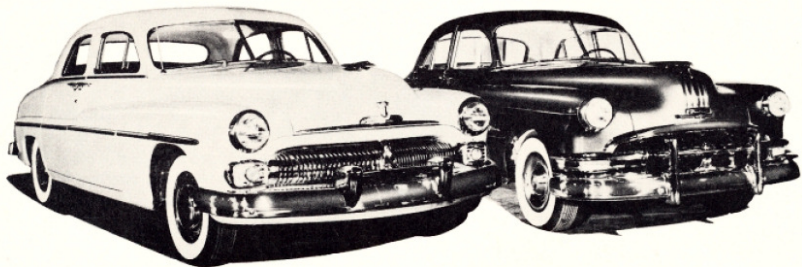


## MERCURY vs. *PONTIAC*



### *Let's Turn the Searchlight On* MERCURY vs. *PONTIAC*

The "Better Than Ever" 1950 Mercury is a bigger "Dollar-for-Dollar" buy than the 1950 Pontiac—and for proof of this let's turn the *value* searchlight on both cars.

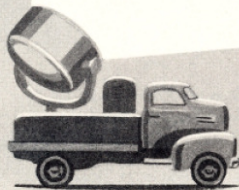
Mercury, a *great* car last year, is even greater this year with more than three-score 1950 improvements and refinements in styling, engineering and all-around performance. Mercury offers really *big car quality* and *luxury* from bumper to bumper and from roof to road.

Also, MERCURY IS AMERICA'S "NO. 1 ECONOMY CAR!"—not on our say-so, but because this "Better Than Ever" Mercury outperformed thirty other entries of America's leading car manufacturers in winning the greatly coveted Sweepstakes Award (all classes) for the famous AAA-sanctioned Mobilgas Grand Canyon Economy Run. With Touch-O-Matic overdrive, the Mercury set an all-time economy mark with a 61.27 ton-mile (weight in tons x distance ÷ gallons of gasoline consumed) 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.

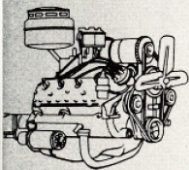
Mercury's *exclusive* body design provides luxurious and distinctive styling that is the talk of the country. Practical engineering too, makes Mercury a car that can really "take it."

Pontiac has a "bustle-back" Chieftain series and a "fast-back" Streamliner, but both series use bodies almost identical with those found on the "low-priced" Chevrolet.

Let's investigate some of Mercury's many advantages over Pontiac . . .

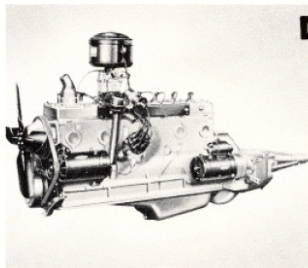
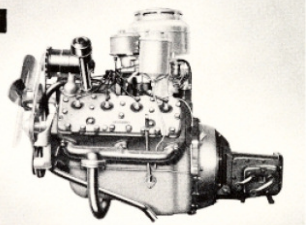


# MERCURY Value OUTSHINES PONTIAC



The built-for-Mercury-only 110 horsepower, V-type, 8-cylinder "Hi-Power Compression" engine with improved "Split-Second" starting produces more horsepower for greater "get-up-and-go." This engine, made exclusively for Mercury, was developed by engineers of the Ford Motor Company who have supervised the building of more V-8 engines than all other manufacturers combined.

## MERCURY



## PONTIAC

The in-line design of the Pontiac eight engine uses a longer manifold and a longer crankshaft. The longer manifold means, in the opinion of some engineers, a more uneven distribution of fuel. The longer crankshaft means the engine is more subject to the strain of torsional vibration. The Pontiac engine has only a 108 horsepower rating as compared to Mercury's 110. Pontiac does offer a much smaller 90 horsepower, 6-cylinder engine which does not even *approach* the performance qualities of the Mercury engine.



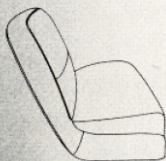
Mercury's real "Hi-Wide" visibility provides a windshield that is a distortion-free expanse of crystal-clear safety glass. The Mercury driver has the assurance of safety that comes with clear visibility.

