

# HOW FORD METHODS CUT COST OF DISTRIBUTION

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

**T**WENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation 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 to 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 money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. *Ford charges are not marked up or increased to cover a high trade-in allowance 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 commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, 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 four-wheel 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 reasons why more than 35% of all cars sold today are Model A Fords.



## FORD MOTOR COMPANY

### INMAN ITEMS

C. P. Hancock and son Edmund, of O'Neill were transacting business in Inman, Thursday.

Mrs. Earl Goree went to O'Neill Friday for a week's visit with her parents, Mr. and Mrs. Stearns.

Mrs. A. L. Anderson, of Hubbard, Nebraska, came Thursday for a visit with her daughter, Mrs. R. Poe and family.

Lewis Kopecky, one of Inman's hay dealers, has been confined to his home this week with a severe attack of the "flu."

Mrs. Art Goree and little daughter Nadine went to O'Neill, Friday to visit until Sunday with her parents, Mr. and Mrs. Dave Loy.

On account of ill health, Harry McGraw has rented the garage for a year to Harold Tickner, of Anoka, Nebraska, who will take charge on March 1st.

O. Ellsworth held a public sale at his home northwest of Inman, last Wednesday. Mr. and Mrs. Ellsworth will make their future home at Alvo, Nebraska.

Rev. and Mrs. L. D. Sharp, of Colorado Springs, Colorado, came Thursday for a short visit with Rev. R. Poe and family. Mrs. Sharp is a sister of Mrs. Poe.

Rev. Farley, pastor of the Methodist church at Bloomfield, Nebraska, came Monday in the interest of the Boy Scouts. He was the guest of Rev. R. Poe and family.

Gilbert Anderson, of Hubbard, arrived Monday for a visit with his sister, Mrs. R. Poe and family. From here he will go to Colorado Springs, Colorado, for a visit.

Grant Farmer, of Fremont, came Thursday for a visit with his friend, W. S. Goree. Mr. Farmer and Mr. Goree are boyhood friends and are enjoying their visit immensely.

Mr. J. H. Butler went to Omaha Sunday to transact business; from there he went to Kansas City, to look after business interests and to visit his parents, Mr. and Mrs. N. S. Butler, and other relatives.

The high school basketball team scored another victory last Wednesday night when they defeated the Page basketball team. This was a peppy game and resulted in a score of 20 to 34 in favor of Inman.

Mrs. Harry McGraw left Tuesday morning for Gilroy, California, for an extended visit with her parents, Mr. and Mrs. F. J. Manchester, also to attend the golden wedding anniversary of her parents on March 7th.

Mr. and Mrs. Clarence Conger left Wednesday for a visit with their son Roy and family at Hooper, Nebraska. From there they will go to Sioux City, Iowa where they will visit their son Lloyd and family; they expect to be gone a week.

Arthur Hoxie and sons Calvin and Richard, departed last week for their home in Sturgeon, South Dakota, after spending the past couple of months with his mother, Mrs. E. J. Enders. Mrs. Hoxie and the other children will remain for a longer visit.

Mr. and Mrs. Walt Colman, of Alberta, Canada, came this week for a visit with his brother, Frank Colman and family, and other relatives. This is the first time they have been back for a number of years and their relatives and friends are greatly enjoying their visit.

The Royal Neighbor lodge met at the home of Mrs. L. L. Watson last Wednesday for a business and social meeting. A large crowd was present. After the meeting a delicious lunch was served. Mrs. A. N. Butler and Mrs. Leo Mossman assisted Mrs. Watson as hostess.

Miss Edna Hopkins, of Inman, and Mr. John L. Woods, of Creighton, were united in marriage last Saturday at the home of the bride's parents, Mr. and Mrs. James Hopkins, south of Inman. Rev. R. Poe performed the ceremony. They will reside on a farm near Creighton.

Mr. and Mrs. J. J. Hare and little daughter arrived here Saturday from Madison, Wisconsin, for a visit with Mrs. Hare's parents, Mr. and Mrs. Frank Colman. Mr. Hare is a shoe salesman and has been transferred to Lincoln, Nebraska, where they will make their future home.

### EMMET NEWS

Fred Beckwith drove a carload of cattle to Emmet Saturday afternoon to be shipped to Omaha Sunday morning.

A number of county school boards and teachers from this vicinity attended the Rural School Board meeting at O'Neill Saturday.

The Emmet mail carrier Jess Wills has been having the flu. He was unable to work last week, so he had a substitute mail carrier.

The weather lately has been exceptionally nice for those who are having sales and moving. We had a touch of March winds Sunday, but must begin to expect these soon.

Tom Gaffney drove to Orchard Sunday to bring home his mother who has been staying with her daughter, Mrs. Edward Flood. Mrs. Gaffney was in very poor health a few weeks ago but since spending a few weeks at her daughter's home, he is much improved.

