

1955 Fords, Meteors, Mercurys and Monarchs are on the way!

**NEW '55 MODELS WILL BE RUSHED TO DEALERS
WITH ALL POSSIBLE SPEED**

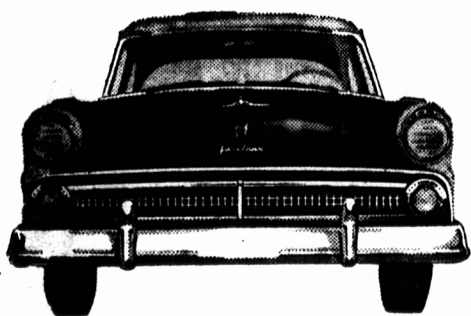
Today, without delay, our thousands of workers are already resuming "action stations". In the immediate future, you can look to see Ford of Canada turn out more cars per day than ever before . . . with our new and expanded facilities at Windsor and Oakville.

Soon, you'll be able to see and compare all the new Ford of Canada cars for 1955—in the greatest array of style-setting models, with the widest selection of all-new colours and thrilling features in all Ford of Canada history! Soon, you'll be able to drive and compare the greatest performers on the Canadian road—new V-8's from the builder of *more V-8's than all other manufacturers combined*—with V-8 standard equipment in every model at *no extra cost!*

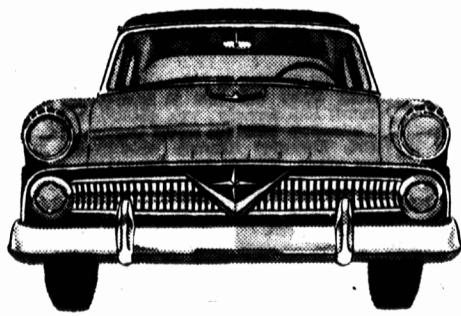
We thank sincerely the many thousands of loyal owners and prospective buyers who have been waiting so patiently for our cars and trucks. We are proud and grateful, too, for the staunch support, through a trying time, of our hundreds of Ford-Monarch dealers and Mercury-Lincoln-Meteor dealers and the many thousands who make up their staffs across Canada.

When you see, drive and compare the new 1955 Ford, Meteor, Mercury and Monarch models, we are confident you'll decide it pays to wait for the proven V-8's. They're on the way! Keep in touch with your dealer and watch this newspaper for definite dates when they'll be here!

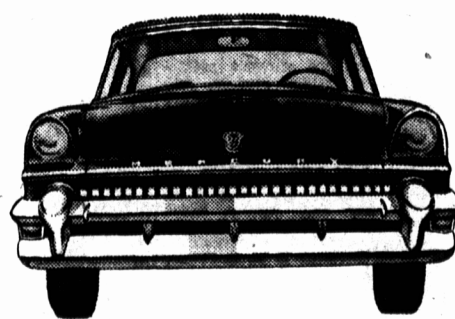
Watch for them!



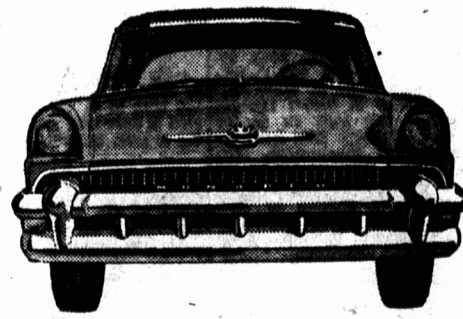
FORD



METEOR



MERCURY



MONARCH

With a proven **V-8** in every model
standard equipment at no extra cost!

FORD OF CANADA