



**E**VERYBODY at Ford is keen to keep down the price of Ford Cars. The \$445-price is based on the expectation of a Spring business of 8000 cars per month. If that business comes, the price can be maintained. It rests now with the public to say whether Ford prices will be higher or not.

If you want a Ford in the Spring you can order it today for delivery later—and pay the lowest price in Ford history, \$445.

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