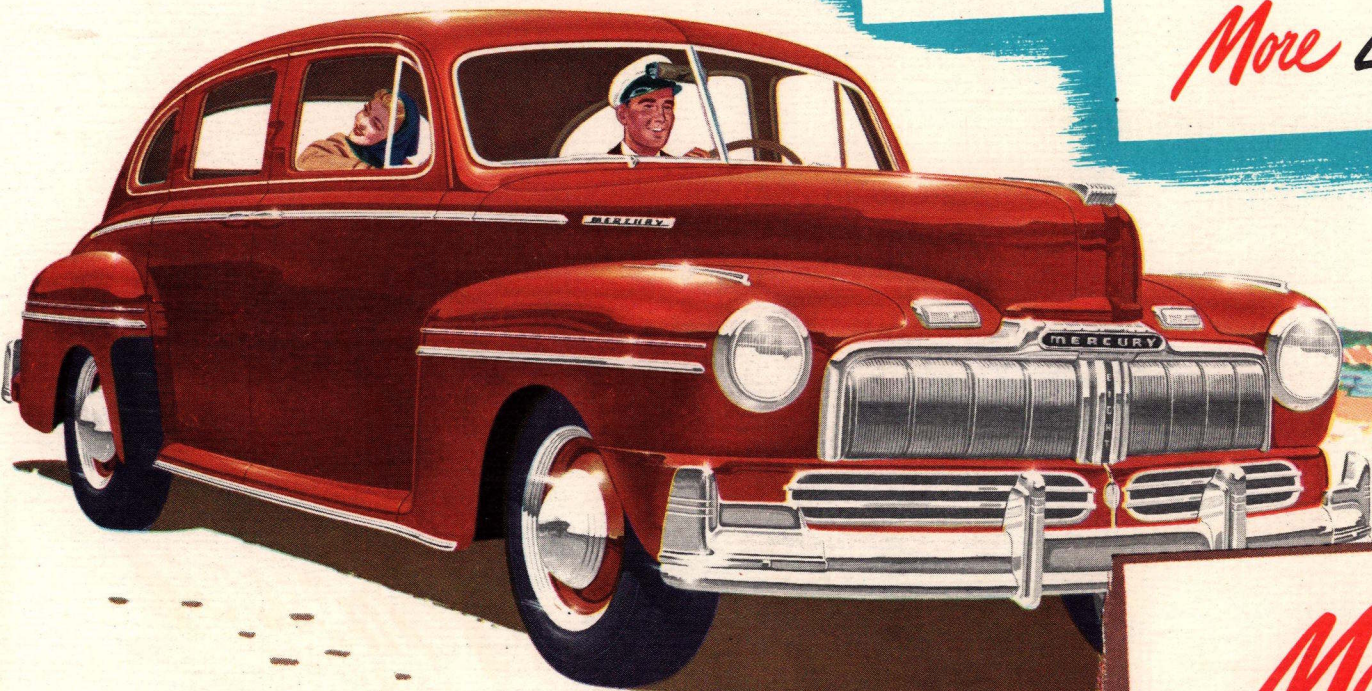


More OF EVERYTHING YOU WANT
WITH THE 1947 *Mercury*

More BEAUTY! NEW STYLES

More SMARTNESS! NEW COLORS

More LUXURY! NEW INTERIORS



This handsome Mercury gives you even more of everything you want in 1947.

You'll see why, when you look at Mercury's sleek lines, now made even more beautiful by new styling touches!

You'll discover that Mercury has a wide and brilliant choice of new exterior colors . . . eleven in all.

And you'll find a range of rich new interiors . . . with new upholstery combinations, and sparkling appointments to go with them.

Yes, in 1947, Mercury gives you more of everything you want, with new styling, new colors, new interiors . . . plus all the truly fine performance, roominess and driving fun you *expect* of this great car!

More OF EVERYTHING YOU WANT WITH *Mercury*

1947 MERCURY FEATURES

NEW STYLING. You'll see plenty of new style features in the '47 Mercury that add still more to the handsome Mercury appearance. There's a new, chrome-plated radiator grille frame . . . new hub caps . . . new rear deck trim . . . and many other refinements!

NEW INTERIORS. Those spacious, luxurious Mercury interiors have been dressed up with new trim . . . new instrument panel dials . . . new steering wheel color . . . and other details that contribute to comfort and richness.

NEW COLORS. The '47 Mercury gives you a

choice of eleven sparkling exterior colors, in long-wearing, brilliant, hard-finish enamel. All in beautiful harmony with the interiors.

Mercury is made in a range of body models: Town Sedan; Sedan Coupe; Club Convertible; Station Wagon.

Mercury is powered by a brilliant V-8 engine, packed with engineering features that add up to more performance with more economy.

Drive the new Mercury . . . and you'll see why Mercury gives you more of everything you want in 1947!

