

# New Protection for Ford Owners

**T**HERE are now 160,000 Ford cars in actual use in Canada.

The demand for service on these 160,000 cars has created a big business in repair parts.

The Ford Motor Company of Canada, Limited, is responsible not only for the cars that bear the Ford name, but for the Ford parts it manufactures and supplies.

It and its authorized representatives alone have the right to sell genuine Ford parts.

Yet, inferior repair parts not made by the Ford Company are being offered to the public as "Ford Parts"—or "Parts for Ford Cars."

The makers of these "spurious" parts have no interest—such as we have—in the performance of the Ford car. They are not under obligation—as we are—to serve Ford owners well.

The result is what might be expected.

Whereas parts made by the Ford Company are made to give Ford service, the inferior parts are simply "made to sell." *Genuine* Ford parts are made under rigid inspection in the Ford plant from Vanadium and other high-grade steels. The inferior parts most of them, are cheaply made from low-carbon steel.

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The Ford owner, who allows any but *genuine* Ford parts to be used in his car, suffers more than the actual loss on the inferior part. Other parts in his car are liable to damage from the inferior parts, and, of course, the Ford warranty behind his car becomes void! There is also the dissatisfaction arising from poor service and repeated breakages.

To protect Ford owners in this situation—

To make authorized Ford Service available to every Ford owner—

To give the widest possible distribution to *genuine* Ford parts—

The Ford Motor Company of Canada, Limited, has adopted a new policy.

Hereafter we will supply *genuine* Ford parts, not only to our regular Ford dealers, but to every reliable garage which is rendering service on Ford cars. Such garages will become authorized Ford Service Stations. They will display the Ford Service sign.

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The result of this change in policy will be an immediate benefit to Ford Owners.

Authorized Ford Service will be available everywhere.

Instead of 800 Ford Dealers—heretofore the most complete service offered on any automobile manufactured in Canada—there will be approximately 3,000 Ford Service Stations.

To get *genuine* Ford parts—and the Ford service expected from those parts—Ford owners will have only to look for the familiar Ford sign or the new Ford Service Sign.



When the Ford Service Sign is displayed it indicates that the garage owner has been authorized by this Company to render Ford service, and has agreed to supply only *genuine* Ford Parts.

It will prove more than a convenience to Ford owners.

It will be a protection against the damage and expense he might incur through the use of inferior parts in his Ford.

Look for the Ford Service Sign  
Ford Motor Company of Canada, Limited  
Ford - - Ontario