

NEW FORD CARS ARE ANNOUNCED

New Cars Are Big, Substantial and Powerful In Appearance

MANY NEW FEATURES

Enriched by refinements made possible by the manufacture under a single unified management of five cars which virtually bracket the motor car market, the Ford V-8 and the deluxe Ford V-8 cars for 1940, announced today, present notable advances in styling, comfort, convenience and safety.

The new cars are big, substantial and powerful in appearance. Body lines are pleasingly streamlined. Front end designs are distinctively modern, with low radiator grills, long hoods and deeply rounded fenders. The trimly tailored interiors are big and roomy, with plenty of seat room, leg room, elbow room and shoulder room.

Two V-8 engines are available, an 85 horsepower engine in the Ford V-8 and the deluxe Ford V-8, with a 60 horsepower engine optional in the Ford V-8.

Four Ford V-8 and five deluxe body types comprise the two lines. A new business coupe as well as a Fordor sedan, Tudor sedan and coupe are available in both. There is also a deluxe convertible club coupe with automatic top as standard equipment. Three color choices are available in the Ford V-8, six in the deluxe line.

An important new feature of the cars is a finger-tip gearshift mounted on the steering column under the two-spoke steering wheel. This provides increased room for driver and passengers in the front compartment. There is also a new controlled ventilation system. New Sealed-Beam headlamps are used on all types, providing greatly increased driving vision at night.

On the 85 horsepower cars, an improved spring suspension with a longer, more flexible front spring, and a torsion bar ride-stabilizer provide an exceptionally comfortable steady ride. The ride-stabilizer also contributes to firmer, easier steering. Front and rear springs of deluxe cars are equipped with metal covers. Large double-acting hydraulic shock absorbers with self-sealing construction are fitted on all cars.

Comfort features are emphasized throughout the design. Seats are built for restful riding. Front seat backs are of new resilient type. Cushions have a new "floating" edge. Driver's seats are adjustable two ways—they rise as they are moved forward. Bodies are scientifically sound-proofed, shutting out road noises. An "easy-shift" transmission, permitting speeds to be changed quietly; new design curved disc wheels and improved drums for the highly effective, quick-stopping hydraulic brakes also contribute to quietness.

The interiors of the cars appear in new decorative schemes. A pleasing color treatment in maroon and sand duotone distinguishes the interiors of the Ford V-8. In deluxe cars, window and door frames are finished in dark mahogany, hardware in rich maroon, knobs and escutcheon plates in sand, with striped mohair or broadcloth upholstery also in sand. In the Ford V-8, door and window moldings are in bleached walnut finish, handles are chrome-plated, with knobs and escutcheons in sand colored plastic. Upholstery is in taupe.

Instrument panels harmonize with the interior styling. Gauges are grouped in front of the distinctive steering wheel. A grille for installation of radio speaker, glove compartment with lock, two ash trays and a cigar lighter are provided on the panel.

Other equipment supplied without extra cost on both the Ford V-8 and the deluxe Ford V-8 includes: Front and rear bumpers and four bumper guards; spare wheel, tire and tube; twin electric air horns; dual windshield wipers with single control; battery condition indicator; foot control for headlight beams, with indicator on instrument panel, and dimming control for instrument panel lights.

Ford V-8 cars also have a sun visor, two ash trays and arm rests in the rear compartment of the sedans. A foot rest is supplied in the rear compartment of the Fordor sedan.

Additional equipment supplied on deluxe cars without extra cost include wheel bands, metal spring covers, two swivel-type sun visors, two tail lamps, ash trays in instrument panels and the rear compartment of sedans; arm rests at the driver's left and in the rear compartment of sedans, and a robe cord in the deluxe Fordor sedans.

Whales have a small mustach around the huge mouth.

COOL SPRINGS

Owing to the rainy day Sunday was the smallest number in Sunday school for some time, however we were very glad for the rain.

