

# Just what the U.S.A. ordered!



LIVELY AS NEW YORK!



POPULAR AS A FLORIDA BEACH!



ROOMY AS TEXAS!



RUGGED AS THE ROCKIES!



GRACIOUS AS KENTUCKY!



VISIBILITY LIKE ARIZONA'S!



SILENT AS THE MISSISSIPPI!



RESTFUL AS BOSTON!



COMFORTABLE AS CALIFORNIA!



SMOOTH AS NEW ORLEANS!



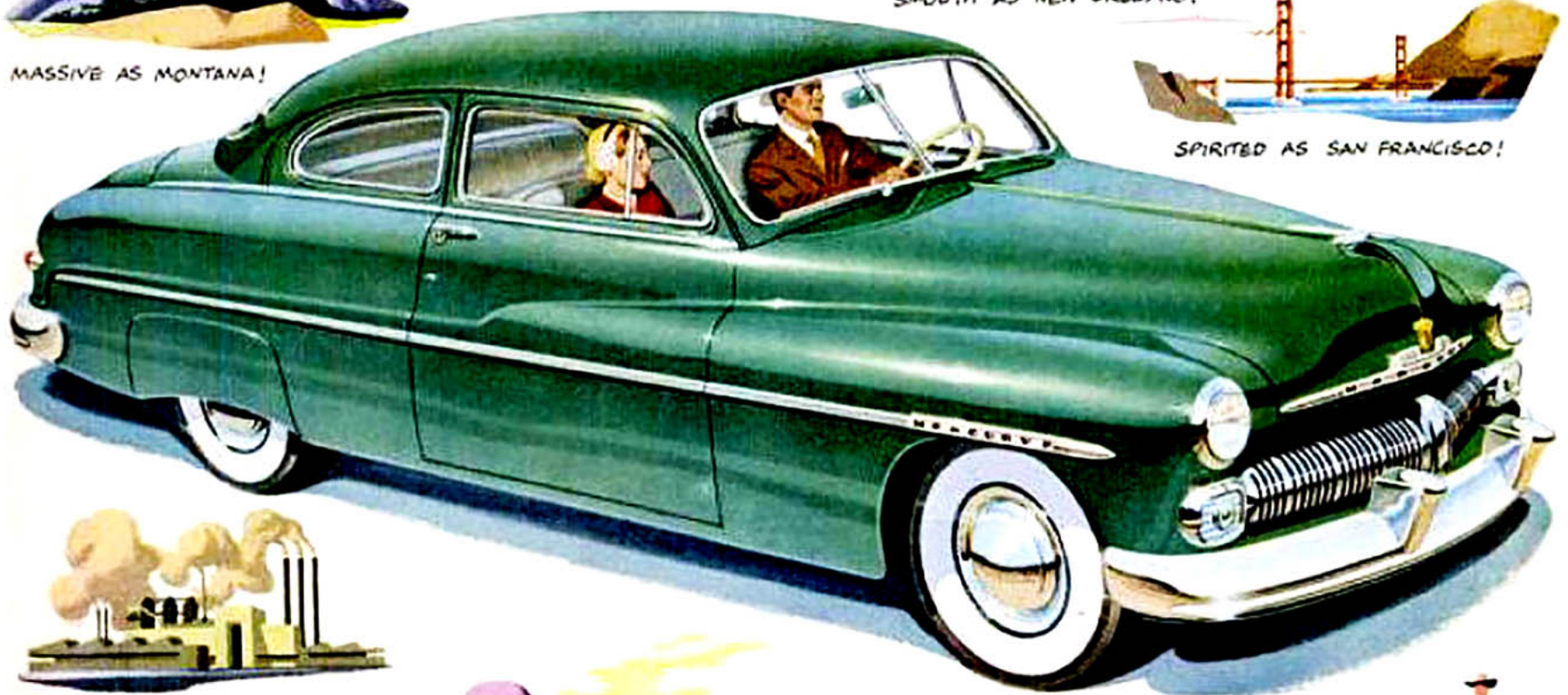
SAFE AS FORT KNOX!



MASSIVE AS MONTANA!



SPIRITED AS SAN FRANCISCO!



POWERFUL AS PITTSBURGH!



BEAUTIFUL AS WYOMING!

THE forty-eight states\* sure are united in favor of Mercury today! For it's made to order for you — wherever you do your driving. And you don't need a Texas oil well to own it and run it. It's "America's No. 1 Economy Car"—the "biggest value since the Dutch bought Manhattan for \$24!" Don't just take our word—let your Mercury dealer prove it to you!

\* If your state isn't shown above, it's because space didn't permit. But you can be sure it's another Mercury state, too!



THRIFTY AS VERMONT!



DEPENDABLE AS MAINE!

Go for a ride —  
and you'll go for

# MERCURY

MERCURY DIVISION OF FORD MOTOR COMPANY