

In the world's most competitive market...

FORD is America's best seller!

National U.S. new-car registration figures* for the latest six-month period available show Ford out front by thousands!

*SOURCE: R. L. Polk and Company. Registrations for period September through February.

During the six-month period ending with February—the last half-year in which United States national registration figures are available—Ford *outsold* its nearest competitor by thousands.

The main reason why Ford is so definitely the buyer's choice is simply that:

Ford is, without doubt, the "Worth-More" car—America's best buy on a dollar-for-dollar basis!

In Canada, too, the swing is to Ford—and to Meteor, Mercury, Monarch and Lincoln. Check them for yourself, feature for feature, bumper to bumper, and you'll quickly see why!

Take engines—all Ford of Canada products are powered with V-8 engines—the most modern, efficient and responsive engines of any cars in their respective fields—products of the experience gained in building more engines of their type than all other manufacturers combined. Ford of Canada V-8 engines have an absolutely unmatched record of owner approval

—a record based on billions of driving-miles over the past twenty-one years. Their traditional performance is unrivalled for smoothness, flexibility and safety.

Take comfort—Here, again, the most discriminating buyers find the steadiness, the sure-footed, road-hugging stability to satisfy their every requirement. Excellence of design and quality of construction are responsible for

a degree of riding comfort and driving ease never before approached.

Beauty, too, is a vital factor in the overwhelming popularity of Ford of Canada cars. Every model is a style leader, in beauty of line and detail, inside and out.

Take driving ease—Every Ford, Meteor, Mercury, Monarch and Lincoln offers you all the newest power

assists that make driving completely relaxed and effortless. Power assists are standard on certain models and optional at extra cost on *all* other models.

Ford of Canada's Automatic Drives are the finest in their fields. **Power Window Lifts** offer push-button control of all four side windows. **Power Steering** gives you "extra muscles" all the time but permits you to retain the natural steering feel on the straight-away. **Four-way Power Seat** goes up or down, as well as forward or back, at the touch of separate controls. And swift, sure **Power Brakes** permit quick, straight-line stops at the merest touch of the toe on the brake pedal. Think of tomorrow—Buyers, with an eye to future value, are wise to consider what their cars will be worth when the time comes to trade them in.

Try before you buy—The incomparable performance of Ford, Meteor, Mercury, Monarch and Lincoln can be appreciated fully only through personal experience. Your dealer extends an invitation to you to prove them on the road. There's no obligation to buy, so call your dealer and arrange a demonstration for yourself and your family.

... AND IN CANADA'S MOST COMPETITIVE MARKETS FORD V-8 OUTSELLS ALL OTHERS!

Number of cars delivered to the public from January 1st, 1954 to April 15th, 1954, as shown by the latest available registration reports:

| IN TORONTO METROPOLITAN AREA | | IN MONTREAL METROPOLITAN AREA | |
|---------------------------------|-------------------|----------------------------------|-------------------|
| FORD V-8 | 3,584 cars | FORD V-8 | 1,766 cars |
| Nearest competitor | 3,020 cars | Nearest competitor | 1,208 cars |

Worth more when you buy...worth more when you sell!

FORD OF CANADA