

Effective Today Prices of 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 for Ford Cars and Trucks:

	<i>New Price</i>	<i>Old Price</i>	<i>Reduction</i>		<i>New Price</i>	<i>Old Price</i>	<i>Reduction</i>
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
Fordor 2-Window Sedan	600	625	25	De Luxe Delivery	550	595	45
Fordor 3-Window Sedan	625	650	25	Model A Panel Delivery	590	615	25
Town Sedan	670	695	25	Model AA Truck Chassis	520	540	20
Town Car	1200	1400	200	Model AA 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