



Lengthening the Arm of the Law

THE substantial worth of the new Ford is reflected in its alert, capable performance and economy of operation and up-keep. Men and women everywhere have found it ideally suited to their business and social needs. Its many uses make it truly The Universal Car.

An interesting use of the Ford is by police departments for the detection and apprehension of criminals. In their ceaseless vigil, these cars are driven in all kinds of weather, virtually twenty-four hours a day.

A fleet of 42 Model A Fords in Louisville covered a total of 2,620,800 miles



in twelve months, or the equivalent of 105 times around the world. Five new Fords on police duty in Niagara Falls have been driven more than 100,000 miles each. In Miami a police Ford has gone 120,000 miles.

The average for the eighteen Fords in Omaha is 35,000 miles per car for two years of police service. The superintendent of automotive equipment says the cost of repairs has been "very low."

The police departments of New York, Chicago, Philadelphia, Boston, Detroit,

San Francisco and other large cities use hundreds of Ford cars and trucks. In New York, the total exceeds four hundred and fifty.

Large industrial companies operating large fleets of Ford cars and trucks report the same reliability and good service. Long, hard usage emphasizes the value of simplicity of design, high quality of materials and unusual care in manufacturing and assembling.

The first cost of the new Ford is low, and you can purchase it on convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.