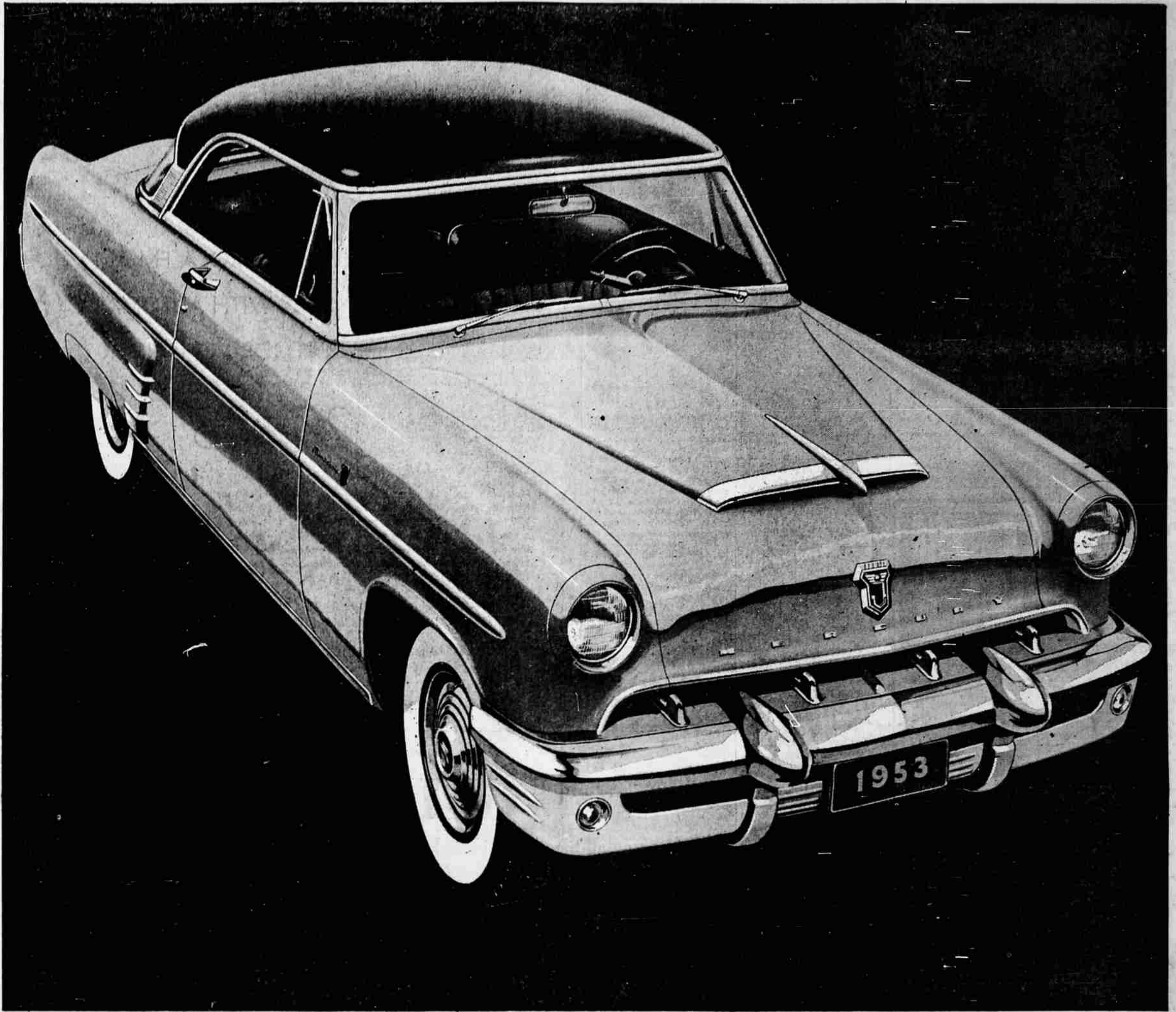




Introducing the 1953 MERCURY

May we tell you something? No big, black headline in the world could ever convey the importance we attach to a development of automobile engineering that reaches its peak in the Mercury for 1953. This new principle will henceforth be identified in our advertising as "Unified Design." The best way we can describe "Unified Design" is to say that it is the principle of building a car so that every individual part of it functions *in unison* and *in balance* with every other part. Think about that for a minute. It means that the weight, the horsepower, the strength and the spaciousness have all been synchronized to bring you the most outstanding performance in the Mercury price range.

It means also that every line and contour of the body have been made to serve a useful purpose as well as just "looking pretty." *This is new!* This car was not outlined on an artist's board and then the works stuffed into it. Every ounce of body metal is used for styling and utility. When you plan an automobile this way, it just can't help but be beautiful. That's the story behind the powerful, beautiful 1953 Mercury. Everyone who knows how to drive will want to experience the thrilling new sensation that this car imparts. We have extra cars at our showroom for you to road test. Please do not feel that you incur any obligation by taking advantage of this invitation to drive the new 1953 Mercury.

BASIN MOTORS
424 So. 6th St., Klamath Falls, Oregon