

1950 MERCURY, "AMERICA'S NO. 1 ECONOMY CAR" vs. 1950 CHRYSLER SIXES

**MERCURY****CHRYSLER**

One of the purposes of any comparison is to establish a value standard, and Mercury, by any comparison, offers one of America's greatest automotive values.

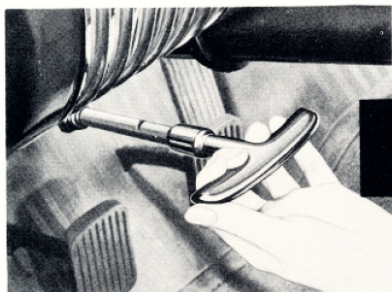
Mercury offers your prospect more for his money: More *comfort, convenience, safety, economy*—better *engineering*, superior *performance* and great *owner-prestige*.

Mercury was chosen as the official pace car for the Memorial Day 500 mile race classic at Indianapolis. This honor was conferred on Mercury, in part, because of Mercury's amazing, record-breaking performance in the AAA-sanctioned Mobilgas Grand Canyon Economy Run.

The "better than ever" 1950 Mercury has a great many obvious advantages over the Chrysler Sixes, and *sells for less money!*

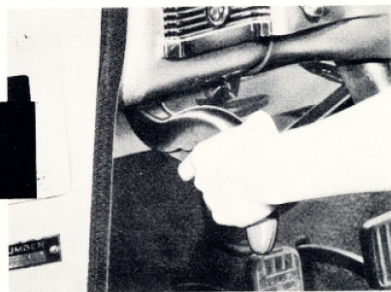
So, let's look these cars over—point by point—side by side. Let's see some of the many superiorities of the Mercury Sport Sedan over the Chrysler Royal and Windsor Sedans.

MERCURY IS SUPERIOR TO CHRYSLER



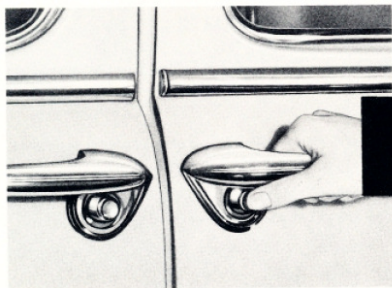
MERCURY

HAND BRAKES



CHRYSLER

The Mercury "straight-pull" parking brake, with greatly increased effectiveness, secures both rear wheels through cables to the brake shoes. The Mercury parking brake arrangement utilizes the same powerful, fully-enclosed rear wheel brakes that are used as service brakes. Since the Mercury hand brake is enclosed it is protected from mud and ice. The Chrysler drive line parking brake, located at the rear of the transmission, is exposed to mud and ice. It merely secures the drive line which means that when one rear wheel is off the ground, or has no traction, the other rear wheel can turn freely. This creates a potentially dangerous situation for anyone changing a rear wheel. And, too, this Chrysler parking brake arrangement means that the differential is subjected to undue strain because the drive shaft must transmit the braking force.



MERCURY

DOOR HANDLES



CHRYSLER

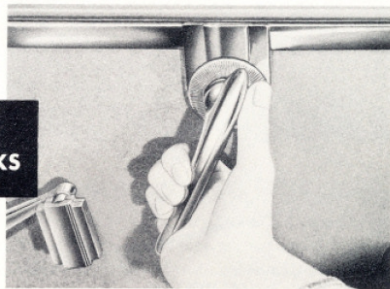
Mercury provides *modern* push-button door handles for greater *convenience* and more *safety*. The Mercury door is unlatched by just a touch of the finger tip whereas it is necessary to twist the Chrysler door handle. And, too, the Mercury door handle is much safer because both ends of the grip are securely anchored to the body of the car. There are no open ends on the Mercury door handles that might act as hooks to catch pedestrians and objects too close to the door. Chrysler's old-fashioned, "turn-down" door handles are inconvenient. The open end can form a "catch-all" hook.

