

# RADIO PROGRAMS

## April 19-25, 1940

**WCAR - Pontiac**  
Michigan's Newest Radio Station  
1100 Kilocycles, 1100 or 110 on your dial  
1,000 Watts  
Broadcast hours: 6:00 a. m. to 6:45 p. m. (except Sunday,  
8:00 a. m. to 6:45 p. m.)

**Outstanding Daily Features**  
6:30 A. M.—ROVIN' COWBOYS  
9:15 A. M.—COLUMBIA SCHOOL OF THE AIR  
9:45 A. M.—THE CHURCH IN THE WILDOOD  
—AFTERNOON—  
12:30 P. M.—HUB'S MAN ON THE STREET  
1:30 P. M.—MUSIC RODEO  
2:05 P. M.—CHEERFUL LITTLE EARFULL  
3:00 P. M.—PRAIRIE, OUTLAWS  
8:15 A. M.—SALVATION ARMY BAND  
9:05 P. M.—ON WITH THE DANCE  
9:45 P. M.—SPORT SPOTLIGHT  
**Sunday Feature Programs**  
9:00 A. M.—AVE MARIA HOUR  
9:30 A. M.—SUNDAY MUSICAL  
—AFTERNOON—  
12:30 P. M.—THE RANCH BOYS  
2:30 P. M.—LIVE-ESTIVE FORGET  
2:45 P. M.—THEATRE QUEST OF MELODY  
3:00 P. M.—NEW YORK PHILHARMONIC ORCHESTRA  
4:30 P. M.—PURSUIT OF HAPPINESS—BURGES MERE  
DITH  
5:00 P. M.—AUDITIONS ON THE AIR  
5:30 P. M.—ELKS AMERICANIZATION PROGRAM  
6:00 P. M.—NEWS

**FRIDAY, APRIL 19, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—Rovin' Cowboys  
7:00—News  
7:15—Home Folks Frolic  
7:30—The Three T's (Time, Tunes, & Temperature)  
8:00—News  
8:05—Family Worship Hour  
8:30—Second Cup of Coffee  
8:45—Morning Devotions  
9:00—News  
9:05—Woman's Radio Journal  
9:15—Columbia School of the Air  
9:45—Church in the Wildwood  
10:00—News  
10:05—Good Morning Neighbor  
10:30—Painted Melodies  
10:45—Organ Reveries  
11:00—News  
11:05—Prairie Pioneers  
11:30—Around the Town  
Afternoon  
12:00—News  
12:15—Luncheon Club  
12:30—Hub's Man on the Street  
12:45—Tropical Moods  
1:00—News  
1:05—Exchange Club Luncheon  
1:30—Rocky Ridge Gang  
2:00—News  
2:05—Cheerful Little Earfull  
2:30—"Mountain Red"  
3:00—News  
3:05—Mary Lewis, Soprano  
3:15—Prairie Outlaws  
3:30—Mich. Council of Churches  
4:00—News  
4:05—Afternoon Bulletin Board  
4:30—Piano Rhapsody  
4:45—Michigan Highways  
5:00—News  
5:05—On With the Dance  
5:30—Musical Workshop  
5:40—Casino Band of the Week  
5:45—Sport Spotlight  
6:00—News  
6:05—Lost and Found  
6:10—"The Little Show"  
6:40—Baseball Scores  
6:45—Five Star Final  
7:00—News  
7:05—Hits & Encores  
7:15—Sign-Off

