## THE MULESHOE JOURNAL




## CERESAN

For Seed Grains
A new and exceptionally effective dust disisinectant for seed
krains. It usually controls such seel-borne diseases as bunt or
 of oats; stripe disease and covered smuts of barley: loose smut in
certain varieties of sixx-row winter bariey; stem smut of rye; and
 not clog
grains.

For sale by us in the following size tins: | 1 LB. TB. TiN |
| :---: |
| TiN |

## SEMESAN Jr.

For Seed Corn
Proved by Government tests to be the most effective dist known
for treating seed comm against certain diseases which cause poor stands, bitighted seedilinss and unprofitatiese, barren and mebbinbearing stalks. Semesne Jr. also generaily preserves seed amainst
rottugg in cold, wet weather; increases germination; invigiorates


For sale by us in the following size tins:


## A Limited Supply

on Texas Red Rust Proor Seed Oats, also Seed Barley and Purv
Half and Hatr Cotton Seed. Get your sapply now before these sed are all gone

## Muleshoe ElevatorCo.

MULESHOE, TEXAS



## "Let the Laundry Do IIt"

With the additional machinery which we are adding, it is possible for us to do your laundry work cheaper and better than you can yourself.

Wet Wash, 5 c
Unionalls, washed and ironed, 40c
We Call For and Deliver

## Muleshoe Laundry

## Buy Your Groceries Over The Phone

Our customers buy a good part of their groceries over the phone. This is a very convenient system, especially when you know that you will get the very best goods the market affords in canned and fresh fruits and vegetables.

Just step to the phone and give us a ring and see if you won't be pleased with our service
"Fresh and Cured Meats"

## Gupton Groeery Co.

Phone No. 4
Free Delivery
Muleshoe, Texas

Bailey County Abstract Company (ESTABLISHED IN 1900)
Abstracts, Loans and Insurance We are bonded for $\$ 50,000.00$ to protect our ceitents.

$$
\begin{aligned}
& \text { (Member Texas Abstracters Association; Also Member } \\
& \text { Association of Titte Men) }
\end{aligned}
$$

## White Front Garage <br> D. O. SMITH

Serving the motoring public with the best in Gasoline and Oils, Tires, Tubes and Accessories. Mechanical work on all makes of cars. We solicit a portion of your trade on the guarantee of good service and square dealing.

Muleshoe
Texas

\section*{ <br> WHEN IN MULESHOE STOP AT <br> The Elite Hotel <br> Cozy- <br> C. D. GUPTON, Propriator <br> muleshoe <br>  <br> cleaning and pressing <br> Is our business and we are equipped to handle your work in a very efficient way. Our new Spring Samples for Tai-lor-made suits have arrived. Call and look them over. <br> MULESHOE TAILOR SHOP <br> |  |
| :---: |
|  |  |
|  | <br> A. R. Matthews, M. D Physician <br> and Surgeon <br> muleshos. texne}

Dr. T. A. Moore
Physician and Surgeon

\section*{| $\begin{array}{l}\text { Spectal Attention to obstetiex and } \\ \text { Children }\end{array}$ |
| :--- |
| Muleshoe, $\quad$ Texa |}


| Muleshoe, $\quad$ Texa |
| :--- |
| Lubbock Sanitarium |

Clinic
Dr. .J. T. Krieger
surgery and Consultations
Dr. J. T. T. Husturbson
Eye, Ear. Nose and Troat
 Disesases of Coriviren
Dr. J . P. Lattimere Ceneral Medictne
Dr. F. B. Malone

Surgery and Physiotherapy Dr. H. C. Maxwell

General Medicine | General Medicine |
| :--- |
| Dr. $\mathrm{R} . \mathrm{L}$. |
| . Powers | Diss and Generas Me Dry . . . . .onebertsedicine

Urolog and General Medicine Urology and General Meth
Dr. A. A. Rasle
 $\xrightarrow{\text { Dr. Y. W. Roge }}$ 1. Dentist Dr. John Dupree
Resident Physician C. E. Hunt A chartered training sohool for
zurses is conducted t connection zurses is conducted
with the sanitarium.
Send Your
Abstrqet Work
$-\mathrm{To}_{0}$ mhe-
Muleshoe Abstract
Company
A. P. STONE, Prop.
Muleshoe.
Agent for Warren Acalion

