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VOL. 1. NO. 2.

HASTINGS, N.Z., MONDAY, FEBRUARY 28, 1938.

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HAWKE'S BAY WEATHER

Unsettled but still warm; rain likely; seas moderate.

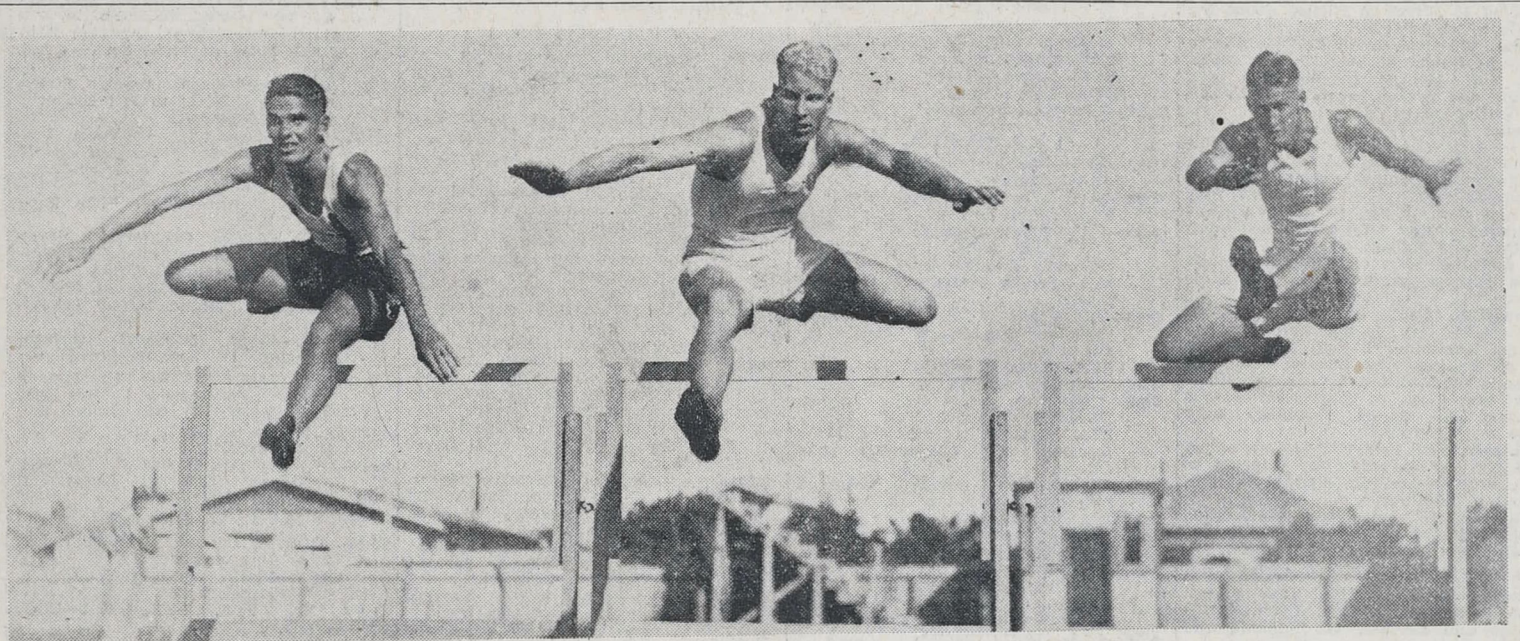
GOVERNMENT HAS DECIDED ON IRON INDUSTRY FOR N.Z.

Ore Deposits At Onekaka Are To Be Developed: Bill Now Being Drafted

(From Our Own Parliamentary Correspondent).
WELLINGTON, Feb. 27.
The Government's decision to go ahead with the establishment of an iron industry in the Dominion was announced by the Prime Minister (the Rt. Hon. M. J. Savage) when speaking at Featherston on Saturday. Mr Savage revealed further details in an interview with the "Daily Mail" correspondent later.
A Bill embodying the proposals is already in the hands of the law draftsmen and will be submitted to Parliament during the next two weeks.
The iron ore deposits at Onekaka will be developed extensively.

"It is definitely the intention of the Government to establish an iron industry in New Zealand," Mr Savage said. "The recent experiences with important projects held up owing to delay in the arrival of iron and steel supplies would alone make this course necessary, but there are obvious other reasons of even greater importance."
"At present there are some difficulties in the way, and they must be removed by legislation before we can proceed."
"The Bill giving effect to the Government's policy is being drafted now and its main provision will be to enable us to go ahead and do the job. For years there has been talk about developing the iron deposits of the Dominion and it is about time that we stopped talking and did something."
The Prime Minister added that the general proposal was to develop

the iron deposits at Onekaka which on several occasions had aroused the interest of overseas experts.
He was unable to say where the actual smelting works and mills should be situated once the project was under way but stated that these and other related matters would be finally determined as soon as the preliminary difficulties had been removed.
Mr. Savage was also asked whether the Government would conduct the proposed new industry in its entirety or whether it would be operated by private enterprise under licence and on the payment of a royalty to the State.
He replied that he was unable to discuss that particular point at the moment as full details of the Bill had still to be discussed at a Government caucus.
However, the actual proposals would be made public in the near future.



Some of the pick of Hawke's Bay athletes in action. Taking an early flight in the 220 yards hurdle championship at the Hawke's Bay Poverty Bay athletic championships held at McLean Park, Napier, on Saturday. P. F. Sharpley, New Zealand's Empire Games representative, won this title handsomely. From the left the hurdlers are Sharpley (Hastings), E. Phillips (Napier), and V. McCutcheon (Napier).

