

SUMMIT HILL

Lloyd Bryan of Mt. Eagle spent over the weekend at the Jim Watkins home. We are glad to report that Norman Richner and Jean Eye, who are patients in the Bellefonte Hospital are better at this writing. Sunday visitors at the Irvin Young home were Mr. and Mrs. Sam Herr of Orviston; Mr. and Mrs. Walter Boone of Howard, Mrs. William Lehman, and Russle and Agnes Rhoades of Curtin. We are sorry to hear that Evelyn Yeager is sick, her many play chums wish her a speedy recovery. Since this is the first of hunting season we have heard quite a few shots, we hope the shooters have success. Don't forget the church services Sunday School at 9:30, followed by preaching and then for the next few nights revival meetings will be held in the Pilgrim Holiness church at Summit Hill. The Zimmerman sisters will be with us all through these services and will bring the message in song each night. Everybody is welcome, come and bring your friend and neighbor along. The Halloween party held at the Clair Cowher home on Saturday night was well attended and at a late hour refreshments were served and all departed for their home, reporting a good time.

KENNEDY

Mrs. H. Aikay spent Wednesday at the Robert Thompson home in Bellefonte. Rev. Flack was a supper guest Friday with H. E. Leathers and family. Mrs. Estella Nelson, now of State College was a Sunday p. m. guest at the S. R. McCartney home. Clyde Oyer of Salamanca was a welcome caller in our village Sunday p. m. Mr. and Mrs. J. P. McCartney called on her son and family, also at the Ira Conier home on Sunday at Pleasant Valley. Mr. and Mrs. John Deamit and family at Hecla, were callers at the Russell Lucas home Sunday p. m. Sunday supper guests at the Russell Lucas home were Mr. and Mrs. O. W. Summers, Mr. and Mrs. James Summers, Mrs. Fred Heaton and Miss Anna Bumgardner all of Windgate also Leo Turberville of Snow Shoe. Mr. and Mrs. Ralph Etters and family of Williamsport, spent Sunday with the latter's mother, Mrs. J. McCartney. Sunday School Sunday Nov. 6, at 9:30, everyone welcome.

