

OFFICIAL PROGRAM

PRICE **15^c**



**GREEN BAY
PACKERS
VS.
WASHINGTON
RED SKINS**

SUN., OCT. 29

1939

STATE FAIR PARK

MILWAUKEE

KICKOFF 2 P. M.



Enjoy Life



WITH

Miller HIGH LIFE

The Champagne of Bottle Beer

Wherever there's action, wherever there's fun, wherever people are doing things, you'll find Miller HIGH LIFE. There's a certain something to this grand beer that puts it in tune with action and fun.

There's no mistaking the mellow goodness of Miller HIGH LIFE. There's no mistaking the *Original Streamlined Bottle* with the gold foil neck. Demand HIGH LIFE and enjoy life! Try it today. Call for HIGH LIFE in bottles or on draft wherever you go.



MILLER BREWING COMPANY
MILWAUKEE, WIS.

West Allis Auto Body & Painting Co.

5614-16-5710 West National Ave.

Greenfield 1540-1541

REBUILDERS OF WRECKED CARS

WISCONSIN'S LARGEST AND MOST COMPLETELY EQUIPPED BODY SHOP
Auto Bodies, Frames and Axles straightened by sensational new "cold process" machines

HI SPEED DRIVING DEMANDS

Accurate Wheel Alignment—(2) New Scientific Frame, Axle, Wheel Alignment
and Steering Correction Machines

STOP SHIMMY, HARD STEERING, TIRE WEAR and WANDER

—DAY and NIGHT TOWING—

CARS PAINTED THE 1939 FACTORY WAY — BAKED ENAMEL — COMPLETE **\$25.00**



JANKOWSKI was one of Wisconsin's greatest backs of the past decade . . . plays relief for Hinkle and has wound up in the star's role himself . . . only 5 feet 9 . . . keeps down to an even 200 . . . home in Milwaukee where he was given an automobile on "Jankowski Day" last season . . . single . . . Sigma Nu.

YES, SIR!

... A DOBBS HAT

AT \$5

MAC NEIL AND MOORE
MILWAUKEE MADISON



Skinless
(Trade-Mark)

TENDERED WIENERS

Juicy - delicately seasoned
easily digestible - - highest quality

Served exclusively in
STATE FAIR PARK



EARL L. LAMBEAU

Coach

Lambeau is the father of the Packers as well as coach . . . a native of Green Bay, he was one of its greatest fullbacks . . . this is his 21st year of service in Packer ranks . . . he started the team as a packing company booster aggregation in 1919 . . . his hair has given him the name Curly.

Curly played until 1928 . . . listed on his record are 109 points on 12 touchdowns and 19 extra points . . . and six field goals . . . one of the game's greatest exponents of the forward pass, he was an aerial expert as a player . . . author of texts on how to pass . . . coached such great passers as Arnold Herber . . . Bob Monnett and Cecil Isbell.

Lambeau's years in the game add up to the longest service record in the National Professional league . . . coached league title winners in 1929, 1930, 1931 and 1936 . . . western division champions in 1938 . . . known from coast to coast, he scouts his own material . . . played under the late Knute Rockne at Notre Dame . . . teammate of the famous George Gipp . . . active in the insurance business when football doesn't devote all his time . . . which no longer is often.



Schroeder Hotel

GREEN BAY PACKERS HEADQUARTERS

AIR-CONDITIONED
DINING ROOMS

COCKTAIL LOUNGES

MILWAUKEE'S
LEADING HOTEL

Featuring **PHIL LEVANT** and His Celebrated Orchestra



RICHARD SMITH
Assistant Coach

Smith is a Packer alumnus and a product of the Fox River valley who coached and played all over this nation before finally returning to Green Bay as assistant to Coach Curly Lambeau . . . his flaming hair resulted in the nickname "Red" . . . assistant to Mickey Heath, Milwaukee Brewer baseball season, during the summer . . . used to take an occasional turn in the role of catcher . . . in football he confines his efforts to tutoring.

Red was born in Combined Locks, Wis. . . . he played one year of varsity football at Lawrence college in Appleton, and had two big years at guard for Notre Dame . . . played with the championship Packers of 1929 . . . was a New York Yankee in 1928, and a Packer the year before that . . . in 1930 and 1931 the New York Giants had him in tow . . . this is his fourth season as Packer assistant coach . . . other coaching included Seton Hall College, Georgetown University and the University of Wisconsin . . . married . . . lives in Milwaukee and Green Bay.