**SATURDAY, APRIL 20, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—Rovin' Cowboys  
7:00—News  
7:15—Home Folks Frolic  
7:30—The Three T's (Time, Tunes, & Temperature)  
8:00—News  
8:05—Family Worship Hour  
8:30—Second Cup of Coffee  
8:45—Morning Devotions  
9:00—News  
9:05—Woman's Radio Journal  
9:15—Master Pieces of the English Language  
9:45—Herald of Destiny  
10:00—News  
10:05—Good Morning Neighbor  
10:30—Hollywood Hyllies  
11:00—News  
11:05—Prairie Pioneers  
11:15—Children's Birthday Party  
11:45—Around the Town  
Afternoon  
12:00—News  
12:15—"The Farmer's Digest"  
12:30—Hub's Man on the Street  
12:45—Prairie Pioneers  
1:00—News  
1:05—Musical Interlude  
1:15—Ted Steele's Novelties  
1:30—Skeets and His Radio Playboys  
2:00—News  
2:05—Cheerful Little Earfull  
2:30—"Mountain Red"  
2:45—Famous Homes  
3:00—News  
3:05—Prairie Outlaws  
3:20—Willie Gaddell  
4:00—News  
4:05—Afternoon Bulletin Board  
4:30—Arcadia Club Band  
4:45—Germest Case  
5:00—News  
5:05—On With the Dance  
5:15—Musical Pow-wow  
5:30—Musical Workshop  
5:45—Sport Spotlight  
6:00—News  
6:05—Lost and Found  
6:10—"The Little Show"  
6:40—Baseball Scores

**SUNDAY, APRIL 21, 1940**  
Morning  
6:00—News  
6:05—Salvation Army Band  
6:30—News  
6:35—The Melodiers  
6:50—Ave Maria Hour  
7:00—News  
7:05—Sunday Musicals  
7:15—Better Things in Sight  
7:30—News  
7:35—Radio Family Worship Hour  
Afternoon  
12:00—BPM Kent's Orchestra  
12:15—Pontiac U. A. W.-C. L. O.  
12:30—"The Ranch Boys"  
12:45—News in Review  
1:00—Socialist Labor Party  
1:15—U. of M. Music School  
1:30—Segr Ellis' Orchestra  
1:45—News  
2:00—Clarkston Baptist Church  
2:15—Piano Rhapsody  
2:30—Let's We Forget  
2:45—Treasure Chest of Melody  
3:00—New York Philharmonic Orchestra  
4:30—Pursuit of Happiness—Burgess Meredith  
5:00—Lewis Additions On the Air  
5:30—"The Elks Americanization Program"  
6:00—News  
6:05—Frank Link's Orchestra  
6:20—Ann Savitt's Orchestra  
6:30—Piano Thomas  
7:00—News  
7:05—Alan Roth's Orchestra  
7:15—Sign-Off

**MONDAY, APRIL 22, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:15—"Home Folks Frolic"  
7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—Second Cup of Coffee  
8:45—Morning Devotions  
9:00—News  
9:05—Woman's Radio Journal  
9:15—Columbia School of the Air  
9:45—Church in the Wildwood  
10:00—News  
10:05—Good Morning Neighbor  
10:30—Painted Melodies  
10:45—Organ Reveries  
11:00—News  
11:05—Prairie Pioneers  
11:30—Around the Town  
Afternoon  
12:00—News  
12:15—"The Luncheon Club"  
12:30—Hub's Man on the Street  
12:45—Tropical Moods  
1:00—News  
1:05—Watch Your Step  
1:15—W. P. A. Information  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—Los Angeles Light Opera Company  
3:00—News  
3:05—Prairie Outlaws  
3:30—Old Refrains  
4:00—News  
4:05—Afternoon Bulletin Board  
4:25—Navy Notes  
4:30—Germest Case  
4:45—The Master Singers  
5:00—News  
5:05—On With the Dance  
5:30—Music Graphs  
5:40—Casino Band of the Week  
5:45—Sport Spotlight  
6:00—News  
6:05—Lost and Found  
6:10—"The Little Show"  
6:40—Final Baseball Scores  
6:45—Five Star Final  
7:00—News  
7:05—Hits & Encores  
7:15—Sign-Off  
**TUESDAY, APRIL 23, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:15—"Home Folks Frolic"

7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—Second Cup of Coffee  
8:45—Morning Devotions  
9:00—News  
9:05—Woman's Radio Journal  
9:15—Columbia School of the Air  
9:45—Church in the Wildwood  
10:00—News  
10:05—Good Morning Neighbor  
10:30—Hollywood Hyllies  
11:00—News  
11:05—Prairie Pioneers  
11:30—Around the Town  
Afternoon  
12:00—News  
12:15—"Prairie Makers"  
12:30—"Hub's Man on the Street"  
12:45—"Ranch Boys"  
1:00—News  
1:05—Kilvans Club Luncheon  
1:30—"Radio Rodeo"  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—"The Master Singers"  
3:00—News  
3:05—"Prairie Outlaws"  
3:30—"Mich. Council of Churches"  
4:00—News  
4:05—"Concert Hall of the Air"  
4:30—"Piano Rhapsody"  
4:45—"Pontiac Public Schools"  
5:00—News  
5:05—"The Rhythm"  
5:30—"The Little Show"  
5:40—"Casino Band of the Week"  
5:45—"Sport Spotlight"  
6:00—News  
6:05—"Lost and Found"  
6:10—"The Little Show"  
6:40—"Final Baseball Scores"  
6:45—"Five Star Final"  
7:00—News  
7:05—"Hits & Encores"  
7:15—"Sign-Off"

**WEDNESDAY, APRIL 24, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:05—"Home Folks Frolic"  
7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—"Second Cup of Coffee"  
8:45—"Morning Devotions"  
9:00—News  
9:05—"Woman's Radio Journal"  
9:15—"Columbia School of the Air"  
9:45—"Church in the Wildwood"  
10:00—News  
10:05—"Good Morning Neighbor"  
10:30—"Painted Melodies"  
10:45—"Organ Reveries"  
11:00—News  
11:05—"Prairie Pioneers"  
11:30—"Around the Town"  
Afternoon  
12:00—News  
12:15—"The Luncheon Club"  
12:30—"Hub's Man on the Street"  
12:45—"Tropical Moods"  
1:00—News  
1:05—"Watch Your Step"  
1:15—"W. P. A. Information"  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—"The Master Singers"  
3:00—News  
3:05—"Prairie Outlaws"  
3:30—"Mich. Council of Churches"  
4:00—News  
4:05—"Concert Hall of the Air"  
4:30—"Piano Rhapsody"  
4:45—"Pontiac Public Schools"  
5:00—News  
5:05—"The Rhythm"  
5:30—"The Little Show"  
5:40—"Casino Band of the Week"  
5:45—"Sport Spotlight"  
6:00—News  
6:05—"Lost and Found"  
6:10—"The Little Show"  
6:40—"Final Baseball Scores"  
6:45—"Five Star Final"  
7:00—News  
7:05—"Hits & Encores"  
7:15—"Sign-Off"

**THURSDAY, APRIL 25, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:05—"Home Folks Frolic"  
7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—"Second Cup of Coffee"  
8:45—"Morning Devotions"  
9:00—News  
9:05—"Woman's Radio Journal"  
9:15—"Columbia School of the Air"  
9:45—"Church in the Wildwood"  
10:00—News  
10:05—"Good Morning Neighbor"  
10:30—"Painted Melodies"  
10:45—"Organ Reveries"  
11:00—News  
11:05—"Prairie Pioneers"  
11:30—"Around the Town"  
Afternoon  
12:00—News  
12:15—"The Luncheon Club"  
12:30—"Hub's Man on the Street"  
12:45—"Tropical Moods"  
1:00—News  
1:05—"Watch Your Step"  
1:15—"W. P. A. Information"  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—"The Master Singers"  
3:00—News  
3:05—"Prairie Outlaws"  
3:30—"Mich. Council of Churches"  
4:00—News  
4:05—"Concert Hall of the Air"  
4:30—"Piano Rhapsody"  
4:45—"Pontiac Public Schools"  
5:00—News  
5:05—"The Rhythm"  
5:30—"The Little Show"  
5:40—"Casino Band of the Week"  
5:45—"Sport Spotlight"  
6:00—News  
6:05—"Lost and Found"  
6:10—"The Little Show"  
6:40—"Final Baseball Scores"  
6:45—"Five Star Final"  
7:00—News  
7:05—"Hits & Encores"  
7:15—"Sign-Off"