## MERCURY



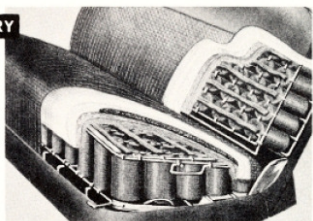
## PONTIAC

The Pontiac windshield, just as on the 1949 models, curves sharply near the front pillars, providing the possibility of distorted vision.



The completely new Mercury "Customized" interiors give the Mercury prospect a choice of three color combinations, plus an optional *fourth* style of blue gray striped nylon cord at slight extra cost. All interior trim is designed for tasteful and harmonious styling. The Pontiac buyer, however, has no choice. One style of trim is provided in the deluxe Pontiac and one style only is provided with the standard Pontiac.

## MERCURY

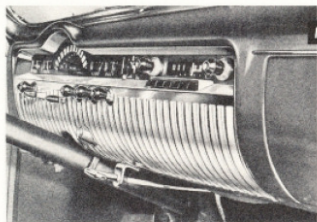


Mercury provides "Better Than Ever" riding comfort with the superb "Lounge-Rest" seats that have the extremely soft, comfortable foam-rubber seat pads as *standard* equipment.

Foam-rubber seat pads are still an extra cost item for Pontiac. Pontiac charges \$17.95 for foam-rubber seat pads.

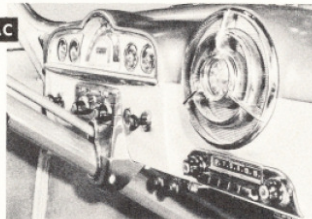


# MERCURY *Quality* IN THE LIMELIGHT



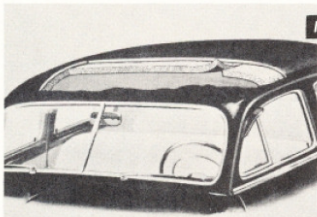
MERCURY

The completely new Mercury "Safe-T-Vue" instrument cluster is one harmonious unit centered behind a single panel. The heater and air controls are a part of the instrument panel. This is an example of gracious and functional styling at its finest. The Mercury ash tray is located closer to the driver for more convenience.



PONTIAC

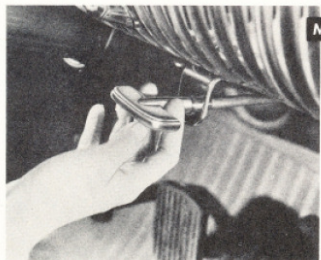
The Pontiac instrument panel seems to be cluttered and confusing. The heater controls are a separate unit grouped around the steering post. The ash tray is far to the driver's right, near the glove compartment.



MERCURY

Mercury provides a blanket of Fiberglas for insulating the roof and the dash panel (forward wall separating engine and passenger compartments). Fiberglas provides a more thorough protection against external noise and temperature extremes. Mercury provides sound-control for a luxury ride that is as hushed as a broadcast studio.

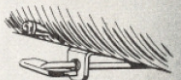
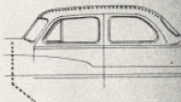
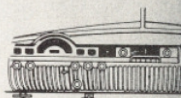
Pontiac does not provide Fiberglas insulation in the roof. The Pontiac passenger is more subject to wind roar, and extremes of heat and cold.



MERCURY

The Mercury Touch-O-Matic overdrive costs \$58.50 less than Pontiac's Hydra-Matic transmission. Mercury's overdrive also gives greater benefits in *fuel economy*—many motorists have reported up to 20% savings in gasoline consumption. This means as much as *two gallons* in every ten. And, remember, it was Touch-O-Matic in combination with Mercury's thrifty V-type, 8-cylinder engine, that assured victory with an amazing gasoline mileage record in the Grand Canyon Economy Run.

And remember, too, the Mercury Sport Sedan provides more safety and *convenience* features as standard equipment. A luggage compartment light, glove compartment light and directional signals are *standard on Mercury* and *extra cost on Pontiac*.