"The Aristocrat of the Low Price Field"

QUALITY AT LOW COST

YUNKER-HANSEN CO.

Greenfield 6461

7326 W. Greenfield Avenue



55 ALLEN MOORE
END

MOORE comes to the Packers almost unheralded . . . a rugged end who loves the game, he probably will make the grade in his first National Professional league tryout . . . 218 pounds . . . 6 feet 2 . . . right end, especially hot on defense . . . 25 years old . . . home in Burkburnette, Texas . . . undergraduate ball at Texas A. & M. . . did a hitch in Uncle Sam's Navy.

BALAZS, after showing great promises, was kept out of the early season play by a shoulder injury sustained in practice with the Chicago All-Stars . . . strong player with a comparatively weak University of Iowa football team . . . former Lane Tech, Chicago, prep star . . . home in Chicago . . . 21 years old . . . single . . . first Packer year . . . at 215 pounds, and 6 feet 2, biggest Packer back.



35 FRANK BALAZS
FULLBACK



52 LARRY BUHLER
FULLBACK

BUHLER is one of a long line of great Minnesota fullbacks . . . this is his first year in the pro game . . . one of the Big Ten's best backs in 1938 . . . Chicago All-Star selection . . . 22 years old . . . 204 pounds . . . 6 feet 2 . . . native of Windom, Minn. . . single . . . an auto accident nearly put him out of football last winter . . . but he recovered with no ill effects . . . fast, he also can play halfback.

RAY appears destined to become one of the truly great tackles of professional football . . . three varsity years at Vanderbilt where he weighed 280 . . . trained down to 245 for his second Packer season . . . co-captain of his college team . . . 6 feet 6 . . . prefers the campus-given nickname "Baby" to his real tag . . . 24 years old . . . not married . . . born in Antioch, Tenn. . . has store in Nashville.



44 BUFORD RAY
TACKLE

A Special Invitation to the Fair Sex Football Fans To enjoy the friendly atmosphere of our strictly modern shop.

We specialize in
Permanent Waving

Waves
\$3.50
and up

La Vere 
4734 W. LISBON AVE. Phone Kilbourn 9686
BEAUTY SHOP

WHERE N. 48TH ST. MEETS LISBON AND NORTH

The BEST in
EVERYTHING

Open
Tuesday and
Thursday
Evenings



5 HENRY BRUDER
QUARTERBACK

BRUDER is a veteran who outraces time . . . at 32 he is the oldest Packer player . . . came to Green Bay from Northwestern University . . . has played every backfield position, but now is set at the blocking post . . . another punter . . . native of Pekin, Ill. . . operates a tire shop in Green Bay . . . 200 pounds . . . 6 feet tall . . . married and the father of a son . . . ninth season here . . . Delta Upsilon.



22 MILTON GANTENBEIN
END

GANTENBEIN is captain of the Packers . . . for eight years he played right end, but this season was shifted over to left . . . he handles either side well . . . former University of Wisconsin captain . . . splendid leader . . . comes from La Crosse, Wis. . . but like other Packers now lives here . . . fraction over 6 feet tall . . . 197 pounds . . . married . . . one son, Tad . . . member of Sigma Chi fraternity . . . 29 years old.



41 PAUL KELL
TACKLE

KELL is the only Notre Dame player on the Packer roster now, despite the fact that both Coach Curly Lambeau and Assistant played with the Irish . . . fast charging tackle . . . 217 pounds . . . 6 feet 2 . . . plays the right side of the line . . . home in Indiana . . . 22 years old . . . single . . . playing his first year of post-graduate football . . . probably will enter coaching as a profession.



46 RUSSEL LETLOW
GUARD

LETLOW, picked at left guard, was one of three Packer choices on the National league honor team in 1938 . . . this, his fourth year with the Packers, should be as great . . . "found" by Curly Lambeau in the East-West game of 1936 . . . graduate of San Francisco University . . . tips beam at 212 pounds . . . just over 6 feet . . . home in Taft, Calif. . . married . . . one son . . . works in the oil fields nine months of the year.



FURS OF DISTINCTION at LOWER COST

Cleaning — Restyling — Repairing

RICHARD
RICH

4732 W. LISBON AVE.
at 48th and North

A Rud Polacheck & Co. tailor made suit, will guarantee you Complete Satisfaction.



Make your choice of latest fabrics as soon as possible.

RUD POLACHECK & CO.

106 East Wisconsin Avenue

TAILORS

MILWAUKEE

STACY - ADAMS SHOES

FOR

MEN

Caspari & Virmond Inc.

