

Henry Ford Fights High Costs

**BIG REDUCTIONS
MADE ON ALL
FORD PRODUCTS**

**Now Is Time to Halt
War Methods, War
Profiteering, War
Greed, Says Man-
ufacturer.**

**MR. FORD'S REASON
FOR CUTTING PRICES**

DETROIT, Mich., Sept. 22.—Henry Ford today announced a reduction of prices on all Ford Motor company products to a pre-war level as a step towards "restoration of business to normal conditions." In a statement, Mr. Ford declared that present business conditions demanded that some practical effort be made to bring economic conditions back to normal, that the "business of the country may be stabilized," and that the "progress, prosperity and contentment of our people may be restored."

Mr. Ford declared that since the war has ended "war prices also should be reduced."

"There is no wisdom," he said, "in trying to maintain an artificial standard of values, for inflated prices only retard progress."

"People in every walk of life are waiting for prices they know are unnatural to become lower."

"Manufacturing plants are being shut down all over the country and in every line there is a growing inactivity because the volume of consumption is growing less and less through the sentimental of people who realize the injustice of the situation."

"Labor is being thrown out of employment, but notwithstanding this there has been little change in the cost of living."

"Although rich in natural resources, the country's progress is being held practically at a standstill through the greed of profiteers. Now is the time to call a halt to war methods, war prices and war greed. It may be necessary for everybody to sacrifice a little, but in the end it will be most profitable, for the sooner we get business of the country back to pre-war conditions the sooner will the lives of our people become natural and progress, prosperity and contentment be restored."

The price reduction on the Ford product ranges from 14 to 31 per cent and is effective immediately. There will be no wage reductions at any of the plants, it was announced.

The announcement said the price reductions were made despite unfilled orders for 146,965 vehicles.

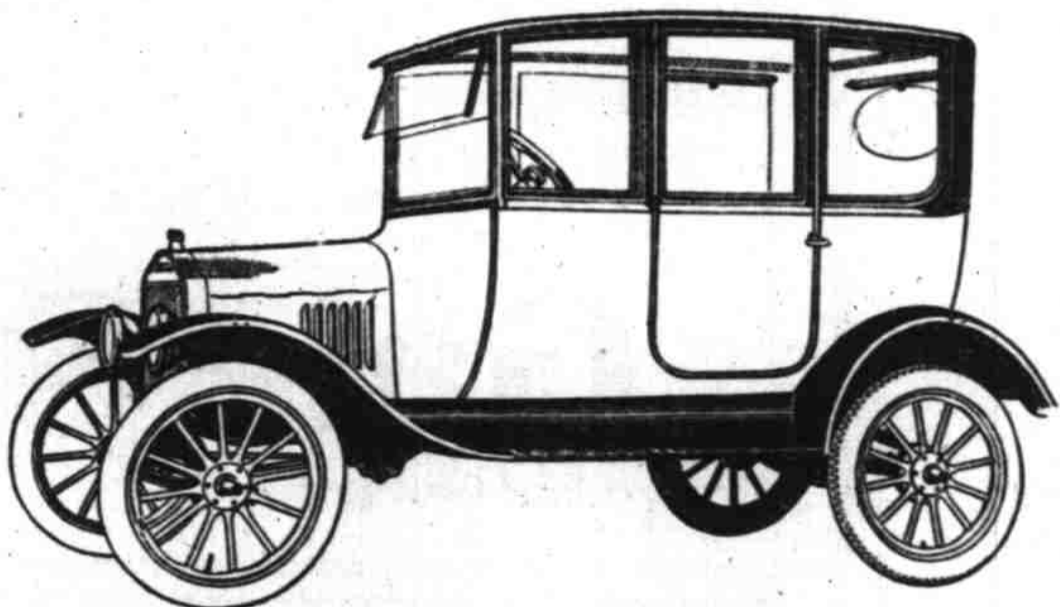
Henry Ford has proven to the world that he is years ahead of any competition.

He always gives 100 per cent plus for every dollar.

Ford

THE UNIVERSAL CAR

Oct. 1, Ford Motor Co. starts on an annual production of 1,250,000 automobiles and 250,000 tractors—this means 5,000 automobiles every day, and 250 tractors.

