

# F O R D



UNIVERSAL  
SERVICE *for*

*the* UNIVERSAL  
CAR

CALIFORNIA PACIFIC INTERNATIONAL  
EXPOSITION • SAN DIEGO • 1935

# S E R V I C E

## *The* CORNERSTONE OF THE FORD BUSINESS



*I*N the Ford Motor Company we emphasize service equally with sales. It has always been our belief that a sale does not complete the transaction between us and the buyer, but establishes a new obligation on us to see that his car gives him service. We are as much interested in your economical operation of the car as you are in our economical manufacture of it. This is only good business on our part. If our car gives service, sales will take care of themselves. For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical and improved manner. We wish all users of Ford cars to know what they are entitled to in this respect, so that they may readily avail themselves of this service.

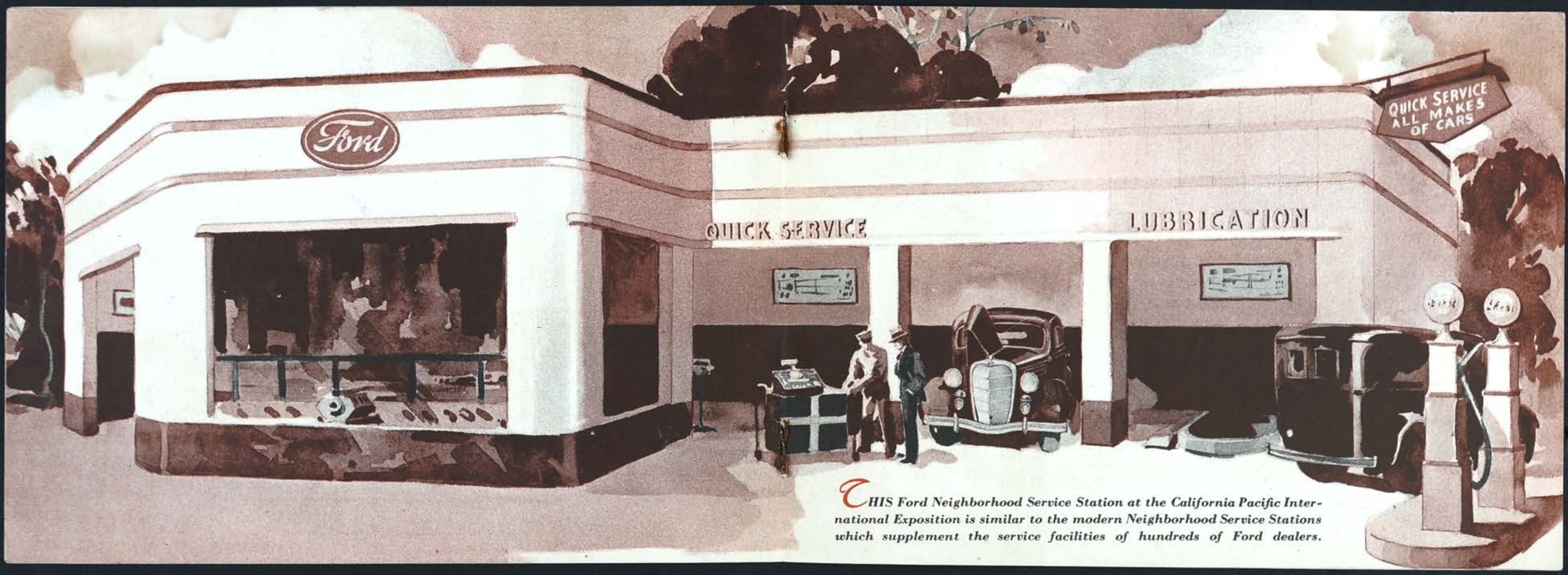
*Henry Ford*



*It* PAYS TO LOOK

AHEAD WHEN YOU BUY A CAR

*W*HEN you buy a Ford car, whether new or used, you are entitled to the benefits and economies of Ford Service. ★ That is why thousands of well-equipped Ford Service Stations dot the world. In almost every village and town you can get Genuine Ford Parts and the workmanship of mechanics who have been trained in Ford Service Schools. Wherever you go, low flat-rates for service prevail. ★ This gives you more satisfaction in the use of your Ford car. We believe it will cost you far less if you own a Ford and use Ford Service.



*THIS Ford Neighborhood Service Station at the California Pacific International Exposition is similar to the modern Neighborhood Service Stations which supplement the service facilities of hundreds of Ford dealers.*

*Genuine* FORD PARTS  
ARE EXAMPLES OF QUALITY  
AND PRECISION MANUFACTURE

*Y*OU can buy with confidence wherever you see the sign—"Genuine Ford Parts". And you can find it almost everywhere. ★ When Genuine Ford Parts are used for replacement, there can be no doubt that they will match the Ford car in good service. Genuine Ford Parts are the same as the parts built into the car at the factory. In fact, there is no difference between them—they are identical in close manufacturing limits, specifications, material.



THE FORD *Engine*  
AND PARTS EXCHANGE

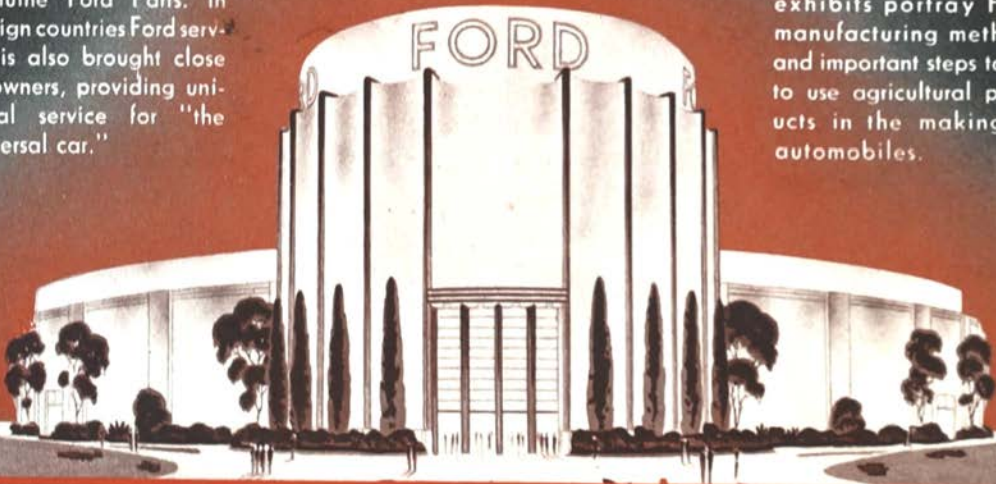
*W*ORKMANSHIP of skilled factory mechanics and machines is brought to Ford owners by the Ford Engine and Parts Exchange Plan. ★ Should a Ford engine need repairs, after many thousands of miles of use, it can be exchanged for a factory-reconditioned engine at a fraction of the cost of an "overhaul". This same service is available on many other units, such as the carburetor, generator, distributor, and fuel pump. ★ This plan saves time and money—and insures uniform workmanship.



## WHEREVER FORDS GO . . . GOOD SERVICE AWAITS THEM

Wherever you drive, San Diego or Boston, city or country, you are always near Ford Service and Genuine Ford Parts. In foreign countries Ford service is also brought close to owners, providing universal service for "the universal car."

Ford Building at the California Pacific International Exposition. More than a score of moving exhibits portray Ford manufacturing methods and important steps taken to use agricultural products in the making of automobiles.



FORD MOTOR COMPANY • • • DEARBORN, MICHIGAN