



## Exceed Their Expectations

Loved ones look to you for Christmas joys. Of course you will not disappoint them—but why not exceed their expectations?

The gift of a Ford car is the surest way to arouse that Christmas ecstasy. You have long wanted a Ford car yourself. You have long realized the fuller measure of life it would bring to your wife, your children, your sister or mother. Why not accomplish now the double

purpose of making that Ford car a reality—and making this Christmas the long-remembered time when that Ford car was given and received?

See your Ford dealer now and secure a special signed Christmas Delivery Form. Actual delivery can be specified now or later, at your convenience, but this gift form will enable you to exceed someone's expectations this Christmas morning.

*Ford*

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