

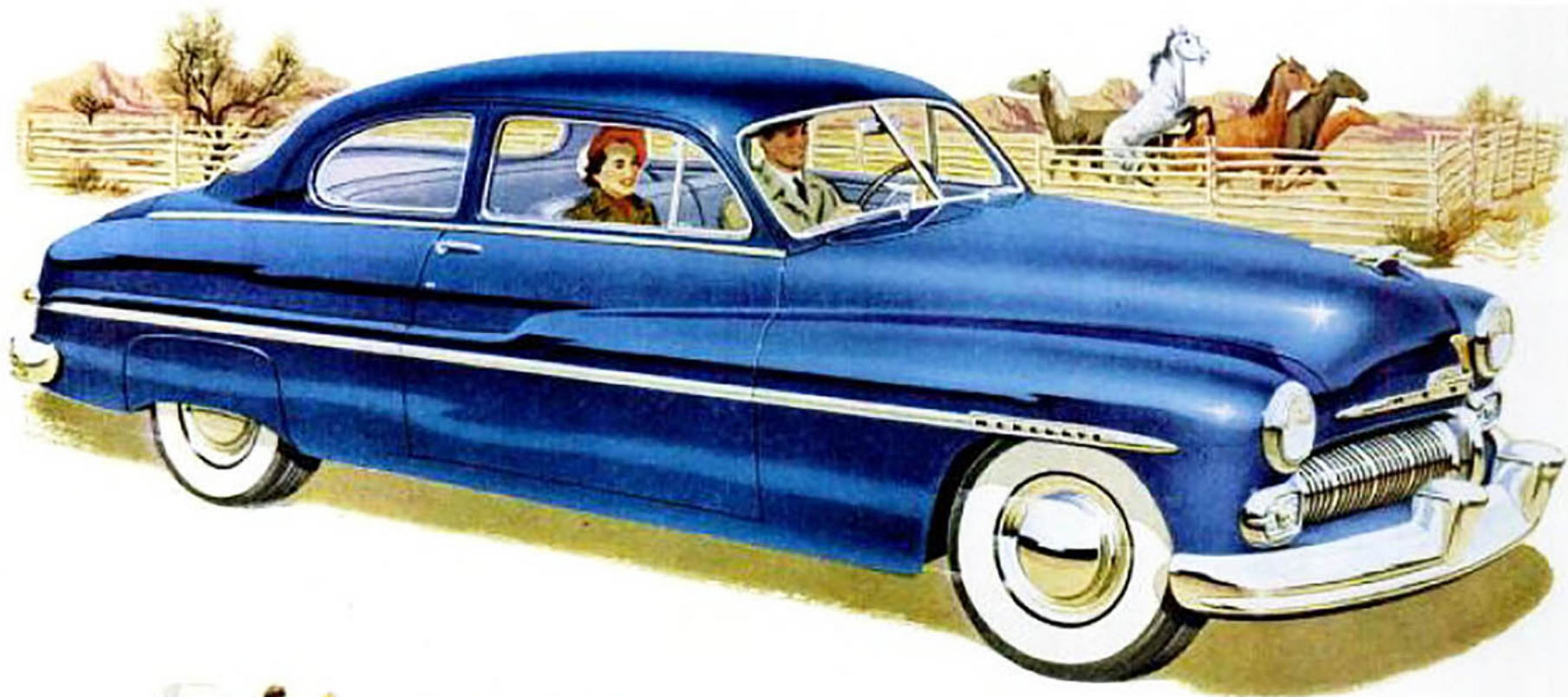
# "Smarter-looking" and better than ever!



1. WHAT CAR IS "BETTER THAN EVER" IN SMART LOOKS? THE NEW 1950 **MERCURY**! EVERY GLEAMING INCH IS HANDSOME PROOF OF THAT!



2. WHAT CAR IS "BETTER THAN EVER" TO DRIVE? **MERCURY** AGAIN—WITH NEW, IMPROVED "STEDI-LINE" STEERING AND "CUSHION-COIL" FRONT SPRINGING!



3. WHAT CAR IS "BETTER THAN EVER" IN THRIFT? THE 1950 **MERCURY**! YOU GET MORE MILES PER GALLON WITH ITS "HI-POWER COMPRESSION," NEW "ECON-O-MISER" CARBURETION!

Yes—last year, Mercury was a great car, a great boy, too... but... on every single point of value, you'll discover the new 1950 Mercury is better than ever 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 safety—with "Super-Safety" brakes!

And everything has been thoroughly road-proven! That's why Mercury offers you more new car value! See your Mercury dealer! He can prove it's better than ever to make your next car Mercury!

MERCURY DIVISION OF FORD MOTOR COMPANY