SOMETHING DONE AT LAST?

BRITISH SHIPPING IN PACIFIC

"ALL-RED" ROUTE

Canada Reported to be Giving £1,200,000

United Press Association—Copyright. (Received February 27, 9 p.m.)
LONDON, Feb. 26.
At long last it appears that something will be done for British shipping in the Pacific.
Canada is reported to be appropri-

GLASGOW IS "RAIDED"

Black-out In Scottish City

VOLUNTEERS ACT

Woman Heads Band of Fire-fighters

(Received February 27, 8.30 p.m.)
LONDON, Feb. 25.
Glasgow experienced a test air-raid black-out at 12.30 a.m. when there was still considerable traffic.
All street lighting was switched off. Volunteers, led by a woman, extinguished a fire at an isolated house built for the occasion, and on which an incendiary bomb exploded.
Other experiments with high explosive bombs and gas bombs passed off successfully.

Hundred 'Planes Search

MISSING MACHINE

Was On Round-Britain Test Flight

United Press Association—Copyright. (Received February 27, 9.0 p.m.)
LONDON, Feb. 26.
One hundred aeroplanes from seven Royal Air Force stations are searching for a Vickers-Wellesley plane which has been missing since Thursday. It was last heard of at 7.15 a.m. on Thursday two miles east of Braemar.
It was the second plane to leave Heyford on a round-Britain test flight. The first machine successfully completed the flight of 1600 miles in 12 hours. The missing plane had petrol for only 15 hours. The plane was practising for an attempt on the long-distance record to Australia.
The personnel numbers three — the Australian Flight-Lieutenant Gardner, Flying-Officer G. J. Thomson and Sergeant Hicks.

"BATTLESHIPS OF THE AIR"

GIANT CRAFT FOR U.S. NAVY

54 ORDERED

United Press Association—Copyright. (Received February 27, 9.30 p.m.)
WASHINGTON, Feb. 27.
The United States Navy has placed orders for 54 flying-boats similar to the huge four-motored Sikorsky "flying dreadnoughts," now under secret tests, says the correspondent of the United Press.
The new so-called "battleships of the air" mount guns capable of firing 200 two-inch shells a minute, being twice as large as any weapon at present mounted.
The American fighting craft will also be equipped with regular machine-guns and will carry 2000 bombs or more.

35,000 Austrians Give Vow Of Loyalty

Enthusiastic March to the Very Frontier of Germany

Inspiring Slogan

Nazis Eclipsed: Did Not Dare to Disturb Procession

United Press Association—Copyright. (Received February 27, 7 p.m.)
LONDON, Feb. 26.
"Swear with us that Austria shall live for ever" was the slogan of a torchlight procession comprising 35,000 persons in one of the greatest demonstrations in Salzburg's history, says the "Daily Telegraph's" Vienna correspondent.
The procession marched to the very frontiers of Germany to show its participants' loyalty to Austrian independence, completely eclipsing the Nazi procession of 15,000 persons on February 22.
The procession's success is mainly attributable to the enthusiasm created by Dr. Kurt von Schuschnigg's speech on Friday, but also to a decrease in the number of Nazi adherents owing to a knowledge of Germany's economic plight.
Tens of thousands of hands were lifted up in fealty to Austria in response to the slogan.
The Nazis dared not disturb the procession.

Left For Dead Three Times

BOY TRICKS DOCTORS

Can Bring On Long Fits When He Chooses

United Press Association—Copyright. LONDON, Feb. 25.
The mother of a 14-year-old boy charged with theft in South London said that doctors had three times certified the boy as dead. He had suffered from fits for years. He could go off into a fit at will in order to gain sympathy. Sometimes the fits lasted 48 hours, and the boy recovered hours after he had been left for dead.

BREAKDOWN AVOIDED

"DAILY MAIL" IS ASSISTED BY "HERALD-TRIBUNE"

Because of a last-minute breakdown in a section of the plant of the "Hawke's Bay Daily Mail," it would have been impossible to have published this morning without the assistance of the "Herald-Tribune." The managing-editor of our contemporary and his engineering staff filled the breach generously by performing the production of our mats.

TRADE TREATY BETWEEN AUSTRALIA AND U.S.A.

Relations Improved When Licensing System Was Abandoned

United Press Association—Copyright. WASHINGTON, Feb. 25.
Since Canberra last year abandoned the licensing system applied against the United States, high officials here have been interested in the prospects of a trade treaty with the Commonwealth.
If so, it will not only mean the salvation of British shipping in the Pacific, but will provide a welcome fillip to British ship-building.

RELATIONS IMPROVED WHEN LICENSING SYSTEM WAS ABANDONED

United Press Association—Copyright. WASHINGTON, Feb. 25.
The fact that Britain happens to be an industrial country with which a treaty is impending is accidental, but with this achieved the ground will be cleared.
One demand which the United States is certain to make in the treaty negotiations is for most-favoured-nation treatment.
Naturally, the treaty talks will not be all plain sailing, and one of the dangers Australia will have to guard against will be to avoid paying for concessions granted by the United States to other Dominions, if not to Britain.
Neither American nor Australian officials are ready to predict when the discussions may be expected to reach concrete form with so many uncertain factors still operating, but a favourable augury is the acknowledged fact that the Anglo-American discussions are proceeding in the most satisfactory manner.

