EFFECTIVE TODAY

Prices of Ford Cars and Trucks Will be Reduced

The Ford Motor Company of Canada, Limited 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 are the new prices of Ford Cars and Trucks:

Model—	New Price	Old Price	Reduction	Model—	New Price	Old Price	Reduction
Roadster	\$540	\$580	\$40	Cabriolet	\$790	\$815	\$25
Phaeton	\$550	\$595	\$45	Commercial Chassis	\$435	\$450	\$15
Standard Coupe	\$620	\$710	\$90	Light Delivery	\$525	\$545	\$20
Sport Coupe	\$655	\$710	\$55	Station Wagon	\$810	\$890	\$80
Tudor Sedan	\$620	\$680	\$60	Taxicab	\$895	\$990	\$95
Fordor 3-Window Sedan	\$775	\$810	\$35	De Luxe Delivery	\$675	\$735	\$60
Town Sedan	\$835	\$885	\$50	Truck Chassis	\$645	\$665	\$20

THESE PRICES ALL F.O.B. EAST WINDSOR, ONTARIO. TAXES EXTRA.

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 OF CANADA, LIMITED