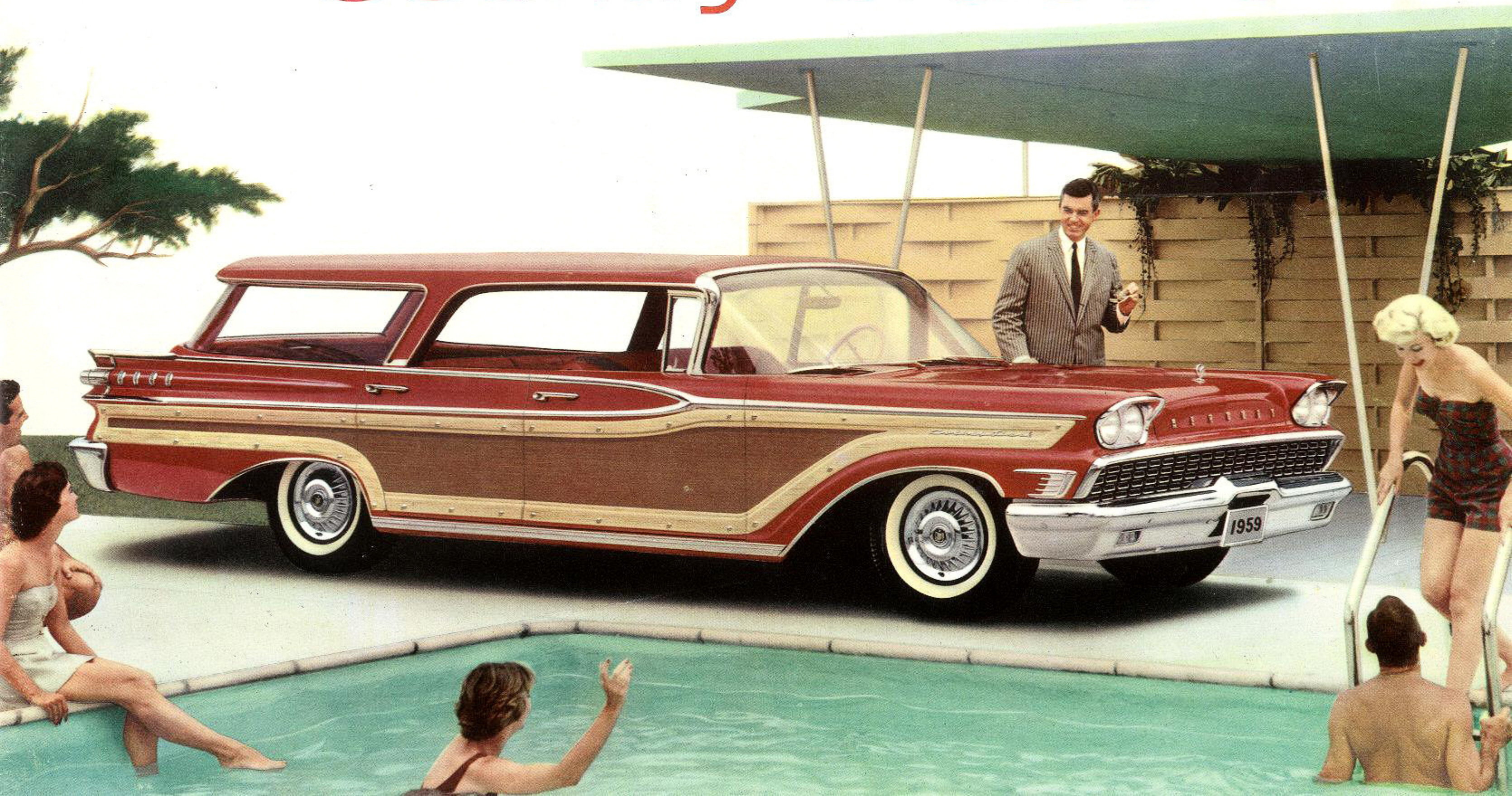


NEWEST OF ALL STATION WAGONS

1959 Mercury Country Cruisers



MERCURY COUNTRY CRUISERS

THE NEWEST IDEAS IN CARGO AND COMFORT CARS



Mercury Country Cruisers—with Clean-Dynamic Styling—were designed for contemporary living. They are America's first family-planned station wagons. Equally fashionable at work or play, they offer you two-car convenience at a single car price. Here is all the luxury, style and power of a passenger car—all the space, ruggedness and utility of a cargo carrier.