NAZIS AGAIN ACTIVE IN AUSTRIA

Swastika Hoisted At Graz City Hall

(Received February 27, 11 p.m.)
VIENNA, Feb. 26.
The Graz University has been closed owing to the students' Nazi demonstrations.
The Nazi movement in Styria and Carinthia threatens to develop into a landslide. The swastika was hoisted at the Graz city hall. Nazi enthusiasm is sweeping Upper Austria.

Mr and Mrs Hugh Baird, with their daughters, the Misses Jeanie and Lottie Baird, left Hastings recently on an extended holiday to England.

On the trip across the Tasman, Mrs Baird, writing to a friend, said: "We are having a fine trip across the Tasman." But Miss Jeanie, in a note enclosed with her mother's, had a different tale to tell. "I am very, very glad to say that we will soon be in Sydney."

Kentish Fire is a form of public greeting consisting of long-continued hand-clapping and cheering. Peculiar to Kent.



The first photograph taken of Beatrix ("Bringer of Happiness") Wilhelmina Arringard, daughter of Princess Juliana and Prince Bernard of the Netherlands. In this picture the Prince admires his 24-hour-old daughter.

PLACEMENTS FOR THE WEEK

Temporary Labour Is In Increased Demand

A total of 48 private placements was made by the State Placement Service, Napier, this week. Of this total 32 were temporary positions, 13 were casual positions and three were permanent positions.
Last week only 23 placements were made altogether, and the increase this week has been caused principally through the demand for temporary labour for wool stores and other seasonal work.
There was a decided shortage of tradesmen, said the Placement Officer at Napier (Mr H. Dyson) yesterday. There was a keen demand for electricians, motor mechanics, and joiners and carpenters.

ANIMALS WORTH JUST UNDER £50,000

Stocktaking at Two Zoos in Britain

The London Zoo was last month in the throes of its annual stocktaking. To arrive at a tolerably accurate total, each animal had to be considered in relation to its age, general conditions, potential longevity, and value as a show beast. The London and Whipsnade collections as they stand are worth just under £50,000.
The okapi shares with the Indian rhinoceros the distinction of being the most valuable animals in the collection. They are worth £1000 each. Mok and Moira, the gorillas, are valued at £1800 the pair.
Of the great cats, always popular exhibits, the tiger is still the most valuable, being worth £100, whereas the lion, once priced at £150,

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Hastings Theatres

COMEDY! NIGHTLY AT 8. THRILLS! A LAUGHLADEN COMEDY-ROMANCE ENACTED IN THE PRECINCTS OF A BIG CITY NEWSPAPER. WENDY BARRIE. WALTER PIDGEON. DOROTHEA KENT. KENT TAYLOR. GEO. BARBIER. "A GIRL WITH IDEAS". "The Westland Case". Plans at Sutcliffe's. RING 2822 or THEATRE 2283 after 6.30 p.m.

SESSIONS DAILY - 2.15 & 8 - Regent. Plans at Sutcliffe's, Phone 2822 or at Theatre after 6 p.m. JOAN CRAWFORD. FRANCHOT TONE. ROBERT YOUNG. Billie Burke - Reginald Owen. "THE BRIDE WORE RED". FIRST HALF includes PETE SMITH SPECIALTY ALL-COLOUR TRAVEL MUSICAL REVUE (Approved for Universal Exhibition).

PHONE 2674 for Reserves. HASTINGS LEADING THEATRE. DAILY 2.15 --- 8. Shirley Temple in "HEIDI of the ALPS" with JEAN HERSHOLT ARTHUR TREACHER (Approved for Universal Exhibition).

The Municipal Pictures HASTINGS POPULAR FAMILY CINEMA. ALL STALLS 1/6. DRESS CIRCLE 1/6 TWO STARTLING DRAMAS. "CRIMSON ROMANCE" - Starring BEN LYON SARI MARITZA HERMAN BING. "PRIDE of the MARINES" (Approved for Universal Exhibition).

HASTINGS MUNICIPAL THEATRE. GREAT THEATRICAL EVENT NEXT WEDNESDAY NIGHT AND THURSDAY EVENING. FAY COMPTON FAY COMPTON. "VICTORIA REGINA" "VICTORIA REGINA". "Victoria Regina" Coming to Hastings. Regarded as one of the greatest actresses of Great Britain, Miss Fay Compton heads a brilliant London company in the spectacular drama, "Victoria Regina," which she appears at Hastings on Wednesday and Thursday nights. FINE DOUBLE-FEATURE PROGRAMME. Comedy and War Picture at Municipal. Set against the colourful background of the United States Marine Base at San Diego, California, Columbia's comedy-drama, "Pride of the Marines," is now at the Municipal Theatre, Hastings. Its cast includes Charles Bickford, Florence Rice, Billy Burrud, Robert Allen and Ward Bond.

Napier Theatres

IT BEGARS DESCRIPTION - THE MIRACLE PICTURE OF ALL TIME! LOUISE RAINER WILLIAM POWELL "THE EMPEROR'S CANDLESTICKS". In a film that affords amazing contrast with their former vehicles, William Powell and Louise Rainer achieve new credit in "The Emperor's Candlesticks," which opened its season at the Gaiety Theatre, Napier, on Saturday to a capacity and enthusiastic audience.

At THE PLAZA HASTINGS STREET, NAPIER. RONALD COLMAN. "THE PRISONER OF ZENDA". As long as you live you'll recall the Thrill its Beauty and Adventure Provide. Packed to the doors on Saturday night, with hundreds turned away. Plans at Lockyer's (Phone 526) and after 6 p.m. at the Theatre (Phone 118).