IN *Safety* FEATURES



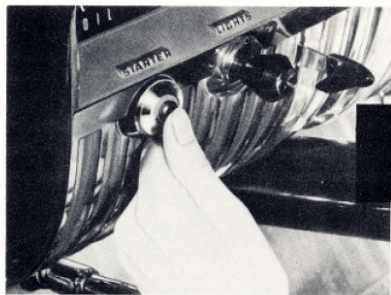
**INTERIOR
DOOR LOCKS**

MERCURY



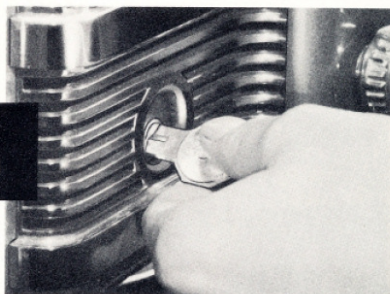
CHRYSLER

Mercury door lock plungers contribute to safer motoring. When the plungers, located in the window moldings, are depressed the doors are locked. There can be no confusion about locking and unlocking the door since each is a separate and independent operation. Chrysler front doors are locked from the inside by pushing the inside door handle forward—however they are opened by the exact opposite movement. This means that accidents could result if one pulled backward on the handle when he wished to lock the door.



**STARTER
CONTROLS**

MERCURY



CHRYSLER

Mercury engineering and design provides more safety features in the small but important details. For example, the Mercury starter control is a separate push-button located to the left of the steering wheel. This is a much safer arrangement, in our opinion, than the so-called "combination" types of starter controls because it takes a deliberate act to seek out and push the starter button. And this separate, deliberate act minimizes the possibility of starting the car in gear. The Chrysler starter control is combined with the ignition switch. This arrangement increases the possibility of starting the car in gear with all of its attendant danger. Anyone unfamiliar with the Chrysler might start the car "in gear" by turning the key to start position unintentionally. Many accidents happen as a consequence of automobiles being started in gear.

IT'S MERCURY

OVER CHRYSLER FOR



MERCURY

**MORE
ROOM**

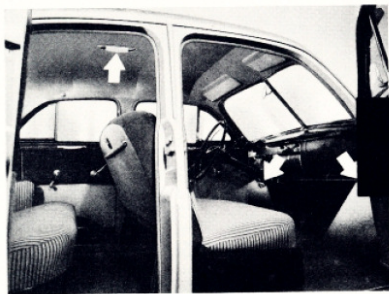


CHRYSLER

Mercury provides more shoulder room and more legroom with its modern, tapered, streamlined design. The peculiar, old-fashioned "box-like" styling of the Chrysler has been explained as offering more interior room. However, that claim is not borne out by these facts. Here are actual shoulder room and legroom measurements for Mercury and for Chrysler Sixes.

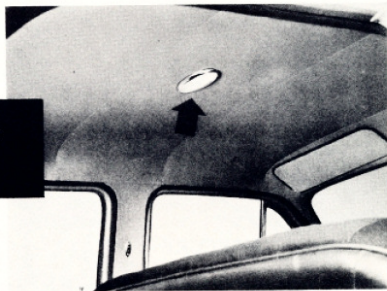
	MERCURY	CHRYSLER
Shoulder room—front	57.7	56.8
—rear	56.7	54.1
Legroom—front	45.2	44.0
—rear	40.6	40.3

Mercury styling means *comfort* and *modern design*.



MERCURY

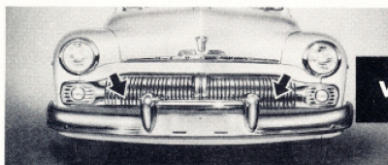
**INTERIOR
LIGHTS**



CHRYSLER

Mercury has an automatic dome light and two automatic courtesy lights under the instrument panel. The two lights under the instrument panel flood the front compartment floor with light when either front door is opened. The rear passenger compartment is automatically illuminated by the dome light when the rear doors are opened. Yes, Mercury offers much more in passenger convenience with such features as automatic interior illumination from *three* lights. *Chrysler has only one* automatic interior light—a dome light.

Comfort AND CONVENIENCE



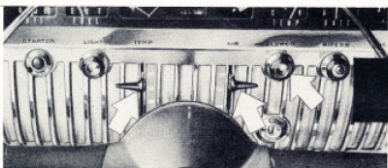
MERCURY

VENTILATION



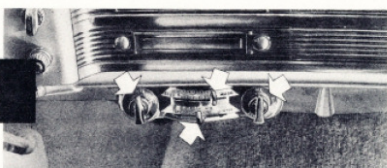
CHRYSLER

Mercury's ventilating system provides two large fresh air scoops for a maximum supply of smoothly-circulated fresh air. Deflector doors over the air inlets in the passenger compartment assure a more even distribution of air without the annoyance of sudden blasts of wind. The air intakes are mounted behind the grille, out of sight, so they do not break up the smooth streamlined design of the hood and cowl. Chrysler still provides the old-fashioned type of cowl ventilator mounted in front of the windshield. This type of ventilator is not only unsightly but it directs a blast of air to the floor. There is no means of deflecting this blast and this often results in dirt and dust being picked up from the floor by the air currents to the discomfort of the driver and passengers.