Only Mercury Country Cruisers offer this combination of advanced features: hardtop styling on all models; space-planned interiors; passenger-car comfort; carry-all convenience; Panoramic Skylight Windshield; retractable rear window; forward-facing Stow-Away third seat; concealed "below-deck" luggage compartment; and Marauder V-8 performance and economy.

Select your favorite: the superb Colony Park; the luxurious Voyager; the popular Com-muter, in 2-door, 6-passenger or 4-door, 9-passenger models. Everything you could want on wheels—new styling, new comfort, new performance, new economy—beautifully blended in the 20th Anniversary Mercury. Why not start enjoying this wonderful way of living, soon?

MERCURY COLONY PARK

Style leader of the exclusive '59 Mercury Country Cruiser line, the distinctive Colony Park offers handsome, simulated wood side paneling, 322-hp Marauder V-8 engine with Merc-O-Matic transmission, and power-operated rear window as standard equipment. A carnival of colors to choose from, of course. Compare this luxury leader—this new idea for the fine car buyer with a fine sense of value—with any other station wagon at any price.



COLONY PARK 4-DOOR COUNTRY CRUISER
Tuxedo Black

MERCURY VOYAGER

New from road to roof, its tasteful blend of grace and space makes the beautiful Mercury Voyager equally admired and accepted at a formal affair or a fishing site. The Voyager is economically powered by a 322-hp Marauder V-8 engine and is available in a wide choice of color combinations to match your individual taste.

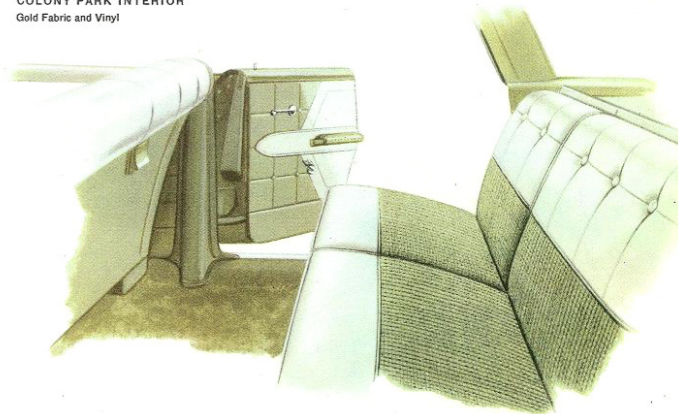
Like all 1959 Country Cruisers, the Voyager features: increased wheelbase, heavier body, wider wheel tread, and greatly increased glass area to add to your driving pleasure—and safety. Other Mercury safety features include: self-adjusting brakes, front-hinged safety-lock hood, safety door latches, and safety glass throughout.



