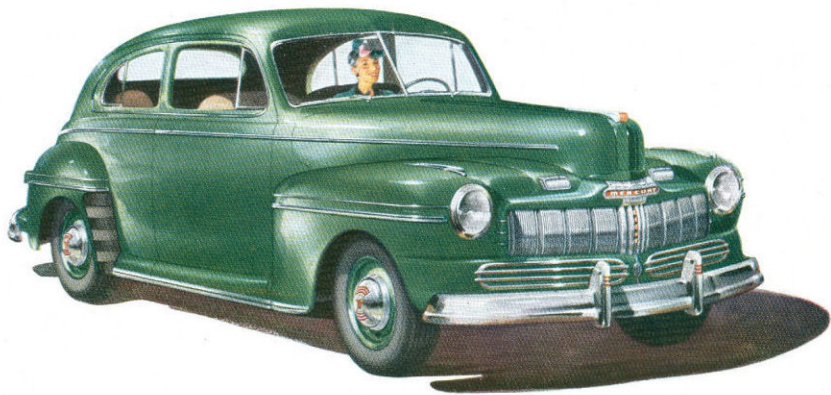


AN INVITATION TO ...



STEP OUT WITH **MERCURY**

STEP OUT WITH THE NEW **MERCURY**



- *Out In Front In Style!*
- *Out In Front In Value!*
- *Out In Front In Performance!*

Always famed for its riding and performance qualities, Mercury this year is packed with a host of engineering advancements that mark it as the finest car ever to carry the famous Mercury name.

Everything about the new Mercury is big . . . massive curved bumpers . . . imposing new bright finished grille with hood, fenders and body flowing together in a streamlined unit of pleasing grace that at once spells beauty,

style leadership and swift responsiveness.

The spacious interiors in Mercury Rust or Gray-Green are distinguished by a rich soft beauty . . . refinement in appointments and luxury of fabric and design formerly reserved for higher priced cars.

Out in front in performance . . . style . . . comfort and value . . . your new 1946 Mercury awaits you. So, take the wheel,—*step out with Mercury!*