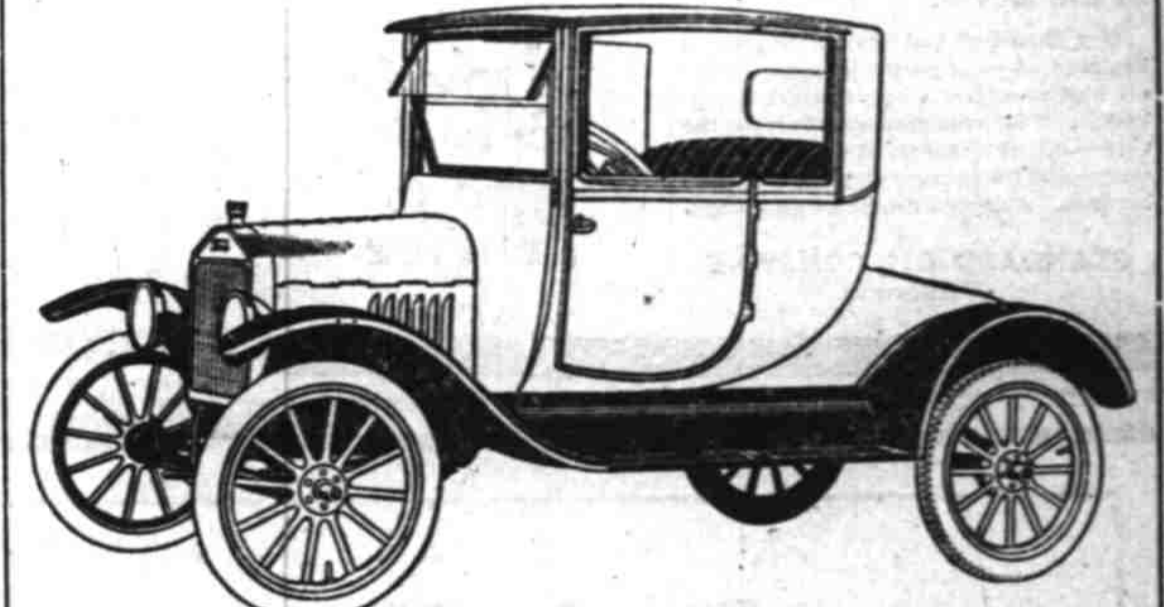


Ford Sedan, complete with self starter
Former Price \$1128.12. New Price \$940.69
A Reduction on this model of \$187.43

Henry Ford, "The Giant of the Automobile and Tractor Industry," has engaged in the fight to make high costs and bring about a more equalized condition of living

Right at the time when costs were increasing and other automobile and tractor manufacturers are raising their prices, Henry Ford announces a "CUT IN PRICE" on all FORD PRODUCTS, from 15 to 31 per cent.

By heavy investments in purchasing a complete railroad, operating his own coal and iron mines, owning his own forests of virgin timber and operating his own sawmills, he has eliminated overhead expenses, increased his volume and placed himself beyond the reach of competition.



Ford Coupe, complete with self starter
Former Price \$997.96. New Price \$888.63.
A Reduction on this model of \$109.33

LOOK AT THESE BIG REDUCTIONS. YOU CAN NOW AFFORD A CAR AT THESE PRICES
Bear in Mind, Ford Cars, Trucks and Tractors Operate at a Less Expense than All Others

