

GRAY & DAVIS

*Starting ~ Lighting
System for
Ford Cars*



One of the Greatest
Advantages Ever Offered
the Ford Owner

GRAY & DAVIS
Starting-Lighting System



MANUFACTURED BY
GRAY & DAVIS, INC.
BOSTON, MASS.

GRAY & DAVIS
STARTING - LIGHTING SYSTEM
FOR **FORD** CARS

LONG ago we realized the demand among Ford owners for electric starting-lighting equipment — provided a system of **proved** reliability could be obtained at a moderate price.

For nearly two years the Gray & Davis engineers have been engaged in studying the requirements of the Ford car. Exhaustive experiments and months of careful testing were part of the development of this system.

The result is a powerful, dependable starting-lighting device, a typical Gray & Davis system — identical in material and workmanship with systems found on expensive automobiles.

As is well known, Gray & Davis starting-lighting systems are carried as standard equipment on leading American cars in every price class up to \$4,000 and over. These systems have been time-tested and time-proved and the equipment we offer Ford owners equals this same high standard.

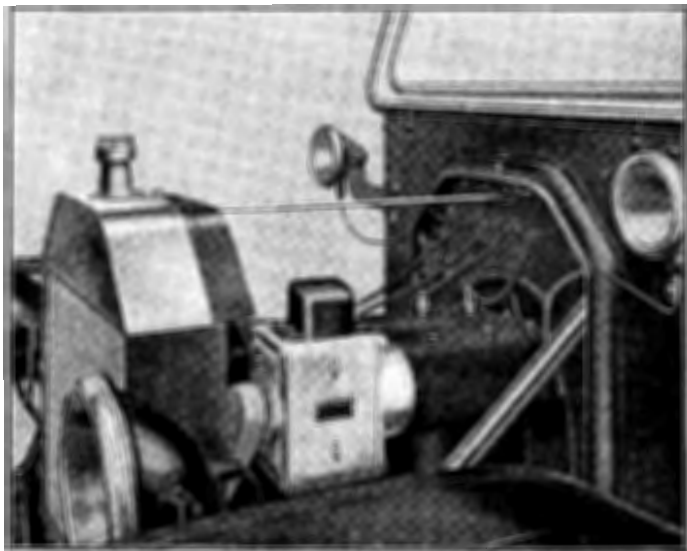
WHAT THE SYSTEM IS

The system designed for the Ford is very simple, compact, light in weight, and quickly installed on any Model T. Besides the motor-generator, it includes a 6-volt battery, battery box, indicator for dash, regulator-cutout, switches, wiring, and all necessary connections.

The engagement of crankshaft is by silent chains neatly housed, which prevents oil, dust, water, etc., from coming in contact with chains. This also insures quiet running. No parts show in front of radiator.

EASILY INSTALLED

Any garage, machine shop, or owner with mechanical ability, can install the equipment in a few hours. Anyone can operate the system as there is nothing complicated. The system is furnished to the owner complete, ready for immediate installation.



Note compact and simple method of installing. We assure the FORD owner that this system ranks in material, workmanship, and efficiency with Gray & Davis equipment found on highest price cars.

HOW IT ADDS VALUE TO YOUR FORD CAR

You can easily imagine the convenience, safety, and intrinsic value which this system adds to the present splendid service of your Ford:

- it starts the engine by pressing a pedal.
- it eliminates the danger of hand-cranking and back-firing.
- by turning a switch the road is flooded with brilliant, dependable electric light.
- it spins the “stalled” engine.
- it serves you steadily, quietly, powerfully — asking less than a half-hour’s care each month.
- it brings the convenient use of the car to your wife and daughters.

In these extra services the Gray & Davis system quickly repays its cost.

Price, \$75

Ready for installation.

The price does not include lamps nor transportation charges.

Shipments are made f. o. b. Boston.

