

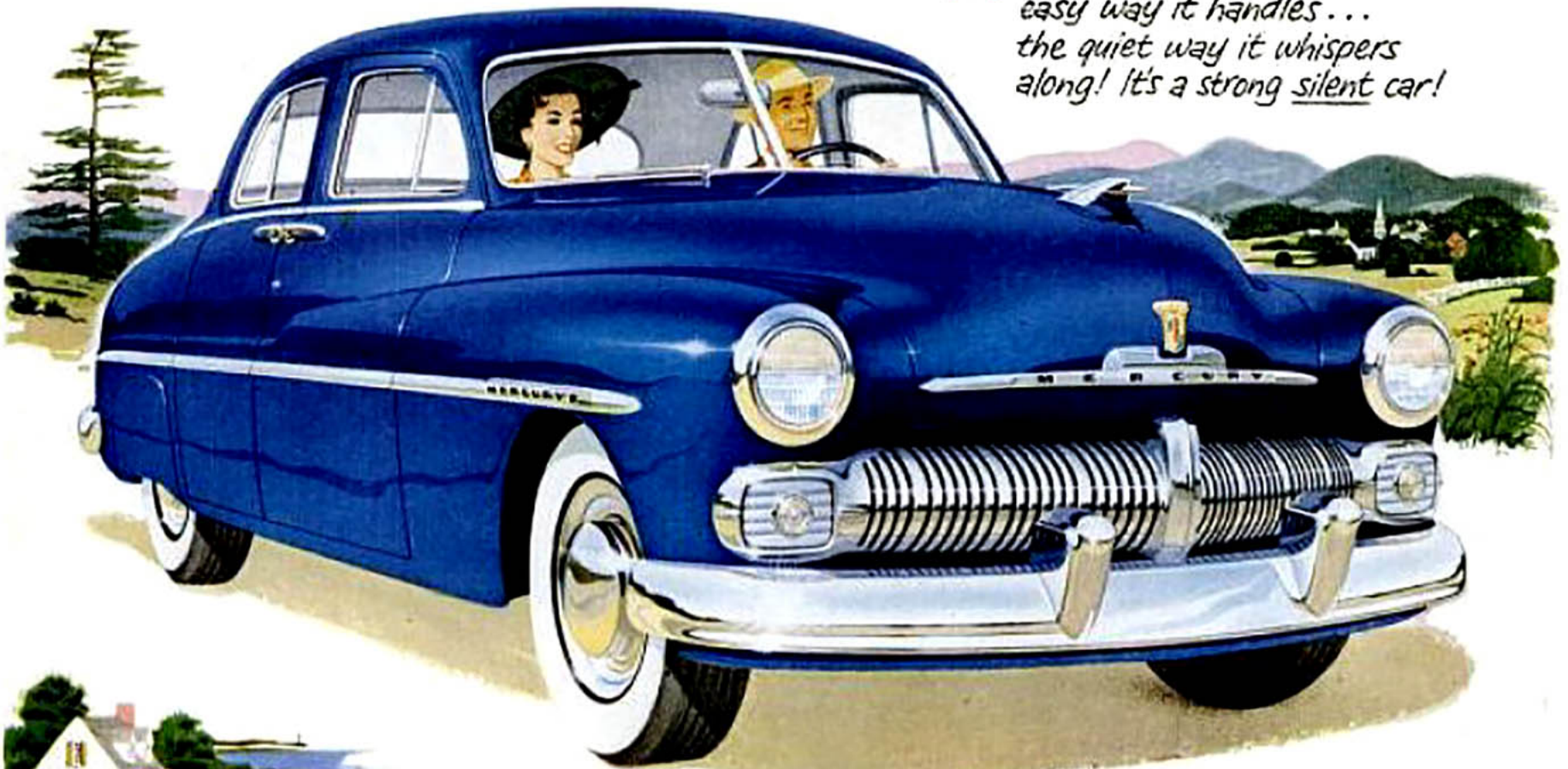
"Red Hot" in performance!

(in popularity, too!)



1. Why do you see so many **MERCURY**s on the road today? Go 'round to your dealer's...and drive one yourself!

2. You'll go for the smooth, easy way it handles... the quiet way it whispers along! It's a strong silent car!



3. Yes, and you'll go for the way it goes farther on every gallon, too! It's America's No. 1 Economy Car!

No wonder owners all agree there's no car like Mercury! It's way above the rest in value—*better than ever* in everything!

Better in *styling*—with "Customized" interiors! Better in *comfort*—with "Lounge-Rest" seats! Better in *performance*—with "Hi-Power Com-

pression" in that exclusive Mercury V-type, 8-cylinder engine! Better to *drive*—easier to *park*!

And so *thrifty* it won the Sweepstakes Prize in the Mobilgas Grand Canyon Economy Run! Stop by your dealer's tomorrow. One ride will tell you it's *better than ever* to own Mercury today!

Go for a ride —
and you'll go for

MERCURY

MERCURY DIVISION OF FORD MOTOR COMPANY