

Henry Ford Fights High Costs

Ford Products Are Placed On Pre-War Basis

Portland, Ore., Sept. 22
Valley Motor Co.,
Salem, Oregon.

The war is over and war prices must go. Effective at once Ford cars, trucks and tractors will be sold for the same prices as when they were first introduced in Detroit, at the following prices. Dealer quote new prices. The Ford Motor Company makes this reduction in the face of the fact that they have on hand immediate orders for one hundred forty-six thousand and sixty-five cars and tractors. The company will suffer a temporary loss while using up the material bought at high prices. They are willing to make the sacrifice in order to bring business back to a going condition as quickly as possible and maintain the momentum of the buying power of the country. Henry Ford says the war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interests of all it is time a real practical effort was made to bring the business of the country and the life of the country down to regular pre-war standards. We are at your command with regular Ford efficiency in service and eagerness to fill your orders.

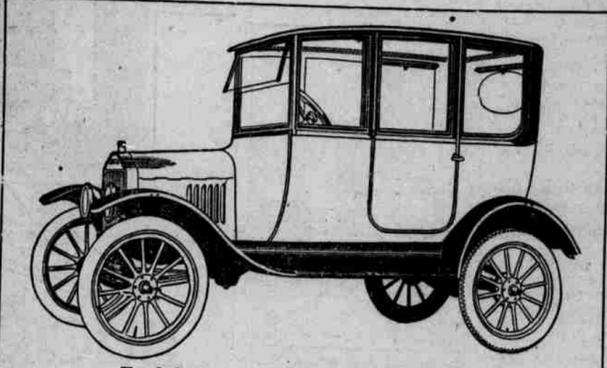
FORD MOTOR CO.
VALLEY MOTOR CO.
Salem, Oregon.

Henry Ford has proven to the world that he is years ahead of any competition. He always gives 100 per cent plus for every dollar.



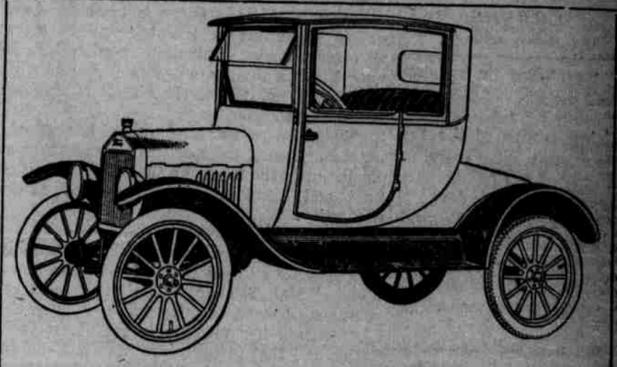
THE UNIVERSAL CAR

Oct. 1, Ford Motor Co. starts on an annual production of 1,250,000 automobiles and 250,000 tractors—this means 5,000 automobiles every day, and 250 tractors.



Ford Sedan, complete with self starter
Former Price \$1128.12. New Price \$940.69
A Reduction on this model of \$187.43

Henry Ford, "The Giant of the Automobile and Tractor Industry," has engaged in the fight to make high costs and bring about a more equalized condition of living. Right at the time when costs were increasing and other automobile and tractor manufacturers are raising their prices, Henry Ford announces a "CUT IN PRICE" on all FORD PRODUCTS, from 15 to 31 per cent. By heavy investments in purchasing a complete railroad, operating his own coal and iron mines, owning his own forests of virgin timber and operating his own sawmills, he has eliminated overhead expenses, increased his volume and placed himself beyond the reach of competition.



Ford Coupe, complete with self starter
Former Price \$997.96. New Price \$888.63.
A Reduction on this model of \$109.33

LOOK AT THESE BIG REDUCTIONS. YOU CAN NOW AFFORD A CAR AT THESE PRICES
Bear in Mind, Ford Cars, Trucks and Tractors Operate at a Less Expense than All Others

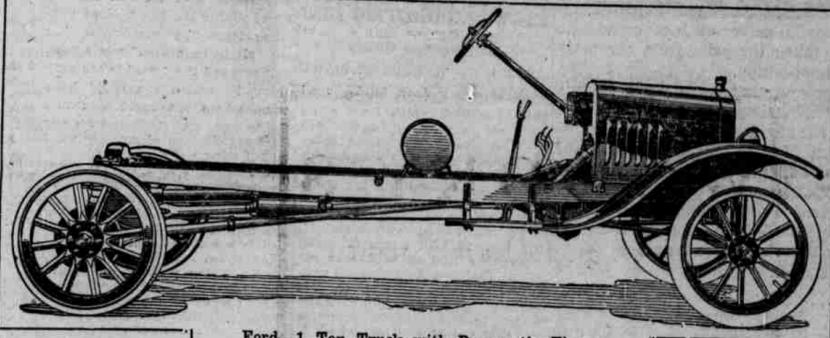
WHY YOU SHOULD BUY FORD PRODUCTS

They are honestly made—have been thoroughly tested—have proven their worth. It is acknowledged by all that Ford Cars can be operated for less than any car built. With the advent of bad weather, think of a

CLOSED CAR

With these new prices you can now afford to drive one, and enjoy the pleasures of motoring in winter the same as in the summer time. A Closed Car has the same pep and power of the Open Car, and protects you from the rain and cold.

