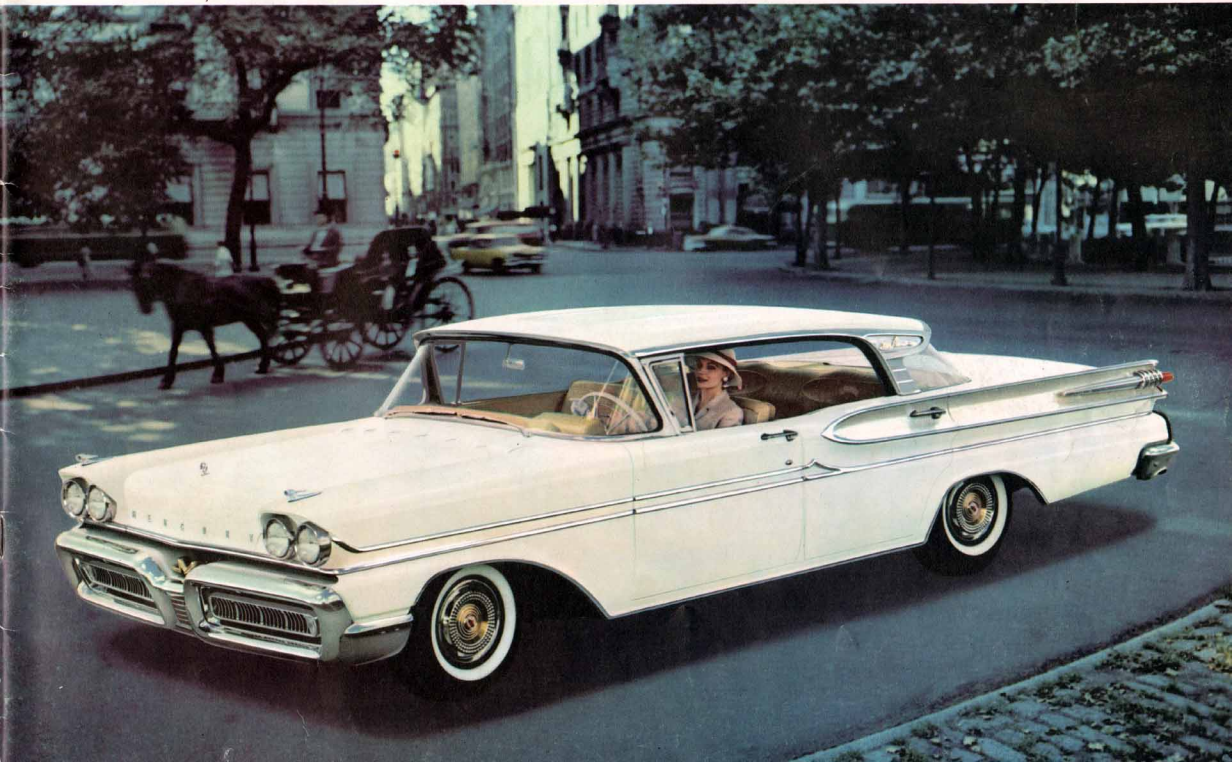


SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE

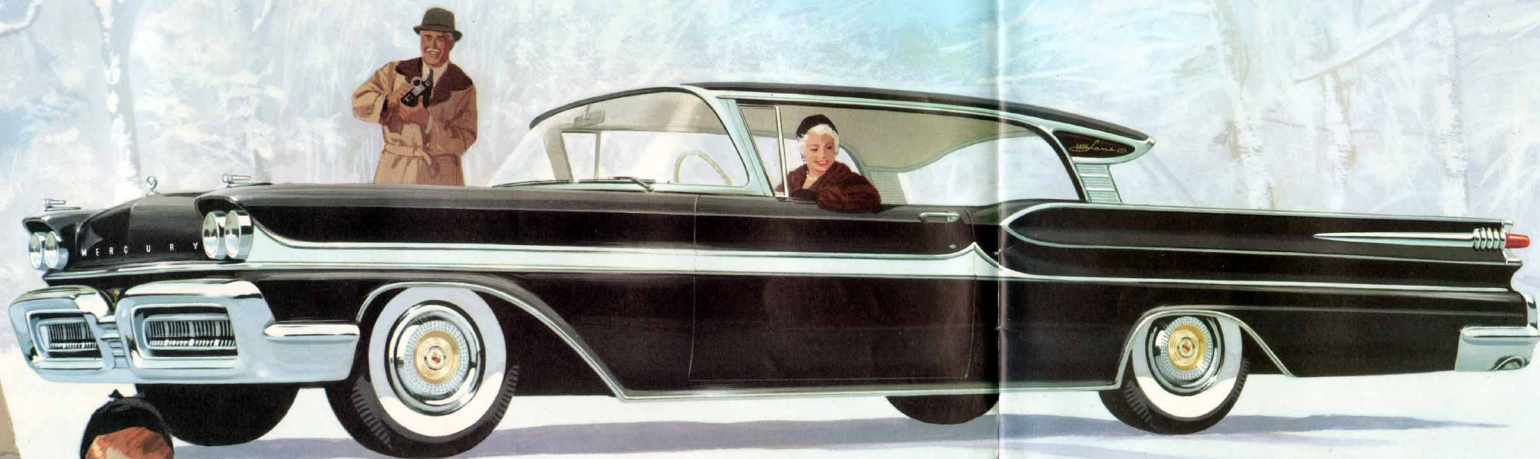
1958 MERCURY

MAGNIFICENTLY EXPRESSED IN THREE GREAT SERIES: PARK LANE_MONTCLAIR_MONTEREY



PARK Lane

MAGNIFICENCE UNLIMITED . . . BY MERCURY



Mercury Park Lane Series

MORE THAN 18 FEET OF QUIET COMFORT—
CONTOURED IN DISTINCTIVE STYLING

For 1958, Mercury adds an all-new series—the Park Lane—Magnificence Unlimited! In styling, it's a car of surpassing beauty, of distinguished fabrics, of hand-crafted appointments. In size and comfort, it compares with many of the biggest and costliest cars.

It has the solid heft of a big car, too—2¼ tons on a 125-inch wheelbase that cradles you in comfort . . . with more generous proportions to relax in. And the Park Lane is so easy to handle, so smooth and quiet to ride in.

You travel the miles in a wonderful realm of ease, thanks to new Limousine Ride—quiet, jolt-free, relaxing. Limousine Ride, an exclusive in all '58 Mercurys, gives you the greatest array of bump-smothering features ever put between you and the road. And there's another big plus in the Park Lane's ride—it's "library quiet" . . . because of a specially designed "Sound Blanket" which is three to four times more effective in blocking under-the-hood and road sounds than ordinary insulation.

The Park Lane has a standard 360 hp Marauder V-8 engine with Cool-Power Design that answers instantly to your command—teamed with a new Multi-Drive automatic transmission as standard equipment that lets you "tailor" your driving to any road or traffic situation. In performance, the Park Lane compares with any car—including those that cost hundreds of dollars more.

