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Mercury celebrates

(Continued from page 20)

a two-spoke steering wheel and two-piece doors on the sedan coupe.

By January, 1940, 100,000 Mercurys had been built. The 1940 model had sealed-beam headlights and a new steering-column mounted gear shift. A 1940 four-door convertible sedan is considered a classic by antique car collectors.

For 1941, Mercury's wheelbase was lengthened from 116 to 118 inches. Running boards disappeared and the car was completely restyled inside and out.

For the 1942 model year, with World War II imminent, Mercury introduced a restyled model powered by a 100-horsepower V-8. The styling was "aeronautical" in concept, and the radiator grill extended

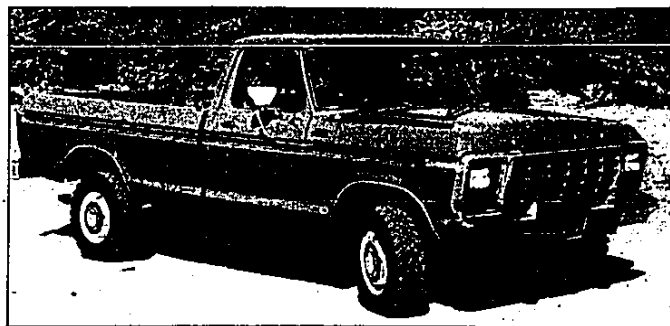
nearly the full width of the car — presaging the styling trends which were to follow the war years.

Following World War II, the company resumed building Mercury passenger cars in 1946.

Revolutionary was the only way to describe the 1949 Mercury.

The 1949 Mercury was lower, wider and longer than previous Mercurys. More than 200,000 1949 Mercurys were built, indicating the tremendous acceptance achieved by this totally new car.

In 1950, Mercury also introduced the Monterey model, which featured a trend-setting, vinyl-covered steel top. That year it also reached two milestones — the one-

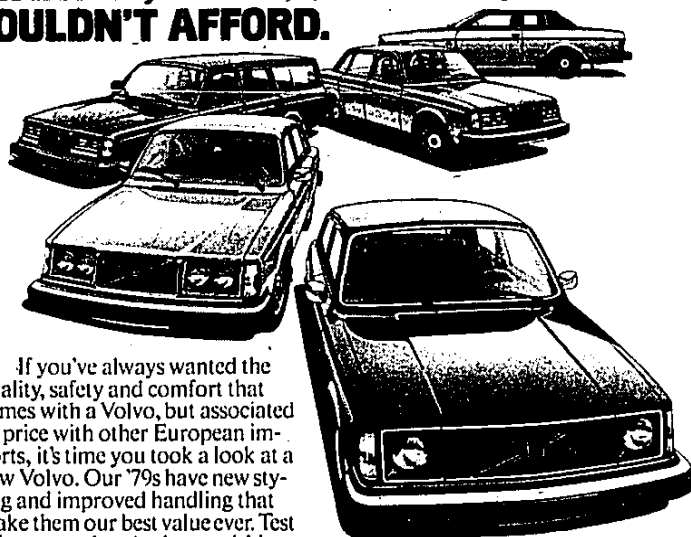


New off-the-roader from Ford

Ford added a F-350 line to its four-wheel drive trucks for 1979. Options on all the Ford four-wheel drive trucks, include roll bars, a greater capacity

cooling system, a Citizen's Band radio, skid plates, and larger fuel tanks.

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