



**Where else can you get so
much beauty for your money?**

(And what else need be said, except—see it—drive it!)

IT PAYS TO OWN A **MERCURY** —AMERICA'S FASTEST GROWING CAR
MERCURY DIVISION • FORD MOTOR COMPANY



SEE THE SCENERY THROUGH THE ROOF—see traffic lights easily—yet tinted transparent top protects against heat, wind, glare.

Presenting The Sun Valley— America's First Transparent-Top Car

You've seen pictures of dream cars of tomorrow. But you couldn't drive them, couldn't buy them. Now, Mercury presents America's first transparent top car to be put into regular production!

The entire front half of the roof is Plexiglas, tinted to reduce the sun's heat and glare. You have a wonderful sensation

of driving with no top at all—but with the wind and weather protection of a sedan.

And with the great new 161-horsepower Mercury V-8 engine that makes any driving easy—this unique Sun Valley is bound to cause more excitement than anything else on the road for 1954! See it today!

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NEW 1954

MERCURY

A new kind of power
that makes any driving easy

