MICRO NEWS

MICRO, Feb. 26 .- Misses Katie

at home with their parents. Misses Lillian Dixon and Min-nie Jackson, of Hickory Cross, spent the week end here with spent the week end here with spent Station Spent Station Spent Station Spent Station Spent Station Spent Station Spent Spen

Corbett, Edith Ausley and Ef-fie Aycock, of E. C. T. C.,

dent at the University of North Sunday afternoon.

Celeste Edgerton,

Carolina, spent the week end at

home with her parents, Mr. and

THE SMITHFIELD HERALD

children, Bonnie Louise and L. Stancil will be sorry to learn was a recent guest of friends C. Jr., spent Sunday afternoon that she is ill at her home here, here,

MILL CREEK

Mr. and Mrs. S. L. Barbour Louise Wilson and Mr. Charles and children, Mabel, Fred and Wilson attended a show in Ral-Shelton, went to Raleigh Sun-day. Mr. and Mrs. Hugh Hardee. Hugh Hard

morning Mr. Vance Parker and daugh-Mr. and Mrs. D. O. Uzzle spent ter, Flonnie, have returned home after spending a few days here week Sunday in Henderson with Mr.

with relatives and friends. Mr. Jack Vinson spent a few Mr. Cleotha McLamb, of Ben-Mr. and Mrs. Wilson Uzzle, of son, spent the week end with Mr

spent Sunday afternoon in Clay-ton with their son, Mr. Ekey Raleigh, visited relatives here Walter Pope.

were visitors in Pine Level on F. Weaver Mrs. Martha A. Weaver has re-

Honor Roll Mill Creek School.

First Grade: Billie Adams.

Raleigh, visited relatives here on Saturday. Miss Celeste Edgerton, stuc Mr. and Mrs. Albert Watkins of Royall, spent Saturday night

Mr. and Mrs. Glenn Lassiter. Barbour

at home with their parents. Misses Lillian Dixon and Min-ile Jackson, of Hickory Cross, spent the week end here with daughter, Doris Fay, spent the week end at Bath with Rev. Mr. Hinnant who is teaching there. Hinnant during the week end. Hinnant during the week end. Hinnant during the week end. Hinnant du CLAYTON, Route 3. Feb. 26. night at the home of Mr. Benof Mrs. Hardee Branch. A and Mr. and Mrs. Rornar Folds of hear Cayon, feeling Visited W. O. Henderson ular appointment of very interesting games of Rocky Mount, were recent were played and at the close guests of Mesdames E. R. and G. spent Sunday afternoon here night. With Mrs. E. E. Parrish. With Mrs. E. E. Parrish. Mr. Vance Par

WILSONS MILLS By MRS. S. L. BARBOUR

On Friday evening, Feb. 25.— members of the B. Y. P. U. enjoyed a social at the home of Mrs. Hardee Branch. A and Mr. and Mrs. Grover Ellis, Mr. and Mrs. Hardee

Miss Cryde Morney, or other field, spent the week end here with her parents, Mr. and Mrs. Mr. Bin Guest, or Sunday. Mr. Bin Guest, or Sunday. Mr. and Mrs. L. Z. Woodard Mr. and Mrs. L. Z. Woodard And Children and Mrs. John Mrs. Chas. W. Ivey, of Rocky Mount. visited her daughter, Mrs. Wellons Tuesday. H. Wellons. Tuesday. Miss Evelyn Hinnant spent Sunday at Pine Level with Miss Ruth Styron. Mr. and Mrs. Fred Fitzger-Mr. Strait Miss Fitzger-Roads

this section Sunday.

Mr. W. H. Wood made a bus-

Mr. and Mrs. Howard Hicks, of

Mr. L. E. Underwood is confined

SPILONA NEWS

FOUR OAKS, Route 4, Feb. 25 -Rev. W. Y. Moore filled his regular appointment at Hickor

for him a speedy recovrey.

visited near Smithfield

JOHNSON UNION

Mr. and Mrs. Fred Fitzger-ald and children, of Smithfield, **POWHATAN** CLAYTON, Route 3, Feb. 26 .-

Saturday afternoon.

Level Friday.

Forest College, spent the week end near here with his parents. Miss Sadie Atkinson, of Ral-igh, visited her parents, Mr. Miss Margaret Godwin, of near iness trip to Smithfield Monday Clayton, is spending some time afternoon. and Mrs. J. R. Atkinson, Sunhere with relatives. Mr. and Mrs. Joseph Capps

attended church here Sunday. Rev. M. Johnson, of Wake

Wellons. Tuesday.

