Thursday, October 8, 1953

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Telephone 325-W

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FIRE takes a shocking TOLL. in property destroyed, homes devastated, tutures blasted, bodies maimed, lives lost. The eerie whining of fire engine's siren grips every heart in the quick, chill terror of the question, "Could this be MY turn?

Bitterly ironic is the fact that most fires could have been prevented. Fire feeds greedily on careless deeds. Fire can be stopped before it starts by care and caution ... YOUR care and caution. Check that wiring system. Clean up

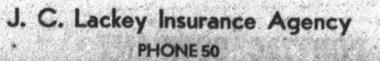
that accumulation of waste material in the basement. Keep paints, oils and other combustibles in a fire-safe place. Watch that lighted match and cigarette butt. Don't smoke while working with inflammables. Don't smoke in bed ever! Put your family on guard against every fire hazard ... not only during Fire Prevention Week (Oct. 4th to 10th) but every day and night of every week of every month. Fire prevention is a year 'round job for everyone. Its watch words are BE CAREFUL ALL WAYS !

PHONE 182

It every home owner knew what every "burned out" family knows, every house and its contents would be FULLY protected by fire insurance. Consult any insurance agent listed here.

C. E. Warlick Insurance Agency The Arthur Hay Agency PHONE 9

118 530 - 1



FORD brings you Power Steering PLUS ...

Miss Carolyn Bridges was hos-

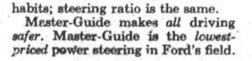
tess Saturday afternoon to her

Ford Master-Guide—the last word in power steering—reduces parking and turning effort up to 75%. It's just one more of the fine-car features that make Ford the one fine car in the low-price field.

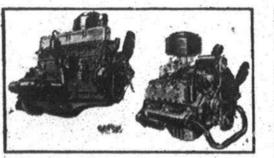
Parking's a cinch (you don't need muscle) with Ford Master-Guide because power does the work for you. There's no need to change driving

series --- the best five (5) scores p. m.

(percentage) out of the seven (7) games in the series schedule.



413 N. Piedmont



Your choice of both V-8 and Six-Ford is the only car in the low-price field to offer you two high-compression engines. Both the V-8 (America's lowest-priced V-8) and the Mileage Maker Six (America's most modern Six) have the Automatic Power Pilot which squeezes the last ounce of power out of every drop of gasl

Volue Check H Ford

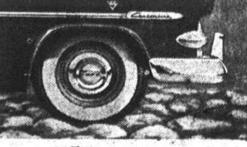
Fordomatic optional at extra cost.

ATLEGROUND AVE



Shift to Fordomatic and you'll never shift again. Fordomatic is the automatic transmission in the low-price field with an automatic intermediate gear to give you fast "up-and-away" starts plus the liquid smoothness of a fluid torque converter. And with Fordomatic Drive, rocking out of snow and mud is easy as piel

PLONK MOTOR COMPANY



Up to 80% less road shock-Ford's front springs are specially tailored to the weight of each model. With Ford's new ride, front end road shock (the kind you feel most) is actually reduced up to 80%. And you ride on sofa-soft, foam-rubber cushions in Ford-the only car in its field with foamrubber cushions throughout on all models!

Worth More when you buy it ... Worth More when you sell It Ford also offers you Full-Circle Visibility ... suspended pedals ... the largest trunk in its field,

P.D.A.P.