NEIL E. LAMBUR, President

EAST WISCONSIN AVENUE AT THE BRIDGE



43 CHARLES GOLDENBERG
GUARD

GOLDENBERG, known in the trade and to fans as Buckets, has played fullback, quarterback and guard in seven Packer seasons . . . now he in permanently situated at the latter position . . . built like an army tank . . . 5 feet 10 . . . 215 pounds . . . born in Odessa, Russia . . . raised in Milwaukee . . . schooled at the University of Wisconsin . . . now in the insurance and loan business in Green Bay . . . 28 years old . . . married . . . one son.



29 CHARLES BROCK
CENTER

BROCK was selected as starting center in the Chicago All-Star fans' balloting . . . had three great years at Nebraska . . . many honor team citations . . . in his first Packer year he helps plug Green Bay's most vulnerable spot of the 1938 season . . . big, but fleet . . . 6 feet 1, with 193 pounds around it . . . 22 years old . . . married . . . home in Lincoln, Nebr. . . labored on pipelines during the summer.



THE QUALITY CAR

in the Low Price Field

SEE US FOR A GOOD "DEAL"

Mertz - Knippel Company

Cor. S. 76th St. and W. Greenfield Ave.

HOTEL WISCONSIN

Owned and operated by the Milwaukee Hotel Wisconsin Co.—Lewis S. Thomas, Manager

Home of the WASHINGTON REDSKINS

*Invites you to the Delightful Blackamoor Cocktail Lounge and
The Indian Dining Room to Relax after the Game.*



30 CLARKE HINKLE
FULLBACK

HINKLE was selected as all-league fullback for the past three seasons . . . he was the team's high scorer last year with 58 points . . . everything a back should be, line bucker, long runner, passer, punter, place-kicker, blocker and defensive great . . . eighth season with the Packers . . . undergraduate football at Bucknell . . . 5 feet 11 . . . 205 pounds . . . 28 years old . . . born in Toronto, Ohio . . . Green Bay businessman.

BRENNAN is the most promising of the first year corps . . . great at offensive as well as in the department of defense . . . three years varsity at Michigan . . . married . . . father of a daughter . . . mother's home is in Chicago, but his residence is Ann Arbor, Mich. . . . 22 years old . . . 204 pounds . . . 6 feet 1 . . . qualified to coach or teach . . . plays right side.



37 JACK BRENNAN
GUARD



Coolerator
The Air Conditioned
ICE REFRIGERATOR

*Sparkling Clean Ice Cubes
Pure Sized Ice
Crystal Clear Block Ice*

WISCONSIN ICE & COAL CO.

1522 E. North Ave.

1952 S. First St.



Call us for PLUMBING, HEATING and SHEET METAL Estimates

NEIS-BRECHTL CO.

7943 W. National Avenue

Phone: GRenfield 0415

FOR KEEP



Perk-up with

PABST BLUE R

NER REFRESHMENT ...

Pabst gets the Call!

More Delicious,
Thirst-quenching
Satisfaction
in Every Glass!

Copyright 1939, Pabst Brewing Company, Milwaukee, Wis.



PRICE
IN GRANDSTAND

15¢

RIBBON BEER

Green Bay Packers

5	BRUDER	Northwestern	202	Quarterback
7	JANKOWSKI	Wisconsin	202	Fullback
14	HUTSON	Alabama	185	End
17	ISBELL	Purdue	190	Halfback
19	C. MULLENEAUX	Utah State	206	End
21	TINSLEY	Georgia	196	Guard
22	GANTENBEIN	Wisconsin	195	End
24	LAWS	Iowa	184	Halfback
29	BROCK	Nebraska	193	Center
30	HINKLE	Bucknell	195	Fullback
33	WEISGERBER	Willamette	202	Halfback
34	ENGBRETSEN	Northwestern	245	Guard
35	BALAZS	Iowa	215	Halfback
37	BRENNAN	Michigan	204	Guard
38	HERBER	Regis	200	Halfback
40	LEE	Alabama	224	Tackle
41	KELL	Notre Dame	217	Tackle
42	URAM	Minnesota	187	Halfback
43	GOLDENBERG	Wisconsin	222	Guard
44	RAY	Vanderbilt	238	Tackle
45	SMITH	Southern California	220	Tackle
46	LETLOW	San Francisco	213	Guard
48	JACUNSKI	Fordham	197	End
51	LAWRENCE	Texas Christian	190	Halfback
52	BUHLER	Minnesota	204	Halfback
53	SVENDSEN	Minnesota	183	Center
54	CRAIG	South Carolina	205	End
55	MOORE	Texas A. and M.	218	End
56	GREENFIELD	Arizona	201	Center
60	SCHULTZ	Minnesota	228	Tackle

