

Ford

THE UNIVERSAL CAR

**Reliable Service
for
Ford Owners**

Expertness in service attention is just as important to the motor car as expert workmanship in its manufacture. To provide Ford owners---everywhere---with the widest range of expert service on Ford cars, the Ford Motor Company requires that each of the thousands of Ford agencies be equipped to give genuine Ford service. Each service station has skilled, competent Ford mechanics, genuine Ford-made materials, and charges regular Ford prices. Moreover, each is a part of the Ford organization, and as such is responsible to maintain the standard of Ford service.

When your Ford car requires attention, take it to a Ford agency. Remember, you get genuine Ford service---workmen, materials, prices---at all authorized Ford sales and service agencies.

Ford Motor Company

Detroit