## The Goldthwatte Eagle

# TTING READY FOR THE COUNTY FAIR Em reme Baptist Council and Other Church Matters woint contere COUNTY COMMUNITIES WELL REPRESENTED 


the goldthwaite eagle -february $28,1930$.

Tinee Impontant Facters
Enten Inte the Cost of Your Automobie

1. How much it costs to make the car
2. How much extra you pay the dealer
3. How much it costs for operation and up-Neep
$\mathbf{T}_{\text {HE PURCHASE of an antomobile involves }}$ a considerable amount of money and it should be carefully considered from all angles before a final decision is made. The value of the car to you depends on the value built into it at the factory, how much extra you pay the dealer for distribution, selling, financing and accessories and what it will cost to operate and maintain the car after purchase. Each of these factors, as it relates to the Ford car, is frankly explained below.

Economy in production
THE ford car is made economically be cause of the efficiency of Ford production methods. The money saved through this efficiency is put back into the car in improved quality of material and in greater
care and accuracy in manufacturing. The care and accuracy in manufacturing. The
constant effort is to eliminate waste and find ways to make each part better and better without increasing cost-frequently at lowered cost.
Because of Ford economies in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions. Yet it brings you many unusual features of construction and performance.
At least $\$ 75$ extra value is represented alone by the Triplex shatter-proof glass windshield, the Rustless Steel, the four Houdaille double-acting hydraulic shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and

Foller bearings and the extensive use of fine steel forgings instead of castinge or stampings are additional features that
reflect the high quality built into every part of the car. Throughout, it is a value far above the price you pay.

Low dealer charges
The same privciples of efficiency and economy that characterive the manufac. ture of the Ford car are applied also to distribution. Obviously it would do the public little good to save in production if these savings were sacrificed later in excessive costs of selling, financing and accessories.
The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company, his discount or commis-
sion being the lowest of any automobile dealer. He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales.


The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least
$\$ 50$ to $\$ 75$ to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing. The money you pay for a Ford goes into value
in the car. It is not wasted in high dealer charges.

Low up-keep costs
IT is important to remember that the cost of your automobile is not the first cost only, but the total cost after monihs
and years of service. Here again there is a decided saving when you buy a Ford. The cost of operation and up-keep is lower because of simplicity of design, the high quality of material, and the reduction of friction and wear through unusual accuracy in manufacturing and assembling. The reliability and longer life of the car contribute to its low depreciation per year of use.
$\qquad$ dered by Ford dealers is under close factory supervision and is a factor in the low up-keep cost of the Ford. All labor is
billed at a flat rate and replacement parts are always available at low prices through Ford dealers in every section of the United States.

In two, three or five years, depending on how much you drive, the saving in
operating and maintaining a new Ford will amount to even more than the saving on the first cost of the car.

FDRD MOTDR COMPANY


## KULLIN NEWS..

 oys seering SEEINGWAKE UP



Earl C. Wasserman, one of
the god citiznos of Duren, was
looking after business in Mul
lin Saturday.
Mrs. W. E. Blackman return.
Mrs. Drew Neal and will visit
at Anton and other places in
the west for several months.




Sweetheart Cakes
Don't Last Long
tay ors bakery

## ACHIEVEMENT!

Since You Read This
CHALLENGE
on November 14th, 1929
An Army of American Motorists has Changed to

## CONOCO

Germ-Processed Motor Oil Conoco's Challenge that Brought this Amazing Public Acceptance of Conoco's Germ-Processed Motor Oil

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2


4 Will net treak dom onter ollider

ve you noticed that Conoco stations have beong course, that amazing new oil, Conoco Germ.inee cessed. Introduced only last November, this revolutionerg motor lubricant has startled even its makerr by
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oil-byying habits by the motoring public. Everp one reailizes now that something tippenend in in toi促 was announoed By providing more economical car operation, by karrieularly, by penetratinines metan lurtices and prad viding constant lubrication under every concecivablo.
operating condition an Conoco Germ.Processed oil We frimity believe that Jou will buy no other oil
except Conoco Cerm.Procesesed oi 1 aterer usins it tor
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## is the time to BUY TIRES~ <br> Prepare to travei safely and comfortably, by equipping your car with a new set of

 Firestone Gum-Dipped Tires-the tires that,
We will make liberal allowance for your odd tires. The cost of new tire safety and
comfort is so low you really cannot afford be without them.


RUDD \& JOHNSON


