

*Ed Sullivan says:*

**"TAKE IT FROM ME—  
THE BIG MOVE IS TO  
MERCURY"**





*"More than 700,000 new owners have switched to Mercury in just 4 years"*

There's a new star on the streets of your town—a new favorite with motorists who are quick to appreciate something finer in a medium-priced car. And that something finer is Mercury, now soaring to new heights in public acceptance.

Of course, Mercury has always been a popular car. But in 1953, Mercury stepped 'way ahead by producing more than half again as many cars as in 1952 to meet increased demand. That's been the story since 1946, in fact—Mercurys on the road have been increasing at a faster rate than any other car. And 1954 promises to write the most thrilling chapter yet in America's newest automotive success story.

Why is it that you see more and more Mercurys every day? What does this car have that is making so many thousands of motorists break long-held buying habits? What's behind the big move to Mercury?

To find the answer, let's take a film tour with Ed Sullivan, star of TV's "Toast of the Town."



**"LET'S TEST  
THIS MERCURY  
—COMPLETELY"**



*New power—  
and plenty more  
besides*

For many, here is where Mercury's tremendous appeal begins—in Mercury's all-new 161-horsepower overhead valve V-8 engine. It gives you 28 per cent more power than any engine in Mercury's exclusively V-8 history.

But new power is only part of the story. This is also a far more responsive and efficient engine that uses only a fraction of its full power potential in normal driving. To pass, or climb hills, simply press your toe on the accelerator and the two reserve barrels of Mercury's new 4-barrel carburetor open up to give you the extra power you need—instantly and automatically.

This new high-compression Mercury power plant works smoothly and easily. You can expect longer engine life because new short-stroke design reduces friction—gives 29 per cent more mileage from the same amount of piston travel.



*Handles  
like a dream—  
anywhere*

The very first time you turn a sharp corner or tackle a tight parking space, you'll sense why Mercury's new ball-joint front suspension is such a hit. And when you get on the open road—riding over bumps, ruts, and around twisting curves—you'll discover the full value of this first-in-its-field Mercury improvement that permits smooth 4-way front wheel movement.

You'll find steering is far easier. You'll notice that you have surer control on curves, and a wonderful new feeling of security wherever you drive.

With the addition of optional power steering, Mercury's new handling ease becomes even more remarkable. When more than a mere touch is needed on the steering wheel, hydraulic power takes over, yet leaves in your hands that reassuring feel of the road.

*More pleasure,  
less work  
for any driver*

High on the list of Mercury's winning qualities is the way it gives you new freedom from driving stress and strain. Take optional Merc-O-Matic Drive, for example. This great no-shift automatic transmission sweeps you from a standing start to cruising speed in seconds, smoothly and effortlessly.

Mercury's optional 4-way power seat offers almost limitless positions so you can always enjoy the one that suits you best for visibility and comfort. At the touch of a button, the seat moves up and down, forward and back, automatically.

Leg work? It's cut in half by Mercury's optional power brakes. You simply keep your heel on the floor and pivot from the accelerator to the low-positioned brake pedal. This easy movement glides your Mercury to a slower speed or brings it to a quick, sure stop.





*Smartest buy  
for today—and  
for tomorrow, too*

To its extra-value performance and convenience, Mercury adds the "big plus" of trend-setting styling and stunning beauty. Every Mercury looks like it's going places—and it is. And in the Mercury Sun Valley, a tinted transparent top offers the last word in smartness.

There's a wide range of solid and two-tone exterior colors—with beautiful harmonizing interiors. Upholsteries are of the finest, including a choice selection of rich, pliant leathers.

From every standpoint then, Mercury is an exceptional buy in motoring pleasure. It also is a wise investment for the future. With its years-ahead styling and engineering advancements your Mercury will stay in demand longer. That means an extra dividend when you trade or sell it. Remember, Mercury has always been famous for its high trade-in value.



MERCURY MONTEREY SUN VALLEY



MERCURY MONTEREY SPECIAL CUSTOM CONVERTIBLE



MERCURY MONTEREY SPECIAL CUSTOM COUPE



MERCURY CUSTOM 2-DOOR SEDAN



MERCURY MONTEREY SPECIAL CUSTOM 4-DOOR SEDAN



MERCURY CUSTOM 4-DOOR SEDAN



MERCURY MONTEREY 8-PASSENGER STATION WAGON



MERCURY CUSTOM SPORT COUPE

*Take a demonstration drive — you'll see why more  
and more motorists are making the move to*

**MERCURY**

