



JESUS TEACHING AND HEALING

Matthew 15:21-31
Rev. Samuel D. Price, D. D.

An unusually large amount of related material is to be found in the context, so read from Matthew 13:33 to 16:12. John the Baptist was beheaded in the Marcheris prison, the multitudes were fed and Jesus walked on the sea as he came to the storm-tossed disciples on Galilee. This period marks the climax of His popular favor. Thence special schooling is given in the Training of the Twelve for their work after His departure. When Jesus would not become the bread-making king for the people many turned against Him. This was one reason for seeking retirement in the parts of Tyre and Sidon. Just north of Galilee. The upper portion of this area is now under French mandate.

Usually we are entirely unconscious of the hidden misery, so close at hand, as we journey along the highway of life. Real tragedy is within many home circles and these problems are both real and vital. While Jesus sought to remain incognito He was soon recognized. It is only about forty miles from Nazareth to Tyre and Sidon is twenty miles further north. This Canaanitish woman had a beloved daughter that was possessed by an evil spirit. For a study of this kind of ill, turn to "Demon-Possession and Allied Themes" by Nervous, a veteran missionary to China. As the mother learned of the presence of this miracle worker she knew that the opportunity of a life-time had come. She literally stages the steps of Jesus as she cries out for help.

An important item right here is to note how personally this case is met. It is always that way on the part of Jesus Christ. No individual is lost in the mass, no matter how many billions are in the world at large. The disciples are ready to follow the line of least resistance and want the woman to be rebuked into silence. Jesus restates

that His primary mission is to the Jews. He had instructed His disciples to hold steadfast to this and had even spoken against helping the Samaritans. Later the disciples, and all others, were to learn that the mission of service was to be forever world-wide.

Another does not question the general plan of the Stranger but she does acclaim Him as David's greater Son. She takes up the word "dog" that she has been called and claims that even these despised scavengers get the crumbs and now she is asking for that which will not hinder a blessing coming to any one of the Chosen People. She has laid hold on Him by exercise of her faith and she will not let Him go. She is rewarded because of just her faith, rather than because of her repeated askings. Her beloved child is healed. In your own thinking picture the return to the home where mother is able to clasp a healed daughter to her very heart. But, because of this publicity, Jesus must go on His way without further rest that was sorely needed.

On His return to Galilee crowds throng Him again, and bring all kinds of sick people to be healed. The crowd might talk against Him but they were very ready to receive any blessing that came from Him. Here was a field clinic and no case was beyond His power to effect a perfect cure. While the multitudes wondered, some at least, "glorified the God of Israel." In view of all that Jesus did and can still do there is rich appeal in the Golden Text, "Ask, and it shall be given unto you; seek, and ye shall find, knock, and it shall be given unto you." Matthew 7:7. Intercessory prayer is a boundless mission for every one who is ready to exercise faith in the Son of God.

A provision of \$3.50 a week for the support of her pet cat was contained in the will of the late Miss Alice Judge of Bogota, N. Y.

Progress News Notes

The Union Missionary Society met Monday with Mrs. Fenton with ten members present. The meeting opened by singing "What a Friend..." After a short business session the meeting was turned over to the leader for the afternoon. A very interesting program on Look Upon the Fields.

We meet next week with Mrs. Fowler in our regular business and social with Mrs. Parker and Mrs. Frank Snyder as hostesses.

There were 71 present at Sunday school Sunday. Bro. Stringer of Lubbock made a very interesting talk on the Passion Play at Amarillo. He preached Sunday night, his subject being "Sign Books of Life."

A very interesting program was rendered by the young people at league. Messrs. Gross, Oliver Aetkinson, Guy Madison, Good and Snyder helped work on the parsonage last week.

Mr. T. L. Snyder and Mr. Gross had the pleasure of eating a birthday dinner with Mr. Bartley of Muleshoe. They both pronounced Mrs. Bartley a fine cook on that day and three preceding days they worked in Muleshoe.

Mr. and Mrs. J. J. Gross were in Elovis Monday on business. Mr. and Mrs. Cecil Robertson visited in the T. L. Snyder home Sunday.

Mr. John Stovall returned Saturday from Mayo Brothers where he went for treatment.

Mrs. Stovall who has been sick was

able to be at W. M. U. Monday. We are glad she is able to be out with us once more.

Bro. Bayless and family attended Sunday school and church at Progress Sunday.

