

RESPONSIBILITY SERVICE WARRANTY

**WHY it does make a difference WHERE
you buy your New Automobile**

**It pays to buy your NEW CAR from your local,
factory - authorized NEW CAR DEALER**

because:

- Only your NEW CAR Dealer can sell you a truly NEW CAR. The new cars HE sells are shipped to him directly from the nearest factory assembly plant.
- Before the NEW CAR is delivered to you it is inspected and serviced by factory-trained personnel employed by the new car dealer to serve you.
- Every NEW CAR sold by a NEW CAR Dealer is protected by factory warranty. Only an authorized NEW CAR Dealer can fulfill this warranty.
- Your NEW CAR Dealer, at proper intervals during the break-in period, checks your new car completely and adjustments needed are taken care of at no cost to you. Only from a new car dealer can you get this all-important service.
- Your NEW CAR Dealer maintains adequate service facilities and a very big inventory of genuine factory parts.
- Your NEW CAR Dealer recognizes and respects his obligation to you. He offers you an essential public service, and as a representative individual business-man is deeply rooted in his community and its civic life.

**It DOES make a Difference . . . Buy your New Car
from a factory - authorized NEW CAR DEALER ★**

Ferguson Motor Co. — Frank's Super Service — McKnight Motor Co.

For Used Cars too . . . more people
prefer to buy from a new car dealer

