



## RINGING IN HEALTH The 1937 Christmas Seals



**BUY and  
USE them**

The National, State, and Local Tuberculosis Associations in the United States

## Winter Driving Tip

The proper technique of safe winter driving rests primarily upon the avoidance of quick, sudden moves of any kind, according to a bulletin issued by Chevrolet this week in the interest of traffic safety under hazardous road and weather conditions.

Modern motor cars are engineered for year-round operation, the bulletin states, and the driver who takes full advantages of their engineering refinements can reduce driving hazards to a minimum. The principal source of such hazards lies in poor tire traction on icy pavements where safe driving depends on the avoidance of any abrupt application of either the power or the brake.

Some of the points stressed in the bulletin are:

"A good driver uses second speed extensively in stopping, in approaching intersections, and in turning corners. With the synchromesh transmission, it is simple and easy to shift to a lower speed and maintain control of the car at all times. Another important point is to leave the car in gear when slowing down so that the engine may act as a brake.

"Cultivate the habit of giving other drivers ample notice of your intention to stop, turn, or slow down," the bulletin continues. "Even though you may have your car under perfect control, the driver behind you may not be so fortunate. Never permit the wheels of your car to spin if it can be avoided. Spinning wheels may cause dangerous skids, and if they come into contact with a spot of dry pavement and thus gain sudden traction, a heavy strain is placed upon the propeller shaft and rear axle.

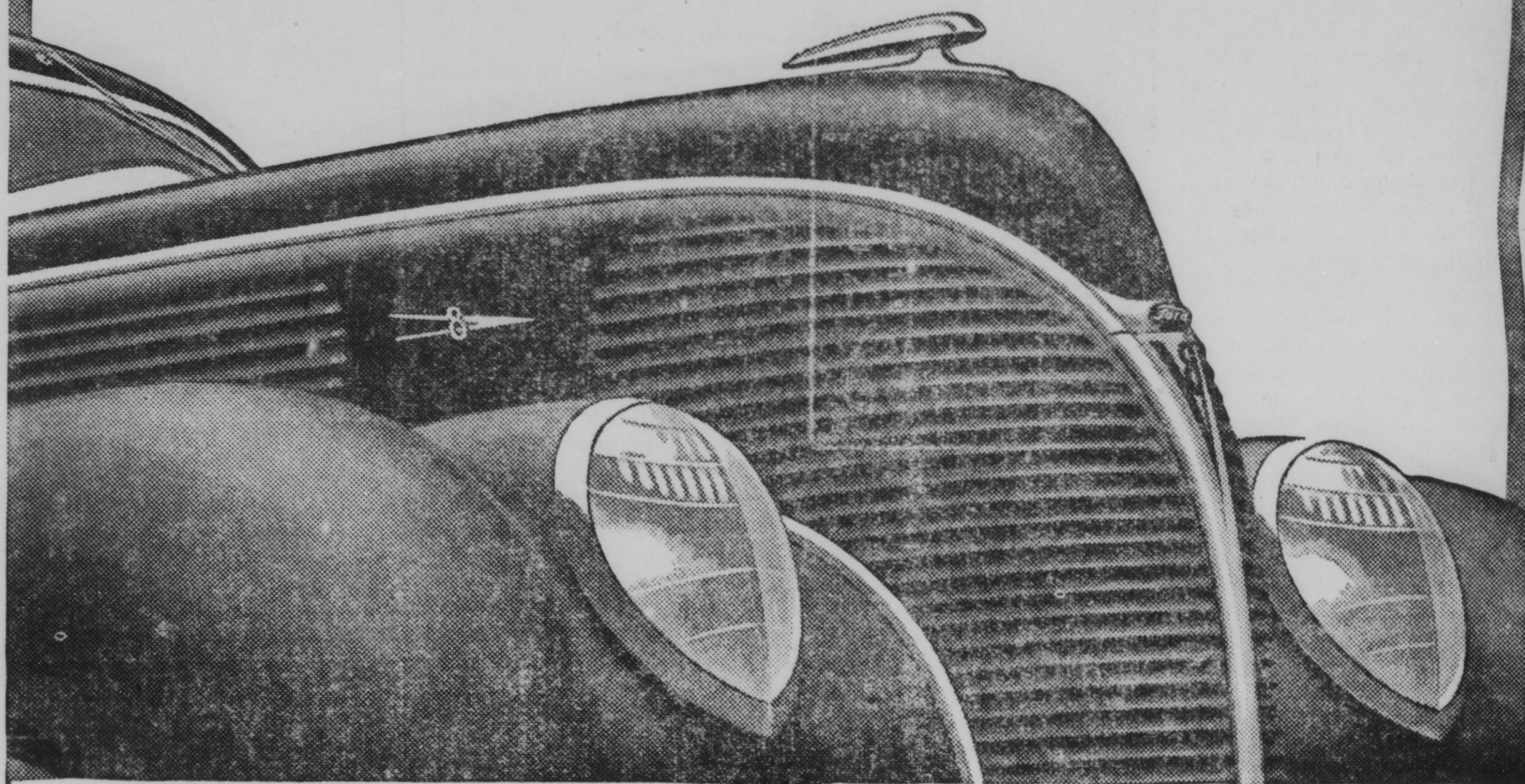
"Good visibility, always of the utmost importance, is assured in winter driving by the use of defrosting units which are available in several forms at moderate cost. Chains add traction in snow, but they should not be relied upon to take the place of sensible driving as a guard against skidding.

