



MERCURYS

MONTEREY
& COMET

**Now . . . when you think of buying a car
. . . think of your Mercury dealer!**

Because for 1962, your Mercury dealer introduces a full line of cars in two sizes: Mercury Comet, the compact Mercury that's smartly ahead of the compact crowd, now available in 9 models; and the Mercury Monterey, the biggest, most luxurious Mercury, now offered in 10 models . . . designed for the big-car man.

Yes, 1962 is the year of big change at your Mercury dealers . . . of exciting change for you as a potential new-car owner. What's more, in compacts or big cars, you will find all the fine and traditional Mercury values . . . more car for your money, more roominess and comfort, more quality, luxury and performance . . . all those extra values that have made the Mercury name stand for better cars over the years.

Whatever size suits you best—compact or big car—you'll find the new 1962 line-up offers you the best-looking buys that come in each size!

D. R. Learned
General Marketing Manager
Lincoln-Mercury Division

1962 MERCURYS
best-looking buys...now in each size



MERCURY COMET—the compact Mercury.



MERCURY MONTEREY—biggest, most luxurious Mercury.

With A One-Year or 12,000-Mile Warranty. Every 1962 Mercury Monterey and Mercury Comet part (except tires, for which appropriate adjustments are made by their makers) is now warranted by dealers against defects in material and workmanship for one year or 12,000 miles, whichever comes first. Normal maintenance services and the routine replacement of parts such as filters, spark plugs, and ignition points are excepted.



Now . . . in 1962—whether your choice
is a compact or a big car—MERCURY
offers you the best buys in either size!

MERCURY MONTEREY—biggest, most luxurious of all 1962 Mercurys; take your choice of ten magnificent models—two superb series, including conventional and hardtop sedans, convertible and station wagons. See and drive the Mercury Monterey—the best-looking buy for the big-car man.

MERCURY COMET—Best-looking compact of them all. The family-size compact that offers you fine-car styling and big-car ride. Now for '62—two great series to choose from and the exciting Comet S-22. Altogether there are 9 value-packed models. Comet . . . the compact Mercury—smartly ahead of the compact crowd.

MERCURY COMET

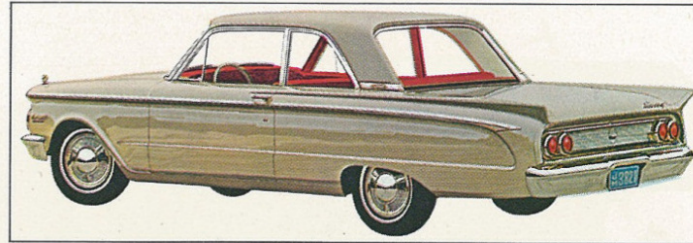
THE COMPACT MERCURY—SMARTLY AHEAD

Now in two great series—Comet and Comet Custom plus exciting Comet S-22—all with extra values that make the difference

Extra value in low cost of ownership. The '62 Mercury Comet costs less to buy, less to operate. And Comet owners have enjoyed higher resale value at trade-in time, too. **Extra value in matchless fine-car styling.** Long, clean and crisp with discreet chrome to accent lines smartly. **Extra value in full appointments.** Many luxury and convenience items that other compacts class as extra are standard on Comet. **Extra value in family-size design.** Longer wheelbase, up to 7.5" longer than other compacts . . . delivers comfort for six . . . over 29 cu. ft. of trunk space, more than double that of some compacts. **Extra value in big-car ride.** Extra length and refined suspension provide steady, big-

OF THE COMPACT CROWD!!

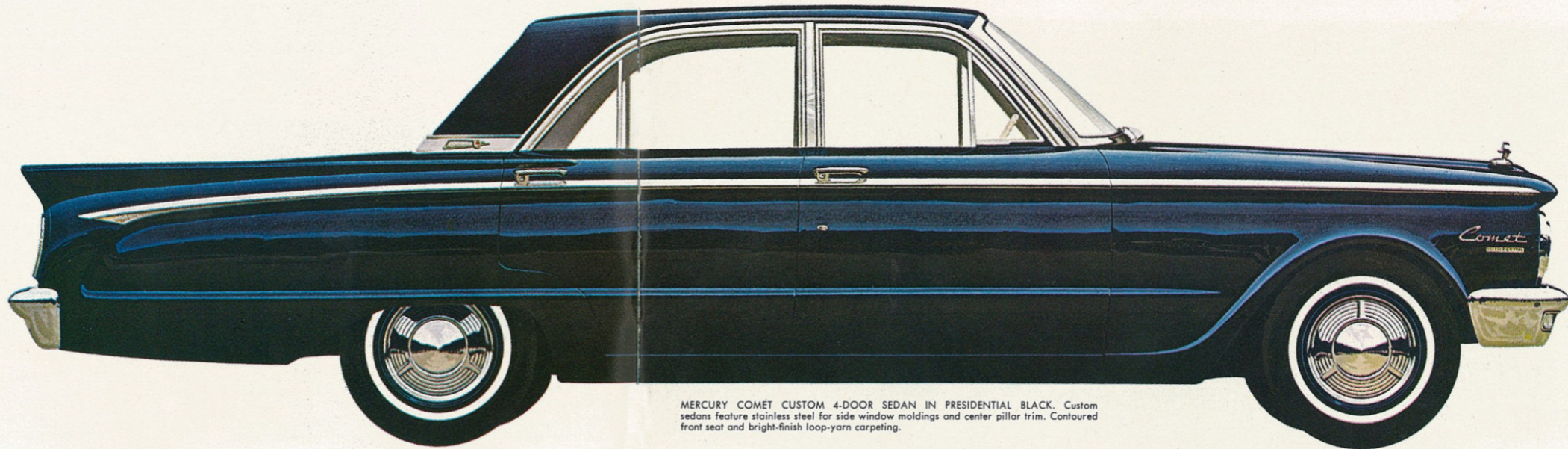
car ride. **Extra value in economical operation.** Two thrifty engines, Comet "6" or optional Comet 170 "6", help you save on gas. You change oil only every 6,000 miles, get better tire mileage, save on licenses and insurance. New extended-life anti-rust, anti-freeze coolant lasts 2 years or 30,000 miles, whichever comes first. Beautiful Super-Enamel finish, stays lustrous longer. **Extra value in built-in quality.** Unit-built Comet also has factory-applied undercoating, rustproofed vital underbody parts, more complete insulation, aluminized 22" muffler. And—with all this—Mercury Comet is still priced with or below the compacts of most other makers!



