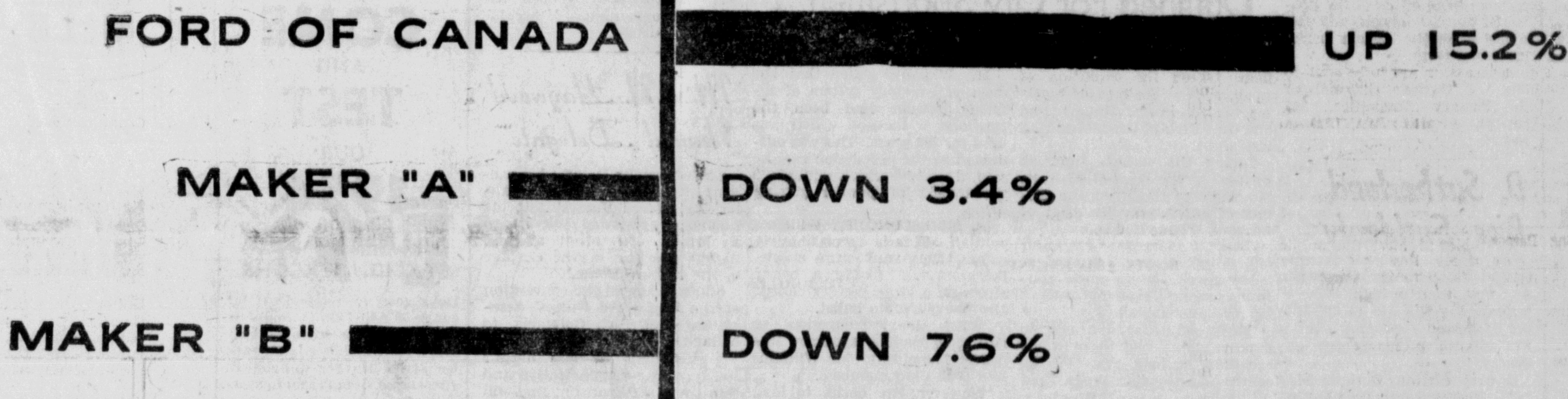


AGAIN ONLY FORD OF CANADA HAS GAINED!

PUBLIC ACCEPTANCE OF THE CARS OF "THE BIG THREE" ... 1954 VS. 1953

Which cars do Canadians prefer today? This chart tells the story. It shows you the relative gain or loss in public acceptance of the cars of the three leading Canadian manufacturers ... during the first three months of 1954 (according to latest available new car registration reports) as compared to

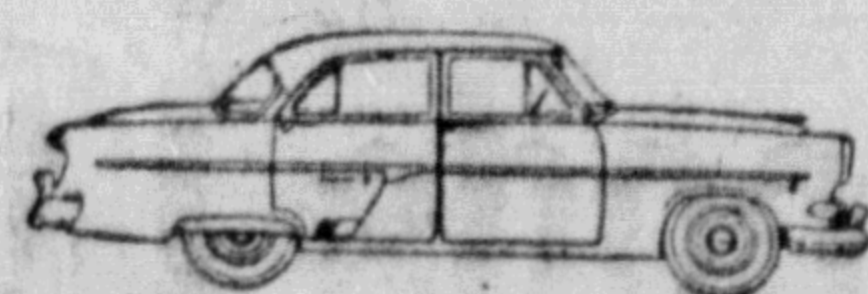
the complete year of 1953. **ONLY FORD OF CANADA** has registered a gain in public acceptance this year! **CANADIANS** are buying Ford, Meteor, Mercury, Monarch and Lincoln cars because these cars give **MORE FOR THE MONEY.**



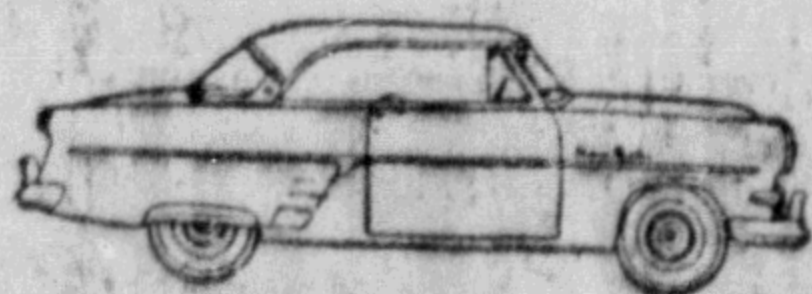
Before YOU buy... here's WHY it pays to try a FORD OF CANADA V-8

- **V-8 means more for your money.** V-8's are outselling sixes today ... because only a V-8 is up to date in power, in smoothness, in value.
- **V-8 means more for your money tomorrow.** Think ahead, before you buy any car, and consider future "trade-in" value. A Ford of Canada V-8 is worth more when you buy it ... worth more when you sell it.
- **Back of your Ford of Canada V-8 is Unequaled V-8 Manufacturing Experience, Unmatched Owner Proof.** Through twenty-one years, nearly 14,000,000 Ford-built V-8's have been proved by millions of owners. No other V-8's in the world can offer you this proof of ownership satisfaction!
- **You drive a Style Leader** when you choose a Ford Meteor, Mercury, Monarch or Lincoln. If you wish, you can enjoy the convenience of all of motoring's finest features and power assists, including Automatic Transmission, Power Steering, Power Brakes, Power Seat and Power Window Lifts.
- **NOW is the time to buy.** Never again will your present car be worth more than *right now!*
- **Try before you buy.** Over 1,000 Ford of Canada dealers are ready at their telephones to arrange a demonstration drive for you and your family. There is no obligation to buy. Please see the "yellow pages" of your phone book ... and may we suggest that you call your dealer at your earliest convenience.