Everything imaginable has been done to increase your pleasure while driving this luxurious new Mercury. Every Park Lane has, as standard equipment, a Keyboard Control that puts every driving motion at your fingertips—power steering that eliminates 80% of the work of steering, turning and parking—power brakes that adjust themselves.

No other car on the American Road offers you such Magnificence Unlimited—the Park Lane by Mercury.

Shown at left, the Park Lane Phaeton Coupe, Solid-Toned Tuxedo Black with Marble White Side Molding

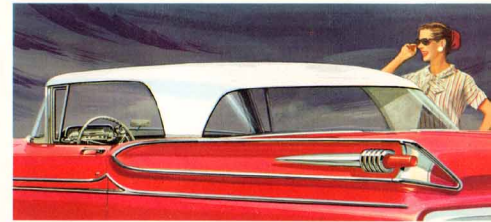


Park Lane Phaeton Sedan

This Mercury Park Lane translates the ultimate in automotive dreams into reality. Styling is advanced and new—with exciting new touches everywhere—long, deep-channeled side projectiles—thin, strong roof line—new outrigger taillights—new front fender ornaments. The hood is long, low and front-binged for greater safety . . . the front end is massive, yet finely detailed. Solid-Toned Marble White.

Park Lane Convertible

Slip behind the wheel. Start the 360 hp Marauder V-8 engine—notice how softly it purrs. Put down the top (one finger does it) and head for your favorite stretch of road. This is living—you're bossing a Mercury Park Lane Convertible—statuesque in line—big in dimension—great to handle. The top allows unequalled vision, when it's up—folds nearly out of sight when it's down. Solid-Toned Flamingo Red.