Texas Utilities Co.
Appreciates the Business Received From Muleshoe


Dr. G. A. FOOTE
Glasses Fitted physician and surgeon Office At Sudan Dru
Office Phone 45 Office Phone ${ }^{\text {45 }}$
Besidence Phone 33
O. N. ROBISON General Auctioneer 20 YEARS EXPERIENCE
$\qquad$ or Socteties olving Boz suppers. Mulesboe, Teras noonte No. 2
Co stated Meserina of Nave. day ylibit in eache month
visirons wistome COSITRORS WIECOME
CONIE GUPTON:


## BUILDING

 if you are thinking of buili RENT MONEY-OWN YOURown home.

- c. cospo



# Trade Your Tires That Slip for Tires That Grip 



Put Double Eagles on now; next summer they'll still be like new. Their deep-cut, surefooted AllWeather Tread is almost dojble-thick; the rubber is super tough; the Supertwist Cord body has super-endurance.

These are the finest tires Goodyear can produce regardless of cost. Imitated but never equalled because of the greater experience and savings Goodyear enjoys by building nearly one-third of all tires sold in America.

Avoid the risks, delays and expense that old tires mean. Obtain, also, a bigger trade-in allowance by seeing us now. We carry Goodyears in all grades and back them with our courteous, watchful year-round service.





Brother Tom" Liddecoat and nis daughter, Mary, who have Just returned uries took care of their poor. "Erother Tom" has used up a personal fortune convinced that America is doing more eor her hoor than any other country
with the possible exception of Italy. His daughter is a senior at the University with the possible except
of Southera Callfornia.
"I Found Right Medicine When I Took Konjola"

## ew Medicine, (Quiekly Banished II O\& Stomach, Kidneys, and Liver

bloating, stomach pains and shortness
of breath. Back pains were frequent and painful and I became subject th
frequent dizzy spells. Bilious aitacks Irequent dizzy spells. Bilious attacks
and constipation added to my miser.
"I took many medicines yithout benefit until I. tried Konjola. After a feev
weeks treanment with this great medi-
cine my health troubles were solved


I no longer bioht after meals and my
appetite is excellent. My liver and kid-
neys quickly yieldied to Konjola and I Itacks. I never take cathartijes and
hose splititing headeches are also
hong of the past. I shinll slways prats Konjola is soid in Muleshoe at Mc
nery Drug store and, by ant the bes
uggists in all towns throughout this

YL News Items Rev. Lloyd Jones and wife and Zora
Mae Shofner attended the Epworth
League Banquet Friday night at Hale Center.
Miss Velma Asher and Mr. W. S
Beller and family visited in the Shofner home Sunday.
Mrs. C. A. Joiner, Mrs. Byron Grif fith, Mrs. Jenkins and Mrs. Danner of
Muleshoe called on Mrs. L. L. Lowery Thursday ofternoon. Thursday ofternoon. Tipton vis.
Mr. and Mrs. D. L. The
the Bud Alderson home Sunday. the Bud Alderson home Sunday. Mrs. Barrett and children vis
J. Harris and family Sunday. Mr. Carl Evans and family took Sun-

day dinner with Mr. and Mrs. | day dinne |
| :--- |
| Locke. |



## EASY NOW TO RUILD THIS HOG HOUSE

Hog-raising profits depend in large measure on not losing your young pigs. They must have clean, dry, warm, well-lighted and well-ventilated shelier.
Farrowing house No. 102, illustrated above, gives the warmth and sunshine essential to hog profits. It was designed by farm building experts, and is practical for the Pan-handle-Plains farmer who is in the hog business in earnest. Our free folder, Suggestor No. 9, completely illustrates and describes this shelter

ALSO FREE ON REQUEST: Your choice of five other Suggestors on hog and farrowing houscs. Stop in for yours today.


