

"Livelier on the green light!"

- safer on the red



1. When the light says "GO" you really go! New **MERCURY** "Hi-Power Compression" is "Better than ever" for pep and performance!



2. When you stop, **MERCURY's** big "Super-Safety" brakes almost stop you "on a dime." They're "better than ever" in safety!



3. And with this new **MERCURY** "Econ-o-miser" carburetion, your stops at the gas station are few and far between! **MERCURY** economy is now better than ever, too!

NO WONDER more people than ever are now changing to Mercury! A great car last year, Mercury is now better than ever in every way 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 in all-around *value*, too!

In short, you get a whale of a lot more for your money with Mercury! Find this out for yourself. See your Mercury dealer and drive a bargain—the better than ever new 1950 Mercury—today!

MERCURY DIVISION OF FORD MOTOR COMPANY

Make your next car
the "better than ever" new 1950

MERCURY