Mr. and Mrs. Bartley took dinner in the Jess Murrah home Sunday.

O. C. Aetkinson and family spent Sunday with Roy Good.

Miss Ruth Burton spent Sunday with Miss Velma McDermann.

Mr. and Mrs. Brown and Mr. Hutchinson spent the week end in Plainville visiting relatives.

Myron Bayless spent Sunday with J. J. Gross.

We had a nice little crowd at singing Sunday. Had a few visitors from YL and Sudan.

Mr. and Mrs. E. E. Fowler went to Crosbyton Saturday to visit Mrs. Fowler's mother.

Quite a number of Progress people attended the cemetery meeting at Muleshoe last Tuesday night.

We are glad to welcome Mr. and Mrs. Jess Murrah back after a long absence.

Mr. and Mrs. M. L. Fenton and L. L. Wellandt were business callers in Texico and Clovis last Friday.

Ball Reid left Wednesday for an extended visit in Amarillo.

Mr. and Mrs. W. B. Harlan and family also Mrs. Harlan's mother, Mrs. W. R. Griffith, visited in the Harold Griffith home in Sudan Sunday.

Mr. W. R. Griffith is visiting his son of Abernathy this week.

Fuller and Buster Reid left Wednesday for Hillsboro to visit their father.

A. R. Fenton was a business caller in Clovis Monday.

Carroll Griffith motored to Plainville Sunday.

The parsonage will soon be ready for Bro. Bayless and family to move in.

The reporter appreciates all the news items handed in and hopes to get more each week. —Reporter.

COURT PUTS O. K. ON THE LOCATION OF STATE LINE

WASHINGTON—Texas gained approximately 29,500 acres, or 44.6 sq. miles, of land from Oklahoma, when the Supreme Court last Monday approved the location of the boundary line between the two states, running north from Red River, as surveyed and marked by Samuel S. Gannett.

The eastern boundary of the Texas Panhandle which the Supreme Court decided should be along the 100th Meridian, was found by Commissioner

Gannett to have been erroneously located by the Jones-Brown-Clark survey in 1859-60, 4,040 feet on Texas territory at its Southern end on Red River and 880 feet at its northern end, at the northeast corner of Texas.

Oklahoma, since its admission in the Union as a state, has exercised jurisdiction over this strip of land, which now passes to Texas.

RUSSIA BUYS LARGEST GENERATORS IN WORLD

The largest electric generators in the world will be in Russia when four big hydro machines, each rating 77,500 kv. or more than 100,000 horsepower, recently ordered from the General Electric Co. are put into use on the Dnieper River, in the Russian Ukraine. Total weight of each generator will be 1,760,000 pounds with the rotor and shaft weighing 980,000 pounds. The machinery will be shipped knocked down and will be put together in Russia.

COTTON SEED FOR SALE

Good early selected gin run Cotton seed graded and state tested (98 pct. germination) in new 3-bu. sacks, \$1.05 per bu. In the bulk, \$1.00 per bu. These seed raised in Lamb county and thoroughly acclimated. See J. R. Dean at

FARMERS GIN COMPANY
Phone No. 5 Sudan, Texas

SEE THIS DEMPSTER THREE ROW Lister

OUR DEMPSTER Three Row Lister assures less work and bigger crops. Places seed in soil properly spaced and in perfect condition. Quickly adjusted from driver's seat.

Operator does not have to lift his own weight and part of the weight of the machine when raising the plows out of the ground. Has 3 packer wheels which securely pack the sides of the seed bed to retain moisture during germination.

E. R. HART LUMBER COMPANY
Muleshoe, Texas

Come In!
Inspect our Dempster Three Row Lister. It has many other remarkable features you will like. We guarantee this lister to be the most efficient and long-lasting on the market.

NOTICE

MR. FARMER FRIEND
Plant Pure Seed, It Pays!

We have a good supply of the following Pure Line Seed to offer you, re-cleaned and sacked:

Dwarf Yellow Milo	\$4.00 per cut.
Black Hull Kaffir	\$4.00 " "
Sumac Red Top Cane	\$4.00 " "
Hegari	\$4.00 " "
Feterita	\$4.00 " "
Surcropper Corn	\$2.00 per bu.

These seed were properly rogued and inspected during growing season. Do not wait until our supply is exhausted, buy early and save disappointment. Located 11 miles south of muleshoe.

