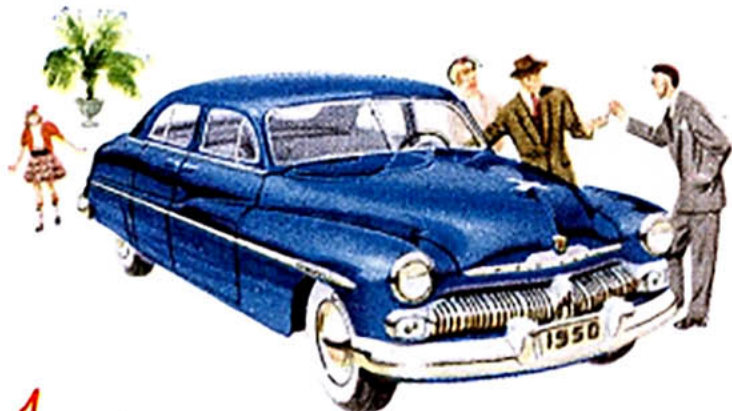
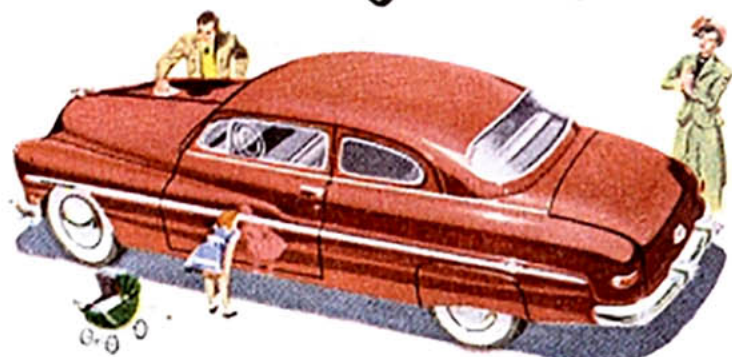