Park Lane interiors illustrated. There are 33 different fabrics in beautiful color combinations available on Montclair and Monterey models.

Interior decor is created specially to match the mood of Mercury's distinctive styling

EVERY 1958 MERCURY ENCLOSES YOU IN A WORLD
OF RICHNESS AND ELEGANCE. EVERY DETAIL
IS DESIGNED TO PLEASE YOUR EYE AND TOUCH

Interiors are the very essence of luxury in the famous Mercury tradition.

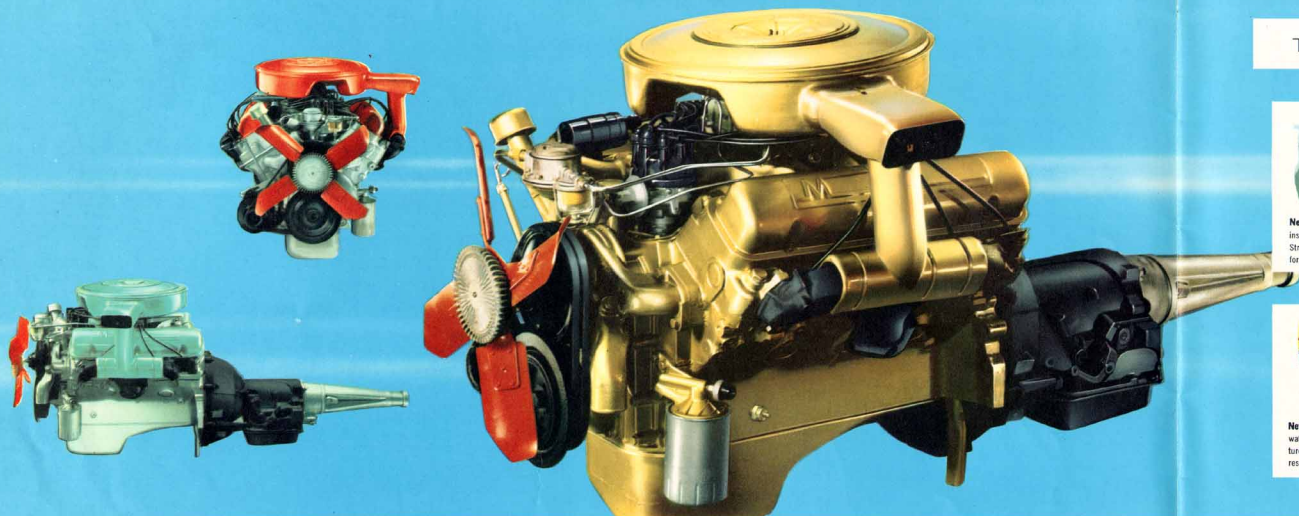
See new weaves—new, fine fabrics—imaginative colors—all are masterfully color-coordinated with Mercury's exterior styling.

Feel the soft, crisp tailoring—revel in its casual comfort. Carefully tooled metalwork adorns the inside—so refined and so subtle in design you hardly know it's there.

Mercury's instrument panels are so designed that every control on the instrument cluster is within easy reach of the driver and easy to read. The overall designs blend beautifully with the interior decor.



Mercury presents a complete family of revolutionary new Marauder V-8's with COOL-POWER design



● 312 HP MARAUDER V-8 FOR MONTEREYS

● 330 HP MARAUDER V-8 FOR MONTCLAIRS

● 360 HP MARAUDER V-8 FOR PARK LANES



THE 400 HP SUPER MARAUDER V-8
... optional on all Mercury models

For those who insist upon the ultimate in fine car performance, Mercury offers the 400 hp Super Marauder. You've never enjoyed a more willing V-8—430 cubic inch displacement, 10.5 to 1 compression ratio. Whatever the driving situation, this engine answers your every command—passing on the open highway—driving in crowded traffic—climbing tortuous mountain roads—this quiet, efficient Super Marauder sets a new standard of engine performance.

MEET THE MOST ADVANCED, MOST EFFICIENT AUTOMOBILE ENGINES IN THE WORLD TODAY—FOUR MARAUDER V-8's—WITH UP TO 400 HORSEPOWER!