Purity Seed Farm
W. M. Pool & Son

Pure Medicine

An impure drug in medicine might do untold harm to the patient.

Our drugs are always pure, and our pharmacists always careful.

Drugs and sick room supplies our specialty.

Let US be YOUR Druggists.

WESTERN DRUG CO.
Muleshoe, Texas

for Economical Transportation

CHEVROLET

Chevrolet announces

A NEW

SERVICE POLICY

The Chevrolet Motor Company and its nation-wide dealer organization are pleased to announce a new and broader service policy—one of the most liberal ever offered on a low-priced automobile.

Put into force as a written and signed agreement given to the purchaser by the Chevrolet dealer when the car is delivered—it offers the following provisions:

- 1 Every Chevrolet owner receives his car from the dealer in perfect condition—thoroughly lubricated, properly adjusted, and ready to operate with maximum efficiency from the very first mile of ownership.
- 2 Every Chevrolet owner is entitled to free inspection and adjustment of his car at the end of the first 500 miles of usage.
- 3 Every Chevrolet owner is entitled to free inspection of his car every 1000 miles thereafter, so long as the car is in operation.
- 4 Every Chevrolet owner is entitled to free replacement of any part which may prove defective in workmanship or material, within the terms of Chevrolet's standard warranty. This includes both parts and labor.
- 5 Provision number 4 will be carried out by any Chevrolet dealer in the United States. As a result, the Chevrolet owner may travel to any part of the country, with assurance that the guarantee on materials and workmanship will remain in force.

This new policy constitutes definite proof of Chevrolet's high quality—for such liberal provisions could only be made in connection with a car built of fine materials to exacting standards of workmanship.

Back of this policy, and assuring its successful operation, is one of the most complete and efficient service organizations in the world.

There are more than 10,000 Authorized Chevrolet Dealer Service Stations in the United States alone. Each employs skilled mechanics thoroughly trained at Chevrolet Service Schools. Each has specially designed tools and machinery developed exclusively for Chevrolet service work. And each has on hand, at all times, an adequate stock of genuine Chevrolet replacement parts.

As a result, Chevrolet's flat-rate charges, including both parts and labor, are the lowest in the industry on many service operations!

In considering the purchase of a low-priced automobile, think what this service means—in terms of lasting satisfaction, as well as in increased economy.

The Roadster, \$495; The Phaeton, \$495; The Sport Roadster, \$555; The Coach, \$565; The Coupe, \$565; The Sport Coupe, \$655; The Club Sedan, \$625; The Sedan, \$675; The Sedan Delivery, \$595; The Light Delivery Chassis, \$365; The 1½ Ton Chassis, \$520; The 1½ Ton Chassis with Cab, \$625; The Roadster Delivery (Pickup Box Extra), \$440. All prices f. o. b. factory, Flint, Michigan.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

A SIX IN THE PRICE RANGE OF THE FOUR

The Very Latest

By MARY MARSHALL

One of the surprises on the fashion program for 1930 is the return of the



"Shirt-waist." And I, for one, would never have chosen this fashion of the past for revival. The very word shirt-waist is one that has been banished from the vocabulary of the fashion reporter, who has long since learned to substitute the words blouse or bodice for the sort of thing that was once called a "waist."

But here it is—the shirt-waist of 1930; and there is no longer any doubt of its acceptance.

This picture shows a shirtwaist of beige georgette worn with a tan tweed skirt.



UNCONQUERED

By William Ernest Henley

Out of the night that covers me,
Black as the Pit from pole to pole,
I think whatever gods there be
For my conqueror, are

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody but unbowed.

Beyond this place of wrath and tears
Looms but the horror of the shade,
And yet the menace of the years
Finds, and shall find me, unafraid.

It matters not how strait the gate,
How charged with punishment the scroll,
I am the master of my fate,
I am the captain of my soul.

TO SWEEP UNSAFE CARS FROM SOUTHERN ROADS

Sixty-nine thousand unfit automobiles will be removed from the highways of the South during the coming year in an effort which is a part of a national Highway Safety Plan undertaken by various companies in the automobile industry, as announced by the National Automobile Chamber of Commerce. The program will involve the expenditure of approximately \$2,600,000 in the Southern States. Nationally, the motor companies plan to scrap 400,000 old automobiles in 1930, at a cost of about \$15,000,000.

