

"Mighty long on looks!"

(and mighty far on a gallon)

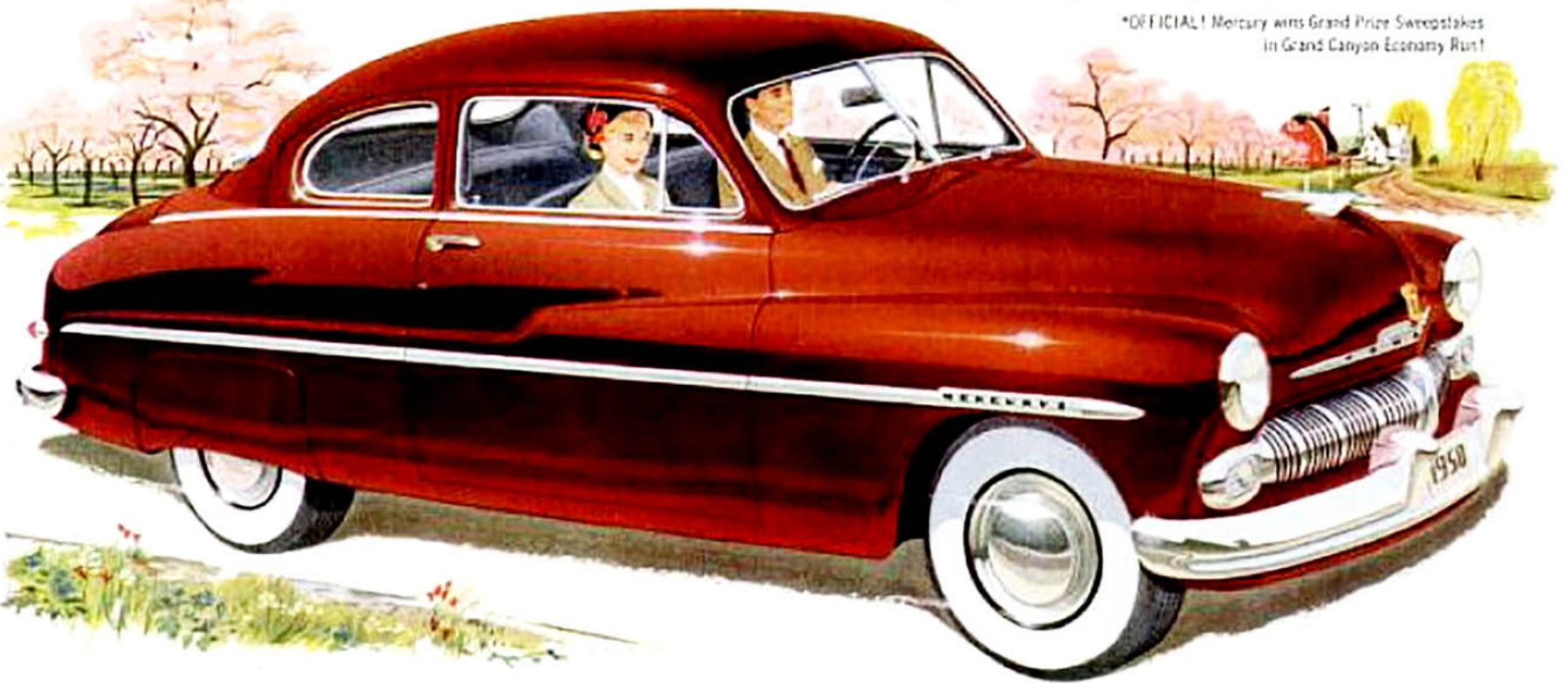


1. You'll like the looks of this handsome new 1950 **MERCURY**! Your wife will like its "better than ever" new "Customized" interior, too!



2. And on the road you'll find that famous **MERCURY** economy is now even "better than ever"—thanks to new "Econ-O-Miser" carburetion!

*OFFICIAL! Mercury wins Grand Prize Sweepstakes in Grand Canyon Economy Run!



"Better than ever"
for you—New 1950

MERCURY



3. When you call for power, you get it! For the lively "Hi-Power Compression" in that made-for-Mercury V-type 8" engine is "better than ever" in get-up-and-go!

WHY is Mercury popularity the highest in history? It's because Mercury—a great car last year—is better than ever in everything today!

Better in styling—with new advanced design! Better in comfort—with "Lounge-Rest" foam-rubber cushioned seating! Better in economy—with "Econ-O-Miser" carburetion!

Better in performance—with "Hi-Power Compression"! Better to drive—easier to park!

Yes, one look—one thrilling ride—and you'll agree, Mercury is a bigger value and better than ever!

See your Mercury dealer—and drive the better than ever new Mercury today! It's "America's No. 1 Economy Car"!

MERCURY DIVISION OF FORD MOTOR COMPANY