

# Prices of Ford CARS and TRUCKS Reduced EFFECTIVE JUNE 2

Reductions Range from \$15 to \$55. Following are the  
New Prices for Ford Cars and Trucks

	New Price	Old Price	Reduction		New Price	Old Price	Reduction
Roadster .....	\$520	\$540	\$20	Fordor Sedan .....	\$720	\$775	\$55
Phaeton .....	\$530	\$550	\$20	Town Sedan .....	\$795	\$835	\$40
Coupe .....	\$595	\$620	\$25	Light Delivery .....	\$510	\$525	\$15
Sports Coupe .....	\$630	\$655	\$25	Model A Commercial			
De Luxe Coupe .....	\$655	\$670	\$15	Chassis .....	\$415	\$435	\$20
Cabriolet .....	\$750	\$790	\$40	Model AA 1 1/2 ton			
Tudor Sedan .....	\$595	\$620	\$25	Truck Chassis .....	\$610	\$645	\$35

ALL PRICES F.O.B. EAST WINDSOR, ONTARIO. TAXES EXTRA.

It has always been the policy of the Ford Motor Company of Canada, Limited, to pass on to the public the advantages of economies effected in manufacturing.

These latest reductions, ranging from \$15 to as much as \$55 a car, are made possible by the large volume of business in 1930.

Today, the New Ford is outselling every other automobile in Canada by a large and constantly increasing margin. Every purchaser shares the benefits of that leadership in lower prices and higher quality. The Ford leads in sales because it leads in value.

**FORD MOTOR COMPANY OF CANADA, LIMITED**