

AUTOMOBILES—GARAGES  
SPEEDILY RESPOND TO STAMPEDE

# FORD

## *Electric Starting and Lighting*

**N**O car has a better starting and lighting system than that now available to purchasers of Ford Cars. It is a Ford product, built into the motor—

—a positive starter as reliable as the motor itself:

—a powerful lighting system, uniform under all engine speeds.

On the open models—Touring Cars and Runabouts—it is **OPTIONAL EQUIPMENT**.

On closed cars—Sedans and Coupes—it is **STANDARD EQUIPMENT**.

On all models the Ford Standard Magneto also provides ignition independent of the batteries.

See the Ford Car with this new equipment.

For Prices see nearest Ford Dealer or—

Calgary Branch:  
127-129 Eleventh Ave. East