STATE. Napier's Leading Cinema. THE PICTURE YOU'LL REMEMBER HER FOR ALWAYS! SHIRLEY TEMPLE. JEAN HERSHOLT ARTHUR TREACHER HELEN WESTLEY. "HEIDI". LAST DAY :: WEDNESDAY, MARCH 2.

FINALITY TO-DAY at 2.15 and 8 p.m. MAYFAIR THEATRE NAPIER. "The Radio Patrol". "Behind the Mike". "Killer at Large". "Paris in Spring". Reference to the recent debate between the Minister of Finance (the Hon. W. Nash) and Mr. J. H. Furniss on the relative merits of the guaranteed price and compensated price proposals, was made by Mr. R. E. Talbot at Saturday's meeting of the Hawke's Bay provincial executive of the New Zealand Farmers' Union.

THE COMPENSATED PRICE. Recent Debate. MR FURNISS TO BE CONGRATULATED. Contest With Minister of Finance. Arrivals in New Zealand during the nine months from December, 1937, included 7711 persons classed as tourists, according to the current issue of the Abstract of Statistics. In 1936, 6998 persons arrived in New Zealand from overseas and in 1937, 5700. These figures do not include tourists on cruising liners, who numbered 3107 in the nine months ended in December, 1937, and 3071 and 2496 in the corresponding periods in 1936 and 1935.

ENTERTAINMENT OF FINE QUALITY. "Emperor's Candlesticks" Has New Theme. In a film that affords amazing contrast with their former vehicles, William Powell and Louise Rainer achieve new credit in "The Emperor's Candlesticks," which opened its season at the Gaiety Theatre, Napier, on Saturday to a capacity and enthusiastic audience.

POPULAR PROGRAMME DRAWS RECORD NUMBERS. The apparent popularity of "The Prisoner of Zenda" was demonstrated at the Plaza Theatre, Napier, on Saturday when the Theatre was unable to accommodate large numbers of would-be patrons.

THE SIX ESSENTIAL REQUIREMENTS OF A MODERN MOTOR CAR ARE ALL FOUND IN THE NEW CHEVROLET FOR 1938. BEAUTY, SAFETY, COMFORT, PERFORMANCE, ECONOMY, DURABILITY.

HAWKES BAY DISTRIBUTORS The Hawke's Bay Farmers' Co-op. Association Ltd. NAPIER - HASTINGS - DANNEVIRKE. SHIRLEY TEMPLE AT STATE. A World-famous Story On The Screen. Charming in her child characterization Shirley Temple plays the principal role in "Heidi," which will be repeated at the State Theatre, Napier to-day.

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Meetings Of The Month

WOMEN'S INSTITUTES
Gifts From Sister Group In England
DISPLAY AT TWYFORD

Egypt's Young Queen Withdraws Forever From Public Gaze

There is tragedy in some of the customs of the Moslem world. Little more than a child, and as beautiful as she is young, Queen Farida of Egypt has passed forever from the eyes of the world.

She had four court gowns glittering with gold and gems. One lovely model in peach-pink was embroidered with 'water-drop' pearls, and had a 24-foot lame train spangled with jewels and trimmed with blue velvet and white ermine.

Another of these court gowns was of shell-pink hand-made lace, and a third was in pale blue lame encrusted with pearls.

Fond of Blue Fox. The Queen of Egypt is fond of blue fox fur, and this skin was used to trim several of her coats, which include a lovely Astrakhan model, three tailor-mades, and a sports coat of antelope.

Her lingerie, consisting of 300 garments, was of shimmering satin and delicate lace. It was the work of 20 Armenian girls, who had been busy on it for the last four months, under the supervision of Mme. Enokian, who was responsible for the trousseaux of the Queen Mother of Egypt and of Queen Farida's mother.

Each garment was embroidered with a crown, and the Queen's name, and some of the sets were trimmed with priceless lace, once belonging to the Empress Elizabeth of Austria.

One nightdress of white lace was cut on Mary Queen of Scots lines, and worn with a negligee of satin



A portrait study of the young Queen Farida of Egypt, taken just before her marriage to King Farouk last month.

embroidered in gold, while each pair of pyjamas had its matching bolero jacket in velvet or lame. King Farouk, who is an expert judge of lace, had much of the lace

specially designed for his bride. All the household linen—in a delicate shade of blue—was also embroidered with the Royal crown and the name of Farida.

HAWKE'S BAY A. AND P. AUTUMN SHOW

Entries for the Hawke's Bay Agricultural and Pastoral Society's autumn show will close on Thursday, and because this year's show is to be held on a Saturday it is anticipated that there will be a greater response than usual from competitors.

In the competitions section classes are included for dog trials, dancing and piping, axemen's and horse events, including the handy hunter class, which was a popular feature of the 1937 programme.

Home Industries Section. A special feature will be the home industries section. In the classes for cookery and preserves the entries are always large, and the standard of the exhibits is equal to that of any other show in the Dominion.

There will be added interest in the sectio this year as a new challenge cup has been presented for the most point gained in the preserves and cookery classes. This year it will not be necessary for exhibitors to send in their exhibits two weeks before the show.

A big attraction at the show will be the floral section. Entries for all classes will close on Thursday next, March 3, at the society's office, Church Lane, Napier, or at Mr F. C. Wilkinson's office, Queen Street, Hastings.

Exhibition... -- of -- AUTUMN ... MODES -- in our -- Fashion Salon
BAIRD'S of HASTINGS

Record Influx to Camp

PRAISE FOR HASTINGS Tourists Impressed by Windsor Park

Streamlined cars, radio sets and easy chairs, nowadays essentials of everyday life, now play an important part in modern camp life.

Factors such as these contribute much to the increasing popularity of motor camping.

