## The Goldthwaite Eagle


Seripture lesson- Prover
31: 10-31-Miss Lala Davis.
Subject - Some

## 's

 40THE GOLDTHWATE EAGLE

## NEW STOCK

Wents and just received a large car of new monnprices. We still have with us Louis Elseser attractive prices. We still have with us Louis Elseser, one of
the finest letterers and carvers known to If interested come to the yard and see our stock and get prices before placing your order. We can at least save you agente commission, and you wall have
the privilege of inspecting your work before it is

J. N. Keese \& Son

Ultimate cost is as important as first cost in the purchase of an automobile

WHEN you purchase an automobile you are making an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.

The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cost is the true measure of automobile value.
THE first cost of the new Ford is unusually low not only because of economies in manufacturing, but because the same principles that inspire these savings are extended to every other step that means greater service to the public. It is easy to see that economies in production would be of little value if they were sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, combined with the low charges for financing and accessories, amounts to at least $\$ 50$ to $\$ 75$ on each car. This is as important as economies in production in keeping down the price you pay for the new Ford.
THE low ultimate cost of the new Ford is the result of sound design, quality of material and unusual care in manufacturing. Friction and wear are reduced by the accuracy with which each part is made and assembled.
These factors combine to decrease the cost of operation and add months and years to the useful life of the car. The good performance and low yearly depreciation of the new Ford are indicative of the enduring quality built into it at the factory.
Service charges are on the same fair, economical basis as the making and selling of the car and replacement parts are always available at low prices through all Ford dealers. 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.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.
Roadster, $\$ 435 \quad$ Phaeton, $\$ 440 \quad$ Tudor Sedan, $\$ 500 \quad$ Coupe, $\$ 500 \quad$ Sport Coupe, $\$ 530$ Two-window Fordor Sedan, \$600 Three-window Fordor Sedan, \$625 Cabriolet, \$645 Town Sedan, \$670 All prices f.o.b. Detroit. Convenient time payments arranged through the Universal Credit Company

FORD MOTOR CDMPANY




HE GOLDTHWATTE EAGLE-MARCH 14, 1930.


## When will you begin USING THIS NEW OIL?

It is being rumored (and truthfully) that no
other American motor oil has been so speed-
ily accepted by motorists. Conoco Germ.
Processed Motor Oit has smashed all precec-
dents by its anazing reception... And this
oil is as unusual as is its introduction. Its
superiorities are so apparent, that even
before its announcement was well under
way, literally thousands of new wsers were
appearing at Red Triangle stations.


## 1 114 $01+1$ 20

Keep your car running good and get the service you are entitled to get out of $i t$.

We have the best equipped Service Shop in this section and Factory Trained mechanics that makes our Service the best that is obtainable. FLAT RATES ON CHEVROLETS

Saylor Chevrolet Company


CONOCO GERM
PROCESSED MOTOR OH

## BARGAIN STORE PRICES

## -Everything Is Cash Here-

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