

All-American Favorite



Rugged as a fullback!



Sure-footed in traffic!

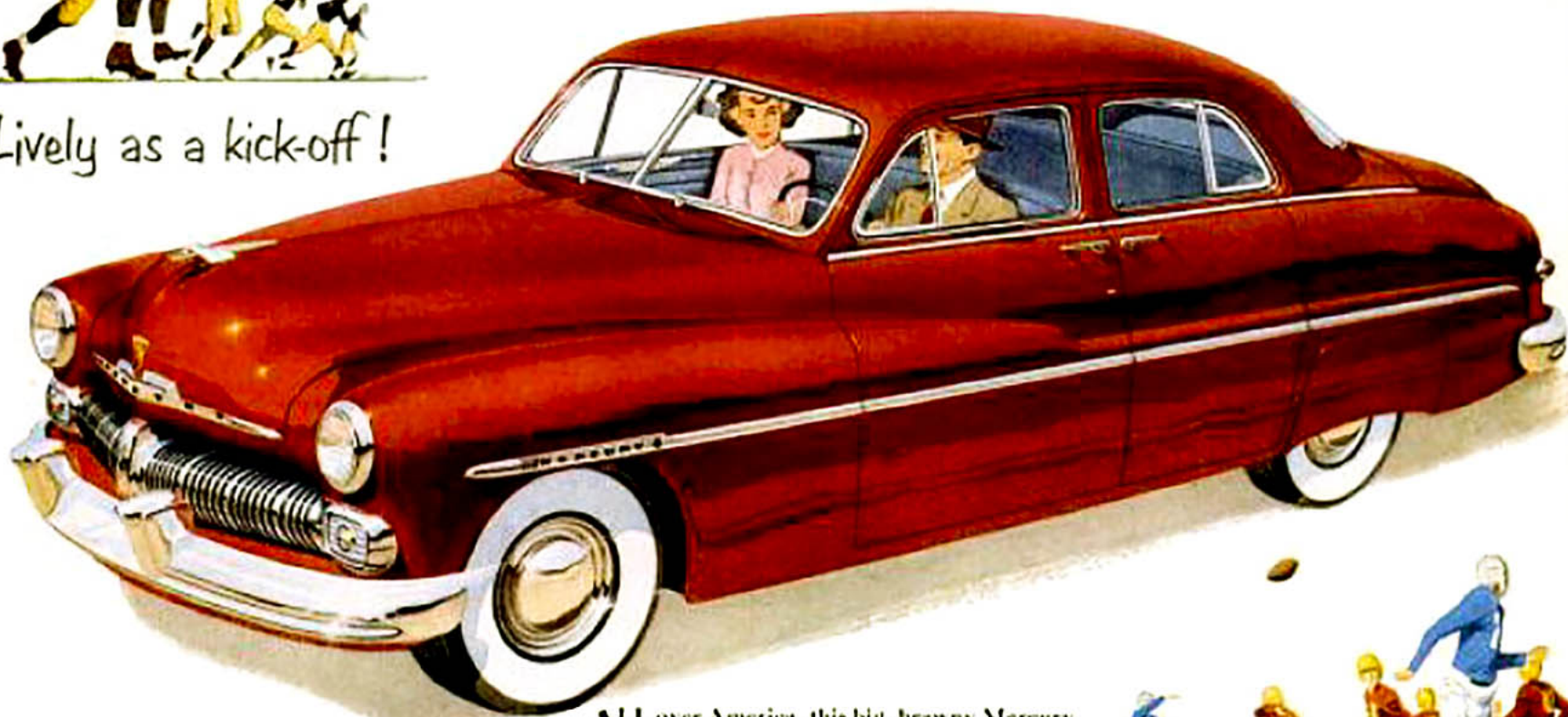


Popular as a conference star!



Lively as a kick-off!

that's **MERCURY!**



Roomy as a stadium!

All over America, this big, brawny Mercury is gaining more ground than ever before! And it *should!* It's the big value for your money — and a big money-saver, too! Sweepstakes Winner of the Mobilgas Grand Canyon Run, Mercury is "America's No. 1 Economy Car!" No wonder it's such a favorite everywhere. See it at your Mercury dealer's. Get behind the wheel and call the signals yourself. Mercury will score a touchdown with you, too!



Powerful passer!

Go for a ride and you'll go for **MERCURY**

MERCURY DIVISION OF FORD MOTOR COMPANY