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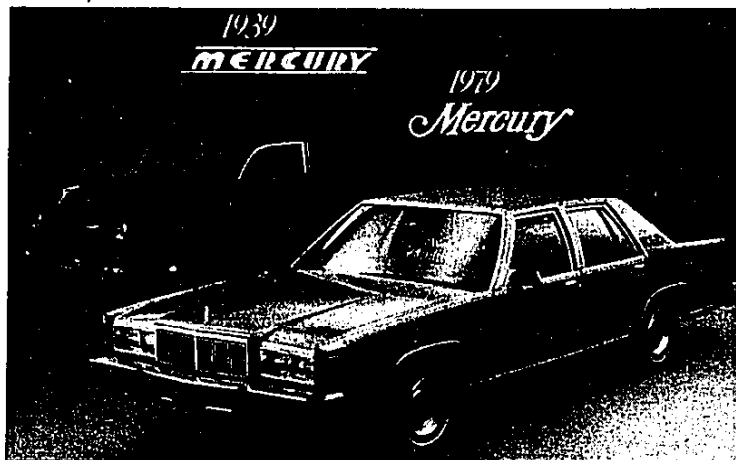


GENE MEROLLIS

31850 FORD RD.
GARDEN CITY



427-6200



The first and the latest full size cars to carry the Mercury nameplate are shown here. The restyled 1979 Marquis is the standard-bearer in Mercury's 40th year. Just behind it is a 1939

Sedan Coupe, the division's first offering. Mercury sales totaled 60,214 in 1939. This year the division projects it will sell about 155,000 of the Marquis model alone.

Mercury began production 40 years ago with Sedan Coupe

The 1979 Mercury line marks the 40th year of the Mercury nameplate.

The division's '79 models include newly-revamped Marquis and Capri models — designed for greater comfort and fuel efficiency.

The Mercury line has made many innovations over the years.

In November, 1938, the first Ford Motor Co.-built Mercury was shown in dealerships across the country. It wasn't until the next year that the line went into production.

The 1939 Mercury set new standards for performance and styling. The new car line was led by a rakish new model with the industry's first hardtop styling, the Sedan Coupe. This swift, high-performance car had exceptional acceleration provided by a new 95-horsepower V-8 engine. It also was a comfortable, quiet automobile with surprisingly good fuel economy for a car of its size and power.

It offered numerous design innovations such as semi-enclosed rear-wheel cutouts, (Continued on page 22)

Ron Royer's UNITY AUTO SERVICE CENTERS

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Our advertised specials include most American cars and light trucks. All special prices will be in effect thru Feb., 1979 and include parts and labor as advertised. Parts not advertised which are found to be defective after work is opened up will carry a supplemental charge.