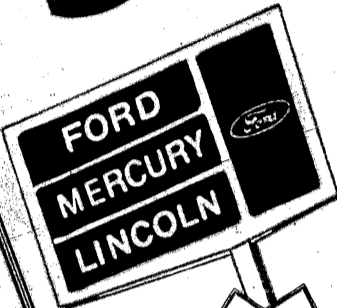


SMITH FORD

Serving Central New York
For Over 80 Years

This advertisement was published in the Freeman's Journal in 1958



Famous
for
Fairness

More Than 42 Years in the AUTOMOBILE BUSINESS!

That's the Record Piled Up by SMITH FORD with Sales Branches in COOPERSTOWN, NORWICH, and RICHFIELD SPRINGS.

As the Freeman's Journal has served Otsego County with news, so has SMITH FORD served the motoring public with the finest in New and Used Cars.

Here Are the Reasons Smith Ford Sells OVER 1,450 Cars and Trucks A Year, and They're the Reasons Why They're in Business To Stay:

WHEN YOU BUY A NEW FORD OR AN A-1 USED CAR FROM SMITH FORD, YOU'RE DEALING WITH AN ESTABLISHED BUSINESS FIRM WHICH HAS A LARGE INVESTMENT AND A GOOD NAME AT STAKE. WE'RE HERE TODAY, AND WE'LL BE HERE TOMORROW.

- Do They Really Know Cars?
- Are Their Prices Really Fair?
- Are They Interested in You?
- Do Their Cars Meet A-1 Standards?

Smith Ford is in the service business, too; work with cars day in and day out. We know how to spot trouble fast. And, our expert Ford mechanics have the equipment and "the factory know-how" to handle any service job.

Smith Ford handles used cars and trucks as a service to customers. We get a lot of trade-ins. We keep them moving to free our working capital. That's why we offer used cars and trucks at rock-bottom prices.

Remember--We want to keep your good will because someday we hope to sell you another new or used car, and we want your service business. It's just plain good business for us to play square with you.

Code of Ethics...

Recognizing the responsibility of every merchant to maintain standards of business ethics and integrity, SMITH FORD restates our policy of abiding by this Code of Ethics of the National Automobile Dealers Association which establishes the following principles to guide the operations of its members...

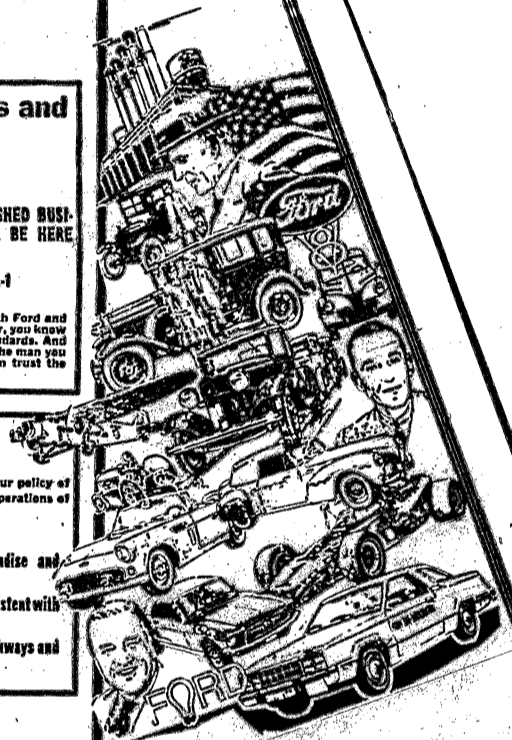
1. To price our products and our services fairly, based upon our costs, plus a reasonable profit.
2. To allow fair and reasonable prices for used vehicles offered in trade.
3. To properly inspect and service all vehicles before delivery to our customers.
4. To provide facilities, personnel and stock of replacement parts, adequate to properly service the vehicles we sell.
5. To accurately represent and advertise our merchandise and services.
6. To furnish the lowest finance and insurance charges consistent with sound business.
7. To support programs designed to promote adequate highways and traffic safety.

SMITH FORD

COOPERSTOWN

RICHFIELD SPRINGS

NORWICH



The Smith Family is still willing to serve your auto needs after 80 years. "We made this simple promise to our customers many years ago. It was then, and is now, our way of doing business."

WHEN IT COMES TO AUTOMOBILES, THERE'S NO NEED TO GO ANYWHERE ELSE!



175 East Main Street, Norwich, NY
607-334-3273 • Open Weekdays Until 8:00 pm



Rte. 28, Cooperstown, NY
607-547-9924 • Open Weekdays Until 8:00 pm