OFFICIALS

Referee
Ed Cochrane
Kansas

Umpire
Tommy Hughitt
Michigan

Headlinesman
J. J. Ritter
Purdue

Field Judge
Dan Teham
Xavier

Get there with

Wadham's

By Road As Well As Radio

Washington Redskins

11	PINCKERT	Southern California..	198	Halfback
12	MORGAN	Southern California..	196	Halfback
13	JUSTICE	Gonzaga U.	200	Halfback
15	BARBER	U. of San Francisco..	230	Tackle
16	SLIVINSKI	U. of Washington....	210	Guard
17	EDWARDS	Washington State ...	270	Tackle
19	MALONE	Texas A. and M.....	210	End
21	FARMAN	Washington State ...	215	Guard
23	IRWIN	Colgate	196	Fullback
24	TURNER	Geo. Washington U...	205	Halfback
26	CARROLL	U. of Nevada.....	230	Center
27	PARKS	U. of Oklahoma.....	228	Center
28	MASTERSON	U. of Miami.....	200	End
29	KARCHER	Ohio State	200	Guard
30	FILCHOCK	U. of Indiana.....	190	Halfback
31	JOHNSTON	U. of Washington....	190	Halfback
32	McCHESNEY	U. C. L. A.....	190	End
33	BAUGH	Texas Christian U....	182	Halfback
34	GERMAN	Centre College	180	Quarterback
35	MOORE	U. of Minnesota.....	190	Halfback
36	WILKIN	St. Mary's U., Calif..	260	Tackle
37	YOUNG	U. of Alabama.....	240	Guard
39	STRALKA	Georgetown	210	Guard
40	MILLNER	Notre Dame	190	End
41	TODD	Texas A. and M.....	170	Halfback
44	FARKAS	U. of Detroit.....	190	Fullback
45	RUSSELL	Auburn	218	Tackle
46	SPIRIDA	St. Anselm's.....	195	End
49	MEADE	U. of Maryland.....	195	Halfback
51	SHUGART	Iowa State	212	Guard

Balance of
Green Bay Packer
Schedule Broadcast
Direct From the Field
By Wadhams

Nov. 5,	Chicago Bears at Chicago
Nov. 12,	Philadelphia at Philadelphia
Nov. 19,	Brooklyn at Brooklyn
Nov. 26,	Cleveland at Cleveland
Dec. 3,	Detroit at Detroit



38 **ARNOLD HERBER**
HALFBACK

HERBER is one of the National Professional league's greatest passers . . . product of Green Bay West High and Regis college . . . captained the University of Wisconsin freshman in between . . . 29 years old . . . started with the Packers when he was 20 . . . one of the signal callers . . . also punts . . . 5 feet 11 . . . 200 pounds . . . married . . . one daughter . . . operates men's clothing store in DePere, Wis. . . . Delta Sigma Phi . . . many honor teams.



42 **ANDREW URAM**
HALFBACK

URAM is one of six Minnesota boys who started the season with the Packers . . . three great years with the Gophers with whom he averaged between 7 and 8 yards per play . . . started with Isbell in the Chicago All-Stars backfield of 1938 . . . second Packer season . . . either right or left half, but set at the latter here . . . 5 feet 10½ . . . 187 pounds . . . 24 years old . . . married . . . home in Minneapolis.



21 **PETER TINSLEY**
GUARD

TINSLEY is another Packer from the South . . . played almost every position on his college team at Georgia . . . placed at guard after a start at blocking back with the Packers . . . second year here . . . standing but 5 feet 8, his 205 pounds is more felt than seen . . . calls Spartanberg, South Carolina, home . . . 26 years old . . . single . . . a southerner who likes the north, he may settle here.



48 **HARRY JACUNSKI**
END

JACUNSKI is one of three Packers who made the College All-Star team in Chicago . . . a capable pass receiving end, he is a constant threat . . . selected by his teammates as most valuable at Fordham University last season . . . highly recommended by Jimmy Crowley, his coach . . . home in New Briton, Conn., but spends much of his time in New York City . . . age 23 . . . 197 pounds . . . 6 feet 2 . . . single.

Fro-Zest
ICE CREAM

WISCONSIN CREAMERIES, INC.