# "A stand-out for value!"

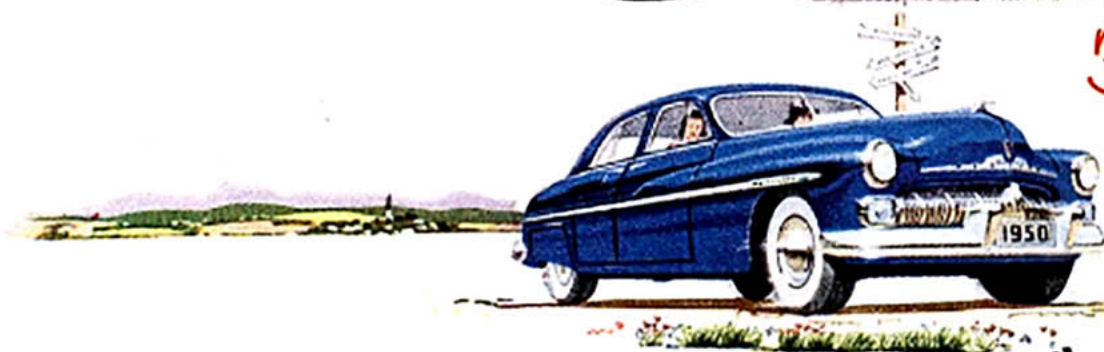
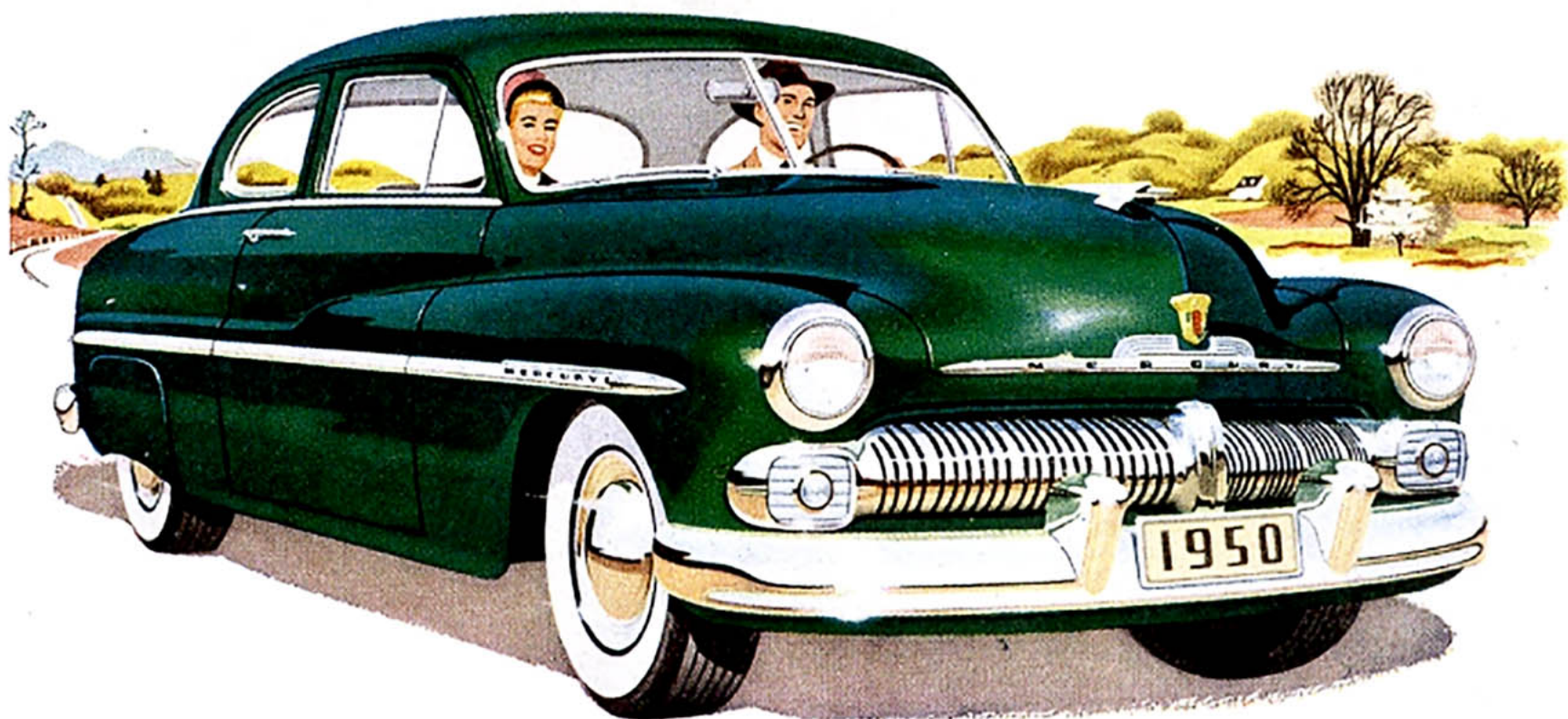
(and outstanding in style)



1. When you own the new 1950 **MERCURY**, you get a "better than ever" value for your money. Owners say it's the smartest buy on the road!



2. It's the smartest-looking, too! "Better than ever" in styling...inside and out! See its new "Customized" interiors...see what we mean!



3. You get more mile-after-mile savings. With new "Econ-O-Miser" carburetion, **MERCURY** is "better than ever" for lively, low-cost operation!

\*OFFICIAL! Mercury wins grand prize in Grand Canyon Economy Run!

**T**HERE'S no mystery about Mercury's ever-increasing popularity today. For Mercury—a great car last year—is now better than ever in everything!

Better in styling—with new advanced design! Better in comfort—with "Lounge-Rest" foam-rubber cushioned seats. Better in performance—with "Hi-Power Compression"! Better in safety—with "Super Safety" brakes. Better to drive and park!

So see your Mercury dealer today. Get the facts—and go for a drive—in the value car of the year! The better than ever new 1950 Mercury!

MERCURY DIVISION OF FORD MOTOR COMPANY

"Better than ever"  
for you—New 1950

# MERCURY