



Ford Track Tests save you money

here...



and here...



and everywhere

Like Ford belts and hoses, all Genuine Ford Parts are carefully checked and rechecked after punishing track tests. This is your assurance that they're made *right* to fit *right* for quick installation and long life . . . saving you money on both replacement *and* repair time.

Insist on these savings

Available at all Ford Dealers and the selected independent garages where you see this sign.

The quality of materials, the dimensions, the workmanship used in fan and generator belts bearing the Genuine Ford Parts label . . . all were track-tested by Ford engineers before these products were approved for manufacture and general distribution. Thus, you are assured that the belts you buy under this label have been designed to require less tension for efficient operation, to give full traction with pulley surfaces, to fit precisely, minimizing twist, distortion and vibration, to resist destructive oil and dirt. These superior advantages have been proved by actual tests.

Yes, here again, radiator hoses of varying materials were track-tested and minutely examined after miles and miles of operation. The hose selected to carry the Genuine Ford Parts label has a tough Neoprene lining that resists corrosive radiator solutions. This feature tends also to cut down chipping and sloughing off, common sources of radiator clogging and hose breakdown. Molded without seams and reinforced with knit rayon, Genuine Ford hoses have the "give" to withstand vibrations, shocks, extreme temperatures . . . and their resistance to rust, oil, grease and dirt means added life.



KEEP YOUR FORD ALL FORD