The program is characterized as "perhaps the greatest safety move in industrial history," by Alvan Maccauley, president of the Automobile Chamber, and former chairman of its Street Traffic Committee.

"This widespread experiment will strike right at the heart of the unsafe vehicle problem by eliminating a huge block of those cars which are in the poorest condition," says Mr. Maccauley.

One of the hazards of the highway situation has been the rattlerap car which keeps re-appearing on the road after it has presumably been sent to the discard. The aim of this program is to guarantee the actual scrapping of the vehicle. The plan will be worked out by each company participating, in line with its general sales policies, and the volume of its production.

With a gale blowing all the way and water ankle-deep over most of the road, Miss Louise E. Deely won the 53 mile roller skating race from London to Brighton, Eng.

Big Square News

W. A. Yonts and family were Sunday evening guests in the home of Emerson Wyrer.

Mr. and Mrs. C. O. Bragg were weekend visitors in Dimmitt.

E. E. Worm was prospecting in New Mexico the past week.

The L. I. C. met with Mrs. Carl Baker Thursday afternoon with a good attendance.

The Bigsquare school reports some contestants to enter the school meet at Dimmitt next Friday and Saturday.

The Colt Co. installed a light system in the home of W. G. Wyrer the latter part of the week.

Everybody enjoyed the shower Friday evening which spread over the greater part of our community. Some hail fell but no serious damage was reported.

Bigsquare will have a ten-night singing school starting Monday night, March 24, three nights each week, conducted by W. T. Summed of Flag. Parents come and bring your children, don't let an opportunity pass that will help to develop one of the world's

greatest joy producers—good singing.

Vance Henington and family and Jay and Harold Wyrer spent the weekend in the home of their parents.

A. Scott and family attended the movies at Dimmitt Saturday night.

—Reported

BARRY MILLER ENTERS RACE FOR GOVERNOR

ABILENE.—Relieved of his duties as grand master of Texas Odd Fellows, in

convention here, Lieut. Gov. Barry Miller, who announced some time ago that he would be a candidate for governor, Monday mailed his application for a place on the democratic ticket to D. W. Wilcox, chairman of the Democratic executive committee.

Asked if he thought Gov. Dan Moody would run again, the lieutenant-governor said:

"I don't know. I hope not. I like that boy, and if he runs he'll get the worst defeat of his life."

FIELD SEED

KAFFIR and HEFARI \$2.25
DWARF MAIZE \$2.50
SUDAN, FREE FROM JOHNSON \$4.75

RECLEANED AND SACKED
ALL OF THIS SEED HAS BEEN ROGUED

Hamblin Bros. Seed Farm

4 miles north and 1/2 mile east of Muleshoe

WELDING



Fenders, Bodies, Frozen Blocks, Light Brackets, Bumpers, Broken Frames, or any other part you may have broken.

"Weld Any Metal and Guarantee It"

Jeff D. Bryant & Son

Muleshoe, Texas

LOW 1930 PRICES!

GOODYEAR PATHFINDER

FULL OVERSIZE BALLOONS

29 x 4:40	\$6.30
29 x 4:50	6.90
30 x 4:50	7.00

BIG OVERSIZE CORDS

30 x 3	\$4.90
30 x 3 1/2	5.60
31 x 4	9.40

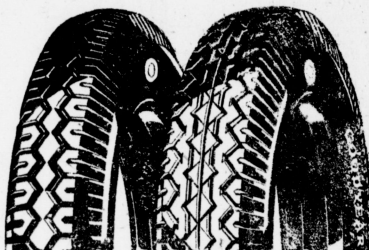
HEAVY DUTY TRUCK TIRES

30 x 5	\$24.10
32 x 4 1/2	14.30

Save on Tubes, too!



World's Greatest Low-Price Tires



Here, too!—More People Ride on Goodyear Tires

—shouldn't you find out why?

Goodyears consistently stand up better on our roads—grip better, ride farther, look better, give less trouble, cost no more to buy. What's more, we can PROVE the exact reasons. Goodyear builds more than 1/4 of all tires sold in America! Goodyear OUGHT to offer greater values!

Our Free Service Saves You Money

First, we clean and straighten your rims—then carefully mount and inflate new tires. We shift other tires to best advantage. Next, we're always here to watch your tires and help you to get all the extra service Goodyear builds into them. Real money-saving service—no extra charge.

SPECIALS!

