



BE FIRST TO OWN MERCURY'S "CAR OF TOMORROW" THE SUN VALLEY

(WITH 161 HORSEPOWER)

Here is America's first transparent-top car—the Mercury "Sun Valley." You can see through the roof—enjoy all the delights of sun and scenery that you get in a convertible. Yet the Plexiglas roof is strong and durable, and is tinted green so as to be cool and glareless in summer. In brief, you get "top-down visibility"—together with "closed-car comfort" and protection against wind and weather. You can order at our showroom today. The Sun Valley costs less than a convertible!

DYNAMIC NEW 161-HORSEPOWER ENGINE—The new Sun Valley, like the 7 other newly-styled Mercury models, features a completely new overhead-valve V-8. More power per pound than even Mercury has had before! It introduces fine-car power to the popular-priced field! Four optional power features and three transmissions to choose from!



BASIN MOTORS

424 So. 6th St.