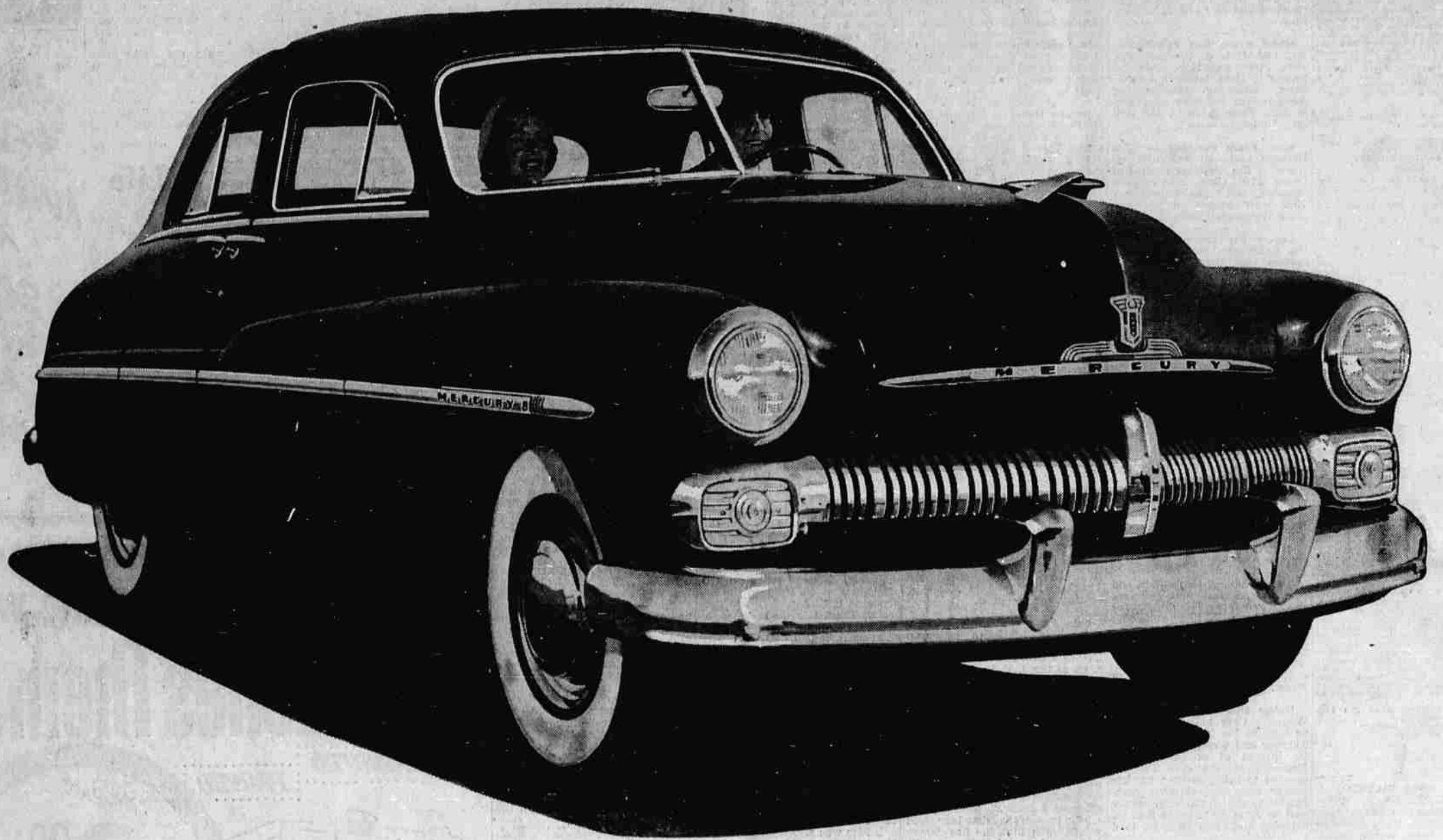


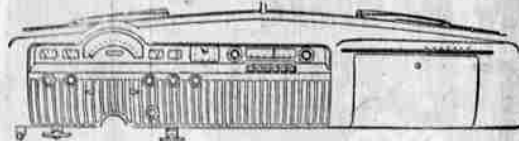
# Announcing THE NEW 1950 MERCURY



A great car last year—now “better than ever”!



**BETTER IN STYLING**  
with new advanced design—  
“Customized” interiors!



**BETTER IN DRIVING EASE**  
with new “Safe-T-Vue” instrument  
panel! Every control is right in sight!



**BETTER IN PERFORMANCE**  
with “Hi-Power” Compression—and  
“Split-Second” starting!



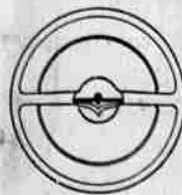
**BETTER IN SAFETY**  
with the extra dependability  
of faster-stopping, improved  
“Super-safety” brakes!



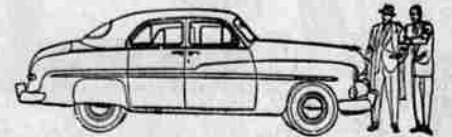
**BETTER IN RIDING COMFORT**  
with “Cushion-Coil” front springing, new  
“Lounge-Rest” foam-rubber sea-  
cushioning!



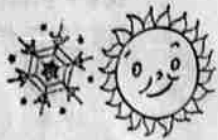
**BETTER IN ECONOMY**  
with thrifty new “Econ-O-Miser”  
carburetor and gas-saving  
Touch-O-Matic Overdrive!



**BETTER IN HANDLING EASE**  
with the extra comfort, the extra  
convenience of “Stedi-Line” steering!



**BETTER IN RE-SALE VALUE**  
—with Mercury now more in demand  
than ever before!



**BETTER IN WINTER  
AND SUMMER**  
with new Fiberglas  
insulation and soundproofing!

★ COMPLETELY NEW INTERIOR STYLING! ★

\*Optional equipment at extra cost

Come in and see the “better than ever” new **1950 MERCURY** tomorrow!

## LOCKWOOD MOTORS

Rose and Oak Streets

Phone 80