Deep Tone "KLAXON" Horn, \$5.00 and your old horn.
Blackhawk Hydraulic Jacks, \$7.50

Valley Motor Co.

CHEVROLET SALES AND SERVICE
MULESHOE, TEXAS

Muleshoe — "Where More People Ride In Chevrolet Automobiles And on Goodyear Tires, Than Any Other Kind"!



TRADE

your unsafe tires for new GOODYEAR All-Weathers or Double Eagles

Get our offer!

Defy Passing Years by Right Way of Thinking

But why look old? That, says some one, is all nonsense. But is it? They do say we are as old as we feel. And that's about the truth of it. Of course, we change as time passes. That must be admitted. Yet the change need not be at so rapid a rate.

Even then, we ought to slow the change very much less than we do. You know the gentle shock we sometimes get when we run across a person we haven't seen for years. There is a definite, a marked change in him. It depresses us; because our thoughts immediately turn to ourselves.

Many grow old, as we all know, long before their years. The face is a remarkable index to the mind. If there is a lack of faith, or control, sure enough we shall show it in our eyes, our lips, the poise of our head—even our hands. Many people add to the diseases of the face other things as gloom, discontent, pessimism, fear.

Beauty, we are always told, is only skin deep. Beauty—real beauty—is soul deep. Once we get the right way of thinking, we shall never look old.—London Tit-Bits.

Human Body the Basis of Early Measurements

Early measurements were derived from different parts of the human body. Thus we find a fathom—approximately the distance between the hands of a man standing with arms outstretched at right angles with his body. A cubit was the length of the forearm, and the ell the distance between the ends of the thumb and little finger when outstretched, the palm the width of the hand, the digit the breadth of the finger. The Roman foot was subdivided into four parts, and the palm into four digits. The division into inches or uncia, a twelfth part, applied not only to the foot but to anything. For longer measures there was still less system. One finds the Hebrew's half-day's journey; the Chinese li, the distance a man's voice can be heard upon an open plain; the Greek stadium, derived from the length of the race course; the Roman pace of five feet; the furlong, the length of a furrow. The mille passus, a thousand paces, is the origin of the modern mile. In 1374 the inch is defined in English law as the length of "three barley corns, round and dry."

No Stork

It was in a little town close to a Michigan summer resort. Two men passed an elderly woman selling balloons from a stand. One man decided what was needed to make his day brighter was balloons. So he purchased not one balloon, or two balloons, or a dozen balloons, but all the balloons the woman had. He paid her at least twice the amount she would have realized had she sold them singly. Despite this, and that she could take a half-holiday from her career, the woman looked rueful.

"Now, what's the matter?" he asked. "You didn't leave me anything to do business with," she complained.—Chicago Daily News.

Odinities of Etiquette

Etiquette in Scandinavia is a thing to be dreaded, especially in Sweden. Even the former should address a person by his full diplomatic, political, professional or commercial title. Thus one meets Mr. the assistant to the Bank Manager Wiresee or Mr. the former Manufacturer of Blood Sausage Olson. Denmark is far less formal, both in speech and attire, but at the end of the dinner party the hostess will stand in the doorway and shake hands with every guest while he murmurs, "Thank you for the food," to which she answers, "I hope it will become you well."

Not as Bad as It Sounds

If you heard a West Point cadet say casually, "I saw a woman come out of the boudoir with his drag, all powdered up, and start on a P. S. with a skag in his face," it would mean simply this: "A young cadet, leaving the cadet restaurant with the girl he is to take to a hop."

You must understand that the girl is adequately tugged out for the dance and that the cadet, smoking a cigarette, was taking her for a stroll before starting for the hop. A "hop" is a dance, of course.

Best Spanish Joke

Here is the perennial joke in a contest told by the humorous weekly, Bona Humor, of Madrid, Spain:

A citizen appears at a public bath house and asks:

"Can you let me have a bath?"

"You will have to wait; everything is filled," answers a clerk.

"How many bathers are there?"

"Fourteen."

"What! As many as that going to get married tomorrow?"

Unidentified

Buddy has two older brothers, and, of course, picks up many of their choice expressions. The other day the three-year-old remarked: "Mamma, you're a big fool!" "Indeed, I'm not," replied his mother, and promptly spanked him. "Then daddy's a big fool," insisted the youngster. "No he's not," returned his mother, and spanked him again. Then through his tears Buddy had his final say-so: "Well, somebody's a big fool."

