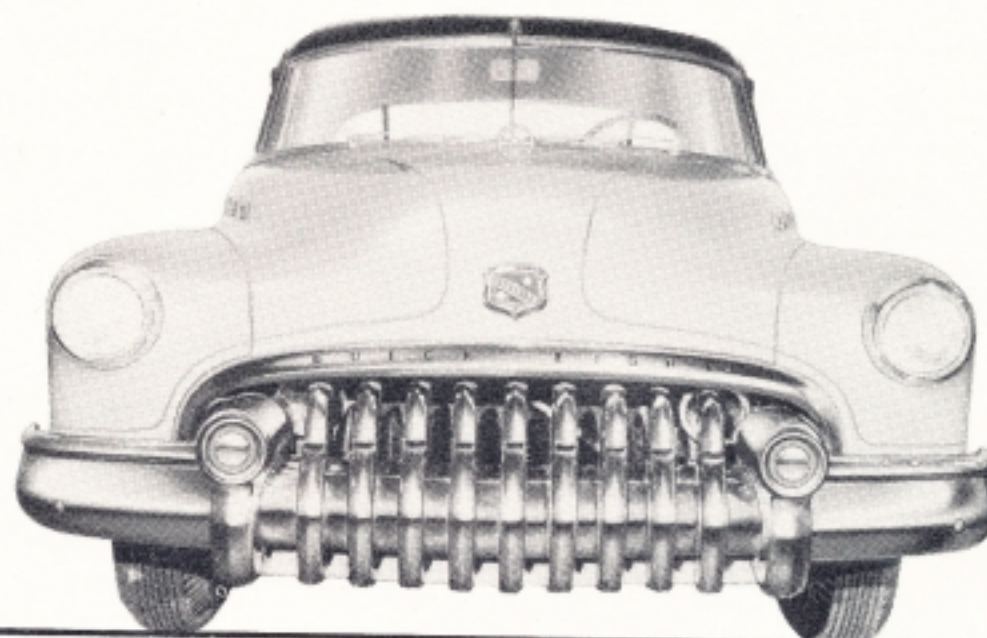
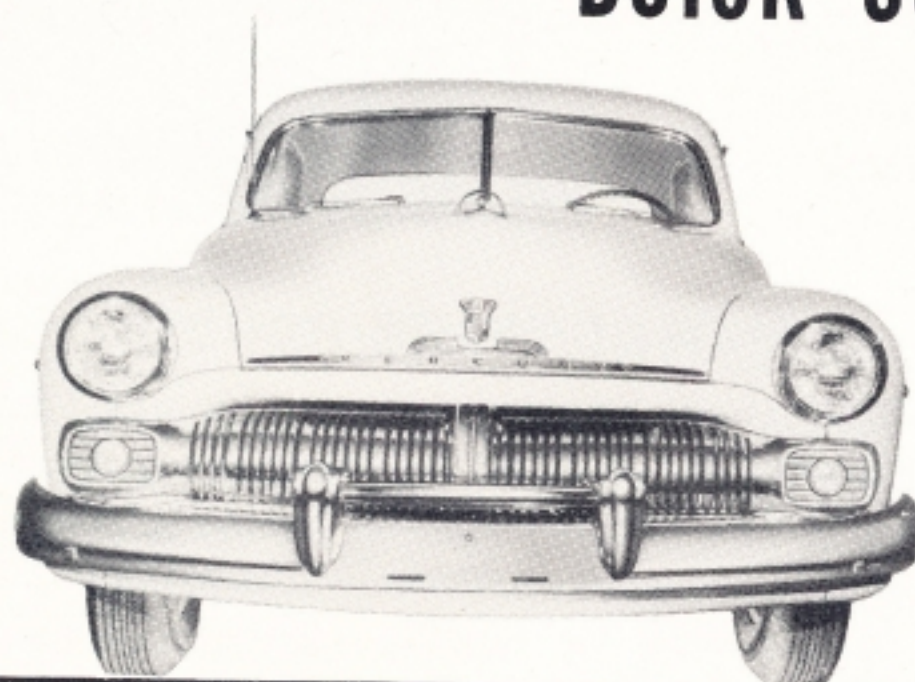


"Better than ever" 1950 MERCURY
VS.
BUICK SUPER SERIES



The increasingly popular "better than ever" 1950 Mercury has many superiorities over the 1950 Buick Super. These superiorities mean hard-hitting selling advantages in convincing today's buyer that he is getting *top value* for his 1950 dollar when he gets Mercury.

