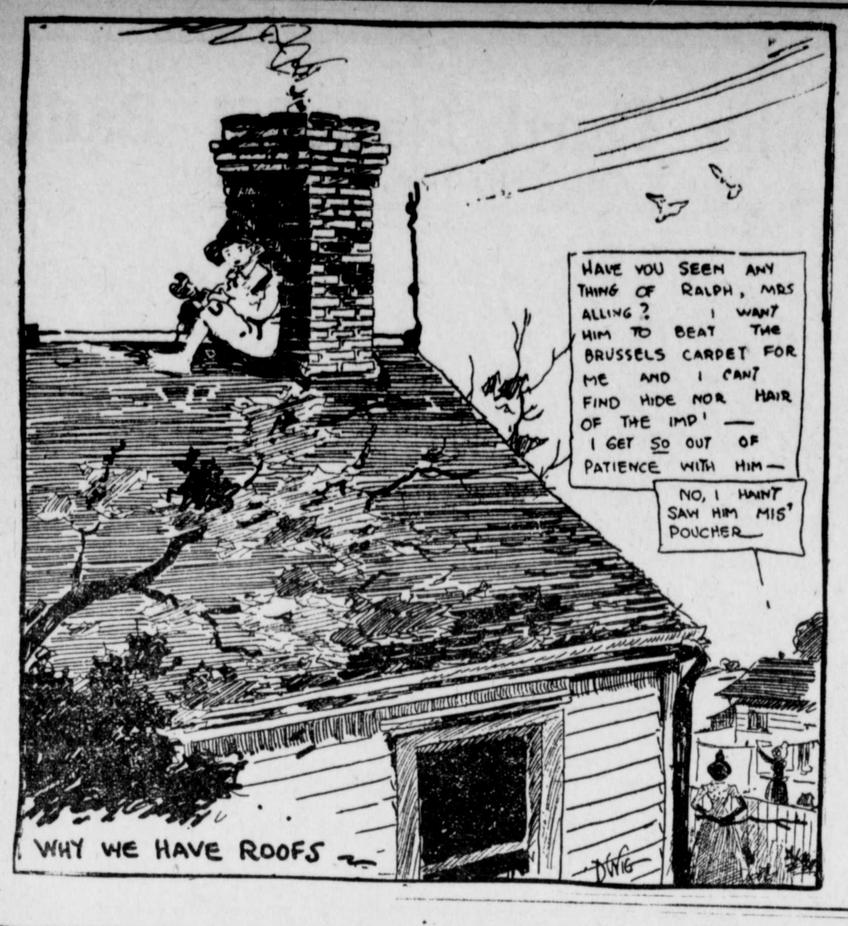




Henry Ford
Dearborn, Mich.

June 5, 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:

1. Volume Production
2. 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 low-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.

Henry Ford

SCHOOL NOTES

CHESTERTOWN HIGH SCHOOL
By Janet MacVean

C. H. S. is in a mad scramble. Baccalaureate sermon and declamation night are past, class night is also, and graduation is to be. Seniors report that caps and gowns were very, very warm at the baccalaureate sermon and hope for a somewhat cooler graduation night. Declamation night was a great success. The winner of the girls' prize, offered by L. Bates Russell, was Helen Miller with the declamation "Feared Cat." Charles Chester Atwater won the F. G. Usilton medal for boys with "Sparticus to the Gladiators." The contestants in the order of their appearance were:

Emily Sutton, "The Perfect Tribute"; Georgeanna Redman, "The Black Bluegrass Widow"; Helen Miller, "Feared Cat"; Fern Blackway, "Little Dub"; Violet Greenwood, "The Second Trial"; Lelia Anthony, "Mother at the Declamation Contest"; Virginia Yarkey, "Lord Oakhurst's Curse"; Bill Hodgson, "Wounded"; George Rasin, "The Party"; Robert Wright, "Gunga Dinn"; Charles Chester Atwater, "Sparticus to the Gladiators"; Harry Jones, "Friendship Among Nations."

The class night program consists of a play "Gypsies for a Day." Nancy Hepbron did a Spanish dance.

Speaking of plays, the 10A geometry class will entertain themselves with "The Case of Matthew Mattix" on Wednesday morning.

Erasers are much in demand because all marks must be out of books before they are turned in.

Anyone interested in artistic notebooks and covers should visit Miss Gessford' bulletin board before school ends.

C. H. S. wishes to give three long loud cheers for Millington's second-best in the state volley-ball team. Oakley Valliant of C. H. S. placed second in the 440 yard run. Congrats and all that, Oak.

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Sunday only 10.15 A. M., 4.15 P. M. Making Baltimore connections.)
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