"Besides making for greater highway safety, these suggestions will prolong the life of any car if they are followed the year round. Proper care of the car in cold weather adds immeasurably to driving pleasure. The engine should never be raced, because lubricants flow more slowly when the engine is cold and the stress on engine parts is increased."

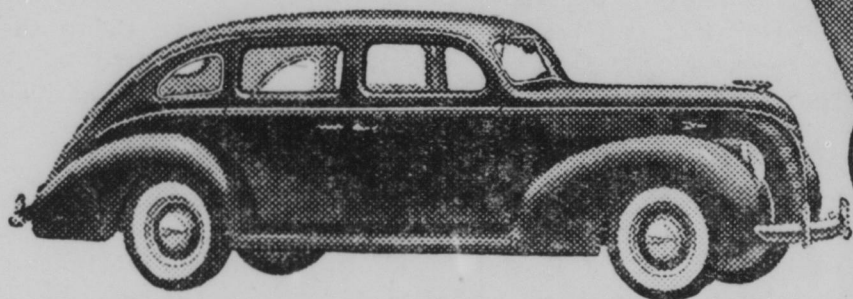
Putting water in the container for arrangements of evergreens will help much toward keeping them from becoming dry and faded before the holiday season is over.

A ten cent can of red enamel will color many sprays of ligustrum leaves for use in decorations for Christmas. They are almost as effective as the far more expensive poinsettias.

# Announcing TWO NEW FORD V-8 CARS FOR 1938

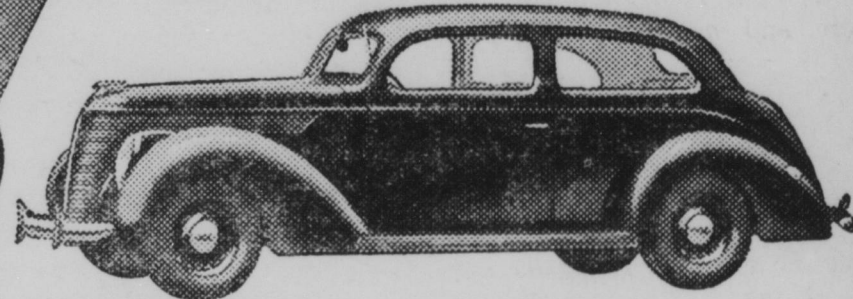


## THE DE LUXE 85 HORSEPOWER



**DE LUXE FORD V-8 . . . 112" wheelbase; 85-horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Mohair or Broadcloth upholstery; Walnut-finished trim; Twin horns, tail lights, sun visors; Clock; 6.00" black tires, white side-walls are extra; 8 body types; 6 colors.**

## THE STANDARD 60 OR 85 HORSEPOWER



**STANDARD FORD V-8 . . . 112" wheelbase; 85 or 60 horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Broadcloth or Mohair upholstery, Mohair extra in "60"; Mahogany-finished trim; One tail light, sun visor; Twin horns; 3 body types; 3 colors.**

FORD offers two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance—but built to the same high standard of mechanical excellence—on the same chassis.

Because people liked our 1937 car so well, they bought more than of any other make. They liked its looks, its smooth performance, and the way it handled. We have improved on that car in the newly styled Standard Ford V-8.

But some folks wanted still more size and style, with the same Ford advantages. For them, we designed a new De Luxe line.

The De Luxe Ford V-8 Sedans are longer with more room, larger luggage space, and finer appointments all around.

De Luxe cars are equipped with the 85-horsepower engine only.

The Standard is even lower priced than the De Luxe. It has graceful new lines and well-tailored interiors—with a choice of engine sizes—85 or 60 horsepower.

Before Ford made V-type 8-cylinder engines available to every one, they were used only in expensive cars. Since then, four million Ford owners have learned the genuine enjoyment of driving an eight-cylinder car with all-around economy. The thrifty "60" engine, especially, makes possible in Standard models a very low first cost and equally low operating cost. With two distinct designs, two engine sizes and two price ranges, you'll find a 1938 Ford car to fit your needs exactly.

## PRICES FOR CARS DELIVERED IN DETROIT—TAXES EXTRA

Standard Ford V-8 (60 hp.)—Coupe, \$599; Tudor, \$644; Fordor, \$689. Standard Ford V-8 (85 hp.)—Coupe, \$629; Tudor, \$669; Fordor, \$714. De Luxe Ford V-8 (85 hp. only)—Coupe, \$689; Tudor, \$729; Fordor, \$774; Convertible Coupe, \$774; Club Coupe, \$749; Convertible Club Coupe, \$804; Phaeton, \$824; Convertible Sedan, \$904.

Standard and De Luxe cars equipped with bumpers, bumper guards, spare wheel, tire, tube, tire lock and band, cigar lighter, twin horns, and headlight beam indicator on instrument panel, at no extra charge.

In addition, De Luxe cars are equipped with extra tail light, windshield wiper, sun visor; also de luxe steering wheel, glove compartment lock, clock, and chrome wheel bands, at no extra charge.

NOW ON DISPLAY IN OUR SHOWROOM

# 1938 FORD V-8

Come in and Let Us Show You These New Fords.

Many new features — Beautiful Lines and  
Luxurious Finish

## Brantley-Henderson Motor Co.

SALES



SERVICE

ZEBULON, NORTH CAROLINA