

FOR THE BEST OF CARE

Bring your Ford "back home!"

We Americans have learned to drive our cars far better than we have learned to care for them. The cars are built so well—will withstand so much abuse and neglect—that we have grown a little spoiled about the real importance of good service, and how to get it best and most economically.

We mention this because our own Ford cars especially have always been built so well to "take it" . . . and because Ford owners have good and inexpensive service open to them the whole country over.

To any car owner who is interested

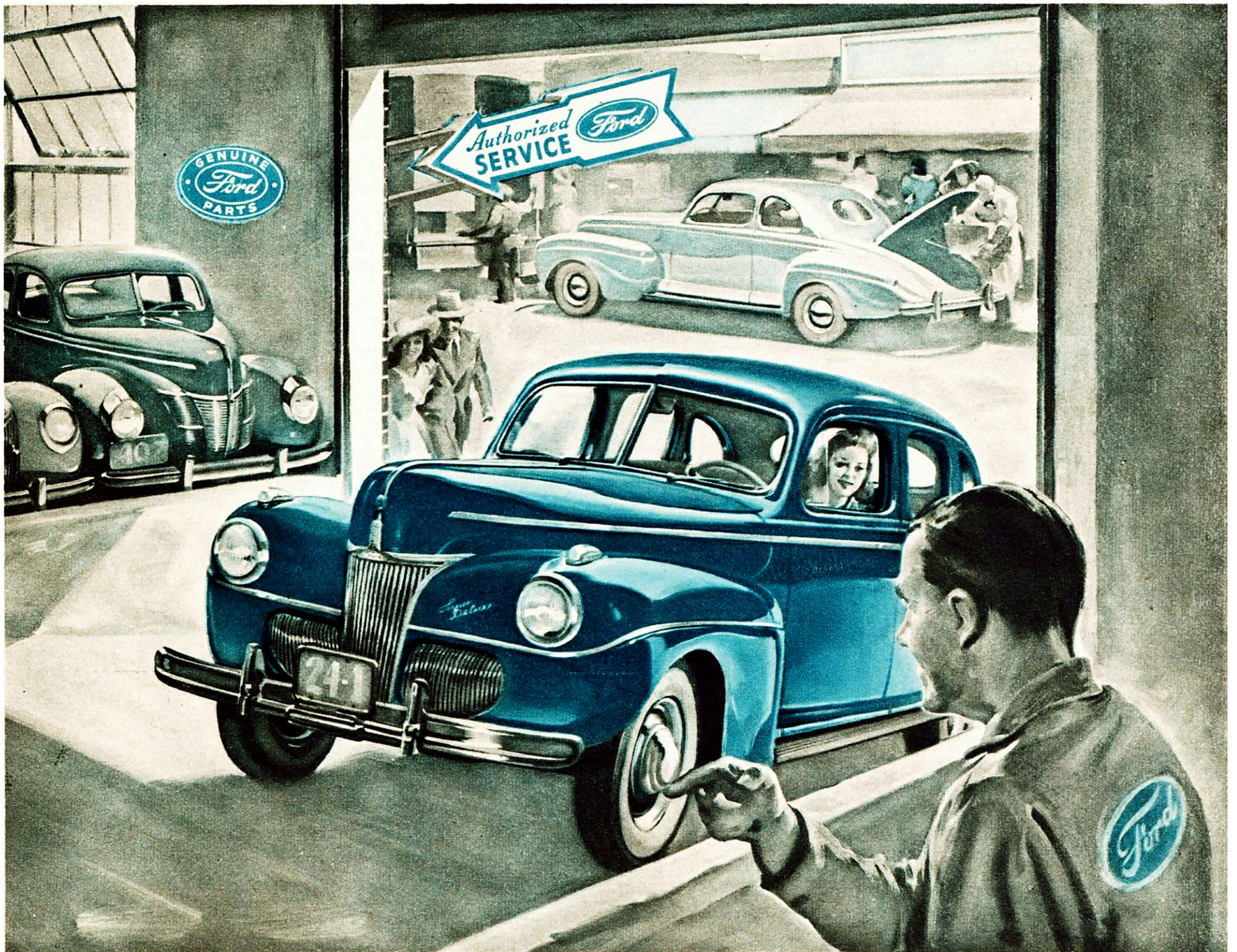
right now in the best possible service investment in his car, and to Ford owners above all, we make these sensible and timely suggestions.

First, bring your car "back home" for any work it needs. Your Ford dealer knows your Ford best. His men are trained specialists in your car's special mechanical nature. They work with Ford parts, and with the proper tools to do the job both right and quickly, without lost motion or excessive labor costs to you. And also, in a Ford dealer's shop your car becomes something more than just a "job"—

he wants your future business as a new car buyer, and he knows that good service is one of his best ways to win it.

Second, see that your car comes in for service soon enough and regularly. Proper care and adjustments at the right time—instead of repairs made too late through needless neglect—will save your money, save your car, and provide you with better and safer transportation in the bargain.

Now, more than ever, a good car deserves good care—and the best place to get it is "back home!"



Your Ford Dealer knows your Ford best...

Ask him for the low prices on Genuine Ford Replacement and Exchange Parts!