Muleshoe, Texas

Mr. and Mrs. S. L L Boles and daugh-
ters. Misses Bertha Lee and Melvina,
Allan Harris who has hatay

## been absent

 ternoon, Mr. Aibert Traweek accom-panying them.
Miss Velma Asher entertained the Washington to serve about 70 days ters, Misses Bertha Lee and Melvina, Allan Harris who has been absent
and Miss Billy Lovelady, motored to from school for several days has reHigh School students and their friends not anxious to prolout the term,
now he is fo for the thas. olton Sunday. with a party at the school house last
Wednesday night. Many interesting iow he is it for the rest of the
revised Wjoming legisiature me Mr and Mrs. Byron Durham spent $\begin{gathered}\text { Mr. and Mrs. O. N. (Robison and } \\ \text { the week-end in Canyon with Mrs. } \\ \text { daughter, Miss Johnny Lucy, and Miss }\end{gathered}$ W Durham's parents. Mrs Mrs. .W. S. F. Matthiesen and child-
ren, Roland and Vera, returned from ren, Roland and Vera, returned from
Iowa Friday night. Iowa Friday night.
Misses Billie Lovelady and Melvina Boles and Messrs. Raymond and Fran-
cis Gaede attended the show at Clovis cis Gaede attended the show at Clovis
Saturday night. The seventh grade has a new mem- family ter. Hubbard Harrenl of OKkahoma. Henry Lavigne and wife, Albert Laigne and family, George Lavigne, one ist Friday night, Feb. 28. Every cowery and family visited and L. L. Mr. and Mrs. J. J. Head were surof w. A. Stevens Sunday. Earl Harris and family went to Clo- them a farwell supper. vis Saturday afternoon. F. G. Rice and wife of Muleshoe
visited in the Y . L. communge Robert Kimbrough who had
chanisited in the Y. L. conmunity Sun- $\begin{aligned} & \text { had a very good program including } \\ & \text { day afternoon. }\end{aligned}$ seral special numbers all visitors of George Harris and wife took their
several special numbers. All visitors of
of George Harris and wife took their
baby to Clovis sunday afternoon for medical treatment.
Miss Isabell Gainer spent Sunday
 fermoon with Miss Theron Kim- $\begin{aligned} & \text { Wilson, June Beller and Gladys Buhr- } \\ & \text { man motored to Watson Sunday af- } \\ & \text { brough. }\end{aligned}$. Oleta Shofner, Jean Willman, Ed- mann motorcd to Wincon. wina Buhrman, Luther Buhrman and Mr. and Mrs. A. S. Traweek and
Bessie Wimberly visited in the H. E. children went to Lubbock Sunday af-


Here is a bargain event without parallel in the history of this community! This great spring clearance sale brings to bargain seekers a once-in-a-lifetime opportunity to secure bargain seekers a once-in-a-lifetime opportunity to secure wamous used cars "with an
Due to the tremendous popularity of the New Chevrolet Six, we have an unusually large stock of fine used cars. To clear our stock quickly, we offer these splendid cars at low sale prices that are nothing less than sensational.
Buya car during this sale at many dollars below its normal price! Look to the red "OK that counts" tag as proof of its quality and dependability. This tag signifies that the car has been thoroughly checked and reconditioned. Be sure to attend this sale early!

## Wide choice of four and six cylinder cars

1929 Model A Ford Fordor

Frovides ample space for 5 pas.
wogere. Mootor has been thoroushly reconaltioned. vor scrateh on the bods. sold with an ok that coanses-s special sale price
$\$ 415.00$

BUY "'OK" USED CARS FROM A CHEVROLET DEALDR VALLEY MOTOR COMPANY
evrolet Sales and service
1928 Chevrolet






 Coupe
$==$
$==$
$=$
$\$ 425.00$


Muleshoe, Texas

IF YOU.WANT
BANKERS REPORT
DROP IN SAVINGS
Lure of Stock Market Partly to Blame, but Slackened Speculation Expected to Bring Return to Thrift.
 dinging sistuationen, irre-
"In 1926 sarigns dep to Grow ,662,000.000, in 1927 almost $\$ 1,400$,



 itates.
$A$
$A$
$A$
 Mental Unitted States ever recorded
so the history of this
 a zain ot more than $21 /$ billions of drom
jars in ating deposits to a loss of al
noost 200 millions!


 Industrial production was muca
Et-her last year than the preecing
Factory payrolls were considraply greater. In production, em.
ment and trade, alvances were de over the preceding year. In the 1928 did not recede in 1929 and the was prosperous:
The causeses of the Drop The causes of the recession are
possbly multiple. There to scarcely any reason to doubte. There that one of of the
tmportant tactorit drainaling awo mportant tactori draining ane at the are.
soms and diccreasing deposiors has been the lure oo prontst do bo be made hase

atocks. Tor at pumber of years ia seople have been regaled with atorice of profts made in stocks with alt typiee jeare there has bueen a the last fer | sormerit |
| :--- |
| sible | was the lure of stocks whas the lure of pronts thase the recession in

anciags, then a factor son thil be the success attendant
jtors in stocks. If of savings depoe hors in stocks. If the experiment did anotifer yeer will doubtless witnees
an increase in savings deposits as well as in eavings depositors.