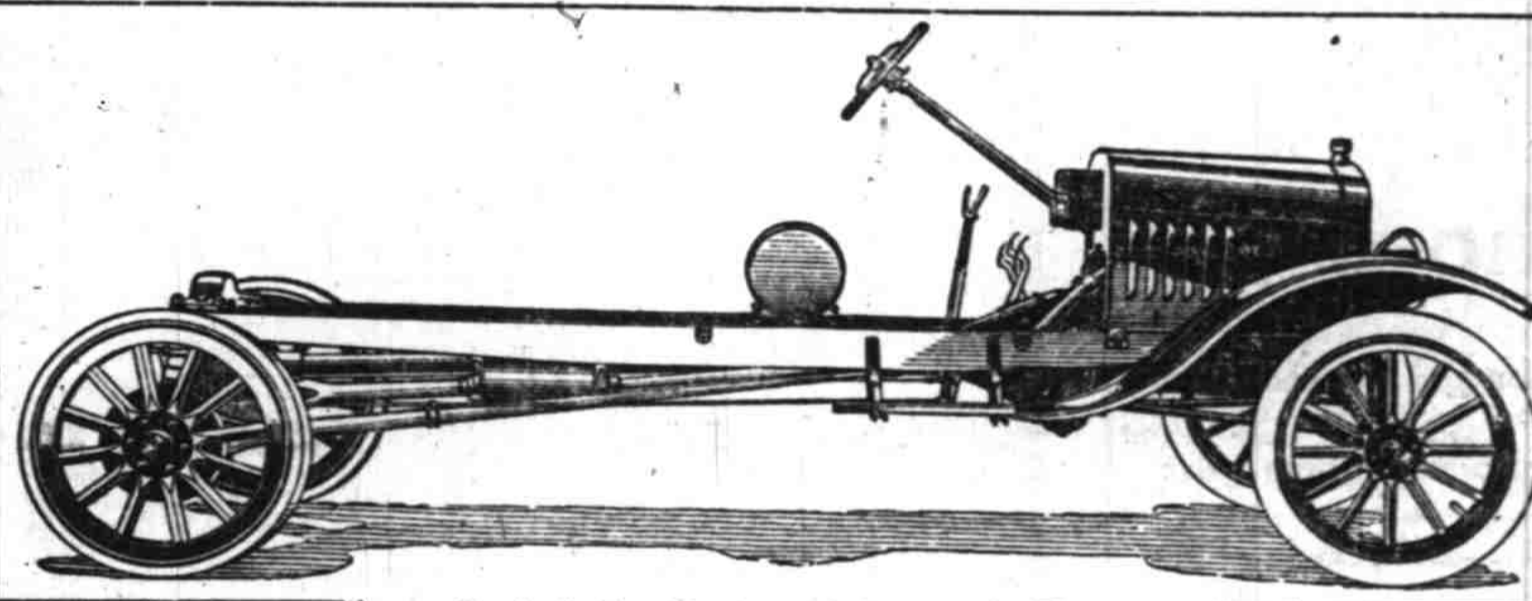
**WHY YOU SHOULD BUY
FORD PRODUCTS**

They are honestly made—have been thoroughly tested—have proven their worth. It is acknowledged by all that Ford Cars can be operated for less than any car built. With the advent of bad weather, think of a

CLOSED CAR

With these new prices you can now afford to drive one, and enjoy the pleasures of motoring in winter the same as in the summer time. A Closed Car has the same pep and power of the Open Car, and protects you from the rain and cold.

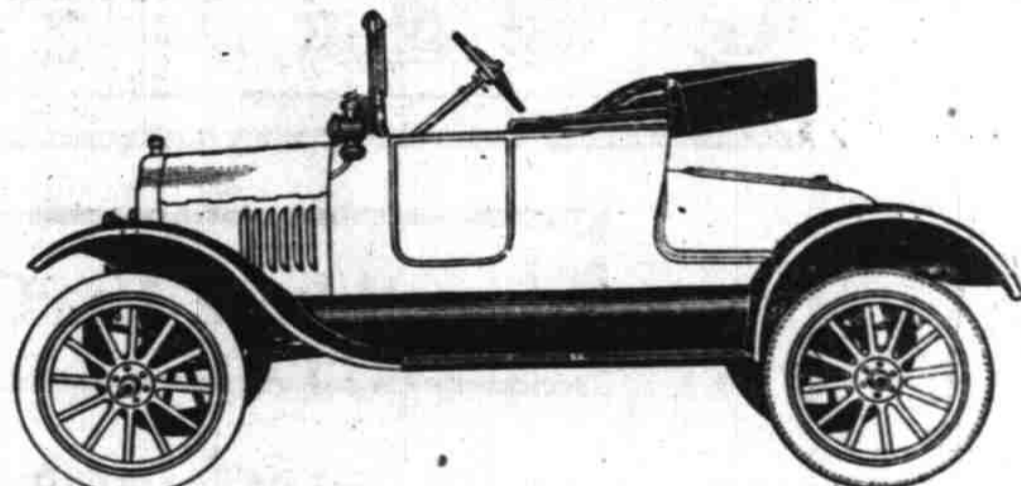
Ask for a Demonstration



Ford—1 Ton Truck with Pneumatic Tires
Former Price \$768.74. New Price \$671.39
A Reduction on This Truck of \$97.35

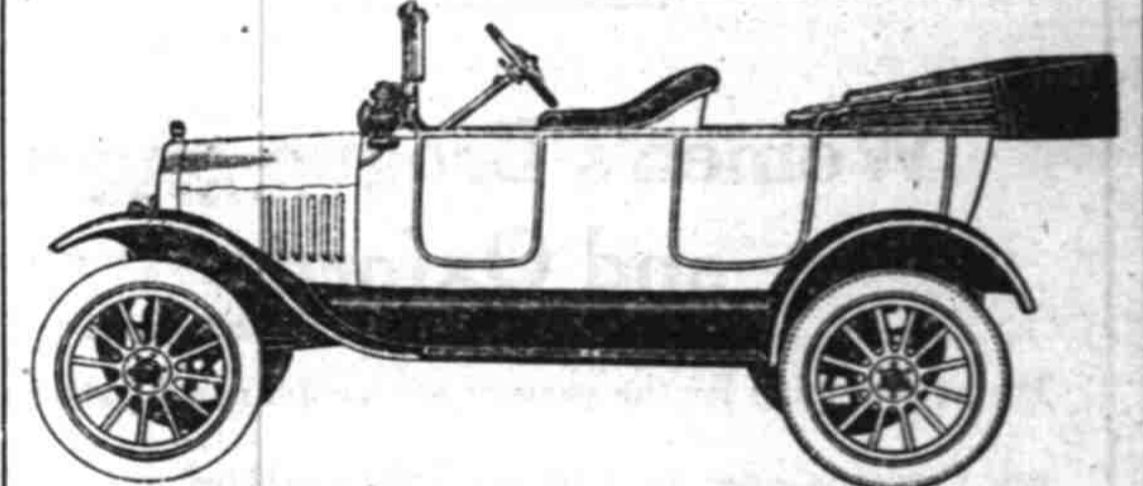
With these wonderful price reductions, it means the sales of Ford Cars, Trucks, and Tractors will be greatly increased, and deliveries at a premium, for we are advised that our allotment of Ford products will not be increased.