 Cay.
Miss Lois Canaday, of Golds-boro, was the guest of Miss Mil-dred Crumpler Sunday.
Mr. and Mrs. Joseph Capps and children and Miss Irene Snipes of Sandy Ridge visited
Mr. and Mrs. R. G. Allen Sat-urday evening.
New Bern, are spending some time with their parents. Mr. and Mrs. J. H. Coats.
Mrs. Minnie Wood and family were the guests of Mr. and Mr. C. A. Fitzgerald and Dr. urday evening. Mr. Mr. Murday evening. Mr. Maude Smith and daugh-1Mrs. John Capps near Clayton ter, Cornelia, of the Wilson's Sunday. Mills section, visited friends here We are very sorry to note that

KENLY SOCIAL

By MRS. A. J. BROUGHTON

KENLY, Feb. 26.—A number of Kenly people went to Wilson last week to see "Sunnyside Up." Misses Doris Hooks and Miss Myrtle Kendall, of E. C. T. C., Saturday, of Clayton, visited here

Greenville, spent the week end with Mrs. Katie M. Hooks. Messrs. Thel Aller with Mrs. Katle M. Hooks. Miss Eloise Darden spent Fri-day night in Goldsboro with friends. Mr. Lesley Johnson is serious-Mr. Ramon Pope, of Smith

Mr. Lesley Johnson is serious-Mr. Lesley Johnson is serious-Mr. Ramon Pope, of Smith section, spent a short while Mon-day morning in our section. Mr. and Mrs. R. A. Langdon and Misses Florence and Vida ard of Wilson. Mrs. John Blackman, of Pine Level, was the guest of Mrs. J W. Darden Wednesday. Mrs. H. M. Grizzard and Mrs. John S. Conabeer spent the Mr. Oeste Tr

Walker, of Wake Forest College, pent the week end with Mr. and Mrs. J. E. Jones. Mrs. J. E. Jones.

Mrs. J. E. Jones. Mesdames L. E. Hooks, Jack Parkerson and L. Z. Woodard speat Wednesday afternoon in Goldsboro with Mrs. Kelly Kor-negay. Mr. Norman Godwin, of near Little Creek, called at the home of Mr. Jim Gordon recently. Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Saturday and Sunday. Mr. and Mrs. Johnnie Jones Saturday in Sunday. Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Saturday and Sunday. Mr. and Mrs. Johnnie Jones Saturday and Sunday. Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Saturday night with Mr. and Mrs. Clefus Jones. Mr. and Mrs. Willie Jones and Mr. and Mrs. Willie Jones and Mr. and Mrs. Johnnie Jones Mr. and Mrs. Willie Jones and Mr. and Mrs. Willie Jones and Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Mr. and Mrs. Johnnie Jones Mr. and Mrs. Wille Jones and Mr. and Mrs. Johnnie Jones Mr. and Mrs. Wille Jones And Mr. and Mrs. Johnnie Jones Mr. Jone

son, spent the week end with Mrs. E. V. Neighbors. Mrs. W. P. Whitted and Mis.

Jack Stallings spent Monday afternoon in Goldsboro. Miss Minnie Lee Garrison, of Smithfield, was the guest of Mrs. Geo. T. Whitley Wednes-

Misses Frances Hunter, Nettie Harris and Frances McWhorter spent the week end in Wilson with Mrs. John Leach.

Miss Elouise Grady, of Charlotte, spent the week end here with her parents, Mr. and Mrs.

Paul Grady. Mr. and Mrs. L. E. Hooks spent the week end with rela-tives in Albemarle.

 W. Darden Wednesday.
Mrs. H. M. Grizzard and Mrs. John S. Conabeer spent the week end in Edenton with Mrs.
W. B. North.
Mrs. D. M. Coates, of Smith-Index compt Transformed and Son, Carl, visited friends near the same and chil-sandy Ridge Sunday Mrs. D. M. Coates, of Smith-field, spent Tuesday with her daughter, Mrs. G. T. Whiley. Mesdames M. R. Coker, J. W. Hollowell and C. F. Darden spent Tuesday in Raleign. Rudolph Jones and Mr. E. T. Walker, of Wake Forest College, event the mask of his nice, Mrs. Cornelia Quests of his nice, Mrs. Cornelia Mrs. Will Wallace his his his cornelia Quests of his nice, Mrs. Cornelia Quests of his nice, Mrs. Cornelia Mrs. Will Mrs. Mrs. Histor History Mrs. Cornelia Mrs. Miss.

