

GREATEST SALES GAIN by far!

See how Canada is going

V-8

WITH
FORD OF CANADA
V-8's

Canadians bought more new cars in 1953 than in any previous year. And again, sales facts prove the public's increasing preference for Ford of Canada cars. The chart below shows new-car sales increases* by the "big three"—company for company—in 1953. See for yourself that the greatest sales gain *by far* was made by

Ford of Canada. Before you invest in *any* car, try a Ford of Canada V-8. Learn for yourself why the Canadian public made 1953 the greatest sales year in Ford of Canada's history. And watch *your* friends and neighbours, too, join the swing to Ford of Canada V-8's in 1954.

FORD OF CANADA

up **68%**

MAKER "B"

up **21%**

MAKER "C"

up **23%**

*First ten months, 1953 as compared to the same period of 1952 based on official new car registrations in Canada.

ASK THESE QUESTIONS BEFORE YOU INVEST IN ANY CAR

QUESTION

Does it have a V-8 engine?

ANSWER

The modern up-to-the-minute automobile is powered with a V-8 because it is a more compact, rigid engine than a six or an "in-line" eight. V-8 design means less inherent vibration, for greater smoothness, quietness and longer life. This design is more suitable for achieving the most efficient and economical "power-to-weight" ratio in any automobile—and performs better with today's new, more powerful gasolines. More and more makers are introducing V-8's. But back of all Ford of Canada V-8's is 21 years of experience in building more V-8 engines than *all other manufacturers combined*. And only Ford of Canada offers you V-8 power in the low price field.

QUESTION

Is it styled to lead... and equipped to satisfy?

ANSWER

In answering this we urge you, before you buy, to see the new 1954 Monarchs, Mercurys, Fords and Meteors. Monarchs and Mercurys are now on display—Fords and Meteors are coming next week. You will find a new and unique model with a transparent, Plexiglas top in each line... a model not offered by *any other Canadian manufacturer!* Power steering, power brakes, power seat, automatic transmission (or overdrive if you prefer) and a host of other features are available. You will see a new concept of interior styling and craftsmanship in the new Mercury Monterey and Monarch Lucerne series, which are fully equipped with all the features you want. And the Ford Crestline and Meteor Rideau series will bring to the low price field a similar concept of look-ahead styling and equipment.

QUESTION

How about trade-in value?

ANSWER

This question points up another reason why Canada's car buyers gave Ford of Canada the greatest sales increase by far of "the big three" in 1953. Canadians have discovered that a Ford of Canada V-8 is—

**WORTH MORE WHEN
YOU SELL IT...
WORTH MORE WHEN
YOU TRADE IT!**

Try a Ford of Canada V-8 as your best buy today.

FORD OF CANADA

FORD • MONARCH • MERCURY • LINCOLN • METEOR • FORD TRUCKS • MERCURY TRUCKS