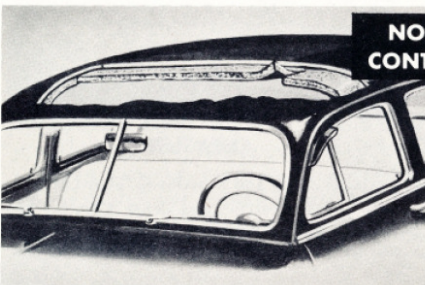
MERCURY

HEATER CONTROLS



CHRYSLER

The Mercury heater controls are a part of the new, luxurious "Safe-T-Vue" instrument panel. The controls blend beautifully with the fine control panel. They are located directly in front of the driver where he can reach and operate them easily without stretching and leaning. The Chrysler heater controls are mounted under the radio near the center of the instrument panel. This location is less convenient for the driver!



MERCURY

NOISE CONTROL

Mercury provides a blanket of modern Fiberglas as insulation for both the roof and the dash panel. Fiberglas provides an extremely effective and thorough protection against external noise and temperature extremes. Fiberglas helps Mercury provide a truly hushed-as-a-broadcast-studio luxury ride. Chrysler, on the other hand, uses a combination of corrugated cardboard and other material for insulation and sound-proofing. This type of insulation is not as effective, in the opinion of some authorities, as the more modern types of sound-proofing.

MERCURY

Style ADVANTAGES!



MERCURY



CHRYSLER

STYLE

Mercury design represents functional styling at its best. Mercury is distinctive, beautiful, eye-pleasing in every line. It is the kind of *modern* styling that assures the Mercury owner that his investment is fully protected because it means Mercury re-sale value is also "better than ever." Chrysler styling, however, appears old-fashioned to most style-wise observers. The square, boxy lines of the Chrysler seem opposed to the industry's more modern engineering and styling trends.



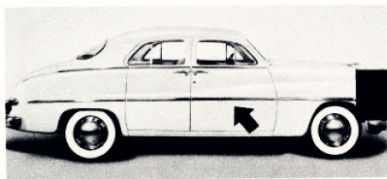
MERCURY



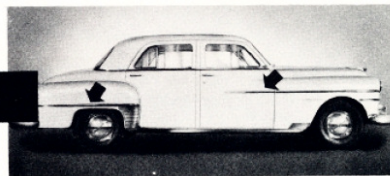
CHRYSLER

BODY LINES

Mercury's "better than ever" styling has combined the smooth-flowing contours of streamlining with practical utility. The gasoline tank filler cap is recessed *into* the fender and covered with a practical door that continues the streamlined effect. Chrysler's old-fashioned styling really stands out when we consider the location of the gasoline tank filler cap. The cap for the gasoline tank filler pipe protrudes outside the fenders just as it did in automobiles ten or fifteen years ago.



MERCURY



CHRYSLER

RUB RAIL

Mercury's bright, gleaming, stainless-steel rub rails are both good-looking and functional. They not only act as bright decoration but they help protect the body finish against scratches and dents. Chrysler has a bit of bright metal on the front fender that extends partly over the front door. The rear door is completely unprotected by a rub rail of any kind.

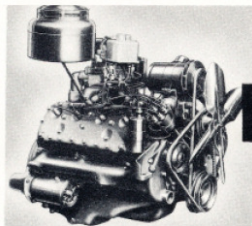
MERCURY

... "AMERICA'S NO. 1 ECONOMY CAR," BEATS CHRYSLER IN OPEN COMPETITION!



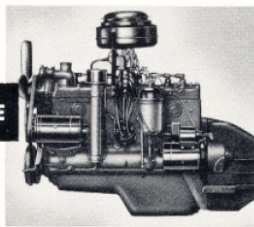
ECONOMY

MERCURY IS "AMERICA'S NO. 1 ECONOMY CAR." This was proven officially when the "better than ever" Mercury out-performed thirty other entries of America's leading car manufacturers in winning the greatly coveted Sweepstakes Award (all classes) for the famous AAA-sanctioned 1950 Mobilgas Grand Canyon Economy Run. Mercury, with Touch-O-Matic overdrive, set an all-time economy mark with a 61.27 ton-mile performance in the gruelling 751 mile road test over a course that ranged from Death Valley to 7000 foot icy mountain passes. Observers called it the toughest test course in the world. Mercury's actual gas mileage was 26.52 miles per gallon. A Chrysler Windsor entry, on the other hand, had a ton-mile per gallon mark of only 47.29 and a gasoline average of only 19.85 miles to the gallon.



