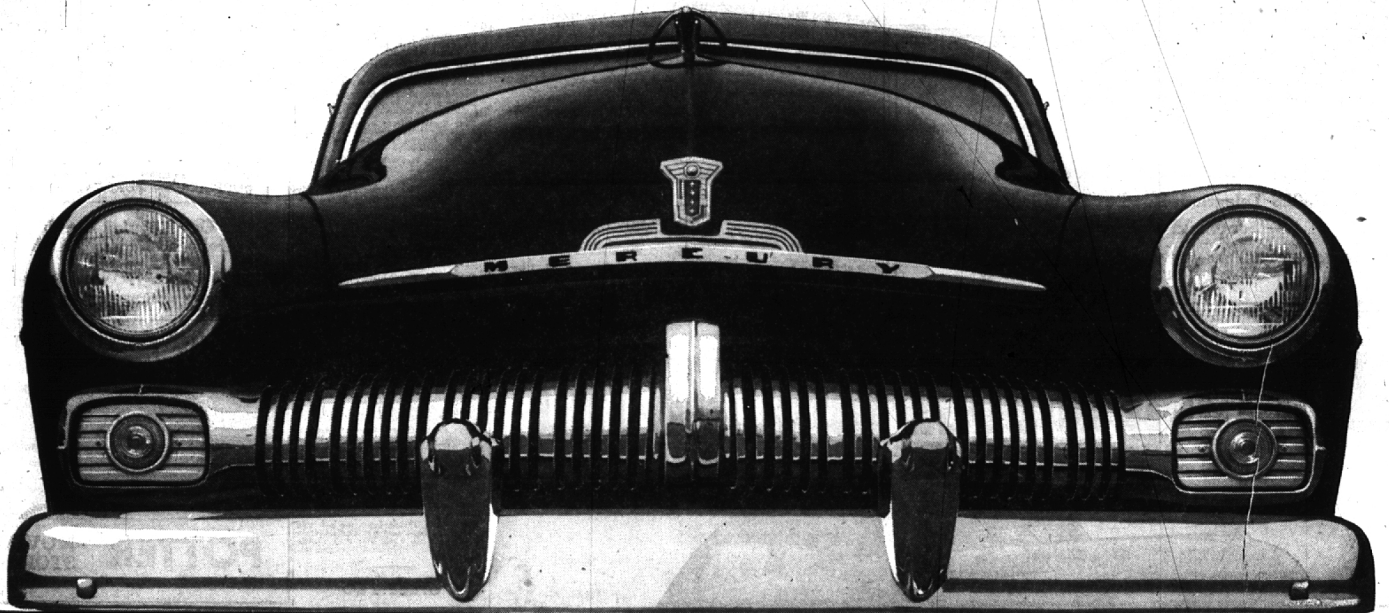


NEW 1950 MERCURY

smashes all showroom records!

OPENING DAY CROWDS CALL IT "BETTER THAN EVER!"



Last year, as it set new sales records, thousands of owners called the first postwar **MERCURY** the value-sensation of the year! Now, as it again smashes all previous showroom records, value-wise buyers call the big new 1950 **MERCURY** "Better than ever!" And from every standpoint—it is!

YES, the biggest excitement in town last week was the sensational reception given our big, beautiful new 1950 Mercury!

Crowds poured into our showrooms to inspect this "better than ever" exciting new car! And what they saw convinced them that the biggest value for 1950 would be Mercury by far!

For here is a car that is better than ever in every way. Better in styling—inside and out! Better in

economy! Better in performance! Better in comfort! Better in handling ease! Better in safety! Better in resale value, too!

What's more, it's a car that's backed by the entire resources of the Ford Motor Company—a product of the finest automotive engineering in the industry. No wonder it's better than ever!

So don't wait to see it! Come in early! Get your name on our demonstration list today!

HERE'S WHY THE BIG NEW 1950 MERCURY IS "BETTER THAN EVER" IN EVERYTHING:

NEW ADVANCED DESIGN plus new "Customized" interiors make Mercury better than ever in styling!

"ECON-O-MISER" carburetor makes Mercury economy better than ever, too!

"HI-POWER" COMPRESSION makes Mercury performance better than ever!

"STEDI-LINE" steering makes Mercury better than ever to handle!

"SUPER-SAFETY" brakes make Mercury safety better than ever!

"HI-WIDE" visibility makes Mercury better than ever in all-around road vision!

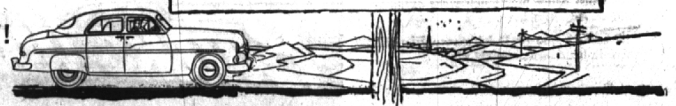
"SAFE-T-VUE" instrument panel makes Mercury driving ease better than ever, too!

"CUSHION-COIL" front springing makes Mercury riding comfort better than ever!

"LOUNGE-REST" foam-rubber cushioning makes Mercury seating comfort better than ever, too!

"FIBERGLAS INSULATION" makes Mercury better than ever in summer or winter!

COME IN AND SEE THE "BETTER THAN EVER" NEW 1950 MERCURY TODAY!



TOM McDONNELL, INC.

850 SO. WOODWARD

AUTHORIZED LINCOLN MERCURY DEALER

PHONE 1183 OR 4101