**FRIDAY, APRIL 26, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:05—"Home Folks Frolic"  
7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—"Second Cup of Coffee"  
8:45—"Morning Devotions"  
9:00—News  
9:05—"Woman's Radio Journal"  
9:15—"Columbia School of the Air"  
9:45—"Church in the Wildwood"  
10:00—News  
10:05—"Good Morning Neighbor"  
10:30—"Painted Melodies"  
10:45—"Organ Reveries"  
11:00—News  
11:05—"Prairie Pioneers"  
11:30—"Around the Town"  
Afternoon  
12:00—News  
12:15—"The Luncheon Club"  
12:30—"Hub's Man on the Street"  
12:45—"Tropical Moods"  
1:00—News  
1:05—"Watch Your Step"  
1:15—"W. P. A. Information"  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—"The Master Singers"  
3:00—News  
3:05—"Prairie Outlaws"  
3:30—"Mich. Council of Churches"  
4:00—News  
4:05—"Concert Hall of the Air"  
4:30—"Piano Rhapsody"  
4:45—"Pontiac Public Schools"  
5:00—News  
5:05—"The Rhythm"  
5:30—"The Little Show"  
5:40—"Casino Band of the Week"  
5:45—"Sport Spotlight"  
6:00—News  
6:05—"Lost and Found"  
6:10—"The Little Show"  
6:40—"Final Baseball Scores"  
6:45—"Five Star Final"  
7:00—News  
7:05—"Hits & Encores"  
7:15—"Sign-Off"

**SATURDAY, APRIL 27, 1940**  
Morning  
6:00—News  
6:05—Musical Clock  
6:30—"Rovin' Cowboys"  
7:00—News  
7:05—"Home Folks Frolic"  
7:30—"The Three T's (Time, Tunes, & Temperature)"  
8:00—News  
8:05—Family Worship Hour  
8:30—"Second Cup of Coffee"  
8:45—"Morning Devotions"  
9:00—News  
9:05—"Woman's Radio Journal"  
9:15—"Columbia School of the Air"  
9:45—"Church in the Wildwood"  
10:00—News  
10:05—"Good Morning Neighbor"  
10:30—"Painted Melodies"  
10:45—"Organ Reveries"  
11:00—News  
11:05—"Prairie Pioneers"  
11:30—"Around the Town"  
Afternoon  
12:00—News  
12:15—"The Luncheon Club"  
12:30—"Hub's Man on the Street"  
12:45—"Tropical Moods"  
1:00—News  
1:05—"Watch Your Step"  
1:15—"W. P. A. Information"  
2:00—News  
2:05—"Cheerful Little Earfull"  
2:30—"Mountain Red"  
2:45—"The Master Singers"  
3:00—News  
3:05—"Prairie Outlaws"  
3:30—"Mich. Council of Churches"  
4:00—News  
4:05—"Concert Hall of the Air"  
4:30—"Piano Rhapsody"  
4:45—"Pontiac Public Schools"  
5:00—News  
5:05—"The Rhythm"  
5:30—"The Little Show"  
5:40—"Casino Band of the Week"  
5:45—"Sport Spotlight"  
6:00—News  
6:05—"Lost and Found"  
6:10—"The Little Show"  
6:40—"Final Baseball Scores"  
6:45—"Five Star Final"  
7:00—News  
7:05—"Hits & Encores"  
7:15—"Sign-Off"

### LOCALS

Mrs. Arthur Lamb and Mrs. Ella Darling attended the meeting of the Woman's Republican Federation Board held at the Pontiac Hotel, Tuesday, and later in the day attended the bridge luncheon at Consumers Power Company in Pontiac.

William N. Gray, of Farmington, was recently initiated into Delta Tau Delta fraternity at the University of Michigan, where he is a junior in the College of Engineering.

Mrs. Irving Lancaster is entertaining her club at her home on Thomas street, Friday evening.

Mr. and Mrs. Oliver Smith and daughter Jackie returned to their home in Ashtabula, Ohio, Sunday, after a visit with Mrs. Earle's parents, Mr. and Mrs. William Pauline.

Pack up your troubles and come to see "Calm Yourself." A grand evening's entertainment, Friday, April 19, at the Methodist church auditorium, Adults, 35c, Children, 25c.

Mrs. Lillian Anderson entertained the Monday evening bridge club at a chop suey supper at her home, this week.

Mrs. Clarence Bickling has returned home after spending several days with her daughter, Mrs. LeVane Turner, in Dearborn.

Mrs. Turner and infant daughter, Nancy Ann, returned home from Mt. Carmel Mercy Hospital last Friday.

Mr. and Mrs. George Hake of Plymouth spent Sunday afternoon and evening as guests at the home of Mr. and Mrs. Clyde Adams.

Mr. and Mrs. Ralph Aulen and family and Mr. and Mrs. Harold Westfall and daughter Diane attended a family dinner at the home of Mrs. Aulen's sister, Mrs. Florence Young, in Orionville, Sunday. The dinner was in honor of Mr. and Mrs. Glen Walton in their 25th wedding anniversary.

Emory Hutton and Adolph Nacker were among those from Farmington who attended the opening Tiger baseball game at Briggs Stadium, Tuesday.

You have a date with the Massquers, Friday, April 19, at 8:15 p. m. to see "Calm Yourself." May we meet you? At the Methodist church auditorium.

Betty Lee Quilist, who was recently injured in an automobile accident, is reported as having improved considerably this week, but will be confined to Pontiac General Hospital for some time to come.

Mrs. Alan Headley, Mrs. Joseph Daviend, Mrs. Tom Banks and Mrs. Homer Eisenbald, attended the opening baseball game at Briggs Stadium, Tuesday.

Wednesday evening dinner guests of Mr. and Mrs. Fred Maas were Mr. and Mrs. Leiland Schultz of Milan and Mr. and Mrs. William Durgut.

The whole town's talking about "Calm Yourself." Have you gotten your ticket yet? Friday, April 19, at the Methodist church auditorium.

Marie Pettibone is still confined to Veterans Hospital in Dearborn, where he has been for the past four weeks. Prior to this time he spent 12 days in the Detroit Osteopathic Hospital.

Mr. and Mrs. Arthur Lamb spent Sunday with Mrs. Hattie Angel and Mrs. Lily Angel in Northville.

Lester Harger, recently returned from a trip through the East, spent Tuesday in Farmington making arrangements for the Albion College Band Concert to be held here Sunday, and visiting his parents, Mr. and Mrs. S. D. Harger.

Mr. and Mrs. Earl Clappison (the former Olive Tilly) announce the birth of a daughter, Judith Lee, born April 11.

Farmington Chapter No. 239, O. E. S. will have a meeting Tuesday evening, April 23. Dinner will be served at 6:30. Everyone is cordially invited to attend.

Murray Moore of Detroit spent several days the past week at the home of his parents, Mr. and Mrs. Harry Moore.

Mrs. J. B. Snyder of Detroit spent Tuesday in Detroit.

Mrs. Alice Birch of Grand Junction has returned home, after a month's visit with her daughter, Mrs. Peter Kolman of Halsted Road.

Like your comedy fast and furious? Then don't miss "Calm Yourself." Friday, April 19, at Methodist church auditorium. Adults, 35c. Children, 25c.

Mr. and Mrs. Harry Moore and son Murray spent Tuesday afternoon and evening with Mr. and Mrs. Charles Thornton at Trenton.

Mr. and Mrs. Mahlon Bradley and sons, Pat and Dean, and Mr. and Mrs. Walter Goin and son Frank were Sunday supper guests at the Frank Bradley home.

Modern and Old Time DANCE Every Saturday Night at GRAMER'S HALL 11111e and Inkster Rd. Admission 25c

**PLOWING**  
Done with new Ford tractor. By Hour or Job.  
J. Trombley  
23916 Grace St. Phone 9022

**EIGHTH CHURCH OF CHRIST, SCIENTIST, Detroit**  
Announces a **FREE LECTURE ON CHRISTIAN SCIENCE**  
ENTITLED "Christian Science: True Education" by **James G. Rowell, C. S. B.**  
of Kansas City, Missouri  
Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts  
**EIGHTH CHURCH EDIFICE**  
20011 Grand River Avenue at Evergreen  
**FRIDAY EVENING, APRIL 19, 1940**  
At Eight O'Clock  
THE LECTURE IS CORDIALLY INVITED TO ATTEND:  
Seats will be reserved until 7:45 for those attending their first Christian Science Lecture; ask for Chief Usher.

Mr. and Mrs. Harry Moore and son Murray spent Tuesday afternoon and evening with Mr. and Mrs. Charles Thornton at Trenton.