The Beckwith families have been quite busy this week moving furniture and houses. Mr. and Mrs. Vern Beckwith are now occupying a part of the Fred Beckwith house. They will remain there until Vern finishes teaching his term of school in Dist. 76. The house in which they lived is being moved into Fred Beckwith's orchard, where Mr. and Mrs. Leon Beckwith will live and help run the farm this year.

### FOR SALE

One Popcorn Machine with Peanut Roaster attached, all electric.  
1 10x15 Gordon Job Press.  
4 Krag Rifles.  
1 1923 model Overland Sedan.  
Mrs. E. D. Henry

### PLEASANT VALLEY ITEMS

The Clyde Streeter family visited in Brunswick Sunday.

Claude Hamilton and mother visited at the Frank Snyder home Sunday evening.

The Crumley Brothers visited at the Claude Hamilton home Friday evening.

Mr. Carpenter, of near Creighton, is visiting his daughter, Mrs. Ralph Prill and family.

Edward Grass spent Sunday with his wife who is visiting at the P. A. Grass home. Edward is picking corn near Venus.

Mr. and Mrs. George Fink and daughter autoed to Plainview Monday where they visited at the home of Mr. and Mrs. McIntyre, also the Lush family. Mrs. Lush was not at home; she was attending the funeral of her mother, who died in Wayne, Nebraska.

Insist on The Frontier printing Your Sale Bills.

### MEEK AND VICINITY

Harry Fox trucked hogs to O'Neill Friday for Will Kaczor.

William Hubby called at the A. L. Borg home Friday evening.

Frank Griffith called on Roy Spindler on Wednesday evening.

Elmer Devall is helping at the R. D. Spindler home at present.

Mrs. Will Kaczor spent Monday with her sister, Mrs. Harry Fox.

Cecil Griffith called at the Roy Spindler home Sunday afternoon.

Arthur Rouse called at the Frank Griffith home, Wednesday evening.

Charlie Fox had the misfortune to break his finger one day last week.

Rev. Marts, of Bassett, was a pleasant caller at the Mart Schelkopf home on Saturday.

Mr. and Mrs. Will Galentine, of Spencer, were guests at the Mart Schelkopf home on Sunday.

Charlie Hoyer was dragging the roads, Monday. That will be a big help in reaching the highway.

Mr. Fox and Charlie, Will Kaczor and Ed Thomas, motored to Spencer

Sunday afternoon to see Grandpa Kaczor.

Mr. Wadsworth and daughter Dorothy of Minnesota came Thursday to visit with May McGowan, and other relatives.

Mrs. F. H. Griffith and Cecil motored to North Platte on Tuesday for a few days visit at the Charlie Griffith home.

Mr. and Mrs. Howard Rouse and sons Lawrence and Lloyd, and Arthur Rouse, were Sunday visitors at the Henry Walters home.

Miss Hazel McDonald, who has been in the hospital at Spencer for a couple of weeks, returned home Friday. She is feeling fine.

Mr. and Mrs. Fred Lindburg and daughters; Mr. and Mrs. Frank Nelson, Paul and Margaretha, were Sunday dinner guests at the Eric Borg home.

The Ladies Aid met with Mrs. Fred Lindburg, Wednesday. The bad roads prevented some from attending who would have otherwise. Mrs. Lindburg served a delicious lunch.

### SURROUNDING AND PLEASANTVIEW ITEMS

Mrs. Hannah Richards and son were in O'Neill Monday.

Mrs. Ina Roth spent Thursday with Mrs. Adolph Millinar.

Ruby Abbott stayed over night with Margaret Fullerton, Tuesday.

Mr. and Mrs. Bailey Miller called on Adolph Millinar's Tuesday eve.

Mr. and Mrs. Robt. Fullerton spent Tuesday with Mr. and Mrs. Jim Fullerton.

Mr. and Mrs. Walter Boche entertained Klingers at their home, Tuesday evening.

Mr. and Mrs. Nels Anderson were dinner guests of Mr. and Mrs. Joe Niezgocki, Sunday.

Asa Wherley and family entertained friends at their home Tuesday evening. Luncheon was served.

Mr. and Mrs. Asa Wherley and family and Mr. and Mrs. Earl Miller spent Saturday evening with Mr. and Mrs. Bailey Miller.

E. F. Barnes and family enjoyed

the week-end with a brother, Joe Barnes and son Russell of Arapahoe, also a brother, L. O. Barnes, of Stapleton.

### IN THE BLACK HILLS FARM VALLEYS YOU CAN PROSPER AND BE HAPPY

Alfalfa, corn, sugar beets, all cereal grains, garden produce, fruits, chickens and turkeys are successfully grown and marketed in the productive valleys of the Black Hills of South Dakota.

Wonderful cattle, hog and dairying country. Low priced lands insure profits.

Mild, healthful climate. Excellent water. Prosperous growing communities. Good schools and churches and fine hard surfaced roads.

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