

Effective Today

Prices on 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 of 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
Fordoor 2-Window Sedan..	\$600	\$625	\$25	Deluxe Delivery	\$550	\$595	\$45
Fordoor 3-Window Sedan..	\$625	\$650	\$25	Model A Panel Delivery....	\$590	\$615	\$25
Town Sedan	\$670	\$695	\$25	Model A-A Truck Chassis..	\$520	\$540	\$20
Town Car	\$1200	\$1400	\$200	Model A-A Panel Delivery	\$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

Detroit, Michigan.