Optimists are women who rub

| Dr. H. W. Duke |
| :---: |
| PHYsicun and surgeon <br> Specializing on Diseases of <br> the Chest <br> Mulcshoe, Texas |



Lazbuddie News done by the society The Y. P. M. S., an organization of $\begin{gathered}\text { The Lazbuddie Missionary Society, } \\ \text { composed of six denominations was }\end{gathered}$ The Y. P. M. S., an organization of
young ladies in the Larbuddie school or
met last Thursiay in met last Thursday in the home of Mrs.
Haskins and had a very nice program.

 not all the good turns, she can, siving mission study course as we alpead
her ilttle gifts from time to time and
dioing her good the books. As a Bible study we
the doing her good favors. If she draws have been taking, "1200 Bible Ques-
the name of a g girl she may not like tions and answers," We have not had
so well as another she trie oll so well as another, she tries all this as many voice and Scriptural culti-
time to love her more each day. Those vation programs as we should, but with
 ine Seaton, Nobia Brock, Roberta Bur- Our social service committee h
ton, Joyce Julian, Edith
Malion,
Manon, Lortane Aude
Noble, Joy Briscoe, ane: a fine yeariting and work, f few of whit Mahon, Loriane Noble, Joy Briscoe, are: visiting and sending flowers to th
Gladys Dyck. Gladys Trieder, Deala sick, donating liberally to a fomily Ciags Dyck, Gladys Trieder. Deala sick, donating Uberally to a family
Wenner, Vera Carter and Thelma and who had their home burned and vari-
Melzie CCronister. Melvie Chronister.
The Y. P. M. S. meets every two The
weeks
Mrs. Mrs. W. H. Gammons returned from
Lubbock Monday afternoon where she Lubbock Monday afternoon where she work. Under Mrs. Jone's direction
had been taking treatments for an ill- both young people and baby
 ported that she is much better.
The Woman's Missionary. Society $\begin{aligned} & \text { been, pid. We have raised } 8250, \text { most } \\ & \text { of which has been its used for local work. }\end{aligned}$ held its regular meeting last Thursday
atternon. Program two was coducted by by to rescue home and
Mrs. $\begin{aligned} & \text { Suckners orphans home. Splendid co- } \\ & \text { Mr. L. Breasoe. The society ap- } \\ & \text { operation from everyone. Have had }\end{aligned}$ Mrs. R. L. Bledsoe. The society ap- $\begin{aligned} & \text { ouperation from everyone. Have had } \\ & \text { preciated very much the beautiful } \\ & \text { ups and downs but are gradually going }\end{aligned}$ shows hrranged by Miss Faye Cheney's forward. We want our year's report
shool room, Mrs. Chas. Julian was to be eo per cent. Pray to this end.-

elected delegate to the council that Mrs O N. Jenings. | elected delegate to the council that |
| :--- |
| meets in Amarillo March 12 . Those |
| present were O. N. Jennings. | resent, were, Mesdames Chas. Julian

Wanter Menefee. Orries Jennings, B.
White, Lloyd Jones, Ce .

A Real Smash $\mathbf{U}_{\boldsymbol{D}}$
"Bad auto smash, eh?"
"Bad? Man it
"Bad auto smash, eh?"
"Bad? Man, it was terrible. Following is a report of some work $\left.\right|_{\text {get up and fight." }} ^{\text {Why the drivers weren't even able to }}$

## GROCERIES

 of Quality Low PricedSver nook, verer corner, very shout in our store is tule with



GROCERY SHOPPING HEADQUAR-TERS-EVER DAY IN THE WEEK
fresh and cured, meats

## Henington Cash Grocery

"Not How Cheap, But How Good."