DISTRIBUTORS

Atlanta, Ga.	Elyea-Austell Company
Boston, Mass.	Mitchell & Smith, Inc.
Buffalo, N. Y.	Jas. G. Barclay, Inc.
Chicago, Ill.	Erwin Greer & Co.
Cincinnati, O.	Coughlin & Davis, Inc.
Columbus, O.	Rogers Supply and Tire Co.
Dallas, Tex.	Fisk Company of Texas
Denver, Colo.	Auto Equipment Company
Des Moines, Iowa	Herring Motor Co.
Detroit, Mich.	F. E. Holmes Company
Hartford, Conn.	R. R. Ashwell
Houston, Tex.	Fisk Company of Texas
Indianapolis, Ind.	Gibson Automobile Company
Kansas City, Mo.	Kansas City Auto Supply Company
Louisville, Ky.	Roy E. Warner Company
Minneapolis, Minn.	Electric Manufacturing Company
New Orleans, La.	Interstate Electric Company
New York, N. Y.	Gray & Davis, Inc., 245-249 West 55th St.
Oklahoma City, Okla.	Burwell-Smith Supply Co.
Omaha, Neb.	Powell Supply Company
Philadelphia, Pa.	J. H. McCullough & Son
Pittsburgh, Pa.	Jos. Woodwell Company
Providence, R. I.	Providence Auto Equipment Co.
Richmond, Va.	Kaehler Motor Car Company
Rochester, N. Y.	Barclay-Brown Co., Inc.
San Antonio, Tex.	Fisk Company of Texas
St. Louis, Mo.	Fred Campbell
St. Paul, Minn.	Electric Manufacturing Company
Toledo, Ohio	Roberts-Toledo Auto Company
Washington, D. C.	Miller Bros. Auto and Supply House
Wellington, N. Z.	Colonial Motor Company

Additional distributors are being added to this list

GET THIS SYSTEM FOR YOUR CAR

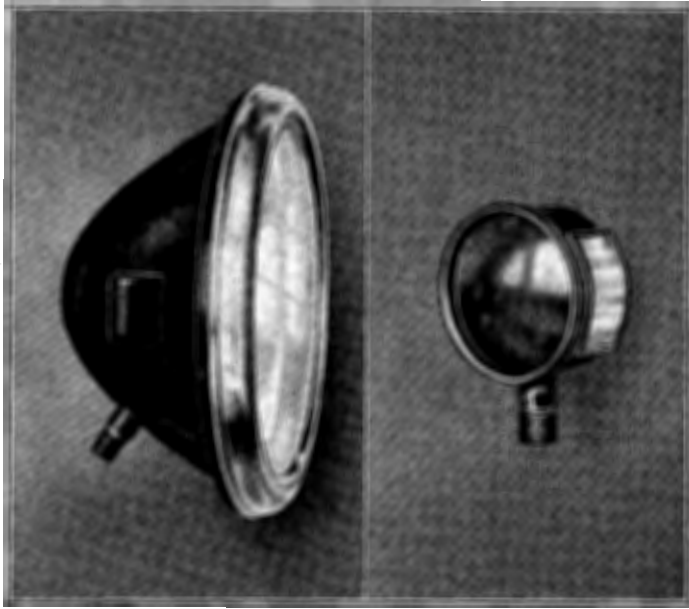
Much of your pleasure, safety, and convenience depends upon up-to-date equipment.

The Gray & Davis system will add greatly to your motoring enjoyment. It provides so many valuable features that it becomes an actual necessity.

Why not secure this system for **your** Ford?

HOW TO PURCHASE

On opposite page we print a list of concerns which have been appointed distributors of this system. Your local supply man, dealer, or agent can secure delivery for you by ordering from the nearest of these distributors. If you have any difficulty in obtaining a system, notify us direct and we will see that you are promptly supplied.



BETTER LAMPS FOR YOUR CAR

We have designed special lamps for the Ford — a headlight and tail light. These lamps possess Gray & Davis quality, are strong, sturdy, and handsome. It is understood that they are not included in the cost of the starting-lighting system.

ELECTRIC HEADLIGHT Type E-44

Price per pair \$11.00

Standard finish of headlights: black body with brass or nickel doors as specified

ELECTRIC TAIL LAMP Type E-19

Price each \$2.00

Red lens. Side glass permits white light to illuminate license plate