

FIRST with the FINEST at the LOWEST PRICE!

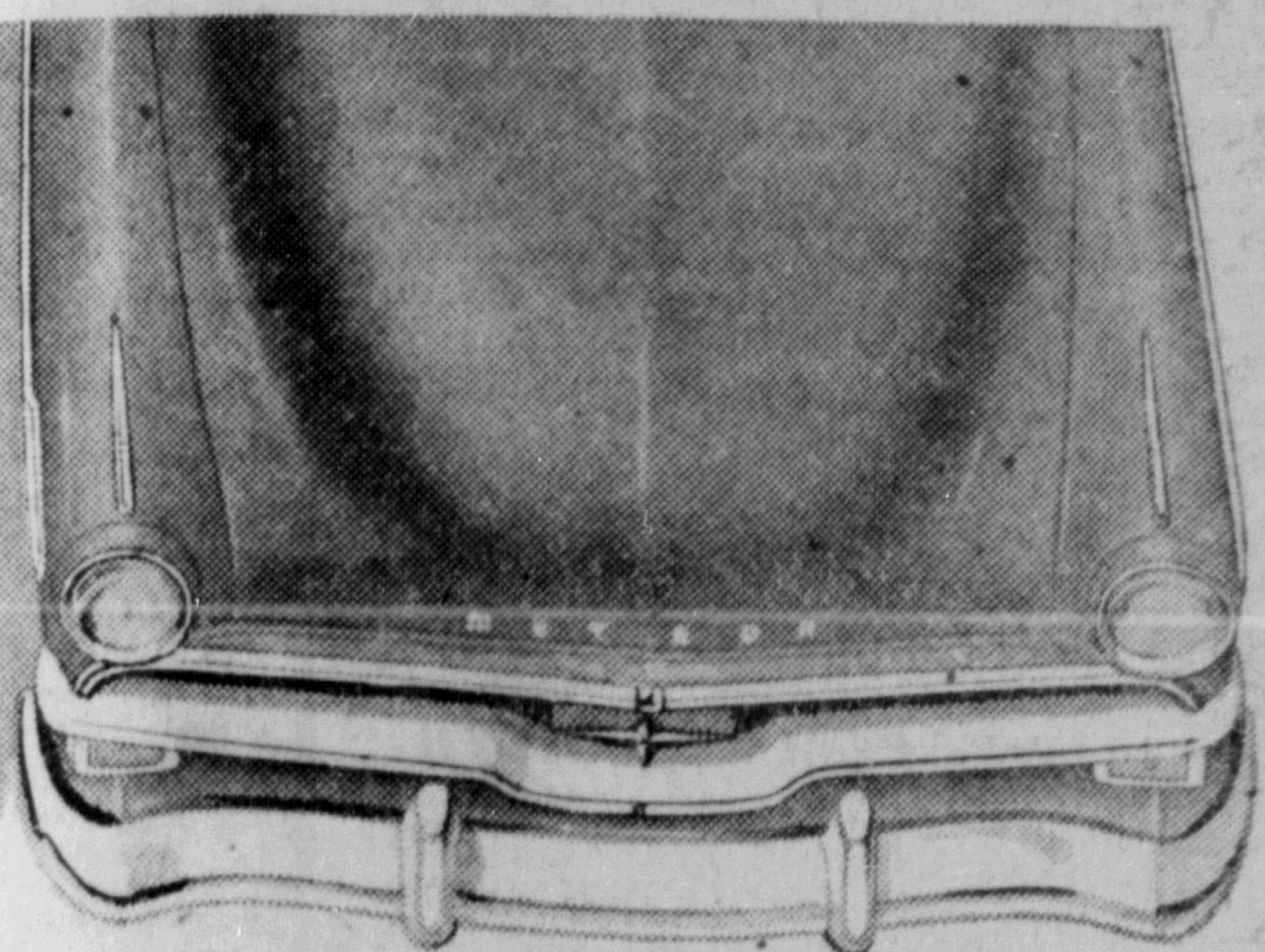
Power Steering

NOW AVAILABLE ON

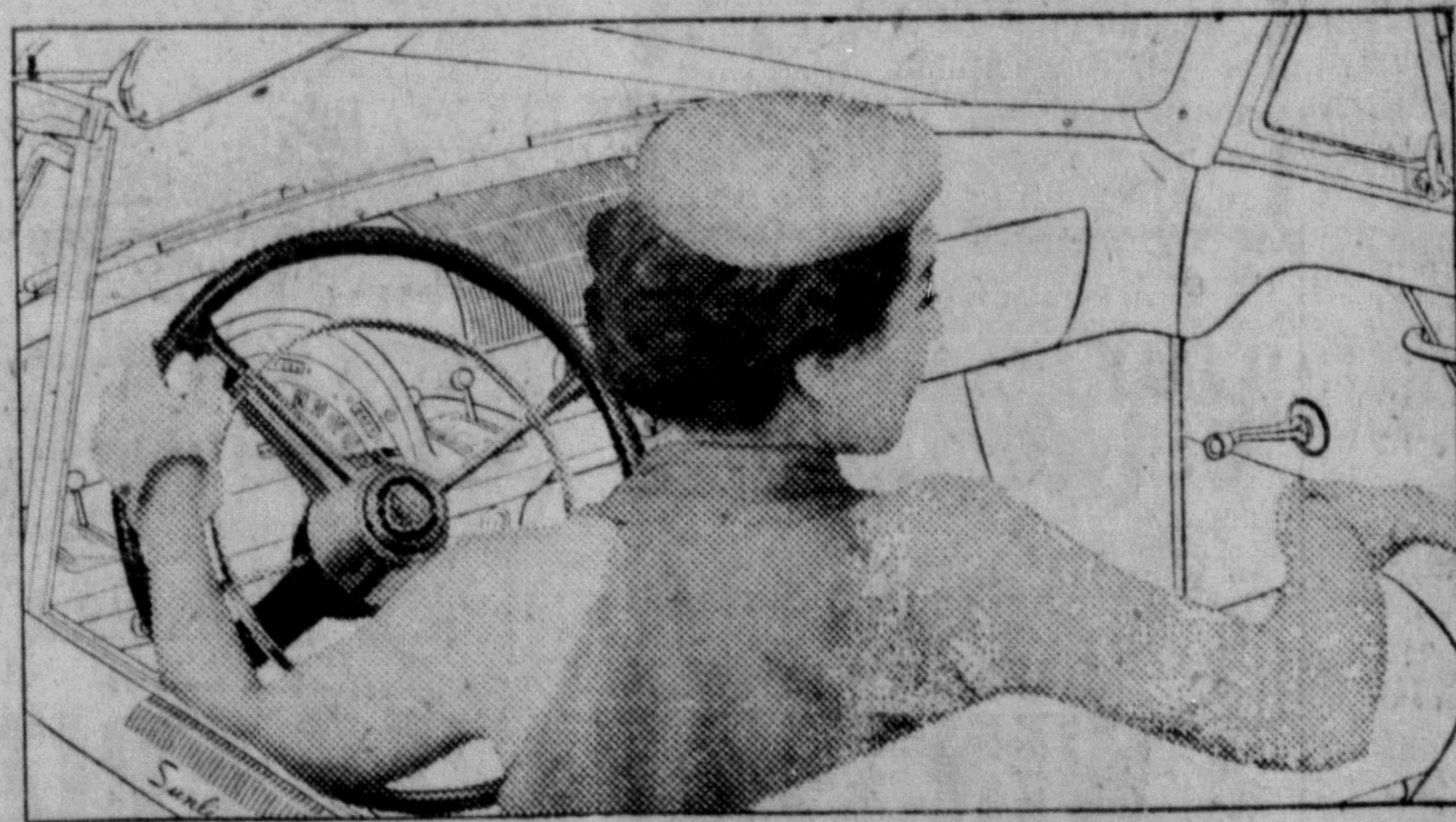
FORD *Meteor*

MERCURY *Monarch*

LINCOLN



* Power Steering, Automatic Transmission, Overdrive, white sidewall tires and chrome wheel trim rings are optional at extra cost.



COMPARE THE "FEEL"
OF FULL CONTROL!

COMPARE THE PRICE—
SEE HOW YOU SAVE!

Next to the V-8 trend, it's the outstanding motoring development of the year! It's Power Steering* . . . in demand everywhere because it makes parking a "breeze"—helps take the hazard out of blowouts and rutted roads—supplies the steering "muscles" while you just guide the car.

And again Ford of Canada leads in meeting Canadian demands—with the newest and finest Power Steering system—now available on all Ford and Meteor, as well as Mercury, Monarch and Lincoln models. Model for model, price class for price class, IT COSTS YOU LESS THAN ON ANY OTHER CAR!

And price is not the only difference in your favour! Here's why: Ford of Canada Power Steering has a more natural "feel" than other, earlier systems. You don't have to change your driving habits. You will feel completely at ease from the moment you take the wheel, because this advanced Ford-engineered Power Steering is the very latest "Linkage Type" design that not only supplies up to 75% of the effort needed to turn the wheels—but at all times preserves the vital "feel of the road" that gives you complete driving control and safety. When parking, you can easily turn the wheel with one finger, even while the car is standing still! If you go off the pavement onto a rough, rutted road or a soft shoulder, automatic "muscles" keep you on a steady course. And should the system ever lose its power (that's unlikely!) the standard steering will operate just as usual.

First—and still unmatched—with V-8 power in the lowest price field . . . outstanding in driving ease with your choice of Automatic Drive*, Overdrive* or Synchro-Silent standard shift in any model . . . and now first again with the newest and finest Power Steering at the lowest price . . . it's no wonder today's Ford of Canada cars lead as First in Value! Before you buy any car, see your nearby Ford-Monarch Dealer or Mercury-Lincoln-Meteor Dealer. Try out all these great advancements for yourself. Compare prices, too . . . see how much you save!

Another
feature of

FORD OF CANADA V-8's