Baileyboro News

The Baileyboro postoffice is now a money order and C. O. D. office. The people of the vicinity certainly are proud of that. Materials for a new filling station are being put on the ground by Fred Hinton. Mr. Dagget from the general office was here Friday night and assured us that a toll line would be built into Baileyboro in the very near future. Let's hope that this is the beginning of a real telephone system for this part of the county.

On Friday night, March 11, the F. T. A. met and rendered its program. The roll call was answered by a favorite joke. On the 28th, the roll call will be answered by your most prized verse of Scripture.

Quite a few manual training projects were sold, which included broom holders, tie racks, match boxes and nail boxes. The proceeds amounted to over six dollars and are being used to

replace the stock of materials. The B. Y. P. U. study course held last week was passed by twelve persons. Those who failed are reviewing at home and no doubt will be able to pass the next examination. The courses were conducted by Bro. Phelps, the Missionary. Under his direction the Baptist church is working on the budget system, and bids fair to have it completed by the time you read this.

A goodly number of our singing class went to Humbs Chapel Sunday where they enjoyed a treat. The girls quartet was honored by being asked to sing their second numbers. They have a special invitation to sing that many or more here next fifth Sunday. All other good singers from everywhere are cordially invited to be present. Let's also have our local boy's quartet going good.—Reporter.

Feed for Sale

Bailed Shredded Cane Fodder
\$13.50 per ton.

Larger Quantities Cheaper

Delivered FREE in Radius of 7 miles of my farm in lots of 1000 pounds or more.

LOUIE GEISSERT
Muleshoe, Texas

SEE US NOW

For Standard Bred Baby Chicks. We are representing the Charlton Hatcheries of Hollis, Okla., all chicks guaranteed. Place your orders now for future delivery and you will not be disappointed. We pay the top market prices for Poultry, Cream and Eggs. Service while you wait, and you don't have to wait too long. The place where you get a square deal.

Muleshoe Produce Co

ELMO HEAD, Mgr.

COMPARE VALUES BEFORE YOU BUY AN AUTOMOBILE

Low charges for distribution of the new Ford save you at least \$50 to \$75 in addition to the many savings in making the car

THESE are days when every dollar counts. The period of reckless spending is over. People are going back to the good old-fashioned principles of thrift and economy. Value is again being carefully considered.

Nowhere is this more important than in the selection of an automobile. For the purchase of a car represents a considerable investment. It should not be decided on hurriedly, but only after analyzing every important factor that concerns cost, value and performance. The time to do this is before buying—not afterward when it is too late.

ON THE basis of cost, performance and the actual comparative worth of every part, the new Ford is a value far above the price you pay. It is made of better materials and with greater care and accuracy because of the recognized efficiency and economy of Ford manufacturing methods.

The value of these methods is known and understood by millions of people. It is not generally realized, however, that these same principles of efficiency and economy are applied also to every step in the distribution of the Ford car. The low cost of selling, financing time payments, etc., means a direct saving to you of at least \$50 to \$75 in addition to the money saved by Ford economies in making the car. Here are three reasons why this is so.

(1) The Ford dealer does business on a smaller margin of profit because of the greater number of

cars he sells. His discount or commission is the lowest of any automobile dealer. The difference in your favor, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

(2) The Ford charges for financing are low.

(3) No expensive extra equipment is needed when you buy a Ford. The car leaves the factory ready for use. The f.o.b. price includes a Triplex shatter-proof glass windshield and an extra steel-spoke wheel, in addition to four Houdaille double-acting shock absorbers and fully enclosed four-wheel brakes. Any accessories you may wish for your individual taste are sold considerably below the usual prices. None of these charges for selling, financing or accessories is marked up or increased to cover a high trade-in allowance on a used car.

Get all the facts, therefore, before you buy and figure out just what you are getting for your automobile dollars. Go beyond the f.o.b. price and find out how much more you pay the dealer than the dealer pays at the factory. Analyze the used-car allowance. Compare all charges—item for item—value for value.

WHEN you do this you will have a new appreciation of what the Ford Motor Company and Ford dealers are doing to keep down the cost of Ford cars. You will also know why it is possible to put so much real value into the new Ford and still retain the low price. The money you pay goes for value in the car. It is not wasted in excessive costs in manufacturing or selling.

FORD MOTOR COMPANY

