialiy apt to be
fatal, these figures are particularly The tannic acid solution is sprayfirst been thoroughly cleaned. No dressings are used and the burned
area is dried, after the spraying, in hot air under a bed-acage. The
spraying is repeated hourly as long The method controls the acute second stage of a burn. In the
first stage there is slight shock first stage there is sharacterized by a seonnary shock and toxemia. Thi1
condition is due to the aboption into the blood stream of poisons se
free in the severely
sues. sues.
Besides reducing the mortality, the
tannic acid treatment
reduces the the severity of the symptoms at al
stages and promotes rapid stages and promotes rapid healinn
It also of especial value whe
considerable areas hat Considerable areas have been burne
Previously it was held burns
30 per cent of the body surface 30 per cent of the body surface in
adults and 11 or 12 per cent in
children were almost sure to prove fatal.
Results obtained in Dr. Wilson
series of cases led to the conclusion series of corns of more than conclus cen
that bur of the surras shock in a few hour death from shock in a rew ho per
that when between 35 and 60 per
cent of the surface is affected the oisome depends on the degree poisoning which has developed, bus
that when less than 35 per cent of
the surface is burned the chances for recovery are good, provided
treatment is begun within a few treatment is begun
hours of the injury.
Visitors were present.
"Daddy, may $I$ have a dime?" Dad obliged with a smille.
"TThls time you won't make me



Checle up on comfort, safety, acceleration, ease of control, speed, pouver, reliability and economey and you will snow that the new Ford is a value far above the price

WHEN you see the new Ford you ar impressed instantly by its trim, substantial lines and beautiful colors. As you watch it in traffic, on hills, and on the open road, you get some idea of its quick acceleration, its ease of control, and its speed and power. In talking with owners and experienced mechanics you hear enthusiastic praise of its reliability and nom
But only by driving the new Ford yourself can you fully appreciate the value that has been built into the car and its satisfactory all-round performance. You will particularly like its easy-riding comfort on bad roads and the safety of its fully enclosed four-wheel brakes.

See the nearest dealer, therefore, and have him take you for a demon stration ride in the new Ford. Selec
your own roads and plan to give your own roads a severe test. Check up on every feature that goes to make a good automobile.

Then you will know, from your wn experience, why so many mil lions of people the world over are buying Ford cars.


FORD MOTOR COMPANY

