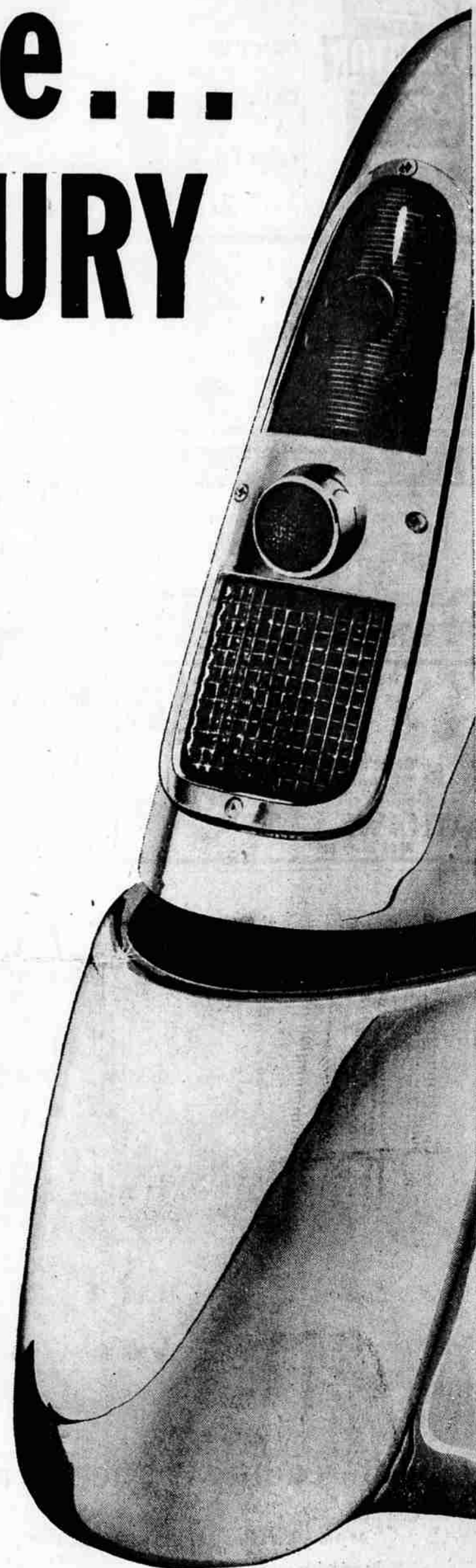
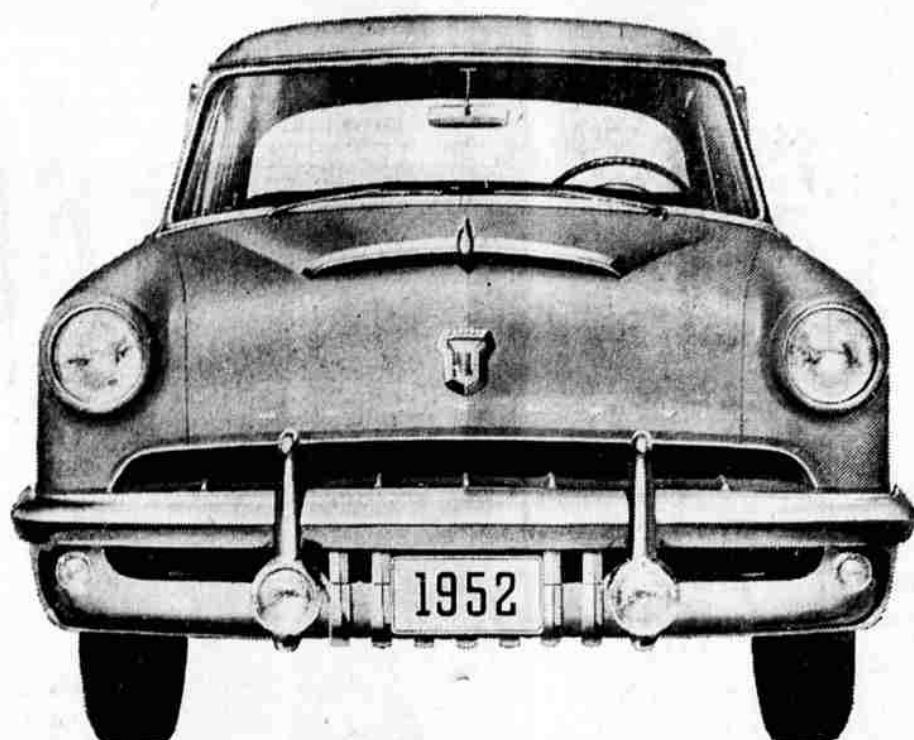


Stop and see... the 1952 MERCURY



Of all eleven makes of cars in the Mercury price field for 1952, Mercury is the only car that is really new! Not just a face-lifting. Not just more gilding on the same old lily. But a completely new, re-designed automobile that brings you many exclusive advanced engineering features found in no other car!

Only Mercury has Forerunner Styling—developed after ten years of research in metal engineering to discover new ways of putting every inch of steel to work for beauty, comfort and safety. The result is a completely new body with stirring new lines. Liveweight not deadweight! New, stronger frame; higher doors; Space-Planned Interiors with unbelievable headroom, legroom, hiproom.

And a big new engine! A 125 horsepower Streakaway V-8 with faster acceleration and sensational fuel economy. All set to win the official gas-economy tests again this year.*

Lots of trend-setting improvements—like the new Jet-Scoop hood offering close-up, down front visibility... 27% more window area for panoramic vision... new Interceptor instrument panel... new centralized Hide-Away gas cap (this is a stroke of genius you must surely ask to see)... and a huge 28 cu. ft. luggage compartment. New brakes, easier steering, more compact turning radius for crowded parking.

Visit our showroom today and see this revolutionary new car at first hand! There's so much more to see than we can tell you about here. Learn why Mercury has gained a higher percentage of new owners than any other car in America during the past five years!

*3 transmission choices: Merc-O-Matic no shift; Touch-O-Matic Overdrive; or Standard. First two optional at extra cost.

MERCURY

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