CLARENCE

Mr. Schmoke, assistant principal of Clarence schools delivered Weaver Studio photos Monday to pupils of the Hill school. Marlin Watson quietly observed his 46th birthday anniversary, Thursday. Dr. E. H. Harris and the county nurse, Mrs. Jean Noll Harris gave medical examinations to pupils at Poomanside and Kato Monday. Later in the week they visited Clarence schools. Miss Smith, third grade teacher here filled an appointment with the dentist, Dr. Jodon at Bellefonte Tuesday evening. Fred Herr took in a show at Bellefonte on bank night. Mary Besteman a Fourth grade pupil was absent from school all last week with a sprained ankle. She was confined to her No. 10 home. Miss Peters was shopping at Snow Shoe Saturday. The frame work for Mrs. Annie Watson's house by Conways is about up. We surmise she with her family will be living in it about Thanksgiving. Don't forget to vote—Tuesday the eighth for one of the J's (James or Jones) for the new Governor. Grade three had a party Friday for Halloween, in their room. Seventh and Eighth grade made a promenade about town Friday p. m. costumes in the seasons paraphernalia. Jack McKean, Bill Quick and Logan Garnot were slightly injured Friday when the machine in which they were riding landed in a ditch near Conways. Mr. and Mrs. Andy Bugosh are the happy parents of an heir and first offspring, a 7 1/2 lb. baby daughter, born at the State Hospital, Thursday. Mother and babe getting along fine. Mr. and Mrs. Howard Woelaglie from Duncannon were visiting several days the past week at Scotchtown with the Lauck's and Sinclair's. Lauck had Sunday visitors from Clearfield. The Presbyterians at Snow Shoe gave a very good oyster supper at the dining hall Saturday. Lovers of oysters flocked there to eat. Mr. and Mrs. Casher of town called Sunday at the Lawrence Sinclair home in Scotchtown. Other visitors at the same time and place were Mr. and Mrs. Orvis Lucas and family from Runville. Mr. and Mrs. Lillian Lauch and the Sinclair's had a good Saturday. Mrs. Mabel Smith, a relative from Duncannon. The league party of the M. E. church held at Stephens garage Tuesday evening was attended by approximately 50. All reported a very good time. Miss Meek was reported to be on the sick list Saturday, at this writing she is well enough to be back teaching in 8th grade. We've just learned that Miss Sue Rushnock hasn't been employed at State College for sometime, but has been here caring for her sister, Elizabeth who has been ailing for some time. Mr. and Mrs. Michael McLaughlin and daughter Mary Louise of State College also Mr. and Mrs. Newton Lauch and daughter Shirley of Runville, called on relatives at Scotchtown Sunday. Mr. and Mrs. Cashmer Swancer announce the birth of a boy at their home Tuesday, the 25. Boy No. 2 and child No. 6. The infant is to be named Andy. Miss Peggy Hudock was sick abed for a week and absent from grade 6 where she was a very regular attendant. Mrs. J. E. Cloney and daughter Kathleen of Jersey Shore spent Thursday with her parents here, Mr. and Mrs. E. A. Shive. Clifton Meek and Max Crone of Clearfield were callers at the Meek home on Wednesday of last week. Mr. and Mrs. Lee Schaffner and little daughter Patty of Newark, N. J. were weekend guests at the Dewey McLaughlin home. A visit from Clearfield at the same time were Mrs. Vern Schaffner and grandson and Mr. and Mrs. Sherwood McDowell. Proceeds from the league Halloween party was to be used as payment on the M. E. church piano. Mr. and Mrs. Chester Croyle mentioned in last weeks items, left here Friday to spend a few days with Mrs. Croyle's parents, Mr. and Mrs. Larry Reaser. Miss Delores McLaughlin spent Saturday evening at the home of Mrs. Vera Schaffner, her grandmother in Clearfield. A surprise party was held at the home of Mrs. Valera Bateman by the ladies club in honor of Mrs. Stephens birthday, Oct. 26th. She received some nice presents. Everyone had a good time. At a late hour lunch was served by some of the club ladies. The knitting mill is not in operation as yet. Quite an excitement in our town was created by our postmistress Sunday evening when she got her car in the ditch near the M. E. church. The car was readily moved however without much damage to either vehicle or driver. Mr. and Mrs. Robert Lucas called at Meeks Sunday afternoon. The Williams Tarman family were Saturday night visitors to Bellefonte. People still stay out too late. However when doors are locked it's lucky to find a window not. Sunday visitors at the E. A. Shive home were Mr. and Mrs. Ray Henry, of Jersey Shore; Mr. and Mrs. Miles Bok of Owl, Pa.; Mr. and Mrs. Alfred Younklin of Linden, Levensing County; also Mrs. White of Jersey Shore; Mr. and Mrs. Harry Shive; Mr. and Mrs. Robert Shive and families of Snow Shoe.

STATE COLLEGE

Mrs. John Erb and two daughters of Heister Street spent the weekend visiting at the home of Mrs. Erb's parents in Patton. The following people attended a linen shower held recently in honor of Mrs. Amos Goss, the former Naomi Pugh, Misses Harriet and Barbara Miller, Alice Iiter, Dawn Hardes, Bessie Igoe, Martin Hartman, Jean Porter, Dorothy Gibbons and Jane Bolter. Florence Berry of Miles street spent the weekend visiting with friends in Pittsburgh. Nora Jane Houtz was the guest of honor at a birthday party given in honor of her birthday at her home on South Allen street Monday evening. Those present were: Louise Gibson, Louise Hoy, Lettie Knutsen, Elaine Smith, Betty Heverly, Helen Reich, Pauline Rishel, and Esther Leosh. Mrs. Sara Erb and daughter Glady's of Heister street spent the weekend at the home of the former's son-in-law and daughter Mr. and Mrs. Donald Lancker of Harrisburg. Mr. and Mrs. Walter Parsons of Heister street had as their guests on Saturday evening Howard Parsons, Thomas Bross and Betty Bross of Jonestown; Robert Corman and Evelyn Hood of Harrisburg. Mr. and Mrs. Samuel Crabtree of North Butters street had as their weekend guest Dr. Dulcinea Crabtree of Elizabeth. Mrs. R. Y. Sigworth of South Atcherson street is spending a week visiting in New York City. Mr. and Mrs. Elwood Parsons of Butts street had as their weekend guests their daughter Mary of Philadelphia and Daniel Gibson of Canton, Ohio. Phyllis Sprague of the Glennland Apartments spent the weekend in Philadelphia. The following people attended the meeting of the Rebekah lodge in Bellefonte Friday evening. Mrs. Eva Luce, Edna Luce, Mrs. Anna Parsons, Misses Carrie and Nannie Gast, Mrs. Minnie Sarson, Veda Parsons, Mrs. Arthur Portney and Mrs. Laura Kunes. Mr. and Mrs. J. W. Henzey of East Hamilton avenue returned recently on South Pugh street Saturday evening. Mr. and Mrs. Kenneth Bortoff accompanied by Mrs. Ethel Bortoff of Fraser street spent Tuesday in Altoona. Mr. and Mrs. Charles Reeder of East College avenue spent Sunday visiting in Altoona. The Lady State Rebekah Lodge of State College initiated into their organization on Thursday evening Mrs. Margaret Hosterman and Mrs. Dorothy Ross. Other lodges represented were: Waynesboro, Bellefonte, Centre Hall and Altoona. After lodge a lovely luncheon was served, the tables being decorated for Halloween. Alice Marie Dunkel entertained several of her friends with a Halloween party at her home on South Burrows street Monday evening. Mr. and Mrs. Fern Johnson and son of West College avenue visited at the home of Mr. and Mrs. Leroy Heberling in Philadelphia over the weekend. Mr. and Mrs. John Cole and Mr. and Mrs. William Cole of State College motored recently to New Berlin where they visited with the latter's son and daughter-in-law, Rev. and Mrs. John Cole. Mr. William Spotts of East Beaver Avenue is confined to his home because of illness. The work is progressing on the new addition to the Grace Lutheran church and will soon be finished, so that services may again be held as before.