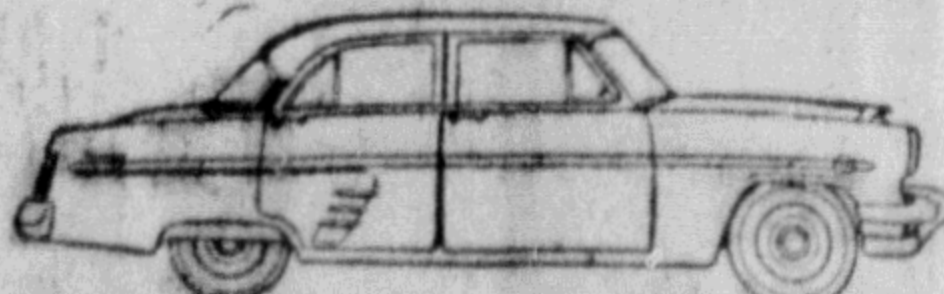
FORD OF CANADA



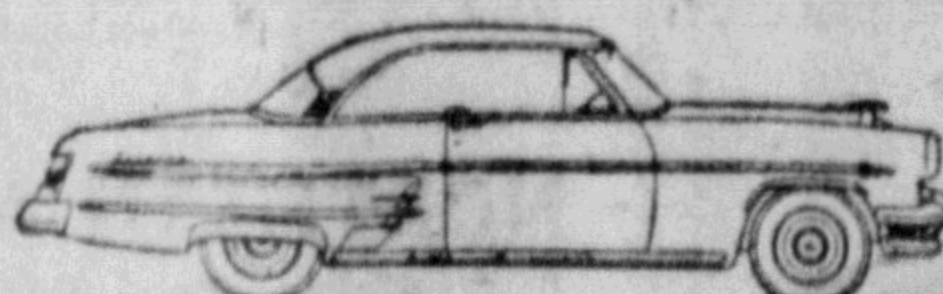
FORD



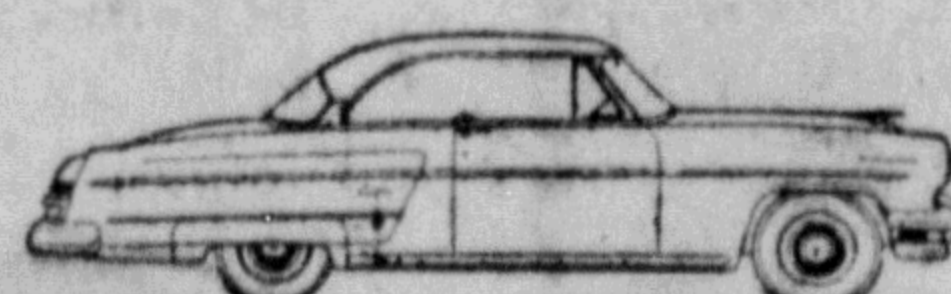
METEOR



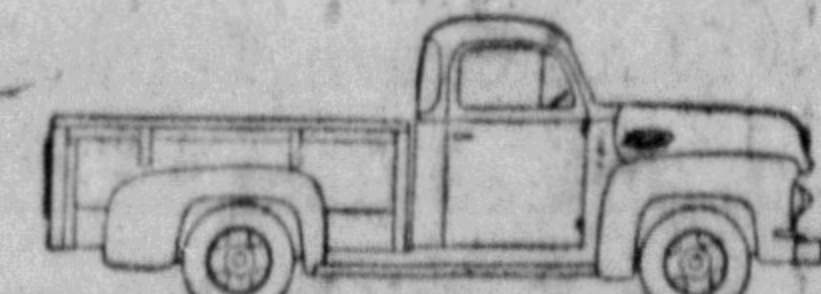
MERCURY



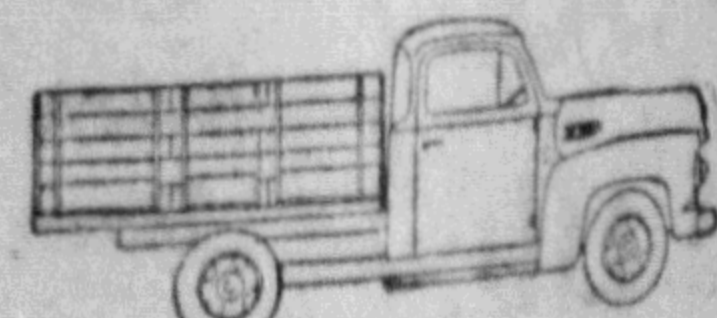
MONARCH



LINCOLN



FORD TRUCKS



MERCURY TRUCKS