## 

# TRACK MEET TO BE HELD MARCH 8 

 New C. of C. Officers Are Elected Thursday officialsPAT BULLOCK HEADS BODY THIS YEAR<br>armers<br>To Book Orders For Hershey

Ira Girls and Snyder
Boys Win County Meet

Scurry County
Race Horse Man Invited to Meet


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THE SCURRY COUNTY TIMESSIGNAL, SNYDER, TEXAS THURSDAY, FEBRUARY 13, 1930



| THURSDAY, FEBRUARY 13, 1930 |
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# How Ford Methods Cut Cost of Distiribution 

## Lower profits in selling save you at least $\$ 50$ to $\$ 75$ in addition to the many savings in manufacturing

Twenty-seven years ago the Ford Motor Company portation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost - frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture
For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered o your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The mone must come from somewhere.
In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direce saving of at least $\$ 50$ to $\$ 75$ to every purchaser in addition to the still greater savings made possible by conomies in manufacturing. Forl charges are not marked up or increased to cover a high trade-in llowance on a used car.
The profit margin on the Ford car has always
been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commis sion of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from $25 \%$ to nearly $\mathbf{5 0 \%}$, comes right off the price you pay for the car.
The business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase
Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed fourwheel brakes.
If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

These are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasous why more than $35 \%$ of all cars sold today are Model A Fords.


## Plug In Comiort



## Appliances

MEAN GREATER CONVENIENCES, GREATER ECONOMY AND HAPPIER HOMES

Any article that will lessen labor and lengthen leisure will make a more contented home. An efficient electrical item, for example:

## PERCOLATOR TOASTER VACUUM CLEANER <br> WAFFLE IRON TABLE STOVE HEATER <br> WARMING PAD IRON GENERAL ELECTRIC REFRIGERATOR <br> Texas Electric Service Co.



Brilliant New Styles! Exceptional Values!
New Spring Dresses/



## official data



## RUPTURE

 EXPERT HERE out charge nis unequaleat methooat the Buiu Bonnot Hotel sweet.
water, on wed. Peot, 12, from 10 A .




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SHEPPERD FUNERAL
HELD AT COLORADO





will be in snymer
Sunday, Feb. 16th,
: Manhattan Hotel

## YES .. the COLDEST Weather in 30 Years!



## Just Cbeck Over this Chart!


#### Abstract

$\begin{array}{ll}\text { it was COLD-bitterly cold-during most } & \text { Remember, we have been referring to } \\ \text { "mean" temperature-AVERAGE tempera }\end{array}$ of January! But it is interesting to check up "mean" temperature-AVERAGE temperaafter it is all over and see just how cold it point readings as shown on the chart give the was. This chart, based on temperature read- LOWEST TEMPERATURES registered each ings at a representative point in Lone Star territory, tells the story. Note the wide dif- degistered BELOW Z ference betw the story. Note the wide difference between January, 1930, and January, 1929. Twenty-three days this January were colder than the same days the preceding 33 degrees (just one degree above freezing) 33 degrees (just one degree above freezing) this year against an average mean of 45 degrees last year.


14 Days Showed Mean Temperature of 32 Degrees (Freezing) or Below in January, 1930, Against Only 2 Such Days in January, 1929


Lone Starn* Gas Connppany Supplying Gas Wholesale
Community. Natural Gas Company