HOLTS HOLLOW

Mr. and Mrs. John Poesinger of Coleville, Clair Burd of Bellefonte and Mr. and Mrs. Art Burd of Ononville, called on home folks recently. Mr. and Mrs. Frank Cox of Bellefonte; Mr. and Mrs. Willard Eminhizer and children; Mr. and Mrs. Charles Stanley of Lock Haven; Mr. and Mrs. Raymond Fye and children of Yarnell; Mrs. Hazel Reese, Jim Wensel of Milesburg; Mr. and Mrs. Roy Fetzer, and daughter were Sunday guests at the Charles Lucas home. Mr. and Mrs. Orvis Watson and sons were callers at the home of Mr. and Mrs. Jacob Confer at Mt. Eagle on Sunday. Roy Sheesley of Stormstown was a caller in our burg recently. Bible study will be held at the Roy Leathers home on next Tuesday evening Nov. 8 at 7:30. Everybody welcome. Roy Walker of Bigler called at the Edith Burd home last week. Mr. and Mrs. M. C. Reese and two children of Gum Stump; Mr. and Mrs. Walter Sweitzer Jon and Joanne Rhoades of Bellefonte; Clyde Watson and son of Milesburg; Mr. and Mrs. Orvis Watson and sons Mrs. Lee Johnson and daughter spent Saturday at the J. T. Watson home. J. E. Confer of Milesburg celebrated Halloween in our vicinity on Thursday evening. James Shope, one of our oldest neighbors passed to his reward on Friday night. The family have our sympathy. Mrs. John Watson and grandson Nevin spent Sunday afternoon at the M. C. Reese home at Gum Stump.

SMULLTON

Mr. and Mrs. Arba Evans of Millheim, were Sunday visitors at the home of Maude Winters. Harry Shaffer of Penns Creek, was seen in our town Saturday last. Harry is an electrician and is employed at State College. Glen Bowersox took the examination for motor license and passed successfully. In our mention of a few weeks ago, of bath outfits in our town, we omitted to mention that Raymond Bair to our recollection was first to install this convenience. Mr. and Mrs. Howard J. Strobbe, Grenn Strobbe, wife and three children of Cogan Station Mr. and Mrs. Claude Smull of Rebersburg, John Stover, wife and daughter, Jennings Stover and wife were Sunday guests at the hospitable home of Mr. and Mrs. Herbert Stover, Sunday. Mrs. Strobe before her marriage was a resident of this town, and the daughter of Amos and Emma Fehl. Carl Winters, who clerks in the Hackenberg store in Rebersburg, took a few days off and visited his uncle John M. Winters at Colona St., Philadelphia, returning home Sunday night. H. K. Smull and wife, Herbert Stover and wife attended a chicken soup supper held at the P. O. S. of A. Hall, Woodward, Friday evening of last week and participated in the Halloween parade after the supper. Albert Grenoble and wife started

HOUSEKEEPING AND OCCUPY THE WEST END OF THE HOME OWNED BY MR. GRENOBLE'S FATHER.

