

Before you invest your
NEW CAR DOLLARS...

Measure the Value the up-to-date way

Be up-to-date with a V-8

Ask yourself before you buy! Can any car be truly up-to-date without a V-8 engine? Look at the record . . . 1953 has been the greatest selling year in all V-8 history—especially for Ford of Canada V-8's! For 1954, other car makers are introducing still more V-8's. But it's still true . . . to date, ONLY Ford of Canada has succeeded in offering Canadians a V-8 in every price class . . . including the low price field!

Be sure with a V-8 that's mature!

Again for '54, Ford of Canada steps ahead with Canada's newest V-8—by Canada's most experienced V-8 builder—in the completely new, advanced-design 161-hp. Overhead-Valve V-8 Engine which now powers the brilliant new '54 Monarch and the superb new '54 Mercury. Back of these future-keyed power plants—back of every Ford of Canada V-8—is 21 years of V-8 leadership . . . nearly 15,000,000 Ford-built, owner-proved V-8's . . . more V-8's than have been built by all other makers combined!

Today . . . and Tomorrow . . . A V-8 costs you less to own!

Yes, thousands of Canadians are discovering it for themselves, on the used car lots and when they "trade in". A Ford of Canada V-8 is worth more when you sell it, and by a substantial amount. What's true today will still be true tomorrow! Canadians are a "look-ahead" people . . . just as the automotive industry's trend is to the V-8, so Canadians are swinging their buying preference to V-8's. And that's why sales of Ford of Canada V-8's are UP 68% this year!

COMING SOON!

'54 **FORD V-8** JANUARY 14
EVEN MORE POWERFUL!

'54 **Meteor** JANUARY 15
V-8 OF COURSE!

NOW ON DISPLAY AT YOUR DEALERS

NEW '54 **Monarch** • NEW '54 **MERCURY**

WITH CANADA'S NEWEST V-8... 161 HP. ADVANCED OVERHEAD-VALVE DESIGN

FORD OF CANADA

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