With a climate comparable with the Riviera in the South of France and its abundance of attractions for tourists, Hawke's Bay has had more than its share of camping visitors this season. In fact, most of the camping grounds in the province have had a record influx of visitors.

Situated in ideal surroundings about a mile from Hastings, beautiful Windsor Park has attracted more than 4000 people throughout New Zealand since Christmas, this number easily creating a record. The weather was perfect.

Still Many Campers. Making the most of the last days of summer, large numbers of parties still occupy the shady nooks which abound in the camp. Even with the severity of winter parties of outdoor enthusiasts will, it is expected, provide the camp with a steady flow of visitors.

Unstinted praise for the beauty of the surroundings and the facilities offered was given by a number of the campers approached by a 'Daily Mail' representative.

"Easily one of the best camping parks in the Dominion," was the verdict of one party.

The configuration of the grounds, the wide expanses of green lawns, shaded by rows of drooping willows and giant poplars and a clear stream in the centre combined to make Windsor Park a camping ground of more than usual beauty in the party's view.

Sporting Facilities. An undoubted feature, the sporting facilities provide for tennis, swimming and boating in the summer and golf in the winter.

Row on row of giant canna lilies, dominating the central area overlooking the stream, caught the reporter's eye. Thick green hedges afford protection from high winds and the ground is remarkably dry.

The progressive policy which the Hastings Borough Council is now pursuing in improving Windsor Park is well shown by Mr Ribbands, "for the money expended is refunded not only directly in camping fees, but also indirectly in that the tradespeople benefit by thousands of pounds annually from the custom of tourists."

Irregularities in Parking

HASTINGS PROBLEM Traffic Inspector's Criticism

The failure of motorists to comply with parking regulations is at present the chief problem confronting the Hastings Borough Council traffic inspector (Mr. D. Mann).

"If we could get rid of irregularities in parking half our difficulties would be eliminated," the inspector told the 'Daily Mail'.

"Certainly we would ask motorists to park their vehicles parallel to and as close to the kerb as possible, and on no account do we expect them to leave their cars, even with the engines running, double-parked outside a row of stationary vehicles," he said.

Regulation 4, sub-section 7 h. of the Traffic Regulations 1936 made the position quite clear, Mr Mann stated. The regulation read: "no person shall stop, stand, or park any vehicle, whether attended or unattended, on the off side of any stopped vehicle."

"A distinct improvement could be made, too, in signalling when motorists are stopping or leaving kerbs," he said. "Motorists should signal first, and then wait until they know it is safe to pull out from the kerbs. That has also been a cause of trouble, and collisions have frequently been narrowly averted."

"The trouble is that motorists do not see these breaches as inspectors do. The individual motorist sees little harm in what he is doing, and it is only when one sees how general are the offences that the position is appreciated."

The exhibition was well patronised by the public.

A Quartette of FAVOURITES

That's the beauty of BONDS

ADORA ... 4/11 Dull, pure silk, full-fashioned, and with mercerised top and ladder-run-stop. MIGNON ... 6/11 Finer, duller, full-fashioned, pure silk with fine weave mercerised lisle top and silk lace band with ladder-stop.

EMBASSY ... 7/11 For extra hard wear ... dull, heavy, pure silk, full-fashioned with mercerised lisle top, incorporating handsome lace design and ladder-stop. CHARM ... 9/11 For afternoon and evening, an exquisite, individually boxed gift choice, pure silk from top to toe, with lace design in the silk top and special ladder-stop.

Exquisite hosiery for every change of gown ... for every hour of the day ... 'Adora' for everyday wear ... 'Mignon' for suits and office wear ... 'Embassy' for tweeds and heavy service ... 'Charm' for those occasions that demand super-luxury and fine distinctiveness.

BONDS PURE SILK FULL-FASHIONED QUARTETTE OF HOSIERY FAVOURITES

A birthday gift brings Janet happiness

Knights Castile 6 A LARGE TABLET SPECIALLY MADE FOR THE FACE
Hullo - some Knights Castile from Molly. That's the soap for Tired Skin. I'll see if it brings me success at Mary's Party.

