

The *Ford* EMERGENCY KIT



Offers protection from the three most frequent motor-ing inconveniences. Tires will puncture, lights will burn out and spark plugs will wear out—and you're usually miles away from a service station when they refuse to function.

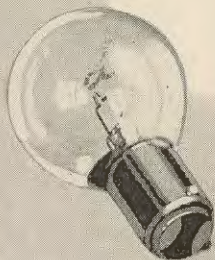
Trouble Insurance

The Nearest Service is Ford Service

Ready When Needed~Safely Carried Lower in Price

HAVE you ever been hurrying along the road—trying to make up lost time—when a cylinder started missing? You stop—test the spark—and find you need a new spark plug. None in the car—the old one refuses to tune in—hands dirty, maybe burned a little—disposition ruffled—

What would you have paid
for a spark plug just then—?



PROTECT yourself against another such experience by getting a Ford Emergency Kit. Spark plug, headlamp and tail-light bulbs and tire repair outfit are safely and neatly packed in a handy metal container, carried under the rear seat. The price is \$1.50—35 cents less than the items could be bought for if purchased separately.

The far-sighted owner will consider the Ford Emergency Kit a necessity of motoring, as it provides, at low cost, against serious inconvenience on the road.



BUY GENUINE FORD PARTS