

MICRO NEWS

MICRO, Feb. 26.—Misses Katie Corbett, Edith Ausley and Effie Aycock, of E. C. T. C., Greenville, spent the week end at home with their parents.

KENLY SOCIAL

KENLY, Feb. 26.—A number of Kenly people went to Wilson last week to see "Sunnyside Up."

Mr. and Mrs. W. E. Alban, of Raleigh, visited relatives here on Saturday.

POWHATAN

CLAYTON, Route 3, Feb. 26.—Miss Margaret Godwin, of near Clayton, is spending some time here with relatives.

Mr. and Mrs. J. B. Gordon and children and Mr. and Mrs. Geo. Capps visited near Smithfield Sunday afternoon.

JOHNSON UNION

CLAYTON, Route 3, Feb. 26.—Mrs. Oris L. Smith, of Newport News, Va., is spending some time with relatives here.

SPILONA NEWS

FOUR OAKS, Route 4, Feb. 25.—Rev. W. Y. Moore filled his regular appointment at Hickory Grove Saturday, Saturday night and Sunday, and there was a very good attendance.

Mr. Otis Lassiter spent a short while Saturday night in the Hopewell section.

WILSON'S MILLS

By MRS. S. L. BARBOUR
WILSON'S MILLS, Feb. 25.—On Friday evening, Feb. 21, the members of the B. Y. P. U. enjoyed a social at the home of Mrs. Hardee Branch.

children, Bonnie Louise and L. C. Jr., spent Sunday afternoon here with Mrs. E. E. Parrish.

Miss Katy Lee Ellis, of near Thanksgiving, spent the week end here with her sister, Mrs. Betty Wilkins.

Stancil will be sorry to learn that she is ill at her home here.

was a recent guest of friends here.

MILL CREEK

BENTONVILLE, Feb. 27.—Rev. W. O. Henderson filled his regular appointment at Mill Creek church Sunday morning and night.

THREE IMPORTANT FACTORS ENTER INTO THE COST OF YOUR AUTOMOBILE

- 1. How much it costs to make the car
2. How much extra you pay the dealer
3. How much it costs for operation and up-keep

THE PURCHASE of an automobile involves a considerable amount of money and it should be carefully considered from all 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 maintain the car after purchase.

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.

Because of Ford economies in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions.

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 wheels.

roller 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.

Low dealer charges

THE SAME PRINCIPLES of efficiency and economy 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 accessories.

The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company, his discount or commission being the lowest of any automobile dealer.

NOTE THESE LOW PRICES

Table listing car models and prices: Roadster \$435, Phaeton \$440, Coupe \$500, Three-window Fordor Sedan \$600, Cabriolet \$645, Tudor Sedan \$500, Sport Coupe \$530, Town Sedan \$625, Town Sedan \$670.

Low charges for time payments through the Universal Credit Company

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least \$50 to \$75 to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing.

Low up-keep costs

IT IS IMPORTANT to remember that the cost of your automobile is not the first cost only, but the total cost after months 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 accuracy in manufacturing and assembling.

The intelligent, painstaking service rendered by Ford dealers is under close factory supervision and is a factor in the low up-keep cost of the Ford. All labor is 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 saving on the first cost of the car.

CUT COFFEE COST IN HALF

You get as many cups from 1 lb. of "Gold Ribbon" Brand Coffee and Chicory as you do from 2 lbs. of ordinary coffee, because it is Double Strength. Cut your coffee bill in half by using "Gold Ribbon" Blend—1 lb. lasts as long as 2 lbs. of ordinary coffee—and you pay no more.



A Good Place to Buy Your Ford Car

WE take a personal interest in every purchase of a Ford car and we are fully equipped to give you good service. Our mechanics have been specially trained and our service equipment is new and complete and unusually accurate.

Reid-Sanders Motor Co.

Local Dealers Sales and Service Phone 28 Smithfield

FORD MOTOR COMPANY

