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## To the first

 half-million new
## Ford owners



TO THE half-million men and wo men who have received new Fords in the last eleven months, there is no need to dwell on the performance of the car.
You have tested its speed on the open road. In traffic you have noted its quick acceleration and the safety of its brakes. You know how it climbs the hills. On long trips and over rough stretches you have come to appreciate its easyriding comfort. Continuous driving has proved its economy of operation and low cost of upkeep.
This is an invitation to you to take full advantage of the service facilities of the Ford dealer organization so that you may continue to enjoy many thousands of miles of carefree, economical motoring.
The point, is this. You have a great car in the new Ford. It is simple in design, constructed of the best materials and machined with unusual accuracy. It is so well-made, in fact, that it requires surprisingly little attegtion. Yet
that docsn't mean it should be neglected. Like every other fine piece of machinery, it will serve you better and longer if given proper care.
One of the best ways to do this is to take your car to the Ford dealer every 500 miles for oiling and greasing and a checking.up of the little things that have such a great bearing on long life and con tinuously good performance.
Such an inspection may mean a great deal to your car. To yon it means thousands upon thou sands of miles of motoring without a care-without ever lifting the hood.
Ford dealers everywhere have been specially trained and equipped to service the new Ford. You will find them prompt and reliable in their work, fair in their charges, and sincerely eager to help you get the greateat possible use from your car for the longest period at a minimum of trouble and expense. That is the true meaning of Ford Service.

FORD MOTOR COMPANY