Rev. E. G. Jordan filled an appointment here Sunday evening. His theme, "Giving God a chance in your life," was very ably handled, and enjoyed by all. He was accompanied by Mrs. Jordan and David.

The Cool Springs quartette sang at the home of Mrs. C. F. Field last week, also at the home of Mr. and Mrs. Hobson Blackburn, near Ronda. This is one phase of quartette or any small group singing that could be more widely adopted, singing for the sick and aged ones who can no longer attend church.

Several from the Cool Springs community attended the Association at White Plains, and enjoyed the wonderful kindness and hospitality extended the visitors very much.

Rev. David Day is a very able moderator.

The adult Quarterly class of this Sunday school went to Mt. Airy on a sight-seeing trip and picnic the past week-end. Transportation was furnished by our miller, Mr. Edward Jolly. Thirty-four of the members enjoyed the trip. Mr. Reckford Wishon, teacher of the class, reports a very pleasant day.

Miss Lillian Tucker spent Sunday with friends in Asheville.

Mr. and Mrs. Jay Myers attended service at Swan Creek, and visited Mr. Myers' father, Mr. Frank Myers, Sunday.

Mrs. Joe Holbrook, of Traphill, spent the week-end here the guest of her son, Mr. Lawrence Holbrook, and Mrs. Holbrook.

Miss Ruby Ray Holbrook left for Winston-Salem yesterday afternoon to visit her sisters, Mrs. John Burton and Miss Maxine Holbrook, and attend the fair this week.

Rev. David Day will conduct prayer service at the home of his aunt, Mrs. Sarah Tucker, next Sunday at two o'clock.

Mr. Dick Cummings, a former resident of this community, was a visitor for the evening service Sunday night.

MULBERRY

Several people from this community attended the Elkin Baptist Association last Friday at White Plains church near Roaring River.

Mr. and Mrs. Roper Holder, of High Point, visited Mr. Holder's parents over the week-end, Mr. and Mrs. W. V. Holder, and family.

Mr. and Mrs. Roy Stanley and Mr. and Mrs. Charlie Key spent the week-end in High Point visiting relatives.

Mr. and Mrs. Joe Fulk and son, Glenn, of Mt. Airy, visited Mr. and Mrs. J. R. Baker Sunday.

Mr. and Mrs. Winfred Cockerham, of Winston-Salem, visited relatives here Sunday.

Mr. and Mrs. Basco Southard, of Salisbury, visited Mr. Southard's parents Sunday, Mr. and Mrs. M. A. Southard.

Mrs. H. G. Draughn, of Yadkinville, spent last week with her parents, Mr. and Mrs. M. A. Southard.

Mr. M. A. Southard is seriously ill at this writing, we are sorry to note. His friends hope for him a speedy recovery.

Mr. and Mrs. Monicure Stanley, of Pulaski, Va., visited Mr. Stanley's parents Sunday, Mr. and Mrs. T. A. Stanley.

RONDA

Irvin Keye left Sunday to attend the World Series in Cincinnati, Ohio.

Mrs. J. F. Burchette has returned to her home here after spending some time in Hiawatha, W. Va., with relatives.

Mrs. James W. Martin is spending some time with her parents, Mr. and Mrs. Wess Cheek.

Mr. James Davis returned last week after spending a few days in Washington, D. C.

Mr. and Mrs. Robert Parlier and daughter, Jane, of Winston-Salem, were week-end guests of Mrs. Parlier's mother here.

Mr. and Mrs. N. A. Henderson had as their Sunday guests his three sisters from Salisbury.

Mountain View, Doughton, Ronda, and Roaring River had a joint meeting of the Home Demonstration clubs at Roaring River Monday night.

Misses Marjorie and Claudia Keye and Lucy and Grace Burchette were guests of Mrs. Couch Wagoner near Brooks Cross Roads Sunday afternoon.

