

The North East "Universal" System of Elec- tric Starting and Lighting

can be applied to nearly every make of car now being run in service.

It is simple and reliable, and can be applied by any ordinary garage man in a

short time. It does not interfere with the regular operation of the car or engine.

The Salvation of Your Old Car

**It cranks the motor.
Lights the lamps.
Charges the battery.
Saves broken arms and other injuries.**

**A woman or child can
crank the engine as easily
as the strongest man—
simply press a button.**

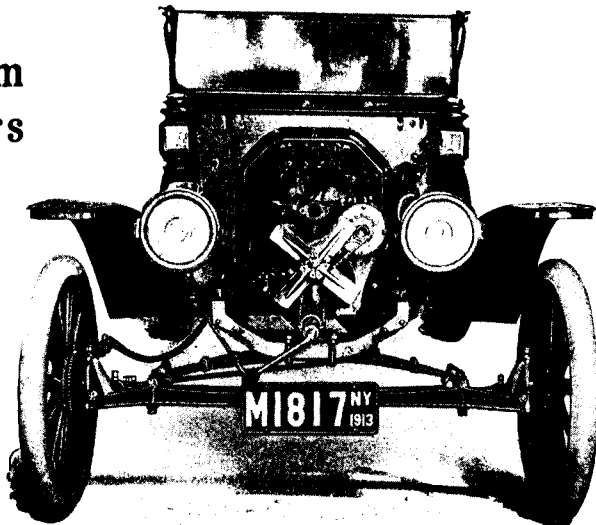
Pressing one button cranks your motor—pressing another lights your lamps.

Send for our Bulletin 33-R.

Special System for Ford Cars

This system can be applied to the Ford in a few hours—it is the *original Ford electric starting and lighting system.*

***Send for Bulletin
30-R for Ford
system.***



NORTH EAST ELECTRIC CO., Rochester, N.Y.