14 DON HUTSON
END

HUTSON has twice been selected as all-league end . . . in 1936 and 1938 . . . one of the game's greatest forward pass receivers, he has made 33 touchdowns in four seasons with the Packers . . . also made four extra points . . . one of the fastest men on the squad . . . engaged in business in Tuscaloosa, Alabama, in the off-season . . . University of Alabama product . . . former baseball player . . . married . . . 6 feet 1 . . . 185 pounds . . . 26 years old.



40 WILLIAM LEE
TACKLE

LEE captained the great Alabama team of 1934, Rose Bowl victor . . . came to Green Bay midway in 1937 on a deal with the Brooklyn Dodgers . . . All-American tackle with the Crimson tide . . . playing weight 225 pounds . . . 6 feet 2 . . . 27 years old . . . college teammate of Hutson . . . single . . . wrestles in the off-season . . . home in Eutaw, Alabama . . . plays on the right side of the line under Coach Curly Lambeau.



54 LARRY CRAIG
END

CRAIG was sent to the Packers by his South Carolina coach, Rex Enright, a former Bay full-back . . . speedy and powerful, he promises to become one of the league's great defensive flankmen . . . first year out of school . . . varsity basketball and track . . . 205 pounds . . . 6 feet tall . . . 23 years old . . . home in Central, South Carolina . . . has been tried successfully at blocking back . . . Blue Key honorary fraternity.



53 EARL SVENDSEN
CENTER

SVENDSEN played with the Packers in 1937, then left for a year of coaching . . . returned this season . . . second of the Minnesota Svendsens to play with Green Bay . . . his brother George, also a center, came first . . . few people know his first name is Earl . . . everyone calls him Bud . . . half inch over 6 feet tall . . . 190 pounds . . . 24 years old . . . married . . . one son . . . home in Minneapolis . . . Phi Gamma Delta.



Florsheims Always Score . . .



The Florsheim Shoe Shop

226 W. Wisconsin Avenue

Milwaukee

MILLER & VELSER, Inc.

Delbert Miller, Pres.

Complete INSURANCE Service

Call this reliable Insurance Company Today **GR. 4321**

6035 W. National Ave.



THE CREAMIER, RICHER, FINER-FLAVORED MILK

Ideal for growing children — richer in nourishment — finer in flavor — truly pure and safe.

Order from the Gridley Salesman
Or Phone MAquette 7370

BUY—

Magic Popcorn

The Sure Popping Champion

Woelffer's Popcorn Co.

2823 N. 23rd St.

Milwaukee



Mrs. Karl's

HOME SCIENCE
BREAD

IT TASTES SO GOOD



17 CECIL ISBELL
HALFBACK

ISBELL was one of the finds of last season . . . coming from Purdue University, he was voted most valuable of the College All-Stars at Chicago in 1938 . . . second all-league choice at left half . . . pressing league veterans for passing honors . . . outstanding runner . . . punts well . . . 190 pounds . . . 6 feet 1 . . . home in Houston, Texas, but has been living in Lafayette, Ind. . . . single . . . 23 years old . . . Phi Delta Theta.



34 PAUL ENGERBRETSSEN
GUARD

ENGERBRETSSEN is one of football's most dependable field goal kickers . . . despite his 230 pounds, people know him as "Tiny" . . . league veteran now in his eighth year . . . started with the Bears after three varsity years at Northwestern . . . came to Green Bay via Brooklyn midway in 1934 . . . developed into one of the team's steadiest guards . . . 6 feet 1 . . . married . . . born in Chariton, Iowa, but now makes his home in Green Bay . . . 29 years old.



60 CHARLES SCHULTZ
TACKLE

SCHULTZ, a Minnesota product, is one of the most promising first year tackles on the squad . . . terrific charger . . . played some guard in college, but was settled at tackle by his senior year . . . weighs 230 . . . 6 feet 2½ . . . 24 years old . . . out of school in 1934 because of injuries, but hasn't been seriously hurt since . . . letterman in track . . . home in St. Paul, Minn. . . . Sigma Alpha Epsilon.



19 CARL MULLENEAUX
END

CARL MULLENEAUX stayed out of pro ball for one year after graduation from Utah State, but one season proved he was well worth waiting for . . . this is his second . . . plays the right flank . . . 210 pounds . . . 6 feet 3½ . . . fast . . . 23 years old . . . tried the grocery business in California, but came to Green Bay to work last summer . . . born in Phoenix, Ariz. . . . single . . . Sigma Chi . . . plays baseball and basketball . . . called Moose.