Mr. Gordon's father near Bunn wood a few days ago. We hope

Messrs. Thel Allen and Jasper Grove Saturday. Saturday nigh

spert

Quite a number of our people Mlen. Mr. Norman Godwin, of near Saturday and Sunday.

negay. Miss Lillian Wilkinson, of Four Oaks, spent the week end at bome. Miss Robens Thursday night ton, Clayton, spent Thursday night ton, with Misses Gertie and Gladys burg. Miss Lillian Wilkinson, of Four taks, spent the week end at ome. Miss Robena Hogg. of near daughter. Estelle, of near Clay-Clayton, spent Thursday night ton, spent the week end in our

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 Double Strength. Cut your coffee bill in half by using "Gold Ribbon" Blend—1 b. lasts as long as 2 lbs. of ordinary coffee-and you pay no more.

DOUBLE STRENGTH AS OF ORDINALS AS MEDINALS AS MEDINALS

daughter. Helen, have recently morning in our section. returned home after spending a few days with Mrs. W. H. Laneaster at Yelvington's Grove.

in our section.

Mr. and Mrs. Hubert

Mr. and Mrs. Sam Medlin and family, of near Clayton, were in ing his home this year in our in town Friday.

family and Mr. and Mrs. W. H. We are sorry to say that Mr. Millard Parrish, Mr. and Mrs. Wood spent Sunday the guests Jacob Langdon is on the sick of their parents, Mr. and Mrs. Iist. We hope he will soon be W. L. Johnson of Vann's Cross well again. Mr. Hardee Branch and Mrs. W. C. Millard Parrish, Mr. and Mrs. Miss Odessa Massey who is

Wood spent sunday the guess backed in the spent is the prime banday in the guess of the prima banday in the prima ba Mr. Will H.Lassiter, of
Smithfield, spent Monday on his
farm in our section.day night. Miss Massey was on
her way to Goldsboro where she
spent the week end with friends.
Mr. Duncan, of Clayton, was
in town Friday.Mr. Williams, who recently
in town Friday.ited friends here on Sunday.
Mr. Williams, who recently
is home this year in our
Mr. and Mrs. L. C. Davis andSection.Second Grade: Lucy Adams,
moved here from Durham, has
accepted a position in Smith-
field with the Stephenson Dry
Cleaning company.Mr. Williams, who recently
ited friends here on Sunday.Second Grade: Lucy Adams,
Inst. Clara Massey and son,
Orrell, spent Saturday in Golds-
boro with Mr. and Mrs. James
Winson.Second Grade: Lucy Adams,
Irene Langston.Mr. and Mrs. L. C. Davis andMr. and Mrs. L. C. Davis andMr. Williams, who recently
moved here from Durham, has
accepted a position in Smith-
field with the Stephenson Dry
Unson.Mrs. Clara Massey and son,
Orrell, spent Saturday in Golds-
Vinson.Irene Langston.Mr. and Mrs. L. C. Davis andMr. and Mrs. L. C. Davis andThe friends of Mrs. WalterMr. Young, of Henderson,
Mr. Young, of Henderson,
bert Langston.Second Grade: Ducy Adams,
Irene Langston.

business Monday. Miss Marjorie Johnston,

here with Mrs. E. E. Parrish.

of Sunday.

The many friends of Miss Sara Oliver, member of the school fac-few days with friends near Ben-

Misses Mariory Johnston and

THREE IMPORTANT FACTORS ENTER INTO THE COST OF YOUR AUTOMOBILE

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

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. 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.

foller 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 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 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. The money you pay for a Ford goes into value in the car. It is not wasted in high dealer charges.

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

The cost of operation and up-keep is

a decided saving when you buy a Ford.

Miss Opal McCallum spent the

week end at her home in Rowland.

Mrs. W. P. Whitted and Miss Pattie Plummer Macon attended party in Eureka Saturday. Misses Ruth Gruntham

and Lettie McClenny spent week end in Goldsporo. the

Miss Edna Killian, momber of the Four Oaks school face weel: end with Miss Lillian Wilkinson.

.......................

A Good Place to Buy Your Ford Car

WE take a personal interest in every purcase 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. Only genuine parts are used and all labor is billed at a low flat rate. That's why we say this is a good place to buy your new Ford.

Reid-Sanders Motor Co.



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. 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 Ruetless Steel, the four Houdaille double-ac ing hydraulic shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and

the same low-profit margin as the Ford Motor Company, his discount or commission 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 . \$440 Tudor Sedan \$500 Phaeton Coupe . . \$500 Sport Coupe \$530 Two-window Fordor Sedan . . \$600 Three-window Fordor Sedan . . \$625 Cabriolet . 8645 Town Sedan \$670 (All prices f. o. b. Detroit) Low charges for time payments through the

Universal Credit Company

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 reliability and longer life of the car contribute to its low depreciation per year of use.

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.

MOTOR COMPANY

