

Ford 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

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

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