

# M E R C U R Y S

## WE'RE NO. 1 IN A HOT AND HEAVY SALES CONTEST .. TO STAY OUT FRONT WE'VE GOT TO SHARPEN OUR PENCIL

WE MUST SELL 75 NEW "LINCS and MERCS" BY THE  
END OF THE MONTH TO ESTABLISH A VOLUME DEALERSHIP

• SERVICE  
FACILITIES  
MODERN AS  
TOMORROW  
WAITING TO  
SERVE YOU  
AT A  
MOMENT'S  
NOTICE  
TODAY

- ★ MONTCLAIRS
- ★ MONTEREYS
- ★ CONVERTIBLES
- ★ STATION WAGONS
- ★ HARDTOPS
- ★ SEDANS

Make us prove we are  
offering the Best Deal  
in Southern California.

We will not be under-  
sold or outbid regard-  
less!

LOW AS  
**\$199**  
DOWN

ALL COLORS -- ALL STYLES  
HERE ARE L. A. SUGGESTED PRICES:  
CUSTOMS \$2092  
MONTEREYS \$3143  
MONTCLAIRS \$3455

LOW AS  
**\$59**  
MONTH

### DO YOU KNOW THAT

YOU CAN BUY A NEW MERCURY SO REASONABLE YOUR MONTHLY PAYMENTS  
CAN BE ARRANGED LOWER THAN THOSE OF THE SO CALLED LOW PRICED THREE!  
CHECK THESE TRADE-IN ALLOWANCES DURING THE LAST TWO WEEKS:  
AS MUCH AS

- \$ 900 ON 1946s
- \$1000 ON 1947s
- \$1100 ON 1948s
- \$1200 ON 1949s
- \$1400 ON 1950s
- \$1500 ON 1951s
- \$1800 ON 1952s
- \$2200 ON 1953s
- \$2700 ON 1954s

**T**RADES  
**T**ORRANCE

**L**IKE  
**L**INCOLN

**M**AD!  
**M**ERCURY

1885 TORRANCE BOULEVARD

PHONE FA. 8-3065

OPEN ALL DAY SUNDAY -- BRING THE FAMILY