Emory Day is putting the finishing touches to his home here, which he painted in spare time hours. It makes a very pleasing appearance. Miss Mildred Confer was recently married to Gilbert Harter of Aaronsburg and they received some music by the calthumpian band one evening last week. Mrs. Rufus Brungard and daughter were visitors at Herbert Stover's one evening last week. They live at the east part of town in what used to be the Methodist church, which they remodeled some years ago, and a stranger entering the place would not be aware that it once was a church. They enjoy most all modern conveniences and sure are to be congratulated for the cozy home they made the place into.

FILLMORE

The Fillmore Epworth League and Group League held a Halloween party in the social room of Gray's church. Quite a number of people were present. Miss Bernice Houser of Valley View, spent the weekend at the Clay Johnstonbaugh home. Mrs. G. B. Hoover and Mrs. Harold Bloom and daughter and Alleen Crust spent one day last week at the Lester Crust home near Bellefonte. Mr. and Mrs. Earl Huey of Juniata, spent the weekend at the Frank Hull home. Mr. and Mrs. Charles Norris of State College, spent a couple of days of last week at the W. D. Marshall home. Ira Breen worked for Bernard Crust a couple of days last week. Don't forget Sunday school next Sunday morning at 9:30; Epworth League in the evening at 6:45 and preaching at 7:30. Don't forget the box social to be held at the Pleasant Hill school house on Friday evening. All ladies are requested to bring boxes.

RUNVILLE

The Halloweeners have been doing a lot of visiting in our community the past week. A crowd of 26 Endeavors motored to Houserville last Friday evening and took in the C. E. Rally. They reported a crowd and a fine program rendered and a very inspiring message given by Prof. Paul Yoder of Juniata College. Lester Walker is working at Howard the past week. Mrs. William Walker of Gramplan, Pa., visited with old time friends last Tuesday until Thursday, with Mrs. Sallie Furl, Mrs. Anna Lucas and Mrs. Sallie Friel. Mr. and Mrs. Samuel Furl and daughter Sarah Elizabeth of Williamsport, visited with home folks last Sunday. Mr. and Mrs. Toner Fetzer and Mr. and Mrs. Harry Shawley of Yarnell, visited with Mr. and Mrs. Thomas Pooman last Sunday. Miss Lorain Walker is working for Mr. and Mrs. Gallagher at Milesburg. The orchestra played and sang at the services on Sunday evening and was very much appreciated. There were 193 present at the evening service. Everybody is welcome. Bald Eagle Grange will meet on Friday evening, Nov. 4th. All members requested to be present if possible. Gerry Montana and her helpers will be at the Fireman's Hall at Milesburg on Nov. 9th. Sponsored by the Royal Sons and Daughter's Sunday School class of Runville.

WOODWARD

Sumner Eshenuth, C. E. Kreamer and son, Harwood, Carl Brindle and Harry Crader aided to Williamsport on last Thursday afternoon where they enjoyed the meeting of Albright Brotherhood and also a banquet furnished by the Ladies Aid Society of First Evangelical church. The address delivered by Harry V. Masters and the music by the First church orchestra was very much enjoyed. 30 men of the Millheim Evangelical charge were present. Among those from our locality who attended the funeral of Elmer Boob on Sunday afternoon were Mr. and Mrs. Paul Stover and daughter Esther, Mr. and Mrs. C. E. Kreamer, Mrs. Annie Kessler, Mrs. Annie Guleswite and James Swert. Mr. Boob is the fourth one interred in the Boob, Bower and Wert vault at Wolfe's Chapel. The water supply is beginning to run quite low in our town as well as in the wells in the surrounding country. A several days rain is badly needed. We are reliably informed that a well driller who is drilling for water on Mr. Russell's residence struck natural gas as well as several veins of coal in going down through several hundred feet of earth last week one day. Clair Boob vacated the Milton Yearick farm last Wednesday and moved on what was known as the Charlie Smith farm purchased by Mr. Boob some time ago. An interesting Halloween party was held in the banquet hall by the P. O. S. of A. lodge last Saturday evening. Quite a number of gay costumes were on display. Prizes were also awarded to the best looking couple, etc.

VALLEY VIEW

Valley View won the Christian Endeavor banner Friday night at the Rally held at the Houserville church. Those who spent Sunday with Mr. and Mrs. Ed. Houser, were: Gray Houser, Mr. and Mrs. Kenneth Houser and three daughters, Mr. and Mrs. John Bond and two children. Mr. and Mrs. Charles Pogleman spent Sunday with Mr. and Mrs. Forest Eckley. Morris Houser, who is in the COC camp at Coburn, spent Sunday with his parents, Mr. and Mrs. Miles Houser. World peace, in the future, depends upon what Germany, Italy and Japan think they are strong enough to take.

