

# Ford

## PRICE CHANGE

Introduction of the improved Ford closed models in colors has substantially increased the demand for these popular cars. In line with the policy to give its customers the benefit of all reductions in production costs, the Ford Motor Company of Canada, Limited announces substantial reductions in all closed models except the coupe. These reductions effective as of February 11th.

	New Price	Old Price	Reduction
<b>Fordor</b>	<b>\$755</b>	<b>\$895</b>	<b>\$140</b>
<b>Tudor</b>	<b>695</b>	<b>755</b>	<b>60</b>
<b>*Chassis</b>	<b>325</b>	<b>335</b>	<b>10</b>

Added refinements in the new model runabout, touring car and light delivery have necessitated a slight price increase. These prices are now as follows:

	New Price
<b>*Runabout</b>	<b>- \$410</b>
<b>*Touring</b>	<b>- 440</b>
<b>*Light Delivery</b>	<b>435</b>

The truck chassis and coupe remain unchanged.

<b>Coupe</b>	<b>- \$665</b>
<b>*Truck</b>	<b>- 485</b>

x Equipped with starter \$85.00 extra

*All prices f. o. b. Ford, Ontario*

Ford Motor Company of Canada, Limited  
Ford, Ontario