Do Your Duty<br>Have Money

STOP and think what would happen or your family You may reason that you have some life insurance and other ansets. READY We Welcome YOUR Banking Business

## HAvEMONEA

Blackwater Valley
State Bank
"Where you tee at Home
Muleshoe, Yexas feel at Ho
Mulane
 ICAL SOcIETY AT CANYON CANYON, Texas.-The Panhandle of Hereford; Horace Russell of Ama- practically every county of the Panplains Historical Society will hold its rillo; Jake Burkett of Plainview; J. states outside of Texas, It maintans
nnual meeting here on the eleventh Evetts Haley, author of "A History ond

 ram committee, consiting of Profes-
or L. F. Sheffy, Miss Hette crson and Mrs. T. V. Reeves.
Among those who are expected ake part in the day's activities a
. D. Hobart, of Pampa, president

Dr. A. E. Lewis DENTIST
offices Hours: 9 a. m. to $12: 30$
p. m.; 1:30 p. m. to $5: 30$ p. m.
Office over McCarty Drug store

- Muleshoe, Texas


## -

Schedule of New Low Prices fully equipred delivered
Tador Sedan
Fordor Sedan, $2 \mathbf{W}$.
Fordor Sedan, 3
Twn Sedan
Standard Coupe
Cabriolet sport Coupe Roadster
phapeton 11/2-ton, 5 Speeds, Traeilum
and Cab $\$ 725.39$

MULESHOE MOTOR CO. MULESHOE, TEXAS

## BABY CHICKS

Our Hatchery is now in operation. Setting days are Wednesdays and Saturdays. Put in your order for Baby Chicks NOW.

Custom Hatching, $\$ 3.50$ per Hundred
Muleshoe Hatchery

Mary had a little lamb,
A regular go-getter,
But it wandered into Wall St.And now it needs a sweater.

COMPLETE

## Insurance Service

with up-to-date records and old line connections
J. E. Aldridge Insurance Agency Office at the Bank

Texas

old Ideas of Gasoline Performance

remarkable principle of
CONTROLLED VOLATILITY
If you don't know what controlled volatiity means, fill, your
gas tank with Phillips 66 and make a discovery! You'll dts-
 Phill-up with Phillips 66 EDDIE MOORE, Local Agent Muleshoe, Texas

FRTMAY, pERRUARY 28, 1930 Lazbuddir school news Eavie Jennings is absent from hig chool because of the mumps.
Biven Chronister from Okin. has recently enrolled in high
chool. There have been 38 new enrollments
in tehool since Jan. 1st. These numbers have been pretty evenly distri-
buted through the grades and high buted through the grades and hig
school. was deemed aedvisablet of thire an ex ex-
ra teacher next year. This will is ceacher next year. Thise will give nd four grade teachers and we hope
o put on four full years of high school work that will meet the approval funy affiliated with the state. We are working hard trying to go epartment which we are expecting out the last of March. chievement tests of the Stanford and will be given to the entire school ust as soon as they come. Some specEngrish tests for high school and reading and spelling test
grades have been ordered.
rades have been ordered.
Cecil Jones and
nappened to a rather painest Merriott accident at school Monday morning when they
ran into a tight barbed wire near one ran into a tight barbed wire near
corner of the school grounds. was rather barly cut on the neck and
hands and Enest suffered some painhands and Errest suffered some pain-
ful cuts on the hands. Both were in sechool Tuesday, however As this closes another school month,
we have for our bonor roll Arthur Dyck we have for our bonor ros.
and Geraldine Haskins.
The perfect spellers for the past
week are: Louise Colbath, Geraldine week are: Louise Colbath, Geraldine
Haskins, Evelyn Mathews, Alf red Teinbock, and Melzie Chronister. great improvement in their reading
The best readers for the past week The best readers for the past week
are: Leveal Merriott, Clarence White are: I Leveal Merriott, Clarence White,
Geraldine Haskins and Thelma ChronGeraldi
ister.
Our
Ousm ehasmates within the has three new
welcome
we welcome these new pupils and appre-
ciate the attitude wither begun their the with which they have extend an invitation to anyone in terested to come visit our The primary room is putting on The second trate did not miss a
word in spelling all week. The good readers for the second Paul Brock, Jack Mahon, Joe Wilson, B. J. Burton and Eula Reba Raper and Clyde Merriott. First grade, Virgind
Raper, Maxine. Freeman. Hershall Raper, Maxine. Freeman, Hershall
Bradshaw, R. L. Barber and Elizabeth McKiney.
The good writers for the second grade
were: Ralph Wenner, Paul Brock, Ernest Rice, Margie Shause, Weldon McKinney, Lillian Trieder and Eula Reba Raper and Lavern Pyrtz. First grade: Virsinia Raper. Merriott, Ralph Wenner and Dortha
Flemmings were the entinners Fiemmings were the winners. In the
first grade, Virginia Raper and Elizabeth McKiney. To show you h primary children are, industrious the
to tell you they are going to tell you they sold we are going
paint to finish their to buy how nice this rooms look now.
Misses Rebert Misses Roberta Benton, Joyce Juli accompanied by Elwin Julian, Jimmy shamks and Henry Ivy spent Sunday
ahternoon in Climity atternoon in Coiovis.
Mr. and Mrs. Jun. Friona Saturciay.
Bin Sharley returned home satur-
day from Lubbeck day from Lubbock where he has been
for several days transacting business. Mesdames Ralph Discli and Eva Ab-
ney were in Friona ney were in Friona Monday afternoon.
Mrs.' Finis Jennings Mrs. Finis Jennings spent several
days visiting friends in Floydada. Reported.
WIDELY KNOWN RACE DRIVER IS KiLLED IN COLORADO
LITTLETON, Colo., - Joe Unser, widely known race driver has driven his last race.
Death, the
every race car rode with Unser ana the man who for the pest four years
droye his machine to second place in droye his machine to second place in
the annual Pike's Peak auto race died in a hospital, here Frrday night. Four
hours before he was found hours before he was found, uncour-
scious and badly crushed at the wheel scious and badyy crushed at the wheel
of his car which stood upright beside the road near a railroad under pass
of the colorado springs highway south
of here

