

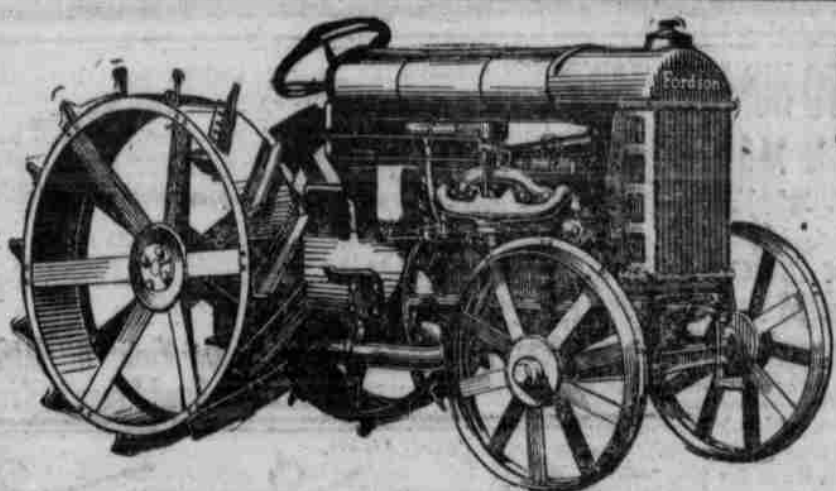
The Farmer Has Won!

FORDSON TRACTORS HAVE DROPPED IN PRICE!

Henry Ford is now and always has been the Farmer's Friend. This change in price of **FORDSON FARM TRACTORS** is purely a voluntarily one.

It is not a compulsory decline as the *Fordson Tractors*, like all *Ford Products* have met the public requirements--but in spite of rising markets, increased costs of material, Henry Ford has again proved himself "the farmer's friend"---in putting down his prices that **ALL** farmers may benefit by up-to-date "Power Farming"

\$750 F.O.B. Factory FORDSON \$750 F.O.B. Factory

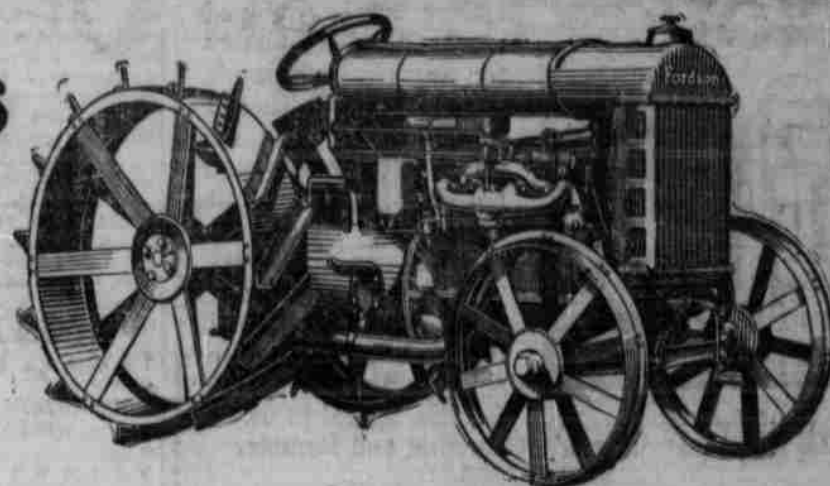


Fordson Farm Tractors

The result of years of experience in Tractor building

Reliable, Efficient, Economical

The "Steel Horse," that only eats when it works. Always ready, never tires and keeps up its pace every minute it is worked.

