



eighteen feet of magnificence and prestige. Available as a Phaeton Sedan (shown), a Phaeton Coupe, and a Convertible.

DRESS BY SCAASI.

___TO BRING YOU MAGNIFICENCE UNLIMITED

associated with the highest priced custom-built limousines.

There are luxury features everywhere, all as *standard* equipment. New Multi-Drive Merc-O-Matic gives you a push-button choice of 3 driving ranges: for high performance, cruising, and downhill grades. And there are power steering, power brakes, special Sound-Blanket insulation that surrounds you with "library quiet." And much, much more.

For all its luxury, however, the Park Lane is reasonably priced. We invite you to see it—and Mercury's 3 other series—at your Big M dealer's. Prices start just above the lowest.

SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE



1958 MERCURY

MERCURY DIVISION • FORD MOTOR COMPANY



A 360-HP MARAUDER V-8 engine, most advanced ever built, makes the Park Lane the Performance Champion for 1958. Exclusive Cool-Power design sets a new standard for efficiency, quietness, and spirited performance.



CLEAN LINE MODERN STYLING

Puts you in tune with the times

The Park Lane by Mercury

FOR THE FINE CAR BUYER
WITH A FINE SENSE OF VALUE



When a car buyer moves up to the fine-car field, he expects to move far beyond the ordinary. He also expects to pay substantially more for the impressive size, performance, and luxury that such a car provides.

That's why the Park Lane is such important news to the fine-car buyer. For it is a spectacular car in every respect but price.

In size, it ranges beyond many of the costliest cars. In performance, it has no equal at any price: its 360-hp engine provides the highest power-to-weight ratio of *any* car. And it possesses as *standard* equipment many luxury features. From power steering to Multi-Drive Merc-O-Matic.

So if you want the luxury of a truly great car without paying the usual fine-car price, we invite you to see the Park Lane at your Mercury dealer's.

MERCURY

THE PERFORMANCE CHAMPION FOR '58



This Monterey Phaeton Sedan is one of the Grand Prizes in Mercury's \$50,000 Contest

REMEMBER:

TIME IS RUNNING OUT. ENTER THE
MERCURY \$50,000 CONTEST **NOW!**

1958 Mercury puts you in tune with the times with

CLEAN LINE MODERN STYLING

MERCURY LEADS THE WAY WITH STRAIGHT, CLEAN, UNCLUTTERED STYLE—THE LOOK OF TODAY IN EVERY LINE

The trend is clear. The straight line—the clean line—is the beauty line today.

The evidence is everywhere: in fashion design, in architecture, in furniture, in our homes.

And in automobiles, only Mercury brings you Clean Line Modern Styling—the trim, straight-forward, beautiful lines that match the shape and tempo of our times.

The dramatic difference becomes clear when you compare Mercury with other cars. Mercury needs

no bulges or glitter to tell you its model year. The flair and spirit of its styling say 1958.

And so does Mercury's championship performance. You get the most advanced automotive engine ever built—with more power from less fuel—and up to 360 hp. You get everything from self-adjusting brakes to options like automatic power lubrication. And Mercury is so easy to afford. Prices start below many models of the "low-price 3." Get all your money can buy. Stop in at your Mercury dealer's showroom.

Even the roof says "Mercury"—distinctively clean, slim, strong



Every sparkling detail is bold and dramatic



Most beautiful inside, too.

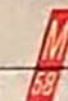
Rich, colorful, elegant



Mercury offers you true luxury without a luxury price

MERCURY

THE PERFORMANCE CHAMPION FOR 1958



CLEAN LINE MODERN STYLING

Puts you in tune with the times



Ed Sullivan invites you to compare Mercury with any car for price, size, performance

"TAKE A TIP FROM SULLIVAN. BEFORE YOU BUY ANY CAR, TRY THE PERFORMANCE CHAMPION FOR '58 AT YOUR MERCURY DEALER'S."

"Prices start below 42 models of the 'low-price 3'—You read it right the first time. It's now easier to own a Mercury than many 'low-price 3' cars. Mercury has just introduced a brand-new series with new low prices. And believe me, this full-sized Mercury is big—*really* big—measures up to 8.6 inches longer, 3.4 inches wider than the smaller cars—and weighs in up to 369 pounds heavier.

"And wait till you try the money-saving engine! You'll

discover it's a real hill-flattener—but as stingy with gas as a miser with his first dollar.

"Leads its field for all-around bigness.—Although prices start in the small-car class, Mercury beats even medium-priced cars for bigness. Mercury brings you an outstanding road-smoothing combination of size and weight. Here's a solid, luxurious car—that rides so quietly, you can hear your watch tick.

"Outperforms the highest priced cars. When it comes to performance, Mercury can make any car say 'uncle.' Because Mercury offers you up to 360 horsepower—more than any other American car except one costing almost

\$1000 more. Even more important, Mercury has more power-per-pound than even the highest priced cars.

"So accept your Mercury dealer's invitation to try and compare the Performance Champion for 1958 with any other car. Once you've tried the new Mercury you'll never want to go back to ordinary driving."

MERCURY
PERFORMANCE CHAMPION FOR 1958