The increasingly popular 1950 Mercury has been awarded a *second* major distinction by being chosen the official pace car for the famous speedway automobile classic—the 500 mile Memorial Day race at Indianapolis. This honor was conferred on Mercury, in part, because of Mercury's amazing performance feat in the Grand Canyon Economy Run, where Mercury won top sweepstakes prize honors against a field of thirty other automobiles entered by America's leading manufacturers.

Yes, Mercury sets the pace for top value for your prospects' 1950 dollar. For more proof of the superior value Mercury offers over competition let's compare the "better than ever" 1950 Mercury 4-door Sport Sedan with the Buick Super 4-door Sedan, Model 51 . . .

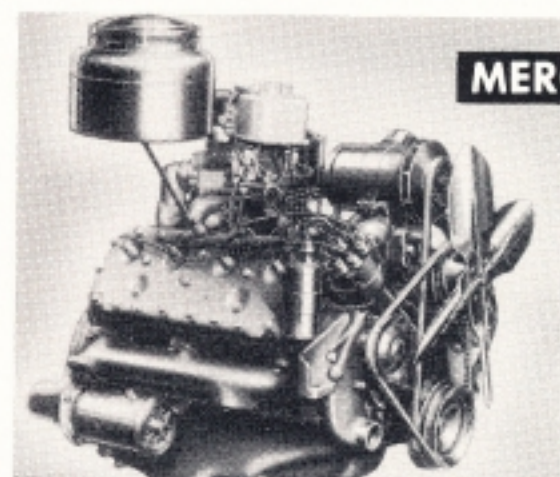
MERCURY TOPS BUICK IN-

• COMPARE ENGINES

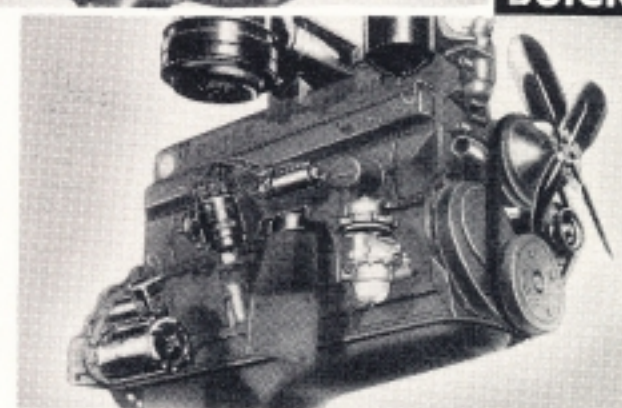
Mercury provides a modern V-type eight-cylinder engine.

Buick offers only an in-line "eight" engine.

Mercury's modern power plant was developed for "Hi-Power Compression" and "Split-Second" starting by engineers of the Ford Motor Company who have supervised the building of more V-type 8-cylinder engines than all other manufacturers combined. The compact "V" design of the built-for-Mercury-only engine makes it possible to use a shorter crankshaft thereby minimizing torsional strain. Mercury, because of the "V" design, uses shorter manifolds for a more even distribution of fuel, quicker starts and smoother warm-ups. The in-line design of the Buick engine makes it necessary to use a longer crankshaft which subjects the engine to more torsional whip. Buick's longer manifolds, due to the in-line design, mean a more uneven distribution of fuel for less engine efficiency. (See economy story on back page.)

