

# Effective Today

## Prices of Ford Cars and Trucks

### Will Be Reduced

The Ford Motor Company believes that basically the industry and business of the country are sound. Every indication is that general business conditions will remain prosperous.

We are reducing prices now because we feel that such a step is the best contribution that could be made to assure a continuation of good business throughout the country.

*Following is the List of New Prices for Ford Cars and Trucks:*

	New Price	Old Price	Reduction		New Price	Old Price	Reduction
Phaeton . . . . .	\$440	\$460	\$20	Cabriolet . . . . .	\$645	\$670	\$25
Roadster . . . . .	435	450	15	Station Wagon . . . . .	650	695	45
Business Coupe . . . . .	490	525	35	Taxicab . . . . .	725	800	75
Standard Coupe . . . . .	500	550	50	Model A Chassis . . . . .	350	365	15
Sport Coupe . . . . .	530	550	20	Pick-up Open Cab . . . . .	430	445	15
Tudor Sedan . . . . .	500	525	25	Pick-up Closed Cab . . . . .	460	475	15
Fordor 2-Window Sedan	600	625	25	Deluxe Delivery . . . . .	550	595	45
Fordor 3-Window Sedan	625	650	25	Model A Panel Del. . . . .	590	615	25
Town Sedan . . . . .	670	695	25	Model AA Truck Chassis	520	540	20
Town Car . . . . .	1200	1400	200	Model AA Panel Del. . . . .	800	850	50

*All Prices F. O. B. Detroit*

It has always been the policy of this company to pass on to the public as rapidly as possible the advantages of quantity production and newly developed manufacturing efficiencies.

## FORD MOTOR COMPANY