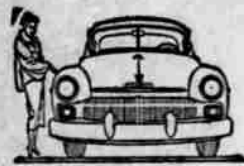


Announcing THE NEW 1950 MERCURY



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!



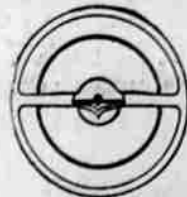
BETTER IN PERFORMANCE
with “Hi-Power” Compression—and
“Split-Second” starting!



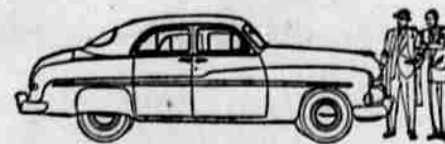
BETTER IN SAFETY
with the extra dependability
of faster-stopping, improved
“Super-safety” brakes!



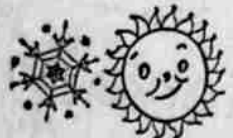
BETTER IN RIDING COMFORT
with “Cushion-Coil” front springing, new
“Lounge-Rest” foam-rubber seat
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BETTER IN HANDLING EASE
with the extra comfort, the extra
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BETTER IN RE-SALE VALUE
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AND SUMMER**
with new Fiberglas
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carburetor and gas-saving
Touch-O-Matic Overdrive*!

★ COMPLETELY NEW INTERIOR STYLING! ★

*Optional equipment at extra cost

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

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