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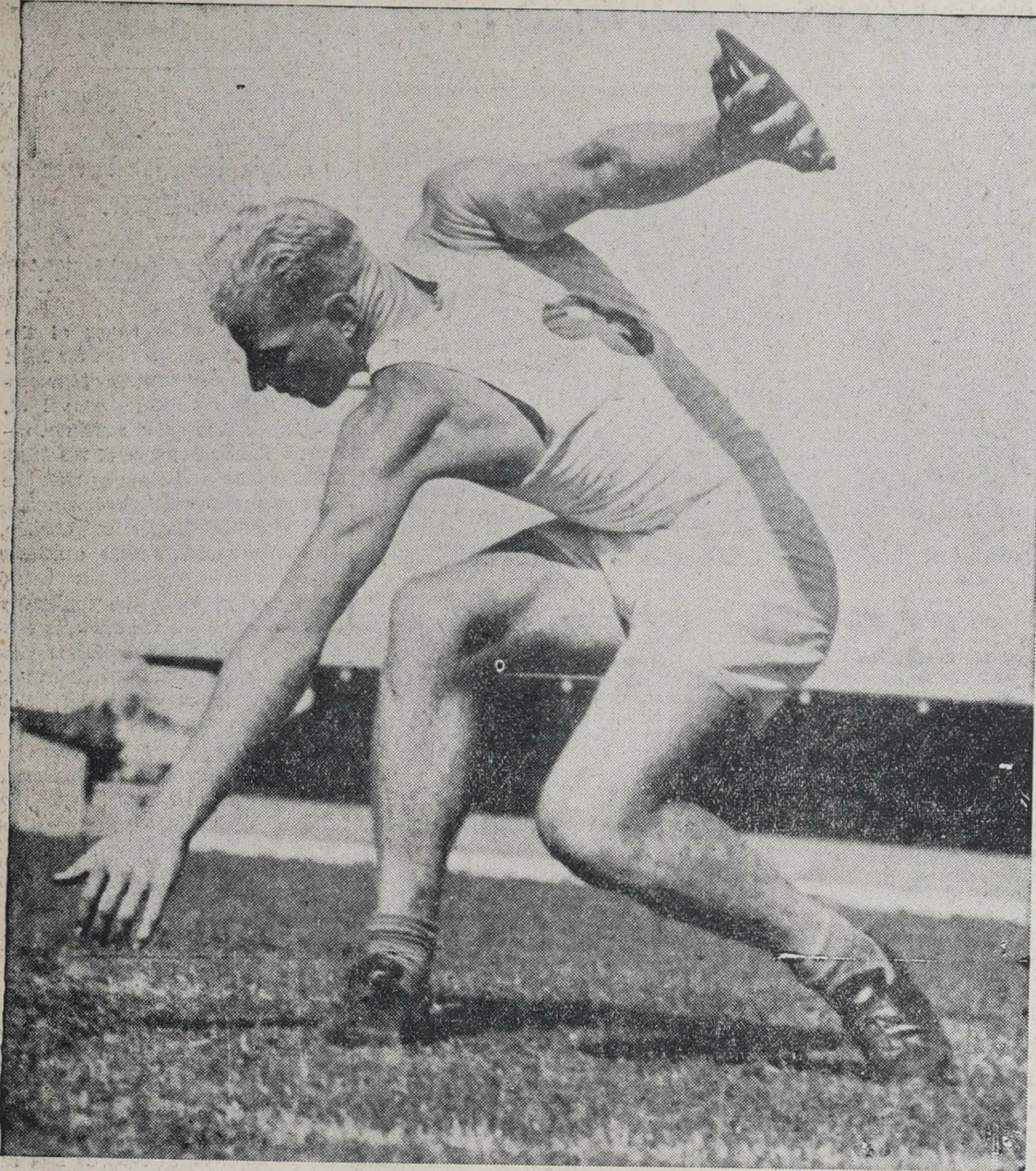
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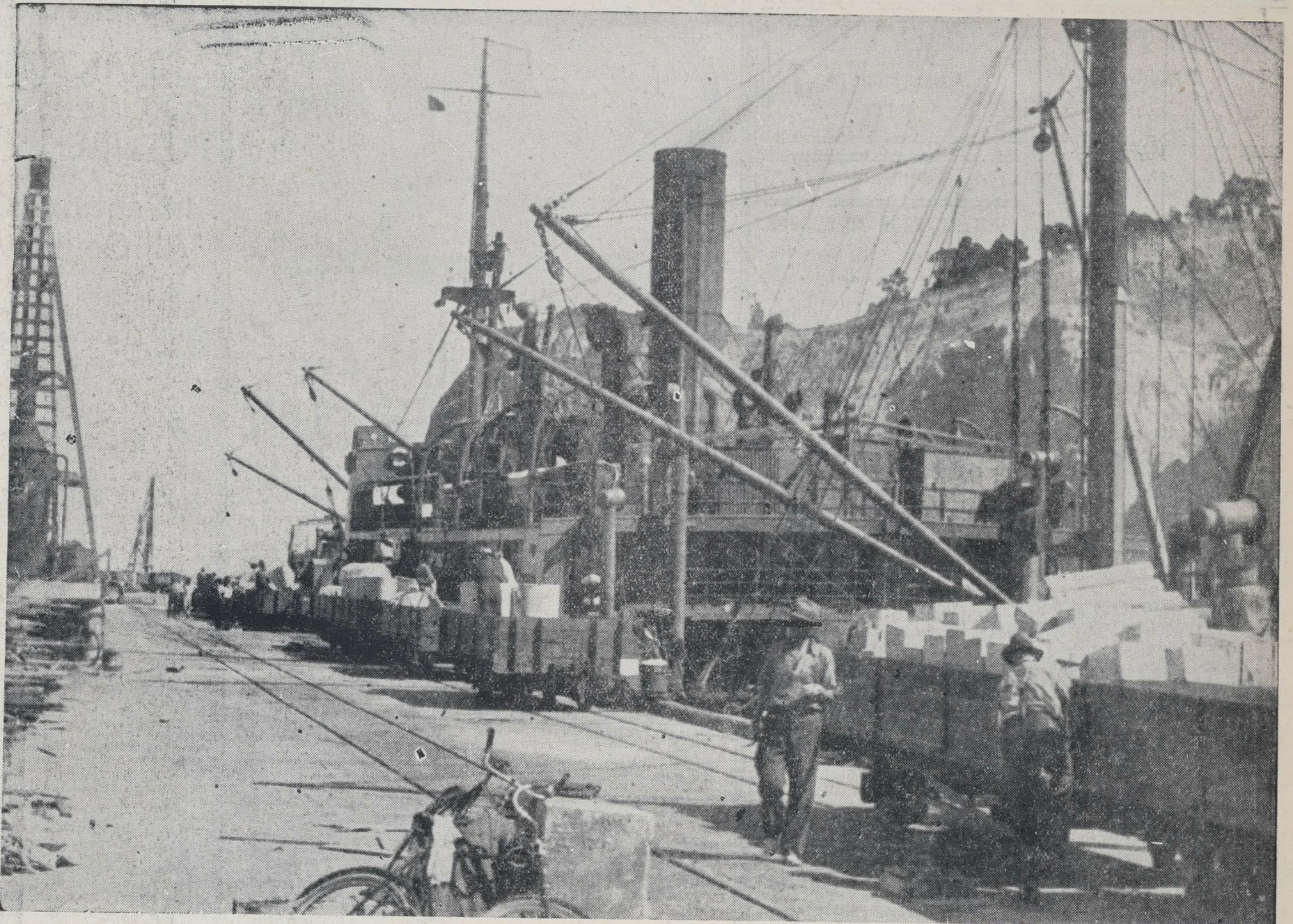
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HOLLYWOOD SCHOOL OF DRESSMAKING