This is advanced, new COOL-POWER design



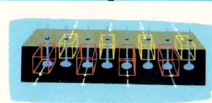
New in-block combustion. Combustion chambers in block instead of cylinder head. Heads are subjected to less heat. Straight-walled combustion chambers eliminate carbon-forming pockets, help engine operate at peak economy.



New 3-stage cooling system. Coolant is circulated in three stages: (1) to cylinder heads and intake manifold; (2) to block; (3) to radiator. This means a fast supply of hot water for cold-weather warm-up, smoother performance.



New water-flow intake manifold. Intake manifolds are water-jacketed to maintain better control of intake temperatures and reduce hot-weather starting problems. This results in longer engine life, better fuel economy.



New cool-head valves. In a 1958 Mercury, no two exhaust valves (in red boxes) are next to one another. They are alternated with the cooler intake valves (in yellow boxes) to help eliminate power-robbing hot spots.

The 1958 Mercury Marauder engines with Cool-Power Design are an entirely new approach to engine design. They score an important victory over heat and friction and deliver the maximum in *cool efficiency* for the utmost in engine output. No more hot spots—no power fatigue—no lagging pick-ups—just Cool-Power delivering the peak of performance in every driving range.

These Marauder engines represent a revolutionary development in automotive engines and are a tremendous step forward in delivering higher standards of efficiency, economy and performance to every Mercury model.

Every Marauder boasts a host of new engineering advances: over-square design with larger pistons—char-

acteristic of today's high-performance aircraft engines . . . more efficient 4-barrel Thermo-Matic carburetor . . . larger valve openings for better breathing . . . new in-block, wedge-shaped combustion chambers for uniform compression, a smooth-running engine under every driving condition . . . three-stage cooling for faster warm-up, reduced engine wear . . . heavier crankshaft . . . higher compression ratio, 10.5 to 1 . . . biggest engines in Mercury history, from 383 cubic inches to 430 cubic inches.

The Marauder V-8 is the finest, most advanced high-compression engine in Mercury history—an engine that will provide greater enjoyment, greater performance, and greater economy from your 1958 Mercury.



New Multi-Drive Merc-O-Matic Transmission tailors performance on the highway, in traffic—gives you the added safety of positive down-hill control

Mercury for 1958 brings you a great new Multi-Drive Automatic Transmission that gives you a far more precise selection and control over your driving ranges than ever before.

In a 1958 Mercury you "pick" your performance—for city traffic, for level highways or hills. Here's how: for instant, quick response that you so often need in traffic, you touch the *High Performance* bar. For top highway going, smooth and economical, you use the *Cruising Range* bar. For engine braking when descending steep grades, you use the *Hill Control* bar. It's that easy . . . touch a bar, tailor your performance.

In addition, *Cruising Range* offers a unique feature that automatically keeps you from ever rolling backwards when you are stopped on an incline with the engine running. No need to use the brake or keep your foot on the accelerator.

All '58 Mercurys equipped with Merc-O-Matic Transmission and a 383 cubic inch engine have a high-economy rear axle (2.69 to 1 gear ratio) that gives you greater gas mileage.

You'll find Multi-Drive Automatic Transmission, plus a Mercury Marauder V-8 engine, a top performance team.

Multi-Drive Merc-O-Matic is standard equipment on Park Lane models. Regular Merc-O-Matic is standard on Montclairs and optional on Montereys.

Mercury's brilliant combination of road-smoothing features gives you new **Limousine Ride...**



IT'S LIKE LOUNGING IN YOUR LIVING ROOM

You'll discover riding in a 1958 Mercury is an exciting, new motoring experience. It's quiet, jolt-free, relaxing, because Mercury's wonderful new Limousine Ride acts like a magic carpet, softening and smothering bumps and noises over all kinds of roads.

You've never felt anything like it. And here's why—the heart of Mercury Limousine Ride is this remarkable group of features that blend together smoothly in stabilizing and cushioning the ride: a *sturdy, heavy frame* cradles you in safety and rigidity; *evenly balanced weight distribution* contributes to better handling—better braking—better traction and, naturally, a better

ride; *full-cushion shock absorbers* provide rapid rebound control over rough roads, yet give a soft, "just paved" feel on average road surfaces; *swept-back ball-joint front suspension* "pulls" front wheels over bumps instead of pushing into them. This minimizes harshness and road shock, provides easier handling, better control; a *lower center of gravity* helps Mercury hug the ground, improves stability, especially cornering. Means a safer ride, too.