MERCURY

PERFORMANCE



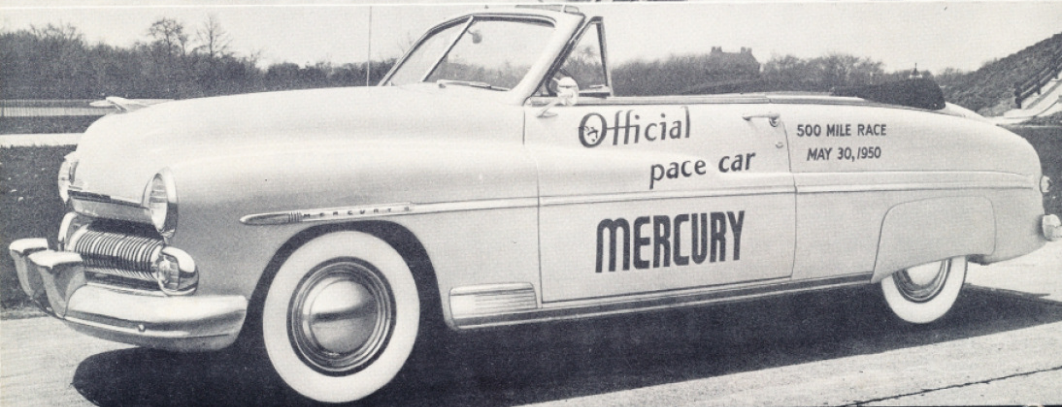
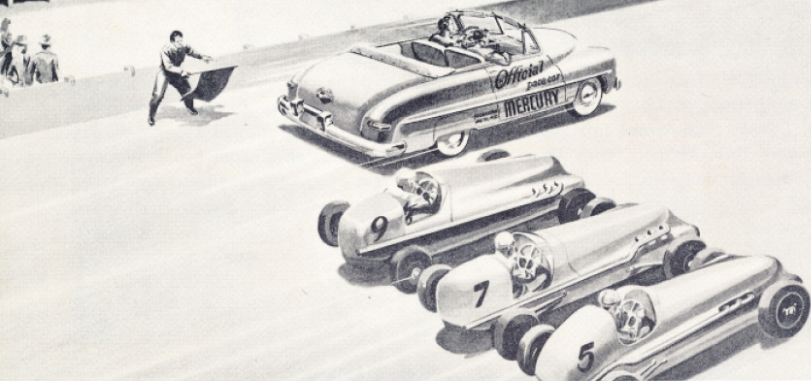
CHRYSLER

The built-for-Mercury-only big, V-type, 8-cylinder, 255.4 cubic inch displacement power plant with "Split-Second" starting and "Hi-Power Compression" has been developed by engineers of the Ford Motor Company who have supervised the building of more V-8 engines than all other manufacturers combined. The V-type, 8-cylinder engine—used in the costliest of cars—performs more smoothly because there is a more constant application of power provided by the four power impulses per revolution. The more compact V-type engine uses a shorter crankshaft which is subjected to less strain. The shorter manifolds, made possible by the "V" design, assure a more even distribution of fuel for quicker starting and warm-ups. The Chrysler 6-cylinder engine has a 250.6 cubic inch displacement. The 6-cylinder engine gets only three power impulses per revolution and because it has a less constant application of power than an eight, the engine does not perform as smoothly. The longer crankshaft, necessitated by the in-line design, is more apt to be affected by the strain of torsional vibration. The longer manifolds used in the Chrysler in-line engine give the engine a less even flow of fuel to all cylinders.

MERCURY SETS THE PACE WITH:

Stedi-Line Steering
Hi-Power Compression
Customized Interiors
Split-Second Starting
Hi-Wide Visibility
V-Type, 8-Cylinder Power Plant

Econ-O-Miser Carburetor
Safe-T-Vue Instrument Panel
Lounge-Rest Foam-Rubber Seat Cushions
Touch-O-Matic Overdrive
Fiberglas Insulation
Prize-Winning Economy



**OFFICIAL PACE CAR FOR THE 1950 500 MILE RACE
MERCURY LEADS THE FIELD IN ANY COMPETITION!**