REBERSBURG

Mr. and Mrs. Stanley Ziegler and daughter Gladys spent the weekend at Harrisburg where they visited at the home of the latter's sister, Mr. and Mrs. Herman Confer. Miss Florence Miller returned home Tuesday after being a surgical patient in the Centre County Hospital at Bellefonte. Mr. and Mrs. A. D. Wolfe recently visited their daughter and family, Mr. and Mrs. Fred Wolfe, at Akron, Ohio. Rev. John M. Miller, Evangelist, accompanied Rev. R. A. Babcock to Williamsport on Monday. Mr. and Mrs. Lewis Ream and daughter of Tusseyville, called at the Frank White home, east of town, last Tuesday. Mr. and Mrs. A. S. Winkelsbeck and son Harold of Vicksburg, were Sunday visitors at the home of their daughter and family, Mr. and Mrs. John Weaver. Sunday guests at the W. H. Ziegler home included Miss Anna Ziegler of State College and Mr. and Mrs. Preston Ziegler and daughter Rae Ann of McAllisterville. Mr. and Mrs. Clark Cooper of Palmira, N. J., spent the weekend at the T. L. Hartman home. Mrs. Helen Bitner of Centre Hall returned home Saturday after spending four weeks at the home of Mr. and Mrs. A. G. Cummings, east of town. Rev. and Mrs. R. A. Babcock and Rev. John M. Miller, attended the funeral of Dr. A. A. Winter, Supt. of Evangelical Homes at Lewisburg, on Saturday. Mr. and Mrs. Paul Winters, Mr. and Mrs. Roy Brungart and daughter Marie, and Mr. and Mrs. Paul Cummings and son Dean were Sunday dinner guests at the home of Mr. and Mrs. John Riech. Last Saturday a quilting party was held at the home of Mrs. Frank White. Those present were: Mrs. Henry White and Mrs. Jacob Shearer of Centre Hall, Mrs. Chatham of Lock Haven, Mrs. Confer of Mill Hall, Mrs. Helen Bitner, of Centre Hall and Mrs. A. G. Cummings of town. Choice refreshments were served. Mr. and Mrs. John Ocker and two daughters of Millheim were Sunday dinner guests at the home of the latter's parents, Mr. and Mrs. W. F. Bierly. Rev. and Mrs. John Weaver and son of Lairdsville spent last Thursday with the former's father, Rev. J. J. Weaver. Mrs. Adah Bierly and Miss Margaret Bierly visited friends in Millersburg several days last week. Walter D. Kent, of Weikend, N.

J. and Miss Grace Leslie of New York City spent the weekend at the Rev. N. F. Douty home.

Miss Maxine Page returned home Sunday after undergoing an operation in the Centre County Hospital. Last Tuesday Rev. J. M. Miller of Johnstown, and Rev. R. A. Babcock were visitors at DuBois, Pa., which was the former home of Rev. Miller. Mr. and Mrs. Fred Whitehill spent the weekend at the L. L. Meek home in Bellefonte. Harry Boone is on the sick list this week. Mrs. Ruth Walters and family of Middleburg, recently visited at the home of Mrs. Helen Shultz. Miss Margaret Kane and Mr. Lavaud Bierly spent the weekend with the former's parents at Kingston. Mr. and Mrs. Paul Cummings and son Dean visited Mrs. Cummings's mother, Mrs. Lulu Brungart at Reedsville on Saturday. Rev. N. F. Douty left Monday on a business visit to New York City. John Miller of Fishertown spent the weekend at the home of his parents, Rev. and Mrs. A. J. Miller. Mrs. W. J. Hackenberg returned home after spending some time with her daughter and family, Rev. and Mrs. C. P. Catherman at Hanover. Mr. and Mrs. Russell Zacharis of Allentown are spending this week at the Hackenberg home. Mr. and Mrs. Willard Burd and Mr. Carl Winters were weekend visitors among friends and relatives at Philadelphia. Mr. and Mrs. Roy Arbogast, daughters Ruth, Lois, and Dottie and Mrs. Emma Corman were Sunday guests of Mrs. Arbogast's mother, Mrs. Elizabeth Reigel, at Middleburg. Mrs. Anna Miller and Mr. and Mrs. Howard Miller from Eastport are guests this week of Mrs. Tim Brungart. Mr. Floyd Lamey of Greenburr called at the W. E. Bair home one day last week. The following young people recently gathered at the home of Mr. and Mrs. John Brungart to enjoy a hike and picnic lunch in the woods: Elizabeth Chappel, Raymond and Pauline Sholley of Lewisburg, Ruth, Lee, Pauline and Amanda Dubendorf, all from Sunbury, Clarence Derk of Trevorton, John Troutman of Elizabethville, Margaret and Mary Strohacker, and Margaret and Leroy Dresler all of Milesburg, Lester Welshans of Bonneville, Ester Waite, Melvin Bright, Dean Gephart, Irene Hazel and Clare Brungart all from Rebersburg. When the holiday fever hits a student or a worker you might as well call off the wolf.