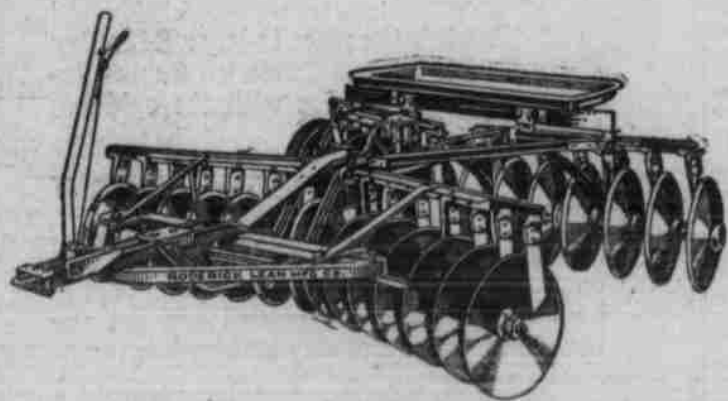


It's Up To You Mr. Farmer. What Are You Going To Do?

Are you going to feed horses and wait until winter before you do your Fall plowing, or---are you going to sell your horses, sell your entire crop of hay and grain, and buy a **FORDSON TRACTOR**, and disc your ground as soon as possible, plow, and have your crops in before rain starts?

Consider these points:---With the present prices of hay and grain can you afford to keep your horses? You know they are limited in their capacity for work; they require extra help on the farm and with help scarce and salaries high, almost prohibitive to the average farmer, can you afford to be without a Tractor?

One "FORDSON" can do the work of six horses,---and when not working the FORDSON is not eating hay and grain, and does not demand personal attention 3 times a day.



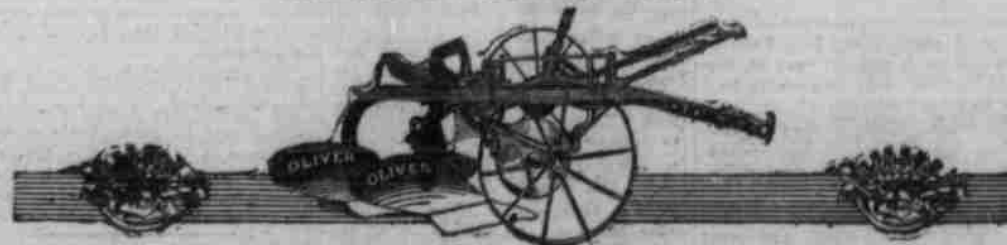
Place your orders NOW. Don't wait. The new price means disappointment in delay.

Now that "FORDSON TRACTORS" have dropped in price there will be a greater demand than ever before.

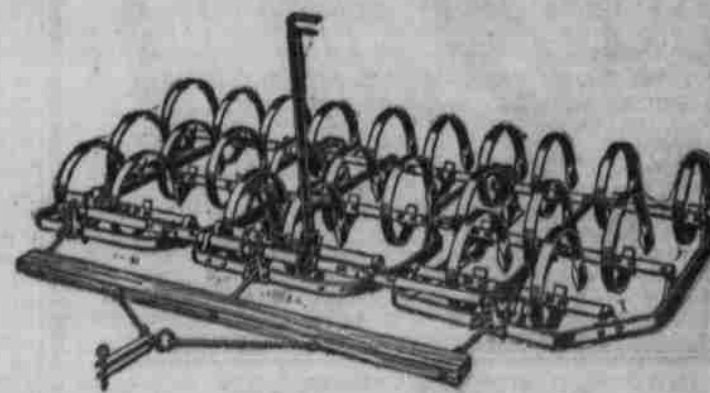
Power Farming

It has come to stay. Join the army of Progressive Farmers. Here are some of the implements. When hooked up with a

FORDSON
MEANS PROSPERITY



New Price of Fordson Tractors, f.o.b. factory,
\$750.00



Last season the Farmer was told to place his order early, but many delayed, with the result they could not buy for love or money,---the factory could not fill orders fast enough.

Think of the demand with this new price.

Order today. Orders will be filled in the order in which booked---First come first served.

Valley Motor Co. Tractor Dept. State & Front Sts. Salem, Ore. **Valley Motor Co.**