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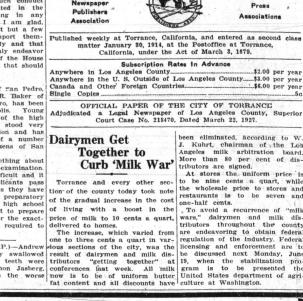
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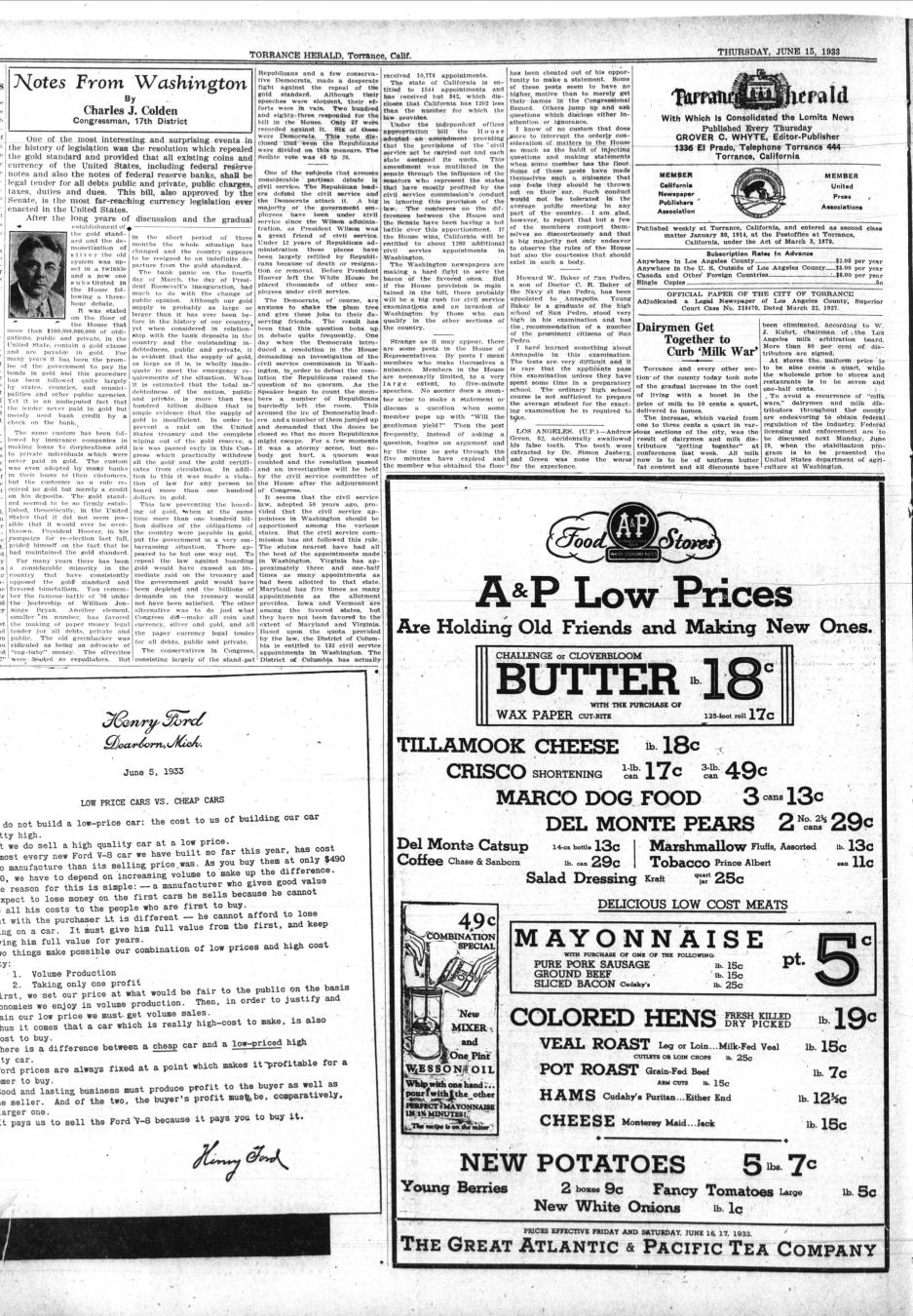


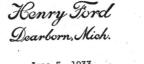


MEMBER United Press Associations

THURSDAY, JUNE 15, 1933







## LOW PRICE CARS VS. CHEAP CARS

We do not build a low-price car: the cost to us of building our car

is pretty high. But we do sell a high quality car at a low price. Almost every new Ford V-8 car we have built so far this year, has cost more to manufacture than its selling price was. As you buy them at only \$490 to \$610, we have to depend on increasing volume to make up the difference. The reason for this is simple: --- a manufacturer who gives good value must expect to lose money on the first cars he sells because he cannot charge all his costs to the people who are first to buy. But with the purchaser it is different --- he cannot afford to lose anything on a car. It must give him full value from the first, and keep on giving him full value for years. Two things make possible our combination of low prices and high cost quality:

quality:

1. Volume Production

volume Production
Taking only one profit
First, we set our price at what would be fair to the public on the basis of economies we enjoy in volume production. Then, in order to justify and maintain our low price we must get volume sales. Thus it comes that a car which is really high-cost to make, is also

-cost to buy. There is a difference between a cheap car and a low-priced high

quality car. Ford prices are always fixed at a point which makes it profitable for a customer to buy.

Good and lasting business must produce profit to the buyer as well as to the seller. And of the two, the buyer's profit must be, comparatively, the larger one

It pays us to sell the Ford V-8 because it pays you to buy it.

Hinny Ford