All these features, *working together as a complete unit*, produce a breeze-soft ride over almost any surface—Mercury's remarkable, new Limousine Ride.

For matchless riding comfort, choose new Air Cushion Ride—full air suspension—cradles you on air instead of springs

Mercury's new Air Cushion Ride is a tremendous advance in riding comfort and safety. You ride completely supported on air instead of springs.

Air Cushion Ride acts exactly like a balloon being rolled over a rock. As the hand moves the balloon forward over the rock, the hand stays on a straight, level plane... the air-filled balloon absorbs all the impact!

Like the balloon, Air Cushion Ride

sponges up the shocks, softens the ride, keeps The Big M straight and level.

In addition, a unique "self-leveling" feature automatically adjusts The Big M to an even, level position regardless of road or load. You ride level *at all times*, no "tail low" appearance when the back seat's full. Without question, you'll find this is the *ultimate* in riding comfort and enjoyment—Air Cushion Ride by Mercury. (Optional on all 1958 Mercury models.)

Mercury adds new meaning to the word **performance**



SUPER SPRINGING ACTION

Specially designed Full-Cushion Shock Absorbers are an important element of Mercury performance. They provide fast, super-effective control of spring action on rough and average roads alike, at all speeds—give you a smooth, uniform, jolt-free ride.

EASIER HANDLING

The lower suspension arms of the Ball-Joint Front Suspension are swept back slightly so that front wheels are "pulled" over bumps instead of being "pushed" into them. You get a softer, smoother ride, plus better control under all driving conditions.



BRAKES ADJUST AUTOMATICALLY

Another Mercury safety and convenience feature. Large, Super-Safe Self-Adjusting Brakes help prevent swerving, provide surer, straight-line stops. Brakes *automatically* compensate for lining wear. Standard on all Mercury models.



Mercury Montclair Series

BEAUTIFULLY SCULPTURED . . . LONG, LOW . . .
MARAUDER-POWERED TO COMPLY INSTANTLY
WITH YOUR EVERY DRIVING COMMAND

Montclair is a name famous in Mercury history, and this year it will add even more laurels to its fame. There are six great Montclair models for 1958, including the new Montclair Turnpike Cruisers—each with Mercury's distinguished new styling and grace—each with generous proportions.

This is a long, low Mercury—heavy too, but so very light on its feet, and so easy on you. You've never driven a more considerate car—handles with the ease of a sports car—but has the ride of a limousine. Smooth, solid—steady-as-you-go.

Underneath its broad hood is one of the most advanced V-8 engines ever designed—the 330 hp Mercury Marauder with revolutionary, new Cool-Power Design. Efficient, energetic, willing and able to take you anywhere. If you want a truly young-minded car, adept at maneuvering and creating good impressions, a 1958 Big M Montclair is for you.

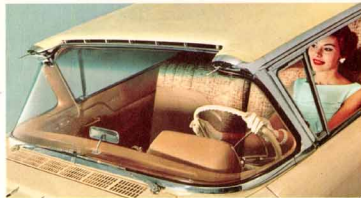
◆ MONTCLAIR 4-DOOR TURNPIKE CRUISER

Everything about this 4-door Turnpike Cruiser will appeal to you: styling that's fresh and clean . . . Breezeway Ventilation . . . a retractable back window . . . side running lights . . . a velvety-smooth Limousine Ride . . . interiors that give added meaning to its elegance. Flo-Toned Jamaican Blue Metallic and Marble White.

MONTCLAIR TURNPIKE CRUISER—NO OTHER CAR OFFERS YOU AS MANY EXCLUSIVE FEATURES



Power-Operated Rear Window—A Mercury exclusive! Touch a button and the back window quickly and quietly disappears from sight. Notice the modern look and sweep of the rear window and the slim, overhanging roof.



Skyline Dual-Curve Windshield—Only the Mercury Turnpike Cruiser has it! Wraps upward at the top as well as around at the side. Gives you extra light, vision. Roof-level air intakes at each side of windshield provide a gentle stream of fresh air to the inside.



Luxurious Interiors—Mercury Turnpike Cruiser upholsteries are specially chosen vinyls and fabrics. High-styled in superb fashion shades—durable and flexible—richly beautiful. They compliment you and this modern new Mercury.