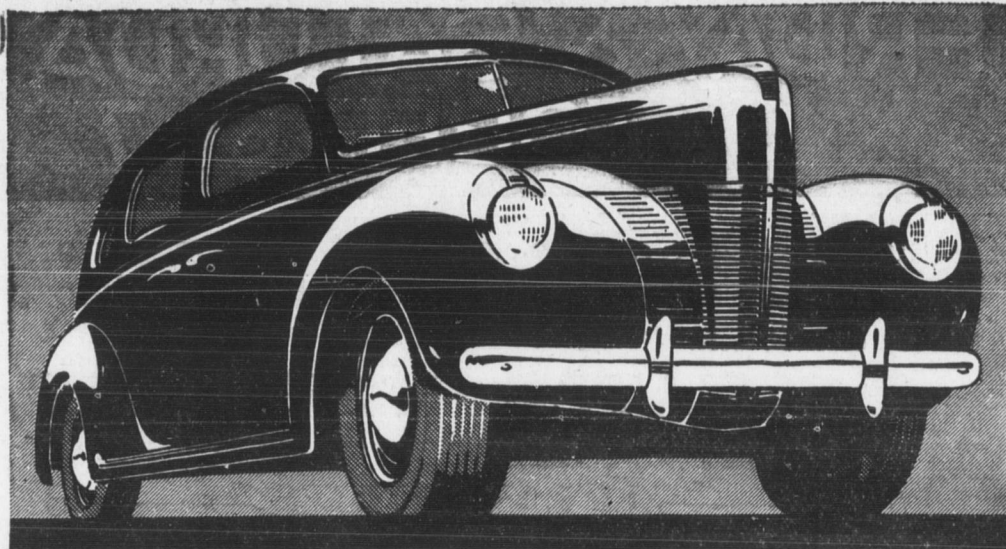
Always Before Mirrors

Urna—I don't think that women have always been vain. You know women were made before mirrors.

George—Yes, and they've been before them most of the time since.

the NEW FORD

arrives tomorrow!



22 Important Improvements...

1. New exterior beauty
2. New interior luxury
3. Finger-Tip Steering Post Gearshift
Convenient—out of the way
4. New Controlled Ventilation
5. More leg room, more seating comfort
6. Quieter operation
7. New Sealed-Beam Headlamps
Better light for safer driving
8. New "Floating-Edge" seat cushions
For softer ride
9. New-type resilient front seat backs
10. Two-way adjustable driver's seat
Rises as it slides forward
11. New ride-stabilizer*
Levelizes ride
12. Improved spring suspension*
A better ride
13. Improved transmission
For easier gearshifting—"blocker" type
14. New design curved disc wheels
Reduce road noise
15. Improved drums for big hydraulic brakes
Quieter Operation
16. Self-sealing, double-acting shock absorbers
A better ride
17. Bigger battery capacity, larger generator
18. Battery Condition Indicator
Now on all models
19. Two-spoke steering wheel
Better instrument visibility
20. New instrument panel
Rich in appearance—convenient in arrangement
21. Dual windshield wipers
Mounted at bottom for better vision
22. Engine more accessible
*In 85 horsepower models ONLY

FORD

Has Never Let You Down!

And He'll Not Do It This Year!

THE 1940 MODELS ARE

Roomier!

Quieter!

Easier Riding!

Newly Styled!

For many years the Ford Motor Company made only one car — the Ford. Then, in turn, three companion cars were developed—the Lincoln, Lincoln-Zephyr and Mercury. EACH OF THESE, A FINE-QUALITY CAR IN ITS PRICE-CLASS, HAS MADE NOTABLE CONTRIBUTIONS TO THE QUALITY OF THE FORD. This constant progress—under a unified management — reaches a new peak in the new Ford V-8 models for 1940.

No wise motorist will buy a low-priced car in 1940 without first investigating the New Ford V-8

We'll Have Them Friday

Elkin Motor Car Co.

PHONE 25

FORD DEALERS

ELKIN, N. C.