## Lazbuddié News

The Lazburdie Study Club met last Thursday, February 20 , in the home of
Mrs. Henry Ivy and spent an enjoyable
atternoon. A very interesting program afternoon. A very interesting program
was rendered on "Great Men and Women. Both past, and present." Mrs. $\mathbf{R}$.
L. Bledsoe directed the study hour and music and two nice talks and papers Ophel given by Mrs. Lust and Mrs. Ophel Gennings. Mrs. Haskins was
taken as new member making the cotal membership twenty.
Those present were served
lovely plate funcheon. The members were: Mesdames Menefee, John and
Willie Steinbock, Juel Trieder, Disch Luste Steinbock, Juel Trieder, Disch,
Ophal Jenningaper. Whitt, Finis and Ophal Jennings. Merriott, Dyke and
the hostesses, Mrs. He nita Ivy. Three visitors
Avey and and Abney and Mrs. Vilce and Mrs. Sarkon.
The club docided at ing to beautify the Lazbuddie cemetery

# Thiee Important Factors Enteif Into the Cost of Your Autemobile 

## 1. How mouch it costs to maliee the car

2. How much extrat you payy the alealer
3. How maveh it costs for operation and up-leeep
$\mathbf{T}_{\text {HE P PURCBASE of an automobile involvea }}$ a considerable amount of money and it 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 main tain 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 because 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 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 organiza tion 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 wheefls. The unusually large number of ball and

Noller bearings and the extensive use of fine steel forgings instead of castings 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 alealer charges

The same princip̀les of efficiency and conomy that characterize the manufacture 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

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.

## NOTE THESE LOW PRICES

## Roadster 435

Phaeton . $\$ 440$ Tudor Sedan $\$ 500$ Coupe . . $\mathbf{\$ 5 0 0}$ Sport Coupe $\mathbf{8 5 3 0}$ Two-window Fordor Sedan . . $\$ 600$ Three-window Fordor Sedan . . 8625 Cabriolet . 8645 Town Sedan $\$ 670$ (Il prices f. o. b. Detroit) Low charges for time payments through the Universal Gredit Company

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least $\mathbf{\$ 5 0}$ to $\mathbf{\$ 7 5}$ 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-Iseep costs

IT is important to remember that the cost of your automobile is not the first cost only, but the total cost after monthe 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 ac curacy in manufacturing and aseembling The reliability and longer life of the car contribute to its low depreciation per year of use.

The intelligent, painstaking service remdered by Ford dealers is under close face. tory, supervision and is a factor in the low up-keep cost of the Ford. All labor ib 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 aaving on the first cost of the car.

