

"Popular as a Three Ring Circus"

(and just as much fun, too!)



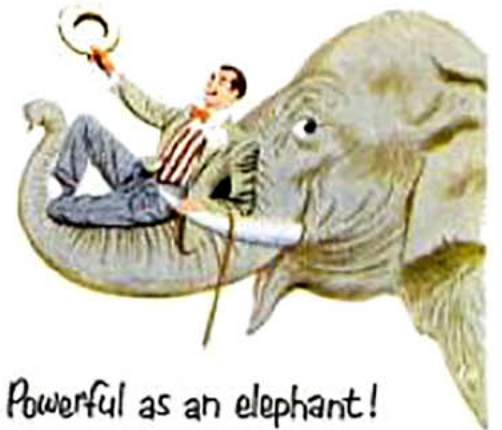
1. Step right up!

Go for a thr-r-r-illing ride in the big, beautiful Mercury! It's guaranteed to please! Exciting for the whole family—so bring 'em all along!



2. More fun than a monkey act!

It's lively! It's spirited! Makes you want to get up and go! And with Mercury "Hi-Power Compression" you CAN GO!



3. Powerful as an elephant!

Mercury's V-type, 8-cylinder engine is a hill-climbing honey. When you want to go up—you go UPI!



4. Handles with ease!

Feather-light on the controls and velvet-smooth in action! Solid security on the highway—a dream to drive anywhere!



5. And room!

Yes, you've got ROOM for a sideshow! Headroom for the Tall Man, hiproom for the Fat Man, plenty of legroom for the man on stilts!



6. Easy to park as a midget!

So have fun! Drive Mercury—the car that's "wow-ing" the crowds everywhere! See your dealer today!



P. S. Sweepstakes Winner of the 1950 Mobilgas Grand Caravan Fun, Mercury is "America's No. 1 Economy Car," too!



Yes, sir, go for a ride —
and you'll go for

MERCURY

MERCURY DIVISION OF FORD MOTOR COMPANY