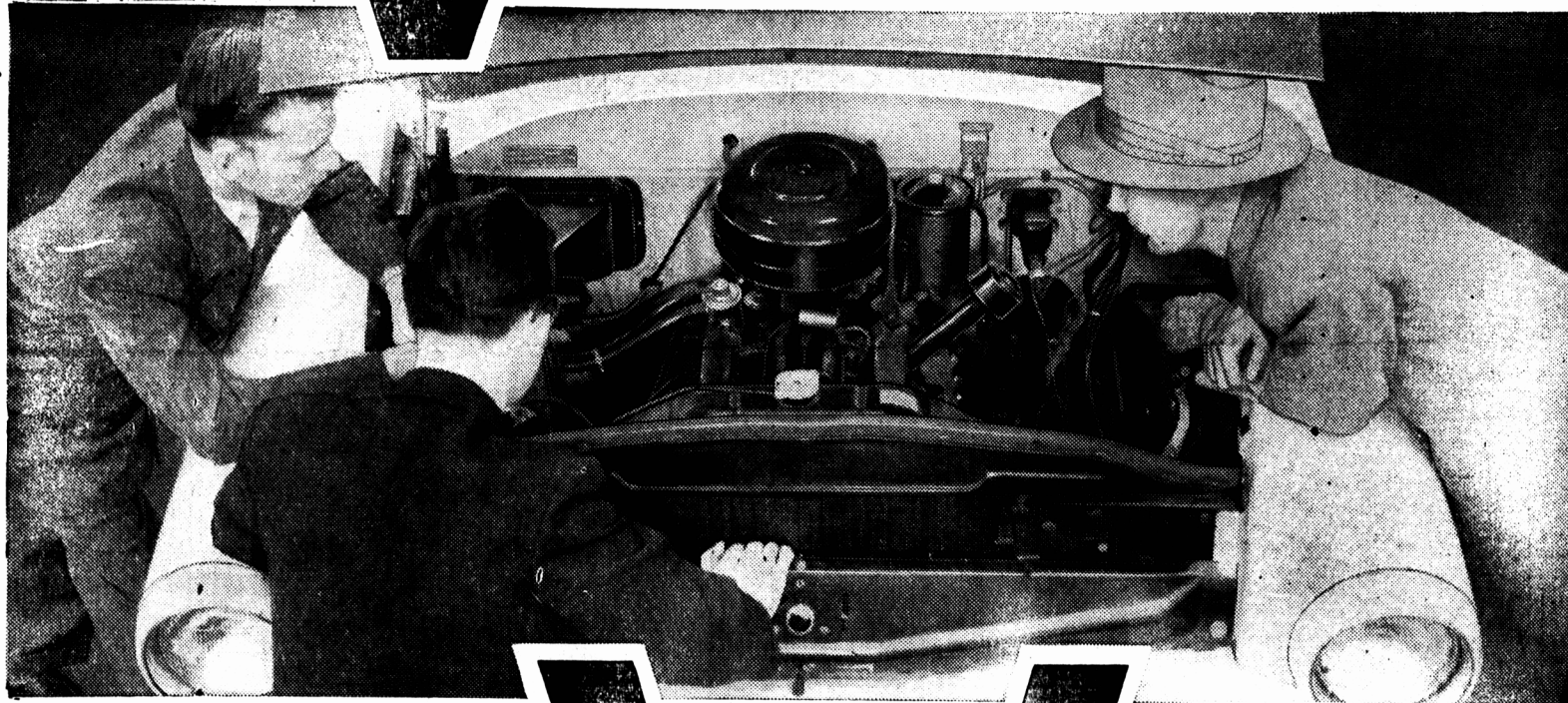


Before you buy any car today
do as more and more* Canadians are doing

Look for the **Vital** value



*Today, automobile buyers and the industry itself clearly agree on V-8 Power as the Great Canadian Standard of Value—*this year and for the years ahead.*

Look at the buying trend: In 1953, Ford of Canada cars have captured a 20.8% larger share of total Canadian new car sales than last year. Of the three leading Canadian manufacturers **ONLY** Ford of Canada has registered a *gain* in public acceptance of its products in 1953 to date* as compared to 1952.

Look at the trend in modern design: More and more car makers, too, are swinging to V-8 Engines. Today, all but one of the leading fine cars built in North America offer V-8 Power. But **ONLY** Ford of Canada gives Canadians this vital, modern value in every car it builds.

You look for the hallmark when you buy sterling. *Look under the hood when you buy a car today!* Invest in a Ford of Canada V-8, and you get the best for your money today. Look ahead, and you'll realize you will be money ahead with a V-8 *tomorrow.*

*Based on latest available official new car registration figures.

WHAT AN INDEPENDENT AUTHORITY SAYS ABOUT THE FUTURE OF THE V-8 . . .

"Rise of the V-8 in popularity has been consistent . . . As an engineering concept the V-8 is ageless, and far superior to present day competitive power plants . . . V-8 consciousness seems to be a motivating influence in both car and truck purchasing. Smooth engine performance may be another deciding factor . . . other V-8 attributes of compactness, economy, ruggedness and rigidity. In any event, once the V-8 trend gains momentum it'll take more than an In-Line Six to maneuver out of its path."

—Quoted by permission from June 29, 1953, issue of Ward's Automotive Reports—a well-known independent organ reporting automotive industry news and developments, published in Detroit, Mich.

why take less
than the best?

V-8 *power*

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FORD TRUCKS • MERCURY TRUCKS

FORD OF CANADA