BEAUTIFUL GOWNS Elizabeth Horne FOR THOSE COMING WINTER OCCASIONS



The figure and action of a champion. This wonderful athletic study was caught by the "Daily Mail" cameraman at the Hawke's Bay-Poverty Bay athletic championships at McLean Park, Napier, on Saturday, when E. Phillips (Napier) threw the discus 122ft 7in to break the record and win the title.



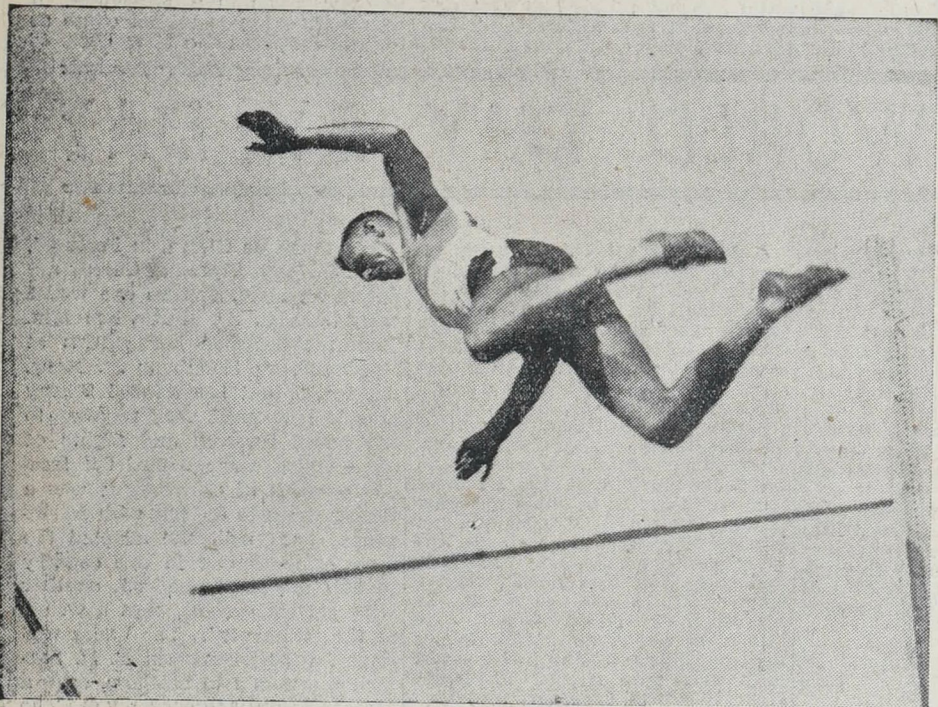
THE NAPIER WATERFRONT—A typical waterfront study at Napier. Looking along the wharf during the unloading of general cargo.



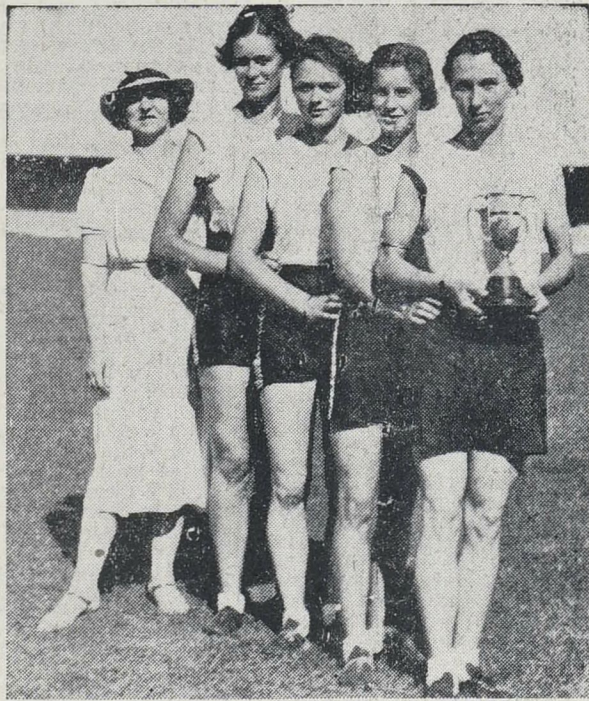
A wonderful action study of a perfect start of the final of the 75 yards ladies' championship at the Hawke's Bay-Poverty Bay athletic championships on Saturday.



A modern American monoplane at the Hawke's Bay and East Coast Aero Club's grounds yesterday. This machine was flown for the first time in New Zealand during the week-end.



R. Johnson (Napier), who won the pole vault championship, in action. Johnson, the holder of the record in this event, retained his title.



The Napier team, winner of the Annie Holdern relay cup at the Hawke's Bay-Poverty Bay athletic championships held at McLean Park, Napier, on Saturday. The members of the team were: Misses J. Prince (captain), N. Wyness, N. Martin and L. Climo, and Mrs Armer (manager).



