

# Going Great!

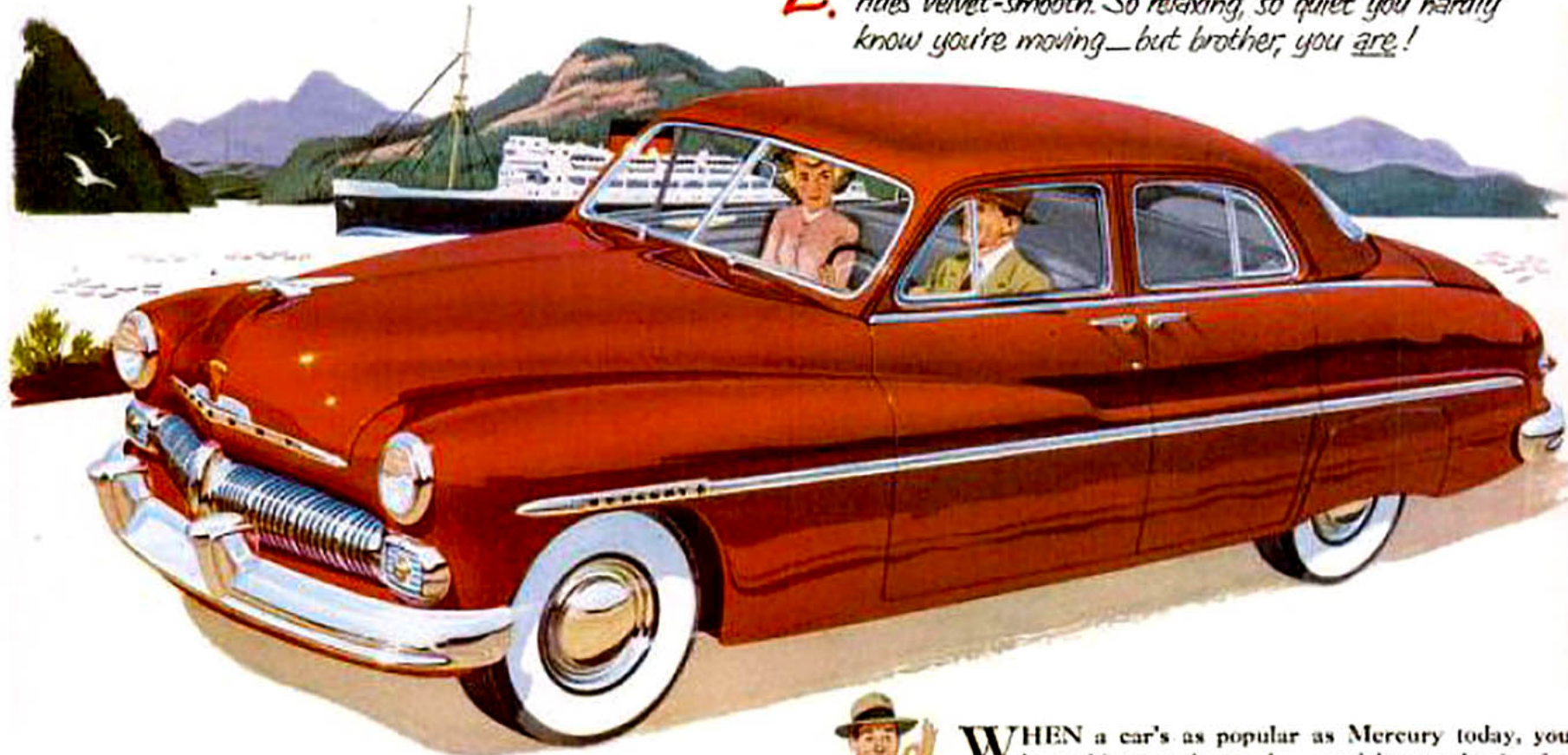
( because it gives more value )



1. Why do you hear so many owners praising **MERCURY**? Stop by your dealer's—and take one for a drive. You'll get your answer in a hurry.



2. Wherever you head it, **MERCURY** handles feather-light—rides velvet-smooth. So relaxing, so quiet you hardly know you're moving—but brother, you are!



**W**HEN a car's as popular as Mercury today, you know it's got to be good... a mighty good value for your money!

And owners say that it is! For this big Mercury is *better than ever* in everything that counts in a new car today!

Better in *styling* — with "Customized" interiors! Better in *comfort* — with "Lounge-Rest" seats! Better in *economy and performance* — with "Hi-Power Compression" in exclusive V-type, 8-cylinder Mercury engine which won the Grand Prize in the famed Grand Canyon Economy Run!

So drive the big new 1950 Mercury! It's *better than ever* to own Mercury today!

MERCURY DIVISION FORD MOTOR COMPANY



3. Your wife will love **MERCURY**, too. It's so easy to park—so beautiful, inside and out. And you'll both find **MERCURY** value "better than ever"!

Better than ever  
for you—New

# MERCURY