

Effective Today

Prices of Ford Cars and Trucks

Will Be Reduced

The Ford 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	\$440.00	\$460.00	\$20.00	Cabriolet	\$645.00	\$670.00	\$25.00
Roadster	435.00	450.00	15.00	Station Wagon . .	650.00	695.00	45.00
Business Coupe .	490.00	525.00	35.00	Taxicab	725.00	800.00	75.00
Standard Coupe .	500.00	550.00	50.00	Model A Chassis .	350.00	365.00	15.00
Sport Coupe . . .	530.00	550.00	20.00	Pick-up Open Cab	430.00	445.00	15.00
Tudor Sedan . . .	500.00	525.00	25.00	Pick-up Closed Cab	460.00	475.00	15.00
Fordor ² window Sedan	600.00	625.00	25.00	DeLuxe Delivery .	550.00	595.00	45.00
Fordor ³ window Sedan	625.00	650.00	25.00	Model A Panel Delivery	590.00	615.00	25.00
Town Sedan . . .	670.00	695.00	25.00	Model AA Truck Chassis	520.00	540.00	20.00
Town Car	1200.00	1400.00	200.00	Model AA Panel Delivery	800.00	850.00	50.00

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
 Detroit, Michigan