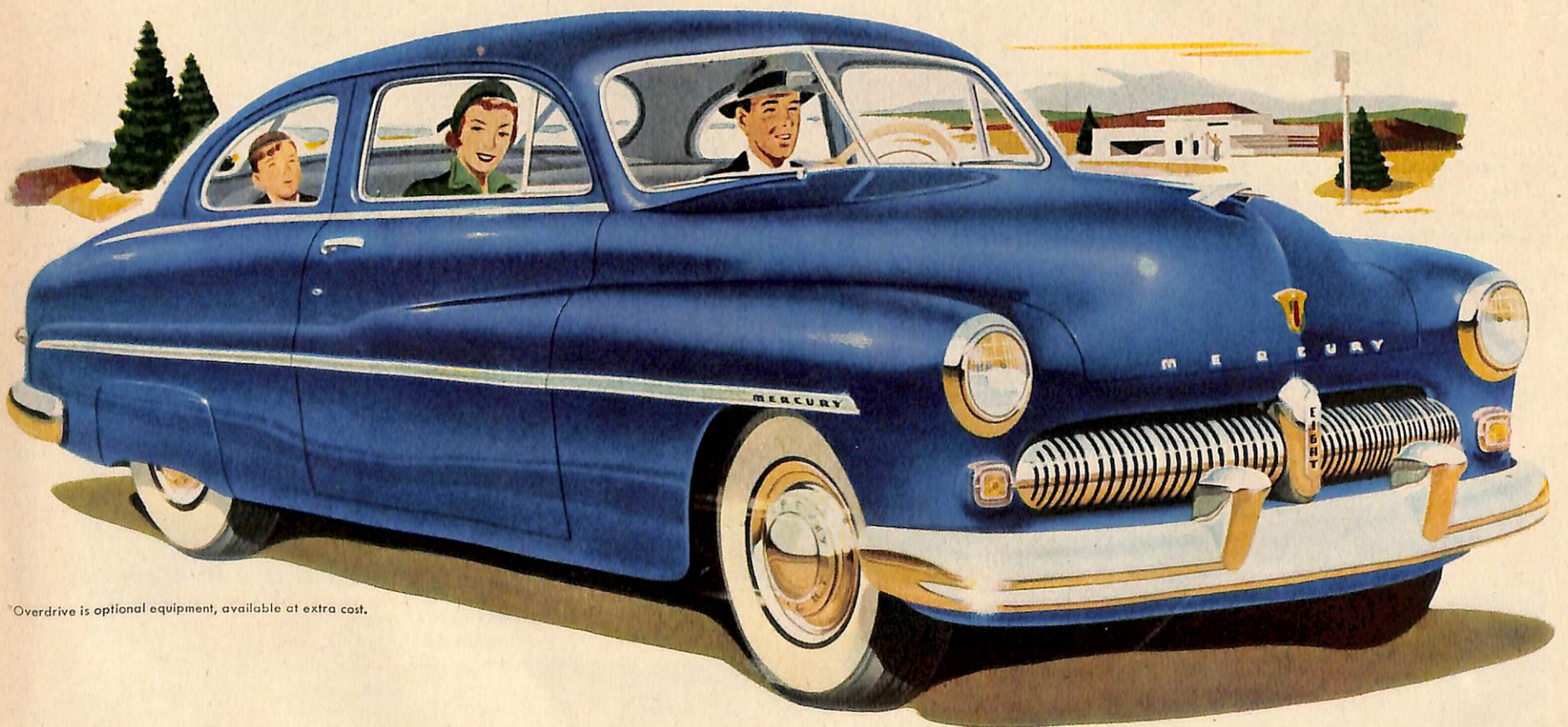


"Thrifty? It's a miser on mileage!"

—THAT'S WHAT OWNERS SAY ABOUT THE POWERFUL NEW 1949 **MERCURY** ENGINE!

*You should read the reports about the surprising economy of **MERCURY'S** exclusive new engine...17, 18, 19 miles per gallon—and up—is not unusual! Even better mileage is claimed with overdrive.* And owners just can't get over the road-hugging **MERCURY'S** whirlwind "Get-up-and-go." They say it has the liveliest, smoothest, thriftiest power plant ever engineered for any car in its class. And it has!*



Overdrive is optional equipment, available at extra cost.

Make your next car

MERCURY

MERCURY'S powerful new 8-cylinder, V-type engine is certainly in a class by itself. And so is everything else in Mercury!

The 1949 Mercury is all-new *all over*! You get all-new *springing*, an all-new "comfort zone" *ride*, all-new easier *steering*, all-new

"super safety" *brakes*, all-new broader, softer *seating*, increased *visibility*, too!

Yes, and Mercury gives you a handsome new body style distinctly Mercury's! See it—and you too will say: *It's Mercury for me!*

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY