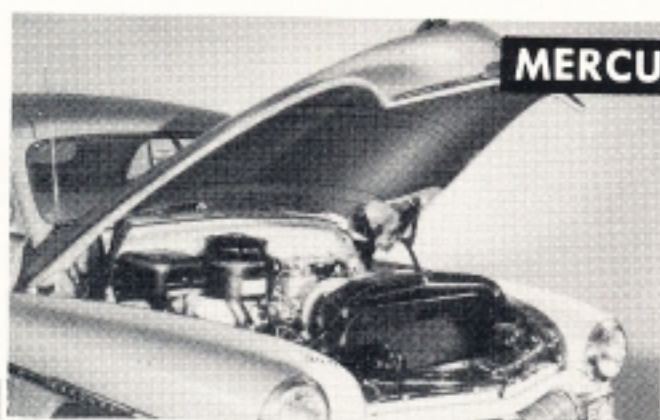


MERCURY

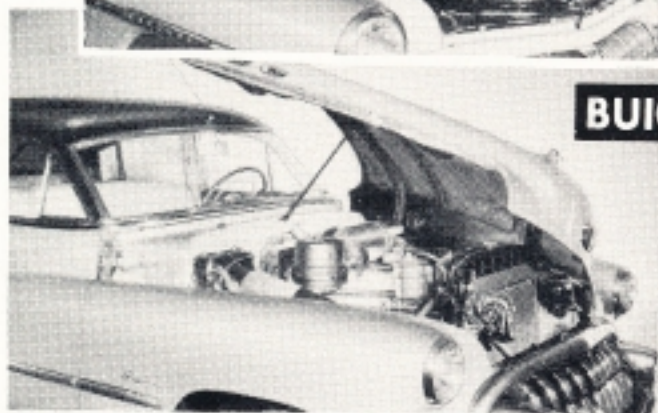


BUICK

• COMPARE HOODS



MERCURY



BUICK

The Mercury hood is the modern, alligator-type that is so easy and convenient to use. Because the Mercury hood is fully counterbalanced, it lifts with the lightest touch, yet stays up securely until the driver or serviceman wants it down. The Mercury hood lock is easily and quickly released with the use of a "T" handle control that is near the driver. The Buick hood is the old-fashioned, side-opening type. The Buick hood lock controls are two separate handles under the instrument panel—one handle to unlock each side of the hood. Buick's hood lock control arrangement means *frequent and considerable inconvenience* for Buick owners because it is necessary for the driver, if he is alone in the car, to slide or stretch across the seat to operate the hood lock control for the right side of the hood *every time* he wants the oil or battery checked.

• COMPARE WINDSHIELDS

The Mercury V-type windshield is a distortion-free expanse of crystal-clear safety glass that gives the Mercury driver real "Hi-Wide" visibility for safer, more relaxed driving. The Buick windshield, on the other hand, curves sharply near the front pillars. Objects seen through the curved portion of the glass could be distorted. This can, under some circumstances, cause a bad driving situation.



MERCURY

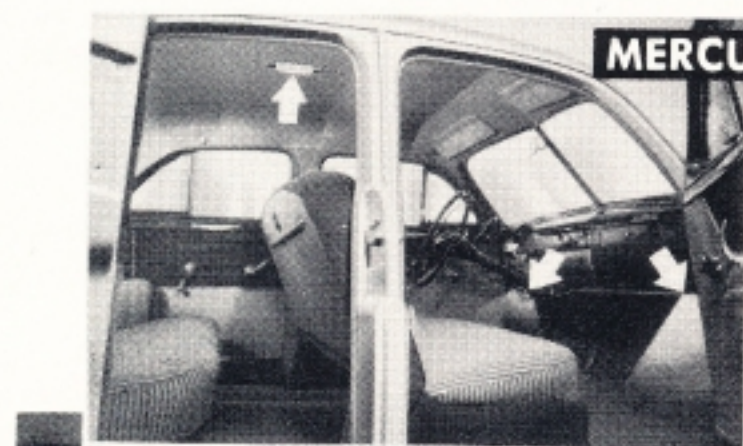


BUICK

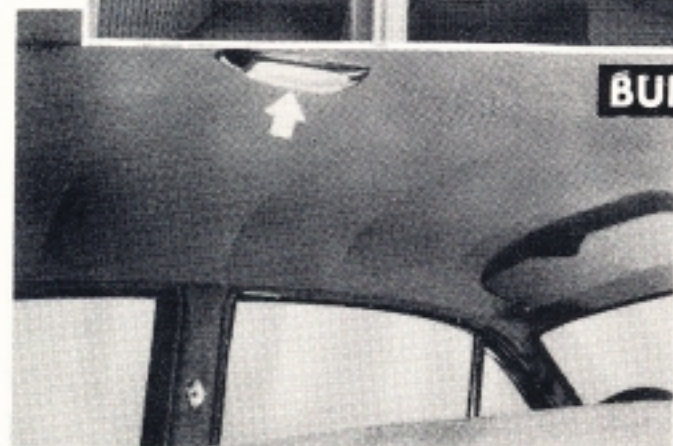
• COMPARE STABILIZERS

Mercury uses a one-piece torsional stabilizer which is formed from a single, specially-shaped, high quality steel bar. There are no links and, therefore, fewer parts to work loose, wear or deteriorate. The Buick torsional stabilizer is a three-piece assembly. The greater number of connections made necessary by Buick's three-piece assembly will

POINT BY POINT COMPARISON



MERCURY



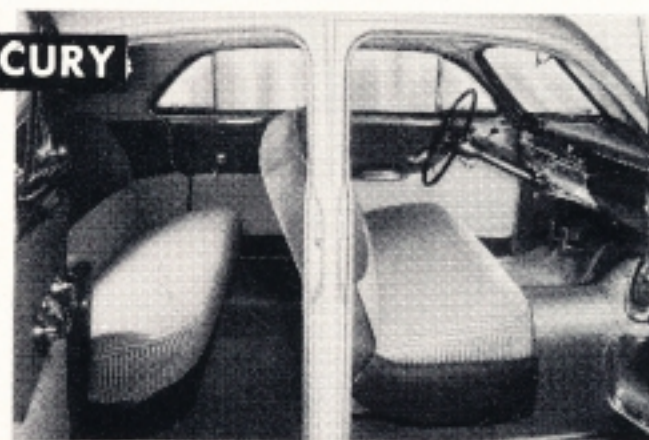
BUICK

• COMPARE COURTESY LIGHTS

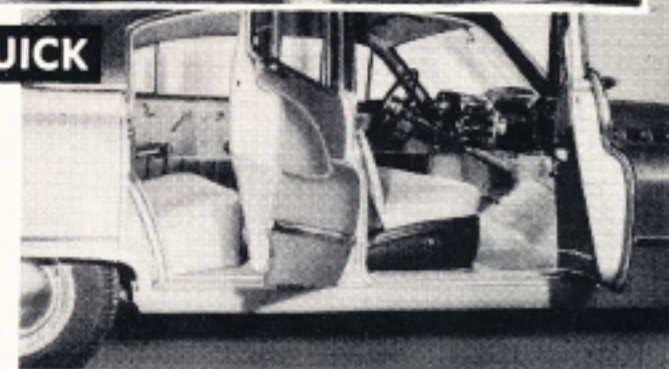
Mercury has *three* courtesy lights for the greater convenience of the passengers. Two lights under the instrument panel flood the front compartment floor and entranceway with light automatically when either front door is opened. The dome light operates automatically when the rear doors are opened. Buick provides only one courtesy light—an overhead dome light. Buick's one automatic courtesy light is operated by all four doors. The front passenger compartment has no separate illumination for passengers entering or leaving the Buick.

• COMPARE INTERIORS

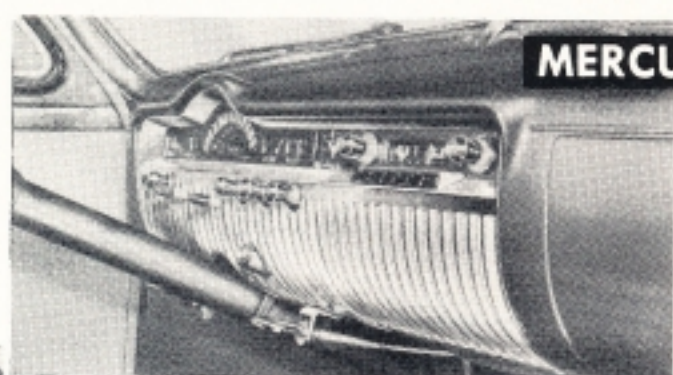
Mercury, always a leader in more luxurious styling, has completely new "customized" interiors which provide your prospect with a choice of four color combinations at no extra cost or an optional *fifth* style of beautiful, modern, blue gray nylon cord at slight extra cost. Buick does not provide a choice of interior trim.



