

Reduction in Prices of Ford Products

The war is over and war prices must go. Effective at once, Ford Cars, Trucks and Tractors will be sold F. O. B. Detroit at the following prices:

Touring Car, Regular	- - -	\$440	Coupe, Starter, Demountable Rims	-	\$745
Touring Car, Starter	- - -	\$510	Sedan, Starter, Demountable Rims	-	\$795
Roadster, Regular	- - -	\$395	Truck, Pneumatic Tires	- - -	\$545
Roadster, Starter	- - -	\$465	Chassis	- - - -	\$360

Fordson Tractor - - - \$790

The Ford Motor Company makes this reduction in the face of the fact that they have on hand immediate orders for 146,065 cars and tractors. The company will suffer a temporary loss while using up the material bought at high prices. They are willing to make the sacrifice in order to bring business back to a going condition as quickly as possible and maintain the momentum of the buying power of the country.

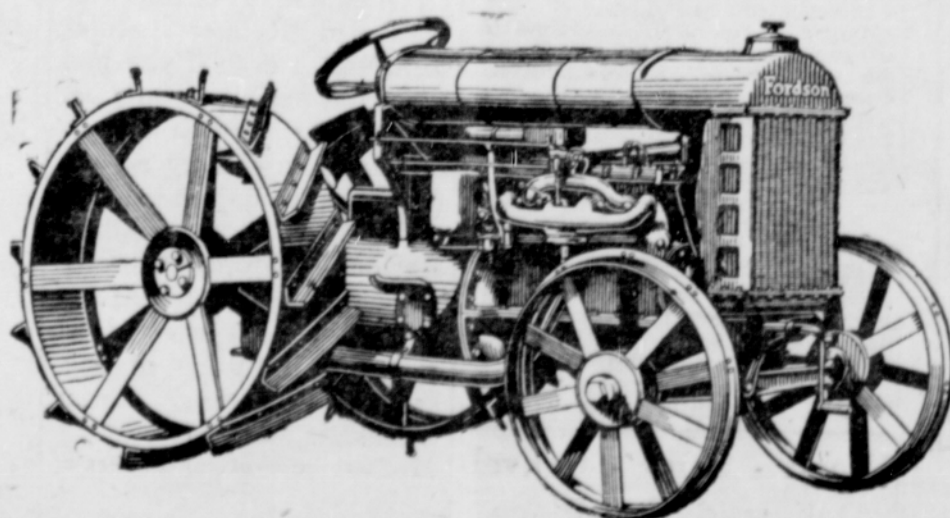
Henry Ford says: "The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all it is time a real practical effort was made to bring the business of the country and the life of the country down to regular pre-war standards."

We are at your command with regular Ford efficiency in service and eagerness to fill your orders.

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