

BRUCE BARTON

...writes of "THE MASTER EXECUTIVE"

Supplying a week-to-week inspiration for the heavy burdened who will find every human soul paralleled in the experiences of "The Man Nobody Knows."

THAT SECOND MILE

What did Henry Ford mean, one spring morning, when he tipped a kitchen chair back against the whitewashed wall of his tractor plant and talked about his career?

"Have you ever noticed that the man who starts out in life with a determination to make money,



Bruce Barton

never makes much?" he asked. It was rather a startling question; and without waiting for my comment he went on to answer it: "He may gather together a competence, of course, a few tens of thousands or even hundreds of thousands, but he'll never mass a really great fortune. But let a man start out in life to build something better than it has ever been built before—let him have that determination; and give his whole self to it—and the money will roll in so fast that it will bury him if he doesn't look out.

"When we were building our original model do you suppose that it was money we were thinking about? Of course, we expected that it would be profitable, if it succeeded, but that wasn't in the front of our minds. We wanted to make a car so cheap that every family in the United States could afford to have one. So we worked morning, noon and night, until our muscles ached and our nerves were so ragged that it seemed as if we couldn't stand it to hear any one mention the word automobile again. One night, when we were almost at the breaking point I said to the boys, 'Well, there's one consolation,' I said. 'Nobody can take this business away from us unless he's willing to work harder than we've worked.' And so far", he concluded with a whimsical smile, "nobody has been willing to do that."

What did Theodore N. Vail mean when he said that only once in his life did he set out with the deliberate intention of making money—that all the rest of his fortune had come from work which so gripped him that he forgot about money? The one occasion to which he referred was his trip to South America where he found a mine that did prove profitable, and doubtless still is. He made that trip because he had lost all his money in an effort to establish a big central heating plant in Boston—to give people better warmth, as he had already helped to give them better communication. The heating plant failed, and he paid its debts with the South American mine. But the bulk of his fortune came from the achievement for which he will always be remembered—the establishment of the American Telephone and Telegraph Company. To that great enterprise he gave everything he had—"threw his life into it," as we say—"lost his life in it," as Jesus said. And it gave him back larger and richer life, and a fortune and immortality.

"Whosoever shall compel thee to go a mile," said Jesus, "go with him twain."

To celebrate the thirteenth birthday of her big collie dog, Possum, Mrs. Mary Ayres Harris of Macon, Ga., recently entertained more than 25 children at her home.

TOWN TALK

Miss Dolly King spent Sunday in Rocky Mount.

Mrs. J. E. Kirk and sons have returned from Albemarle.

Miss Helen Brown has returned from a visit to Miss Agnes Harrell in Red Oak.

Mrs. Waverly Davis, Misses Lucille and Edith Davis, Elmo and Ervin Davis, spent Sunday in Ocean View.

Mr. and Mrs. H. T. Davis and son, William Henry, spent Sunday at Seaboard.

Mr. and Mrs. Russell Fuir, of Norfolk, were the week-end visitors of Mrs. Mary Sadler.

Mrs. Maywood Hudgins, who has been visiting her mother, Mrs. Mary Sadler, has returned

to her home in New Port News, Va.

Mr. and Mrs. S. D. Brown and children spent Sunday afternoon in Red Oak.

Miss Dorothy Daughtry has returned after spending a week in Norfolk, Va.

Mr. and Mrs. E. W. Eubank and family were called to Starmont, Va., because of the death of her sister-in-law, Mrs. H. W. Kerr.

Henry Ford
Dearborn, Mich.

IN ANSWER TO A LADY'S LETTER

A lady writes to say that she does not understand why an 8-cylinder car does not cost more to run than a car with fewer cylinders. She refers to my statement that our Ford V-8 develops more power on a gallon of gas than any car we have made.

The use of 8-cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a 4-cylinder engine multiplied by two. Our 8-cylinder engine takes the fuel supply of an ordinary 4-cylinder engine and divides it eight ways. And why?

By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight-cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in four long jumps or in eight ordinary steps.

Two things use up gas—bad engine design and useless car weight. Besides having an engine that gets a high percentage of power out of the fuel, the Ford V-8 has a light, strong body and chassis so that no power is wasted in moving excess weight.

The only extravagance about the new Ford V-8 engine is in the building of it. The extravagance is ours—the economy is yours.

The whole question of car economy needs clearing up. An economical car gives economy all round. Price, operation, upkeep, all play their part. If what you save on gas you lose elsewhere, that is not economy.

As to upkeep, our dealers say that in recent years the improved quality of Ford cars has cut down their repair business 50 per cent.

As to price with quality,—judge for yourself.

As to economy, here is the record of a stock car three weeks out of shop in Oklahoma:

On a run of 10,054 miles at the rate of 1,000 miles a day—the Ford V-8 gave 18.8 miles per gallon of gas. Not a drop of water was added to the radiator. The oil was changed once in 1,000 miles.

That should answer a lot of questions.

July 24th, 1933

Henry Ford

Women Appreciate Our Service -

We attribute the popularity of the New Ford V-8 among Roanoke Rapids women to the painstaking care we undergo to see that women Ford drivers are given every consideration and comfort when they have occasion to visit our salesroom. Convenient, comfortable quarters are provided for you. And in addition our salesmen and service department are trained in catering to women's wants.

Free Demonstration at Any Time.

Learn Why the Ford V-8 is the Greatest Value Today.

ROANOKE MOTOR COMPANY

Roanoke Rapids,

DIAL R-382

North Carolina