

**ED SULLIVAN
REPORTS
ON THE NEW
MERCURY**

**"TAKE IT FROM
ME... IT'S THE
GREATEST
YET!"**

Ed Sullivan





Tension mounts as stars of stage and screen, chorus girls, announcers, and camera men take their places . . . and last minute inspections of

costumes and make-up are made. Through the miracle of television, a great show is about to be piped into homes all over America!

TV WEEK END

with Ed Sullivan and his Mercury

In just a few moments, Ed Sullivan, famous M.C. of the Sunday-night "Toast of the Town" show, will present a famous television star—the 1953 Mercury—to millions of Americans. Ed will then introduce a full hour of the best comedy, drama, songs and dances that show business can provide. All too soon, the talent-packed hour will end—and the cast will be at liberty to enjoy a short "TV weekend" before they begin intensive preparations and rehearsals for next week's show.

Let's pay Ed Sullivan a visit on his TV weekend . . . and get a first-hand report on how his new Mercury adds to his enjoyment and relaxation as he 'makes the rounds' in New York.



"I've never been so proud of any car I've owned as I am of my new Mercury," Ed continues. "Here is smart, modern styling that actually does something for you. Notice, for instance, that sparkling bumper-and-grille combination. That's my idea of the perfect blending of style and utility! It's exactly what our engineers mean by Mercury's Unified Design. Whether I'm staying at my apartment in town or at my place in the suburbs, my Mercury wins me plenty of compliments!"



"Whenever I can," reports Ed, "I like to spend part of my TV weekend out in the country, enjoying a close-up view of our American countryside. So, usually, I head my Mercury for the Poconos . . . and points west. Really, it's a lot of fun to feel the smooth power of that famous V-8 engine. Why, when I want to step out, all I have to do is touch the accelerator—Mercury's mighty engine and Mer-O-Matic Transmission do the rest. Believe me, it's the best performing Mercury I've ever driven!"



"I enjoy both travel and sports," Ed confides, "so, naturally, my kind of car has to have room to carry plenty of luggage and sports equipment. Mercury, I can tell you, provides just such room—and more! (Just look at all those items I'm putting in that luggage compartment.) When I saw the blueprints of the car, I never thought they could do it. But Sullivan was wrong again—they actually designed-in a luggage compartment that provides a capacity of up to 30 cubic feet!"



"Talent is where you find it," claims Ed Sullivan, "and frequently I spend my spare time scouting nearby places of entertainment for acts to round out our show. You can bet I make the rounds in my Mercury. Believe me, this car has taught me that driving can be wonderfully enjoyable. There's a lively responsiveness to your touch on the controls that you honestly have to experience to appreciate. We Sullivans have an eye for fuel economy, too—a feature that Mercury is famous for!"



"Actually, when the show is over, all of us are ready to relax. That's why my Mercury, waiting outside the studio, is such a welcome sight. Believe me, here's a car that invites you to take it easy! There's plenty of leg room—and seats as comfortable as the ones in your own living room. And I can count on my Mercury's smooth ride to soothe the keyed-up nerves that all hard-working television performers experience."



"Most of my TV weekends are spent in and around New York City," Ed states. "So most of my driving has to be done in heavy traffic. But, truthfully, my Mercury and I don't give it a second thought! We're able to thread our way through traffic in a way that's simply out of this world. Really, you'd be amazed at how easy this big car is to handle . . . how beautifully it steers . . . and how wonderful the vision is, all around."



"Many TV weekends find us mixing business with pleasure," Ed reports, "by appearing in shows which are staged for charity. This picture shows me escorting a group of performers to just such a 'benefit' in my Mercury. Honestly, my passengers are surprised at Mercury's roomy interior. Believe it or not, the big Mercury provides so much comfort-giving spaciousness that my 'lovelies' don't even wrinkle their costumes!"



"TV weekend" is over when performers begin rehearsals for the next week's show. Mrs. Ed Sullivan escorts the famous master-of-ceremonies to the studio. "Mrs. Sullivan is in love with our Mercury, too," Ed concludes. "Recently, lots of women have told me that Mercury's wonderful luxury really makes a hit with them. And, certainly, Mercury's years-ahead style would appeal to any woman's good taste."



"but you needn't settle for 'this reporter's report'...
why not **SEE FOR YOURSELF** why
these 1953 MERCURYs are the greatest yet?"

"Now accept our dealer's invitation to get behind the wheel of the 1953 Mercury . . . and head out where you will . . . so that you'll actually *experience* all the years-ahead features that have *proved* their value to me.

"Judge the new Mercury yourself for the smooth, clean styling and ready-for-action look that puts Mercury years ahead in appearance. Test, for yourself, such features as the improved performance of Mercury's great V-8 engine . . . the better balanced chassis that smooths out every

kind of road . . . and the sweeping vision and interior comfort that add so much to safe, luxurious driving.

"Once you've learned the full story of Mercury's new Unified Design, once you've driven this newest of Mercurys, you'll understand what I mean when I say it's the greatest Mercury yet. Why not make *today* the day for *your* demonstration ride!"



The 1953 MERCURY custom four-door sedan



The 1953 MERCURY custom sport coupe



The 1953 MERCURY MONTEREY special custom coupe



The 1953 MERCURY MONTEREY 8-passenger station wagon



The 1953 MERCURY custom two-door sedan



The 1953 MERCURY MONTEREY special custom convertible



The 1953 MERCURY MONTEREY special custom four-door sedan

Whichever advanced Mercury model you choose, you'll benefit fully from years-ahead style and features . . . and Unified Design . . . that make this the greatest of all Mercury cars.