TOWN Briefs

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Henry Ford Dearborn, Mich. May 29, 1933 WOMEN'S CONTRIBUTION TO THE MOTOR CAR

There is some doubt that people care to hear very much about what goes on under the hoods of their cars.

The driver knows that "driving qualities" are not accidental; they are put there. How the manufacturer creates or evolves those results may not interest him. He judges entirely by the results he gets in

Well, it is not essential to talk "shop"; let us talk Results. Smoothness. Drive the Ford V-8 and you will find that the engine runs with surpassing smoothness, due to its design and the extra precise

Power. There it is, 75 horsepower (we could say 80) at the drive shaft for the driver's use. With less weight to pull around, the mettle of this car—its life-like response—is rather remarkable.

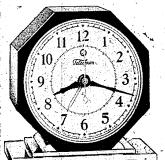
Economy. Our V-8 develops more power on a gallon of gasoline than any car we have made. Mileage is partly a matter of individual driving, but under average conditions the Ford V-S does 17 to 20 miles a gallon. Of course, car economy is not only a matter of fuel. Ford V-8 has that too, but it is also economical in the complete sense-

Appearance. This is woman's contribution. The motor car must not only be useful, but also good-looking. View the Ford V-8 and you will not need our comment on its fine appearance.

Comfort. This also is woman's concern. In 30 years she changed the motor car from a wagon to a coach. Comfort is a quality made up of numerous ingredients. There is no comfort without a quiet, smoothrunning engine. We have all the other ingredients too, ---color, good taste, quality, ease, safety, roominess and convenience.

Henry Ford

More ACCURATE



than a fine watch are the new electric clocks!

Illustrated above is one of the newer electric alarm clocks. Its smart octagonal design and chromeplate finish make it a fitting timepiece for any room in the house. The price of this clock is \$4.95. Its operating cost is one fifth of a cent a day.

There are dozens of attractive electric clocks in a variety of colors and models for kitchen, living room, bedroom ... All are accurate to a split second, and all run without a bit of attention. Once you have plugged an electric clock into its convenience outlet, you can forget it. The more expensive models can be secured with Westminster or Canterbury chimes, and there are several styles in cases to fit various decora-

*395 up

Electric clocks make ideal wedding gifts! Sold by Hardware Stores, Departmer Stores, Electrical Dealers, Jewelers an

THE DETROIT EDISON COMPANY