

**Genuine *Ford* Parts
For Sale Here**



**Now *Staple* Articles
of Trade**

THE parts of a Ford car—*every* part—can be bought *anywhere* in Canada. They need not be “ordered from the factory.”

—nor from a Ford Branch.

—nor even from one of the 750 Ford dealers.

They can be delivered “on the spot” by over 2000 garage and repair men.

Although highly specialized pieces of engineering and machining, Ford parts have become *staple articles of merchandise*. They are as easy to obtain as a hatchet or a saw.

This is a most unusual service to the owner of a car.

Its value is incalculable.

The Ford car need never be “tied up” while repair parts are being “brought on from the factory.”

There need be no annoying delays while touring because Ford Service Stations are located everywhere.

The owner of a Ford (barring serious breakdown through accident) may enjoy uninterrupted use of his car.

Caution to Ford Owners

Never allow “spurious” or imitation parts to be used in repairing your Ford. Your repair man—if he is earnest in his desire to serve you well—can get genuine Ford parts and sell them to you at a reasonable profit.

You need never accept “spurious” repair parts. In any locality, in any emergency, there is sure to be close at hand, a Ford Service Station.

Demand genuine Ford parts. Be firm.

Keep your Ford running at full Ford efficiency.

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONT

DEMAND
Genuine *Ford* Parts