*"Better than ever"*

# 1950 MERCURY

IS IN THE SPOTLIGHT—

WITH THESE

GENUINE SELLING

ADVANTAGES

OVER

**PONTIAC**

"Customized" interiors

"Hi-Power Compression"

"Split-Second" starting

"Fiberglas Insulation"

"Stedi-Line" steering

"Hi-Wide" visibility

"Econ-O-Miser" carburetor

"Safe-T-Vue" instrument panel

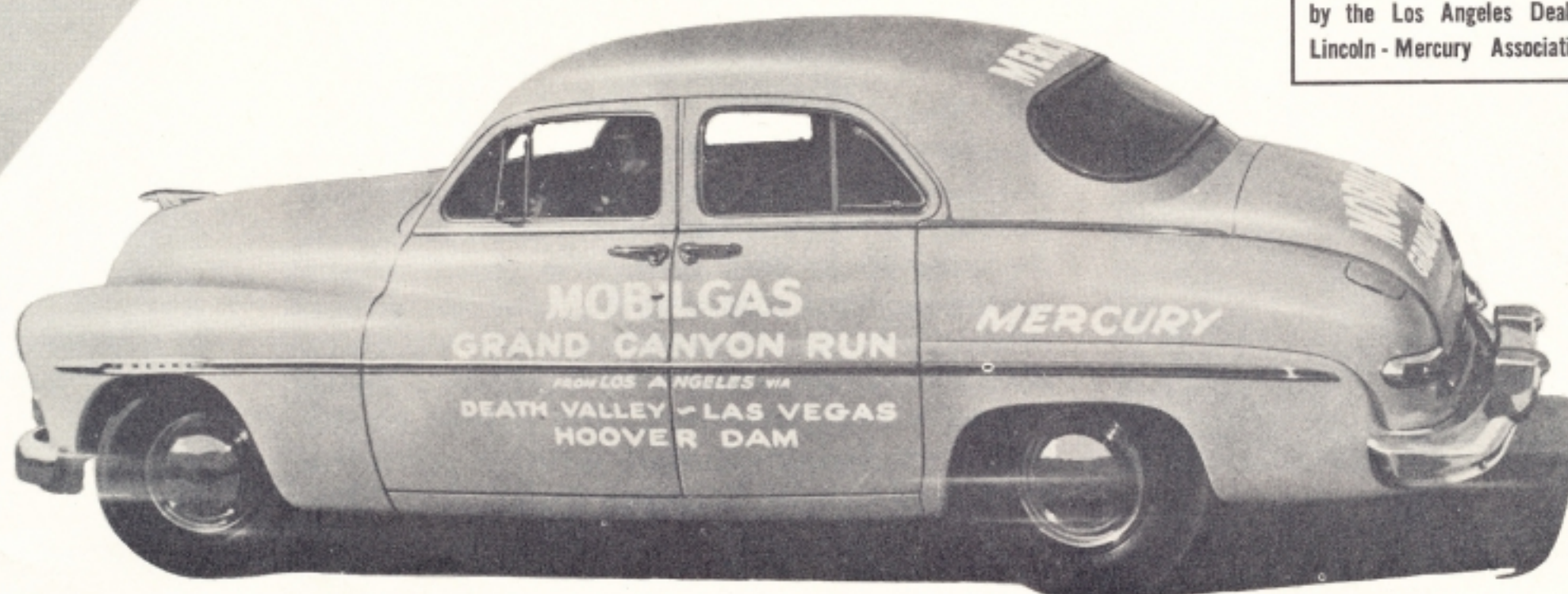
"Lounge-Rest" foam-rubber seats

"Touch-O-Matic" overdrive

V-Type, 8-cylinder power plant

Prize-Winning Economy

OFFICIAL WINNER! Four-door  
Mercury Sport Sedan, entered  
by the Los Angeles Dealers  
Lincoln - Mercury Association.



**MERCURY, AMERICA'S MOST ECONOMICAL CAR!**