Ziegler's Chocolates

MILWAUKEE

Sold by F. V. GUENTNER

Graf's

Beverages

"The Best What Gives"



24 **JOE LAWS**
HALFBACK

LAWS improves with the years . . . a cagey field general . . . left handed passer . . . also kicks from the port side . . . hard, elusive runner . . . returns punts . . . most valuable in the Big 10 as an Iowa collegian . . . six-year Packer . . . married . . . two children . . . 5 feet 9 . . . 185 pounds . . . 28 years old . . . comes from the Belt where he runs a store at Colfax, Iowa, when not footballing . . . Sigma Pi fraternity.



56 **TOM GREENFIELD**
CENTER

GREENFIELD is one of two Packer centers from the University of Arizona . . . home in Glendale, Ariz. . . Tom is 21 and the youngest Packer . . . six-letter man in college . . . three in football and three in basketball . . . center in both sports . . . first year here . . . 6 feet 3 . . . 208 pounds . . . plans more schooling toward government work in animal husbandry . . . single . . . Sigma Alpha Epsilon.



45 **ERNIE SMITH**
TACKLE

SMITH is a prodigal Packer . . . he retired from pro football at the height of his career after the 1937 season . . . stayed away a whole year, but returned this season . . . All-America at Southern California . . . All-National league choice in 1936 . . . 6 feet 2 . . . 225 pounds . . . 29 years old . . . married . . . one son . . . engaged in the insurance business in Los Angeles . . . fourth Packer year . . . great place-kicker.



33 **RICHARD WEISGERBER**
HALFBACK

WEISGERBER came to the Packers in 1938 as a fullback, but was shifted to right half in the Lambeau system . . . starred at Williamette University where he was captain in his last two years . . . born and raised in East Orange, N. J., but spends most of his time in Oregon near the site of his Alma Mater . . . 24 years old . . . 207 pounds . . . 5 feet 10 . . . married.

John Gohres & Sons

Grocers

Beachnut Coffee &
Diabetic Foods

7413 W. Greenfield Ave.

Wisconsin's Leading Cigars

MI LOLA

AND

KENWOOD

CLEAR HAVANA

WHAT THE SIGNALS MEAN



Holding. (Penalty—by offense, 15 yards; by defense, 5 yards.)

Offside or violation of kick-off formation. (Penalty, 5 yards.)

Illegal forward pass.

Crawling or pushing, 5 yards; helping ball carrier, 15 yards.

Rucks-touch-down, field goal, or conversion.

Unnecessary roughness, illegal defensive use of the hands, clipping, running into or roughing the kicker. (Penalty, 15 yards.)

Player illegally in motion. Penalty, 5 yards, if from shift or huddle, 15 yards.)

Penalty refused, incomplete pass, missed field goal or conversion, both sides offside, etc.

Interference with forward pass, pass touching ineligible player, or screen pass. (If penalty on offense, 15 yards and loss of down; interference by defense, ball to opponents on spot of foul as first down.)

Safety.

Delay of game or extra time-outs. (Penalty, 5 yards.)

Time out.



AND FOR TRUE SMOKING PLEASURE

THE UNIVERSAL SIGNAL IS—

"CALL FOR PHILIP MORRIS"



Definitely superior for your nose and throat! Complete enjoyment—unmarred by throat irritation.

CREATORS OF FAMOUS CIGARETTES FOR 91 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

**FIRST
CHOICE**

FOR

Quality

**NATIONALLY
RATED
Excellent**

SPIC^{and} SPAN
Dry Cleaning

DOESN'T COST A PENNY MORE

Enjoy this better cleaning that has merited the highest distinction any cleaner can earn—the rating of EXCELLENT by National Authorities of Dry Cleaning and the rating of FIRST CHOICE in thousands of Milwaukee homes.

Easiest Cleaner to Call

Phone Number on Back Cover of Phone Book



THE 1940 FORD CARS HAVE 22 IMPORTANT IMPROVEMENTS

Only the world's largest industrial plant could build such fine cars at such low prices. Besides the basic Ford advantages — smooth V-8 engine, big hydraulic brakes, steady stabilized chassis and the rest — they bring you 22 important improvements.

The list includes new Finger-Tip Gearshift on steering column, new Controlled Ventilation, more room, improved spring suspension and new ride-stabilizer (in 85 h.p. models), "self-sealing" shock absorbers, "easy-shift" transmission, Sealed-Beam Headlamps, and many more.

Get acquainted with the NEW Ford V-8. You'll enjoy the experience. There's a dealer near you.