MONTCLAIR 2-DOOR TURNPIKE CRUISER

Here is a picture of easy-going gracefulness. Long, low lines—slender roof—new outrigger taillights. And this grace extends to its road manners, too. A smooth, road-hugging feel . . . and efficient performance from a 330 hp Marauder V-8. Flo-Toned Autumn Beige and Golden Dust Metallic.



MONTCLAIR CONVERTIBLE

To fit your moods and moments—the Montclair Convertible. Feeling light and carefree? Down with the top and the sun and breeze are your guests. Rainy day? Then up with the top and be on your way. Snug, comfortable—powered by a Marauder 330 hp V-8 and cradled gently by new Limousine Ride. Interiors are tailored in colorful, durable vinyls. Solid-Toned Vineyard Blue with Marble White Side Molding.

And that vinyl-coated top! The back window wraps all the way around at the sides, providing 1024 square inches of visibility—more than many sedans. It folds nearly flush with rear deck when top is down.





MONTCLAIR PHAETON SEDAN

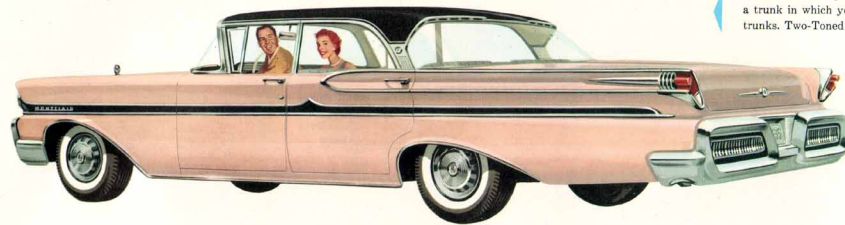
Pile the whole family—*plus their gear*—in this sleek beauty and there's still loads of room. And it's thrifty going, too, thanks to the advanced, new Marauder 350 hp V-8 with Cool-Power Design. Style? Every Mercury has distinctive styling and this beautiful hardtop is a prime example. Exceedingly long and low—with a look that says "be my guest." Flo-Toned Emerald Metallic and Marble White.

Take a good look at this roof. It's something entirely new in a roof treatment. Slim . . . wafer-thin in appearance . . . yet rugged as can be. Notice how it slopes off gently at the rear, then cuts straight back in. This gives the car a distinctive look—and provides the rear-seat passengers with increased side vision and headroom.



MONTCLAIR 4-DOOR SEDAN

All the styling of a hardtop and spaciousness of a sedan are yours in the dashing, new Montclair 4-door Sedan. Style in terms of fresh, inviting lines—big, wide windows with beautifully concealed center pillars—luxurious decor. Spaciousness in terms of big, family-size interiors—and a trunk in which you can stow away enough gear to fill *four* steamer trunks. Two-Toned Rose Pink and Tuxedo Black.



MONTCLAIR PHAETON COUPE

Easy does it in this hardtop. *Easy* on the eyes—long, low and hefty looking—this is advanced styling. And this Mercury is a solid, road-hugging sweetheart to drive and ride in. *Easy* on your pocketbook, too. Solid-Toned Jamaican Blue Metallic and Vineyard Blue.



For the ultimate in driving pleasure, safety, convenience ... select from Mercury custom-designed accessories

NEW CLIMATE DIAL PROVIDES FINGER-TIP CONTROL OF AIR-CONDITIONER OR HEATER

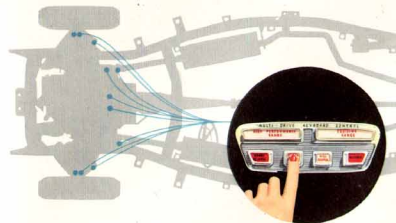


Turn just *one power-operated dial* and you get the kind of climate you want from this terrific combination air-conditioning and heating system. It's the greatest advance in simplified, easy-to-use controls in years! There's a wide range of settings from which to choose. "Cool" for high-volume, draft-free refrigerated air, free from dust, pollen and excess moisture. The "Heat" settings tailor the warmth to your liking quickly and dependably. No more flipping switches or opening vents—*one dial control* does it! (Standard with Mercury Air-Conditioning.) Also optionally available on Park Lane models is Mercury's Climate Dial Heater and Defroster. It super heats, defrosts and ventilates, takes only a moment to "hand pick" your climate for winter weather.