VOYAGER 4-DOOR COUNTRY CRUISER
Two-Toned Satellite Blue and Blue Ice Metallic



COLONY PARK INTERIOR
Gold Fabric and Vinyl

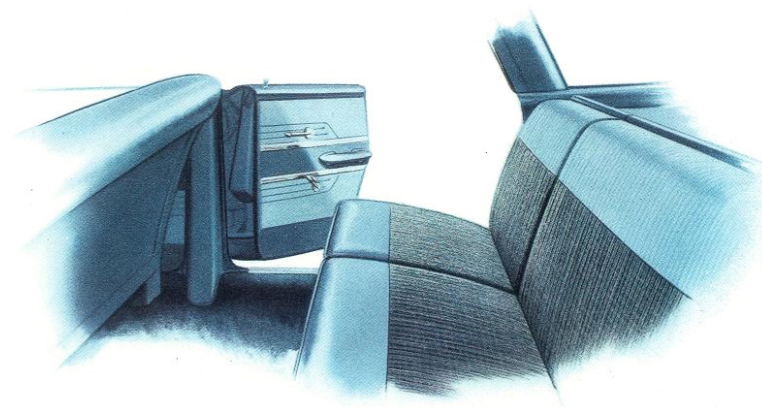


COMFORT
QUALITY
CONVENIENCE

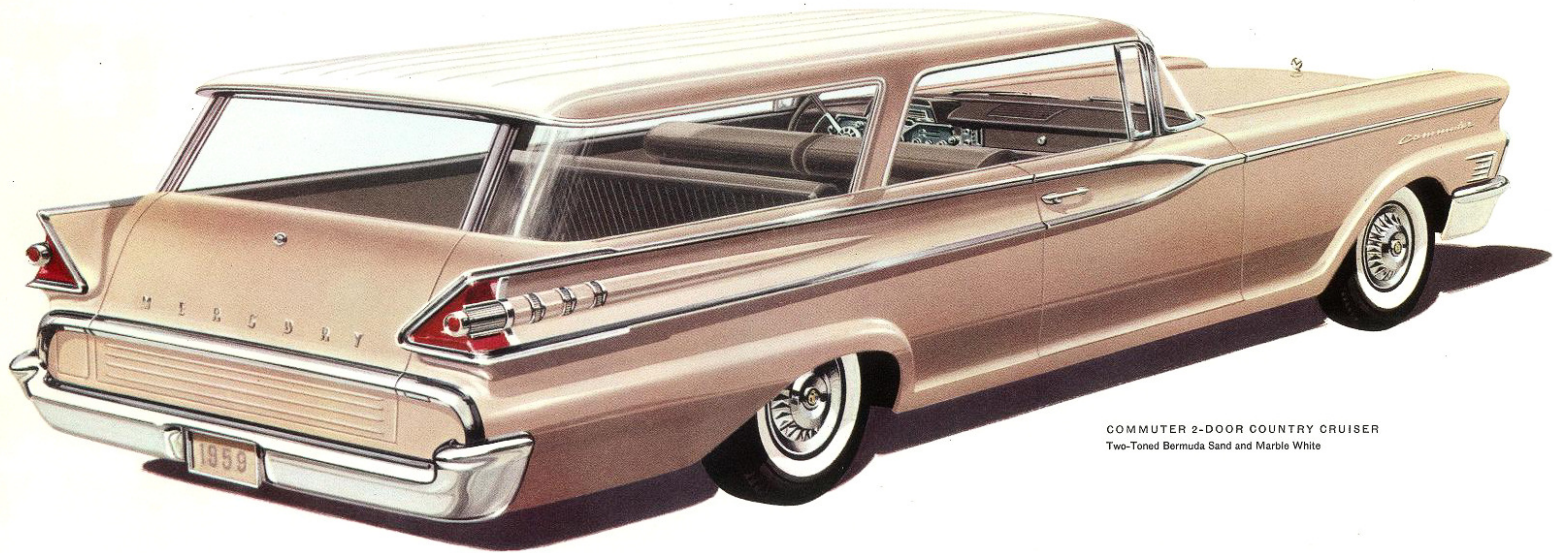
See how Mercury's new, wider doors ease entry and exit. Look, too, at Mercury's new floor contour—the hump in the center has been cut down 45% so the man in the middle doesn't sit with his knees in his chin (the way he does in other '59 cars). You'll be delighted by Mercury's space-planned interiors. The instrument panel has been moved out of your lap, yet controls

remain within convenient reach. You'll appreciate the lustrous, easy-to-clean vinyl and fabric in your choice of 34 elegant, and durable, color combinations. You'll be pleased to discover such added conveniences as: integrated instrument console, individual ashtrays for driver and front-seat passenger, roomy glove compartment, padded instrument panel.*

*Standard on Colony Park and Voyager models, optional on Commuter.



