

Prices of FORD CARS and TRUCKS Reduced EFFECTIVE JUNE 2

Reductions range from \$5 to \$25. Following are the
new prices for Ford cars and trucks:

STANDARD COUPE.....	\$495
SPORT COUPE.....	\$525
DE LUXE COUPE.....	\$545
TUDOR SEDAN.....	\$495
THREE-WINDOW FORDOR SEDAN.....	\$600
DE LUXE SEDAN.....	\$640
TOWN SEDAN.....	\$660
CABRIOLET.....	\$625
ROADSTER.....	\$435*
PHAETON.....	\$440*

PICK-UP OPEN CAB.....	\$425
PICK-UP CLOSED CAB.....	\$455
MODEL A PANEL DELIVERY.....	\$570
DE LUXE DELIVERY.....	\$545
STATION WAGON.....	\$640
MODEL A CHASSIS.....	\$345
Model AA Truck Chassis, 131½-In. Wheelbase.....	\$510
Model AA Truck Chassis, 157-In. Wheelbase.....	\$535
MODEL AA PANEL DELIVERY.....	\$780

**There has been no change in the price of the roadster and phaeton*

All Prices F. O. B. Detroit

It has always been the custom of the Ford Motor Company to pass on to the public as rapidly as possible the advantages of economies effected in manufacturing.

This is in accordance with the Ford policy of keeping prices at the lowest level consistent with the high standards of quality maintained in all Ford products.

FORD MOTOR COMPANY