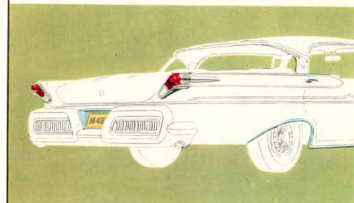
SPEED LIMIT SAFETY MONITOR

A new approach to automotive safety. Set your desired speed, up to the legal limit, on the handsome dash-mounted dial—then relax and concentrate on your driving. Once you exceed your pre-set speed, a gentle bell sounds at short intervals reminding you to slow down. Optional on all Mercury models.



POSITIVE POWER LUBRICATION

You can lubricate your Mercury *automatically!* Every time you start the car the front suspension and steering points get a quick lubrication. This improves the ride, saves time, reduces the need for periodic lubrications. For additional lubrications while driving, you just press the button on the instrument panel.



GLAMOUR GROUP

Wheel-opening finish moulding—A line of stainless steel highlights and protects front wheel openings and the lower side panels. **Rear deck dress-up kit**—Anodized aluminum license plate frame with protective glass window, and bright metal "wings" accent the rear bumper styling. (Not available on station wagons.)

VISUAL AID GROUP

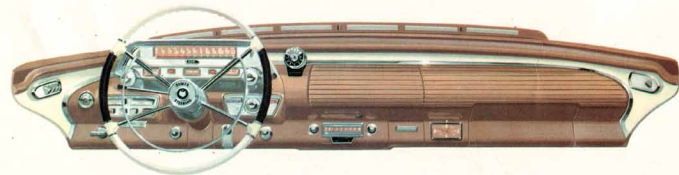
Every Mercury owner can appreciate the added convenience and safety this special group affords.

- Back-up lights
- Non-glare inside rearview mirror
- Tinted glass
- Windshield washer

COURTESY LIGHT GROUP

Practical and inexpensive—this group is a convenience you're sure to want for your Big M—so useful every night you drive.

- Ashtray light (silhouettes ashtray)
- Courtesy lights (both front doors)
- Glove box and map light
- Luggage compartment light

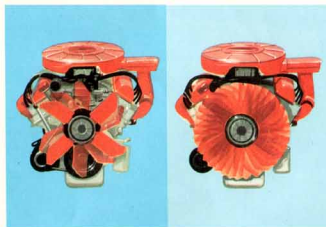


FULLY INTEGRATED PANEL ACCESSORIES

For modest extra cost, you can have accessories that add much to increasing driving comfort, safety and peace of mind, such as . . . the smartly styled special steering wheel of gleaming chrome and ivory—with impact-absorbing design . . . the padded instrument panel—five times more energy-absorbing than same thickness of foam rubber.

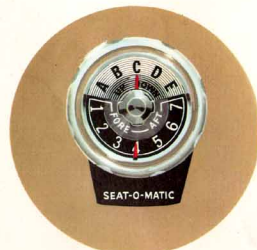


• Mercury Travel-Tuner Radio (shown at left). In the city, signal-seeking tuning picks up the powerful local stations . . . in the country, it automatically selects stations above a minimum strength. Nothing for you to do but tap the selector bar. Push-button radio also available.



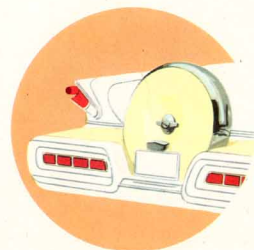
POWER-BOOSTER FAN

Rotates for engine cooling when car is traveling slowly. At highway speeds, when fan is not needed for cooling, fan clutch automatically limits rotation—saving power other cars usually waste. Boosts performance, cuts fuel consumption. Indicator on instrument panel tells when Power Booster is operating. Optional on all models.



POWER SEAT THAT "REMEMBERS"

Now you can *dial* your most comfortable seat position! What a convenience! Set your favorite position on the dial located on the instrument panel and forget it—*but the seat won't!* When the ignition key is turned off, the seat automatically moves backward for easier entry or exit—returns to your "set" position when the key is turned on. Optional on all Mercury models.