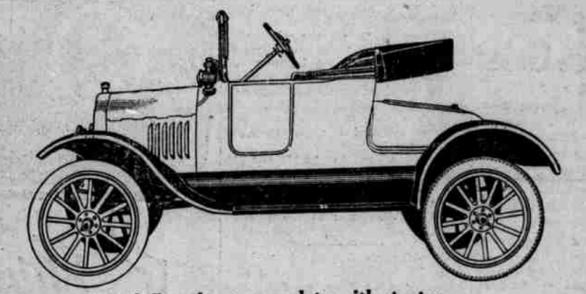
Ask for a Demonstration



Ford—1 Ton Truck with Pneumatic Tires
Former Price \$768.74. New Price \$671.39
A Reduction on This Truck of \$97.35

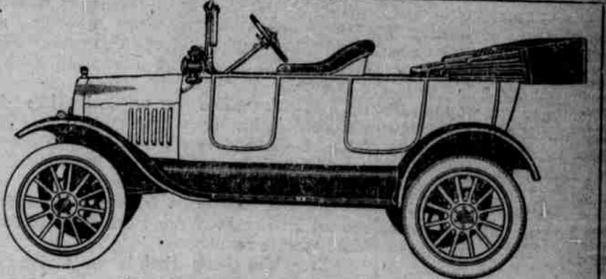
With these wonderful price reductions, it means the sales of Ford Cars, Trucks, and Tractors will be greatly increased, and deliveries at a premium, for we are advised that our allotment of Ford products will not be increased.

It means that you must act quick to avoid disappointment on delivery.



Ford Runabout, complete with starter
Former Price \$763.68. New Price \$597.08.
A Reduction on this model of \$166.60

PLACE YOUR ORDER TODAY



Touring Car complete with starter
Former Price \$789.71. New Price \$643.94.
A Reduction on this model of \$145.71

Power Farming Is a Short Cut to Prosperity.

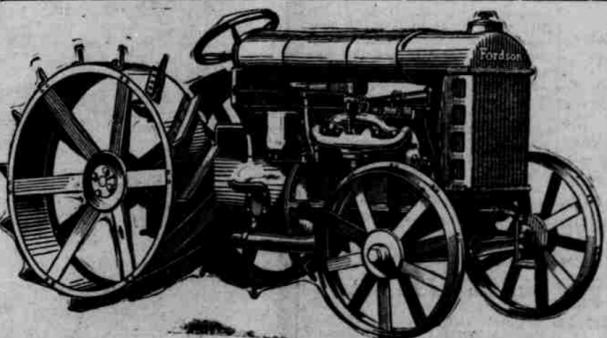
The Fordson Tractor is the Biggest, Strongest and Best Tractor for the money. It will reduce your expense. Increase your capacity. Changes farm drudgery to real pleasure. With these New Prices you cannot longer continue with the old methods. Ask the man who owns one. He will tell you, "It's a money maker, a time saver, increases production and makes life a real pleasure."

Power Farming is the New Way. The Fordson Tractor becomes the farmer's Power Plant. Saves labor and produces more at less cost. It is compact, easy to handle, and its operating expense is extremely low. Now is your opportunity to step from "bare living" to prosperity.

Place Your Order Today

Fordson

TRADE MARK



Fordson Farm Tractor, the Farmer's Necessity.
Former Price \$950.35. New Price \$890.35.
A Reduction on this Tractor of \$60

Henry Ford Is Now and Always Has Been the Farmers Friend.

Long years of experience have taught the Ford Motor Company how to build the best automobile on earth for the least money—cheaper than any one else, and they are doing it.

For sixteen years a corps of expert metallurgists have been studying and constantly perfecting the steel that goes into every part of a Ford Car.

No wonder they stand the wear and tear of service.

FORD OWNERS ARE SATISFIED OWNERS

You Can Become One at These Prices

Valley Motor Co.

FORD SALES and SERVICE
High Street, Opposite City Hall
FORDSON SALES and SERVICE
State and Front Streets

Valley Motor Co.