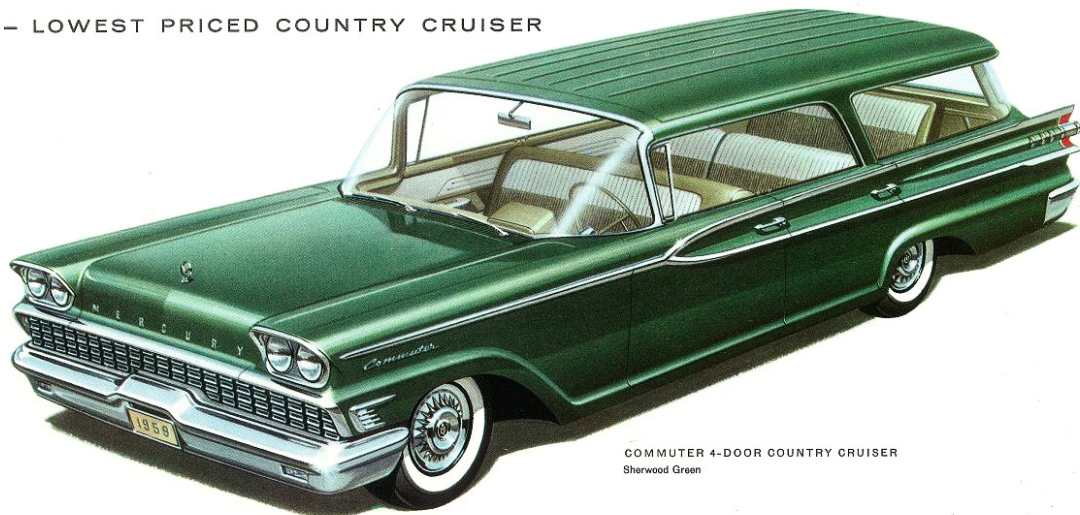
COMMUTER INTERIOR
Turquoise Fabric and Vinyl



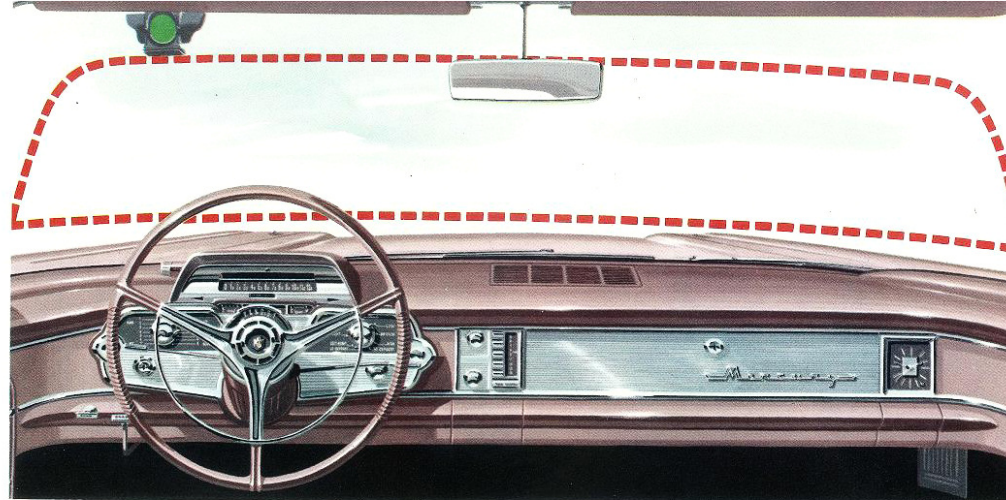
COMMUTER 2-DOOR COUNTRY CRUISER
Two-Toned Bermuda Sand and Marble White

MERCURY COMMUTER - LOWEST PRICED COUNTRY CRUISER

Taut, trim, terrific—blending passenger-car ride and handling ease with carry-all space and utility—the Commuter, like the Colony Park and Voyager, offers a combination of features you won't find on any other station wagon regardless of price. For example: hardtop styling, all-clear loading platform, roll-down rear window, Stow-Away third seat, and concealed "below-deck" compartment for extra storage. Never before have such size, power, comfort and convenience been available in a station wagon so modestly priced. The Commuter has a 280-hp Marauder V-8 engine specifically designed to deliver all the power you need—economically. Your choice of 4-door, 9-passenger or 2-door, 6-passenger models.



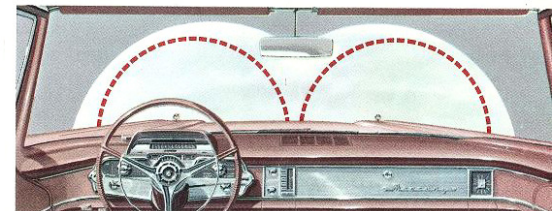
COMMUTER 4-DOOR COUNTRY CRUISER
Sherwood Green



PANORAMIC SKYLIGHT WINDSHIELD: Dotted line shows windshield area of last year's automobiles. See how much more viewing area Mercury's new Panoramic Skylight Windshield adds. It sweeps back on either side—and overhead as well—to provide a new dimension in seeing and safety.