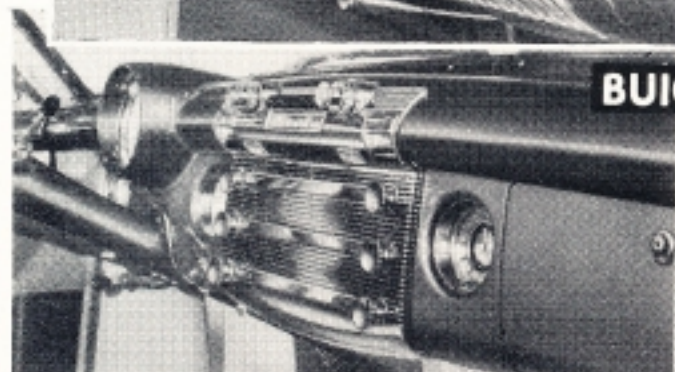
MERCURY



BUICK



MERCURY



BUICK

• COMPARE INSTRUMENT PANELS

Mercury's "Safe-T-Vue" instrument panel is as beautiful as it is practical. The scientific grouping of the instruments behind a single panel provides the driver with easy quick-glance checking of all dials. The Buick instrument panel has three separate groupings of instruments which tend to be confusing to the driver.

• COMPARE STARTERS

The Mercury starter is operated from a convenient push-button located to the driver's left, within easy reach, on the instrument panel. This arrangement minimizes the danger of inadvertently starting the car in gear because it takes a separate, deliberate act to push the button. The starter on the Buick, however, is not as safe, in our opinion, because it works off the accelerator pedal and thus, anyone unfamiliar with the car, could start the Buick while it is in gear if he accidentally stepped on the accelerator.

Mercury's true luxury ride is the result of many advanced engineering features in combination with Hotchkiss Drive. All drive forces are cushioned through long, soft leaf springs. Buick, on the other hand, still uses a rigid torque tube to transmit the drive forces to the rear wheels. This results in a much harsher ride.

MERCURY SETS THE ECONOMY PACE

• COMPARE ECONOMY



MERCURY

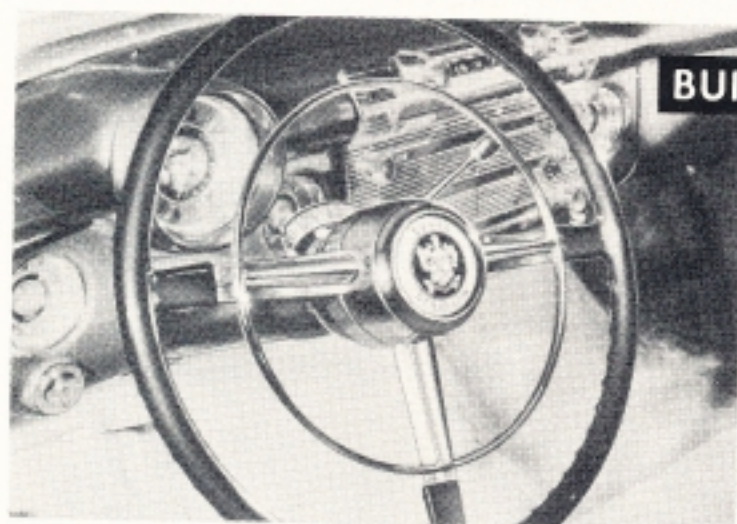
Mercury is "America's No. 1 Economy Car!" This was proven officially when a stock Mercury, equipped with Touch-O-Matic Overdrive, outperformed thirty other entries from America's leading car makers to win the 1950 Grand Sweepstakes Prize in the gruelling 751-mile Mobilgas Grand Canyon Economy Run over a rugged course that ranged from Death Valley to 7000-foot icy mountain passes. Yes, it's official that, pound for pound, Mercury is America's number one economy car!

In winning this famous event, Mercury set an all-time ton-mile performance mark of 61.27, while averaging 26.52 miles per gallon.

Buick didn't take part in this open competition.

Touch-O-Matic Overdrive, available on all Mercurys as an extra-cost option, provides quieter, more efficient and economical operation. Mercury owners report fuel savings of up to 20% with Touch-O-Matic, or as much as two gallons in every ten.

Buick's Dynaflow automatic transmission, more costly than overdrive, is generally regarded as a "gas-eater."



BUICK

Yes, Mercury provides your prospect with all of these "better than ever" hard-hitting selling advantages:

CUSTOMIZED INTERIORS

HI-POWER COMPRESSION

SPLIT-SECOND STARTING

V-TYPE, 8-CYLINDER POWER PLANT

STEDI-LINE STEERING

HI-WIDE VISIBILITY

SAFE-T-VUE INSTRUMENT PANEL

LOUNGE-REST FOAM-RUBBER CUSHIONING

TOUCH-O-MATIC OVERDRIVE

FIBERGLAS INSULATION

"NO. 1" ECONOMY