Mr. and Mrs. Mahlon Bradley and sons, Pat and Dean, and Mr. and Mrs. Walter Goin and son Frank were Sunday supper guests at the Frank Bradley home.

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of Kansas City, Missouri  
Member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts  
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20011 Grand River Avenue at Evergreen  
**FRIDAY EVENING, APRIL 19, 1940**  
At Eight O'Clock  
THE LECTURE IS CORDIALLY INVITED TO ATTEND:  
Seats will be reserved until 7:45 for those attending their first Christian Science Lecture; ask for Chief Usher.

**REDFORD THEATRE**  
Gd. River & Lahser  
FRIDAY, SATURDAY, SUNDAY, MONDAY  
Wangchert SULLAVAN James STEWART ERNST LUBITSCH PRODUCTION  
The SHOP AROUND THE CORNER  
Scenes Play by SAMSON RATHAELSON • Produced and Directed by ERNST LUBITSCH  
ALSO  
AT LAST! A TRULY MOVING PICTURE!  
JANE BRYAN GEORGE RAFT WILLIAM HOLDEN  
Invisible Stripes  
Directed by LLOYD BACON • A WARNER BROS. First National Picture  
Costed by William Fox • Original Story by Donald Crisp • Screen Play by Lewis E. Lewis  
Take advantage of the Redford Theatre Eastern Michigan Motorbus combination tickets. Combined Theater, Round trip bus tickets, Adults 30 cents, children 15 cents. Buses start at 1:30 p. m. On Saturdays, Sundays, holidays, continuous shows, late at 1:30 p. m.

**WON '100' EACH!**  
"Lotsa Stuff"  
Myron G. Becker, Jr., Edmore, Mich.  
"Fordora"  
Zephora A. Pershan, 2475 N. Gratiot, Mt. Clemens, Mich.  
"The Young-En's Delight"  
Howard Leighner, Route No. 3, Rockford, Ohio  
"My Riding Habit"  
Fred Kross, 926 Wright St., Saginaw, Mich.  
"Strongheart"  
Mrs. Florence S. Pontello, 4115 Burnham Ave., Toledo, Ohio

**Again!**  
\$1,000.00 cash  
FORD DEALERS to give Ten '100' Prizes  
in the  
**NICKNAME**  
Used Car Contest Closing April 25!

BUY YOUR USED CAR FROM ANY FORD, MERCURY, OR LINCOLN-ZEPHYR DEALER IN THE TERRITORY SHOWN ON THE MAP BY MIDNIGHT, APRIL 25, AND YOU'RE IN THE RUNNING FOR A \$100 CASH PRIZE!

Follow these 3 Simple Rules  
1 See any Ford, Mercury, or Lincoln-Zephyr dealer in the territory shown on the map. Pick out any used car in his stock. When you've made your down payment, the dealer or his sales man will give you a certified, self-addressed and post-paid Entry Card.  
2 Write or print on the card a nickname for the car you bought, using not more than five words. Mail the card. It must be postmarked not later than midnight of April 25.  
3 The ten best nicknames as determined by the judges will each be awarded a \$100 cash prize within a week after the contest closes. Decisions of the judges will be final. In case of a tie, duplicate prizes will be awarded. The judges are: Hon. John L. Carey, Mayor of Dearborn, Mich.; G. D. Gertias, Automobile Editor, Toledo Blade; Gordon Kingsbury, Director of Advertising Courses, Wayne Univ. (NOT ELIGIBLE Ford Dealer or their families. Ford dealers' employees or their families.)

Read the 3 Simple Rules. Make a down payment and YOU'RE IN! All you do is to nickname the car you buy, write the nickname on the post-paid Entry Card, and mail it Read car nicknames which have already won \$100 apiece. Another ten \$100 prizes will be awarded in this week's Contest. See your Ford dealer today!

ten \$100 cash prizes Ford dealers are REPEAT- ing their big \$1,000 Nickname Contest. New car sales are still going up fast and used cars are coming in just as fast. These trade-ins must be cleaned out in short order. So Ford dealers are handing out another \$1,000 to used car buyers—and slashing prices too!

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