



The
Prominent
Part
Played
by
Genuine
Parts

Ford

Service

Here is what Ford Service really means

It means Genuine Ford Parts.

It means a Repair Shop where expert Ford Mechanics perform the work.

It means giving Honest, Courteous, Prompt Attention to the Ford Owner's every need.

It means to constantly supply you with a Ford Service that will make you and keep you an enthusiastic member of the great Ford Family.





Ford

Parts

Insist upon *genuine* Ford Parts being used in your replacements. You will get from 35% to 100% more wear from them, and you will pay the *lowest possible* cost —everywhere the same price.

Ford parts, like almost everything else worth while, are counterfeited. Imitation parts are manufactured to **SELL** at the highest possible rate of profit, and the grades of steel used are consequently *not* the same *high quality*, specially heat-treated alloy steels specified in Ford formulas for the manufacture of Genuine Ford Parts.

**50% of Genuine Ford Parts
retail for 10 cents or less**

Ford

Sales

WE are Authorized Ford Sales Agents. We can supply you with any product the Ford Motor Co. makes.

Suitable Terms may be arranged, if you desire, on the purchase of any Ford Car, Ford Truck or Fordson Tractor.

Call, write or telephone for our terms — you do not obligate yourself in any way.

**Buy a Ford — and
Spend the difference**

MORRIS CHAMBERLAIN

Telephone 23X
CHESTER, N. J.