SPARE CARRIER

This distinctively styled spare carrier complements your Big M's advanced design . . . accentuates its feeling of length and lowness. Also shown are red plastic, rear bumper pod reflectors that serve you well two ways: at night, they quickly signal your presence to cars behind—are tastefully bordered and sectioned with chrome to give your Mercury an extra touch of distinction.

OTHER ACCESSORIES—

And optional features to make your driving easier, safer, more comfortable, include:

- | | |
|----------------------------|----------------------------|
| Power Steering | Illuminated Compass |
| Power Brakes | Traffic Signal Reflector |
| Power Windows | Locking Gas Tank Cap |
| 4-Way Power Seat | Interior Plastic Sun Visor |
| Dual Exhaust System | Plastic Seat Covers |
| Coaxial Rear Seat Speaker | Ventilated Seat Cushion |
| Electric Antenna | Contour Floor Mats |
| Rear-Mounted Twin Antennas | Tissue Dispenser |
| Curb Signals | Safety Seat Belts |
| Curb Buffers | Child's Safety Jacket |
| Door Edge Guards | Padded Sun Visors |
| Window Shields | Full-Disc Wheel Covers |
| Hooded Rearview Mirror | Fender Shields |
| Conical Rearview Mirror | Luggage Carrier |
| Spotlight and Mirror | Luggage Carrier Cover |
| | Engine Compartment Light |



Mercury Monterey Series

DISTINGUISHED IN LINE AND DETAIL . . .

VALUE-PACKED . . . ECONOMICAL MARAUDER

V-8 PERFORMANCE . . . SURPRISINGLY LOW COST

The Mercury Monterey offers you all the advantages of advanced styling . . . big-car size and glamour . . . luxurious Limousine Ride and wonderful 312 hp Marauder V-8 performance . . . and yet it's priced just an easy step above the low-priced cars.

Undoubtedly, this is America's biggest car value—a brilliant blending of size, luxury and unusual performance. Smooth, gently flowing lines reach back to a wide rear deck. Luxurious interiors are the height of fashion. To make your driving easier and safer, you have Mercury's complete line of power assists from which to choose.

Drive a 1958 Mercury Monterey—any of the five great models—and you'll discover extra pleasure, performance and luxury at a very modest price.

MONTEREY PHAETON SEDAN

At left, the Monterey Phaeton Sedan, Two-Toned Mayfair Yellow and Marble White.

Also available on all Monterey models is a new High Fashion Interior Decor featuring distinctive interior door paneling, luxurious seat fabrics and deep-piled carpeting. Another high-fashion note of Mercury's advanced styling.



MONTEREY PHAETON COUPE

This Monterey Phaeton Coupe is a new concept in hardtop styling, comfort and convenience. You get unusually big and wide windows . . . the smoothness of Mercury Limousine Ride . . . the immediate answer of Mercury's Marauder 312 hp V-8 engine. And, if you like, you can get the ease and added safety of such Mercury options as power brakes, power steering, power windows. Solid-Toned Golden Dust Metallic.

MONTEREY CONVERTIBLE

You'll wish the days and nights were longer when you own this beauty. Under sun or stars, there's a special lilt to the way it does things. A heavy, strong frame supports you—the Marauder V-8 powers you—crisp lines compliment you. There's the promise of fun in every line . . . and it's well fulfilled. Flo-Toned Mayfair Yellow and Oxford Gray Metallic.

MONTEREY 2-DOOR SEDAN

This is the lowest priced of all Mercurys, yet gives you more than any other car at the price: refined lines, very long and low—masterfully tailored interiors. There's solidness in feel as well as in looks—with a ride that flattens the most rugged bumps and an engine that takes the toughest tasks in stride. Every passing mile in this Big M is better than the one before. Two-Toned Parisian Green and Holly Green Metallic.



MONTEREY 4-DOOR SEDAN

By any measure, this Big M stands out! Lines are classic—clean, crisp, definite in character . . . with beautifully concealed center pillars. Luxurious interiors blend with the overall styling theme. There's never been a smoother, more comfortable ride—or an engine more advanced. This is a big car—in size, weight, power, but priced just above the low-priced cars. Two-Toned Burgundy Metallic and Marble White.

MERCURY FOR '58 / Sports-Car Spirit with Limousine Ride

Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right to discontinue or change, at any time, specifications or design without incurring any obligation.

Passenger Car Catalog—M58-100

Lite in U.S.A.