Relaxing after the principal parade yesterday morning. A scene at the military camp being held at Tomoana.

ADVANCE NEWS FOR THE WELL-DRESSED MAN



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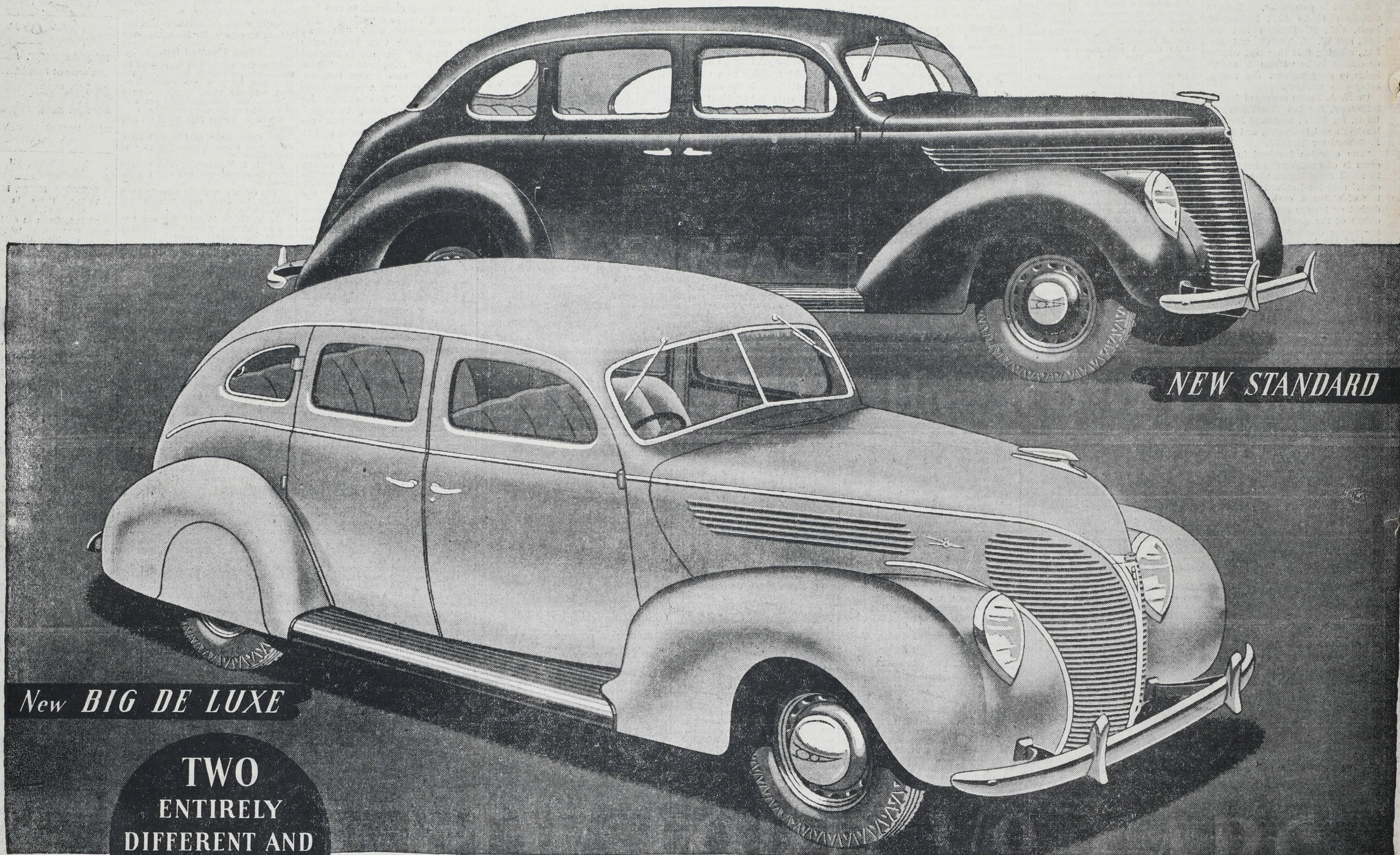
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THE NEW BIG DE LUXE FORD V8

The new 1938 BIG De Luxe Ford V8 is designed for people who are paying more than they need to for size and luxury. It is skilfully streamlined from radiator to rear deck, and ten inches longer. It

is good to look at and restful to ride in — with more room for passengers and more room for luggage. Interiors are richly appointed, handsomely tailored — for good taste and good service. With many major improvements and powered by the compact V-type 8-cylinder 95 horsepower engine, this New BIG De Luxe V8 is the biggest and by far the finest car in Ford history.

THE NEW STANDARD FORD V8

The New 1938 Standard Ford V8 is freshly styled, with a longer bonnet and more graceful lines. It is roomy and well-appointed inside, with a number of new features. It brings you the brilliant performance of the famous Ford V-type 8-cylinder engine with proved economy of upkeep.

The Same MECHANICAL EXCELLENCE

The two 1938 Ford V8 cars are both precision-built to the same high standard of mechanical excellence. Both have the superb smoothness and efficiency that only a modern V-type 8-cylinder engine can give. Both are luxuriously upholstered in 100% All-Wool Materials manufactured in New Zealand. Finally, they provide two entirely different designs, two sizes, two price ranges, and a variety of body types, from which you can select the one car that meets your needs exactly.

Whatever model you choose will give you more for your money — more style, more comfort, greater safety, better performance — because it's a Ford.

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