ROLL-DOWN REAR WINDOW: Retracts into tailgate, eliminating inconvenience of the old-fashioned liftgate. Rear window is power-operated on Colony Park and Voyager models, manually-operated on Commuter, with power unit optional.



EXCLUSIVE SAFETY-SWEEP WINDSHIELD WIPERS: Increase coverage by 42 percent, eliminating center blind spot. Dotted lines trace area covered by conventional wipers; clear area shows greatly extended sweep of Mercury's new wipers.

MERCURY COUNTRY CRUISERS OFFER YOU

A BRIGHT NEW WORLD
OF PRACTICAL LUXURY

Discover a delightfully new open-air feeling behind the wheel of America's first family-planned station wagon—the 1959 Mercury Country Cruiser. Experience the pleasant spaciousness of Mercury's new Panoramic Skylight Windshield which not only curves around each side, but also flows back into the roof. And to make driving even more enjoyable, ask about such special conveniences as: Mercury Power Steering, Power Brakes, Power Windows and Seats.

Other available options for 1959 include: Climate Dial Air-Conditioning, Travel-Tuner Radio, Stereophonic Rear Seat Speaker and Country Cruiser Luggage Rack.



STOW-AWAY THIRD SEAT: Now, a forward-facing third seat that folds down into the floor. To store, simply pull seat release, push seat into seat well, fold down back. To open, release top, snap back, pull seat forward. When seat is in use there is a locking storage compartment beneath it.



ALL-CLEAR LOADING PLATFORM: Tailgate folds down flush with cargo compartment floor to provide flat, continuous loading surface. Every 1959 Country Cruiser has more than 90 cubic feet of usable storage area inside—enough to stow a full-sized rowboat.

DIMENSIONS

Over-all length	218.5"
Over-all height	57.8"
Over-all width	80.7"
Tailgate extension	25.0"
Rear opening height	33.5"
Rear opening width	46.3"
Tailgate to ground	26.2"
Rear of Front Seat to Rear:	
Tailgate opened	124.9"
Tailgate closed	99.9"
Rear of 2nd Seat to Rear:	
Tailgate opened	89.3"
Tailgate closed	64.3"
Rear of 2nd Seat to Rear:	
Tailgate opened	49.1"
Tailgate closed	24.1"
Floor to Roof:	
Behind front seat	33.5"
Floor Area Behind Front Seat:	
Tailgate opened	45.9 sq. ft.
Tailgate closed	39.7 sq. ft.
Total Cargo Capacity:	
Behind front seat	101.1 cu. ft.
Behind 2nd seat	80.1 cu. ft.
Behind 3rd seat	17.3 cu. ft.

'59 MERCURY COUNTRY CRUISERS

AMERICA'S NEWEST STATION WAGONS

On turnpike or trail, a new Mercury Country Cruiser shrinks time and distance to make driving a real joy on any excursion. Always a top performer, Mercury now sets the standard for all station wagons. Not just high horsepower, but a new kind of response—quiet, obedient, effortless, *economical*. Each 1959 Mercury Country Cruiser has its Marauder engine exactly tailored to do the job you want it to do. Its handling and riding ease are unsurpassed. Its roomy comfort, its cargo compartment, are unequalled by wagons costing hundreds of dollars more. Mercury for '59 is the one car in its class which does not use a dressed-up body, shared with a low-priced car. Full-cushion shock absorbers, ball-joint front suspension, scientific weight distribution, and a lower center of gravity combine to convince you that there is nothing on the road today like a Mercury '59 Country Cruiser . . . drive it . . . you'll find it's the most exciting idea of the year in station wagons.

MERCURY '59

BUILT TO LEAD—BUILT TO LAST



WHATEVER YOU'RE LOOKING FOR IN A STATION WAGON—COMFORT, STYLE, VERSATILITY, PERFORMANCE—YOU'LL FIND THEM ALL IN A MERCURY COUNTRY CRUISER. THERE'S ONE PRICED RIGHT FOR YOU.