

A Ford Car
DESERVES



Genuine *Ford* Parts

are available in

EVERY NEIGHBORHOOD
OF THE NATION

In buying a genuine Ford Battery you use the same sound business judgment as you did when purchasing your Ford car. It is standard equipment on new cars and can be obtained wherever genuine Ford parts are handled.



THE NEAREST SERVICE IS FORD SERVICE

6 VOLT
13 PLATE
80 AMPERE HOUR
FORD BATTERY

\$16⁵⁰



The Ford Battery

Designed and Built by
Ford Motor Company for The Ford Car

Genuine Ford Products and Authorized Ford Service are your guarantee of complete and lasting satisfaction with your Ford car.

The Ford Battery is built to *exactly* fit the Ford electrical system.

Built to deliver maximum power through the Ford starting motor.

Built to turn the engine over rapidly.

Built to quickly accept the charge from the Ford generator.

\$16.50 cannot purchase any greater battery value anywhere.

You can buy the Ford Battery—like any other genuine Ford part—with complete confidence.

Every Ford Battery is backed by the reputation of the Ford Motor Company and service facilities of over 9000 dealers.

Buy Genuine *Ford* Parts