

# NOW! 8's OUTSELLING 6's

Here is vital news for new-car buyers!



## THINK OF FUTURE TRADE-IN VALUE!

Before you buy any car . . . think ahead! Ask yourself, "If I buy this car now will it still be up to date when I have to trade it in on my next car?"

**YOU SEE IT**, above, in the authoritative newspaper of the automotive industry . . . the trend is definitely—and rapidly—to V-8's.

**YOU HEAR IT** wherever you find Canadian motorists talking new cars . . . your "best buy" this year and your best investment for the years to come is a Ford of Canada V-8!

**A FORD OF CANADA V-8** is worth more when you buy it, worth more when you sell it.

**NEARLY 14 MILLION OWNERS** have proved the value of Ford-built V-8's. Back of every Ford of Canada V-8 is 21 years of leadership in building more V-8's than all other makers combined!

**AND THE ONLY V-8'S IN THE LOWEST PRICE FIELD** are Ford of Canada V-8's. If you can afford any car . . . you can't afford to take less than the best.

**BE UP TO DATE . . . BUY A FORD OF CANADA V-8.** And make a date, today, to drive the Ford of Canada V-8 of your choice. Just phone or drop in on your dealer.

# FORD OF CANADA

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## IS YOUR BEST BUY TODAY!