



ANNOUNCING THE BIG **M**

It's the highest-styled, biggest-powered Mercury ever built, with more safety-engineered features than any other car in its class! All 12 great new models protect you with new safety-beam headlamps, new impact-absorbing steering wheel, safety-grip brakes, and a whole array of special safety options to choose from.

There's a big, safe margin of "jet-ahead" power for passing in the new Safety-Surge V-8 engines of 210 and 225 hp. It's yours at prices within reach of anyone who can afford any new car! Stop in for a look and a spin! You'll agree that now is the time to join the Big Move to the Big M!

1956 MERCURY

BASIN MOTORS

424 So. 6th St.