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The Fords Tell Their Plans for 1939



Henry and Edsel Ford, on the occasion of the 35th anniversary of the founding of the Ford Motor Company, June 16, 1938

IF WE KNEW anything better we could do for the country than make good motor cars, we would do it. By every one doing his best in the job he thinks most useful, this country is going to regain its momentum. We have tried to do our best in our job. When business was suddenly halted in its recovery more than a year ago, we determined that we should keep going anyway, if not at full-volume motor car production, then at getting ready for greater motor car values that would help future production.

EXPANDING FOR THE FUTURE

We began to build 34 million dollars' worth of new plants and equipment. We felt that if we could not employ all our men building motor cars, we would employ as many as we could building better production facilities. We were told, of course, that this was no time for expansion, that a wisper business policy would be to "hold everything"—which means, stop everything. But no one ever got anywhere standing still. Besides, we are not defeatists. We do not believe this country has seen its best days. We believe this country is yet in the infancy of its growth. We believe that every atom of faith invested in our Country and our People will be amply justified by the future. We believe America is just beginning. Never yet have our People seen real Prosperity. Never yet have we seen adequate Production. But we shall see it! That is the assurance in which we have built.

Business is not just coming back. It will have to be brought back. That is now becoming well understood in this country; for that reason 1939 will be a co-operative year. Manufacturers, sellers and buyers will co-operate to bring back the business that is waiting to be brought back. This construction program is almost completed. It has increased activity and payrolls in a number of related industries. It has given us better facilities for building better cars and trucks, and eventually our new tractor which is being perfected.

THIS MEANS MORE VALUE

The current program has provided a new tire plant, which will turn out a part of our tire requirements... a new tool and die plant that will help us cut the cost of dies... and a steel-press plant that will enable us to make more of our own automobile bodies. These are in addition to the plants we already had for producing glass, iron, steel, plastics, and many other things. We don't supply all our own needs, of course, and never expect to. The Ford engine is one thing

that no one's hand touches but ours. Of nearly everything else we use we build some quantity ourselves, to find, if possible, better and more economical ways of doing it. The experience and knowledge we gain are freely shared with our suppliers, and with other industries. We take no profit on anything we make for ourselves and sell to ourselves. Every operation, from the Ford ships which first bring iron ore to the Rouge, is figured at accurate cost. The only profit is on the finished result—the car or truck as it comes off the line. Some years, there is no profit for us. But we see to it that our customers always profit. A basic article of our business creed is that no sale is economically constructive unless it profits the buyer as much as or more than the seller. Our new plants have helped us build more value into all our cars for 1939. That means more profit on the purchase to the purchaser. We have not cut quality to reduce costs. We simply will not build anything inferior.

NEW TESTING EQUIPMENT

While we were putting up new plants to produce cars, we constructed new equipment to test them. The first weather tunnel of its kind ever built for automobile research went into operation at our laboratories this year.

It makes any kind of weather to order. The weather it delivers every day would take months to find in Nature. Our cars are weather-tested to give you good service in any climate anywhere. In other tests, every part of the car is punished unmercifully. Then our engineers tear it down to see if they can find abnormal wear or any sign of weakness. The money we spend on tests saves you money on repairs. And your family car is safer and more dependable when we put it in your hands.

THE NEW CARS

We have two new Ford cars for 1939—better cars and better looking—but we also have an entirely new car. It's called the Mercury 8. It fits into our line between the De Luxe Ford and the Lincoln-Zephyr. It is larger than the Ford, with 116-horsepower, hydraulic brakes, and a new 95-horsepower V-type 8-cylinder engine. We know that our 1939 cars are cars of good quality. We think they're fine values in their price classes. With new cars, new plants, new equipment, the whole Ford organization is geared to go forward.

FORD MOTOR COMPANY, Dearborn, Michigan