



THE NEW FORD SPORT COUPE (with rumble seat) The new Ford is distinguished by its beauty of line and color, mechanical reliability, and good performance. Among the features that make it a "value far above the price" are—silent, fully enclosed four-wheel brakes . . . four Houdaille double-acting hydraulic shock absorbers . . . Triplex shatter-proof glass windshield . . . five steel-spoke wheels . . . aluminum pistons . . . chrome silicon alloy valves . . . more than twenty ball and roller bearings . . . Rustless Steel for many bright exterior metal parts . . . quick acceleration . . . ease of control . . . 55 to 65 miles an hour . . . low first cost and low cost of up-keep . . . reliability and long life. All Ford cars are offered in a variety of colors. Rumble seat is standard equipment in the Sport Coupe and Cabriolet. Most closed types have adjustable front seats.