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comfort. The Mercury, too, in a very real sense, reflects good taste and good judgment. It stands apart, as those who own it stand apart. It belongs to the environment of finer things. Ownership of the 8-cylinder Mercury is one of life's pleasant and rewarding experiences. Wherever the car may be driven it quietly commands approval of its owner's choice. To you, who appreciate these things, an invitation is extended by your Mercury Dealer to take the wheel yourself—for you will never really know this car until you drive it.

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