Forecl Announcement

Electric Starting and Lighting System

- -Consisting of Generator, Starting Motor and Storage Battery.
- -An electric system made for Ford cars by the Ford Motor Company of Canada in their own factory; built into the Ford motor which has been re-designed for the purpose.
- -Controlled from a complete instrument board on the cowl.

Standard Equipment on Sedans and Coupes

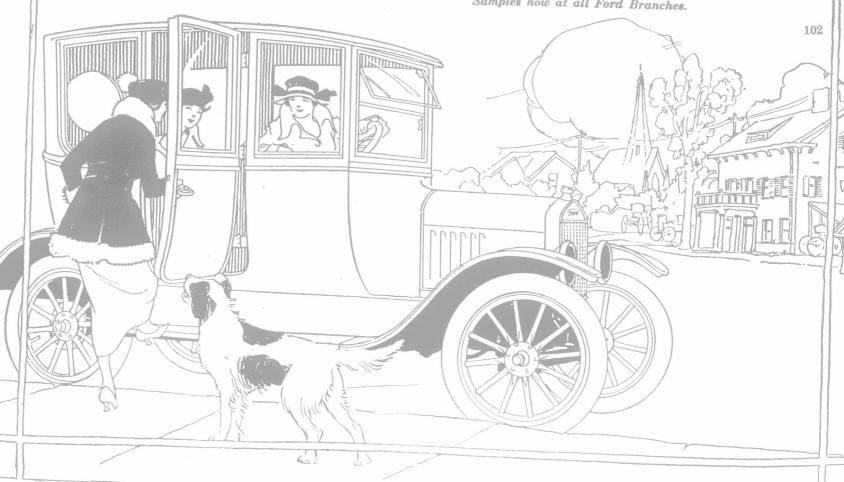
All closed models now have electric starting and lighting system as Standard Equipment.

Ford Sedan \$1175 Sedan \$1175 Ford Coupe \$975 (Including Ford Starter and Lighting System)
Prices are f. o. b. Ford, Ont., and are subject to War Tax.

Ford Closed Models will, for a time, take the entire production of Starting and Lighting Systems.

By June 1st, however, Ford Touring Cars and Roadsters will be supplied with Starting and Lighting as Optional Equipment, at an extra charge.

Samples now at all Ford Branches.



FORD MOTOR COMPANY

OF CANADA, LIMITED

FORD, ONTARIO