It means that you must act quick to avoid disappointment on delivery.



Ford Runabout, complete with starter
Former Price \$763.68. New Price \$597.08.
A Reduction on this model of \$166.60

**PLACE YOUR
ORDER TODAY**



Touring Car complete with starter
Former Price \$789.71. New Price \$643.94.
A Reduction on this model of \$145.71

**Power Farming Is a Short Cut
to Prosperity.**

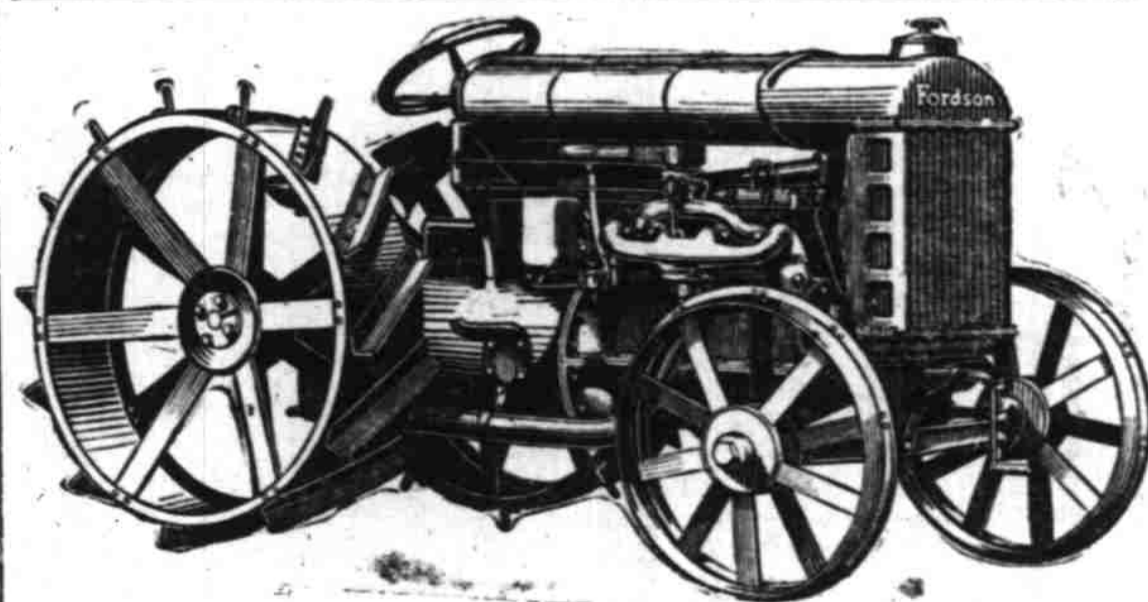
The Fordson Tractor is the Biggest, Strongest and Best Tractor for the money. It will reduce your expense. Increase your capacity. Changes farm drudgery to real pleasure. With these New Prices you cannot longer continue with the old methods. Ask the man who owns one. He will tell you, "It's a money maker, a time saver, increases production and makes life a real pleasure."

Power Farming is the New Way. The Fordson Tractor becomes the farmer's Power Plant. Saves labor and produces more at less cost. It is compact, easy to handle, and its operating expense is extremely low. Now is your opportunity to step from "bare living" to prosperity.

Place Your Order Today

Fordson

TRADE MARK



Fordson Farm Tractor, the Farmer's Necessity.
Former Price \$950.35. New Price \$890.35.
A Reduction on this Tractor of \$60

**Henry Ford Is Now and Always
Has Been the Farmers Friend.**

Long years of experience have taught the Ford Motor Company how to build the best automobile on earth for the least money—cheaper than any one else, and they are doing it.

For sixteen years a corps of expert metallurgists have been studying and constantly perfecting the steel that goes into every part of a Ford Car.

No wonder they stand the wear and tear of service.

**FORD OWNERS ARE SATISFIED
OWNERS**

You Can Become One at These Prices

Valley Motor Co.

FORD SALES and SERVICE
High Street, Opposite City Hall
FORDSON SALES and SERVICE
State and Front Streets

Valley Motor Co.