

Ford Motor Company of Canada

LIMITED

ADDRESS ALL
COMMUNICATIONS TO THE COMPANY

"FORDCANADA"
WESTERN UNION CODE

East Windsor, Ontario.

January 23 1931

Overseas Circular Letter #748

ALL COMPANIES
ALL DEALERS
Lists 1, 2, 3.

Gentlemen;

DeLuxe Phaeton and DeLuxe Roadster.

Effective January 19th 1931 the prices of above models, F.O.R. East Coast, have been reduced as follows:

<u>Model</u>	<u>New Price</u>	<u>Old Price</u>	<u>Reduction</u>
DeLuxe Phaeton	\$554.38	\$580.13	\$25.75
DeLuxe Roadster	467.76	493.50	25.74

Standard equipment has been changed, -
Fender Well and Trunk Rack with Mahogany Finish Strip and chromium plated base, and full Bar Rear Bumper are no longer included as standard equipment on these models.

These models will now be supplied with color combinations the same as previously, but with Front Bumpers, Rear Bumperettes, and Spare Wheel and Carrier mounted at rear.

Until such time as you receive this letter and are able to advise us regarding specific requirements, we will continue to fill orders on hand for DeLuxe Phaetons and DeLuxe Roadsters with Fender Well and DeLuxe Trunk Rack and Full Bar Bumper on the rear, at the extra optional price.

After receipt of this letter, it will be necessary for you to specify on your orders whether the following options are required:

Fender Well and DeLuxe Trunk Rack
(Chrome plated base with mahogany - \$14.85 net additional
Finish Strips) F.O.R. East Coast.

Two Fender Wells, extra Wheel
Carrier, sixth wheel and tire,
and DeLuxe Trunk Rack
(Chrome plated base with - \$36.96 net additional
mahogany finish strips) F.O.R. East Coast.

Code words are being forwarded you this mail to cover these additional options, which will also be available for all other passenger types.

January 23 1931

O.C.L. #748

Standard Trunk Rack (Black Enamel) Option.

The price of this option has now been reduced, effective January 19th, 1931, as follows:

Fender Well and Standard Trunk Rack - (Black Enamel)	\$10.73 net extra F.O.R. East Coast.
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Two Fender Wells and extra Wheel Carrier, sixth wheel and tire, and standard Trunk Rack (Black Enamel)	- \$32.84 net extra F.O. R. East Coast.
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The above reduction will further stimulate the desire for ownership on the part of your prospects for these DeLuxe Models and it is therefore necessary that you arrange for adequate stocks to be on hand at all times to insure that every possible sale be secured.

Yours very truly,

FORD MOTOR COMPANY OF CANADA, Limited.



Sales Department.

GHJ-VMcP