MERCURY COMET CUSTOM 2-DOOR SEDAN IN DESERT FROST



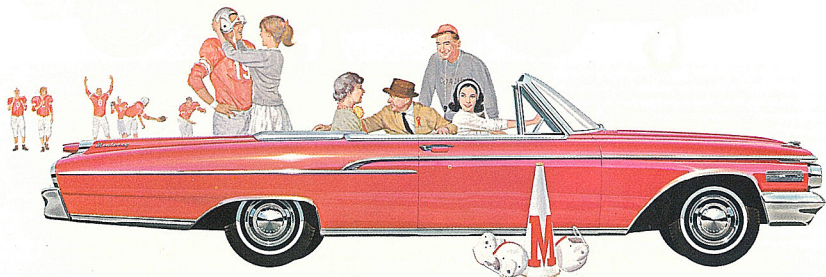
MERCURY COMET CUSTOM INTERIOR: Light Beige vinyl and Medium Beige Jewelsheen.



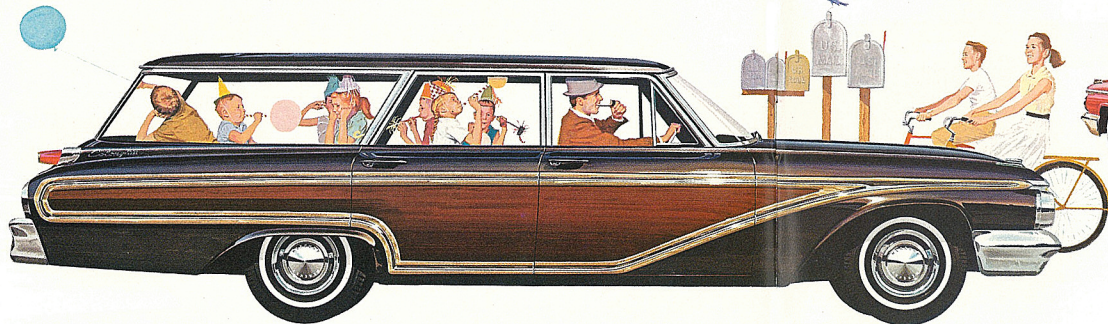
MERCURY COMET CUSTOM 4-DOOR SEDAN IN PRESIDENTIAL BLACK. Custom sedans feature stainless steel for side window moldings and center pillar trim. Contoured front seat and bright-finish loop-yarn carpeting.



MERCURY MONTEREY CUSTOM CONVERTIBLE IN CARNIVAL RED. Take a look at the big style leader of the popular-price field . . . literally loaded with extra value. With the top down, the world is your companion. When the weather closes in, then up with the top for sedan snugness. Either way you travel in real style—with the go power of a mighty V-8 at your command and the satin-smoothness of Mercury Monterey's exclusive Cushion-Link ride to cradle you in luxury.



Wheel openings, taillights, front grille, rear deck and rocker panels are beautifully highlighted with crisply styled chrome. Massive wraparound bumpers, too, feature triple-plated chrome protection . . . all extra values that make the difference.



MERCURY MONTEREY 4-DOOR COLONY PARK STATION WAGON IN PRESIDENTIAL BLACK

MERCURY MONTEREY STATION WAGONS FOR '62

BIG & BEAUTIFUL . . . built to pamper passengers or haul huge loads in style!

There's plenty you'll like about the new 1962 Monterey station wagons. Each is distinctively styled . . . packed with extra values . . . versatile enough to carry lots of passengers and loads of cargo . . . easy to handle on turnpike or parking lot . . . rides smooth with Mercury's exclusive Cushion-Link suspension. Power is yours—economically—in a choice of Mercury Monterey "6" or three efficient V-8 engines.

Choose the Monterey wagon (6- or 9*-passenger seating capacity) that fits your needs. There is the Commuter (below) with Shadow Weave cloth and vinyl upholstery and thrifty 6-cylinder or Mercury Monterey 292 V-8 engine standard, and the Colony Park (below left) with Corinthian cloth and vinyl or all-vinyl interior, carpeting, power-operated rear window, simulated-wood side panels at no extra cost.

*Optional at extra cost

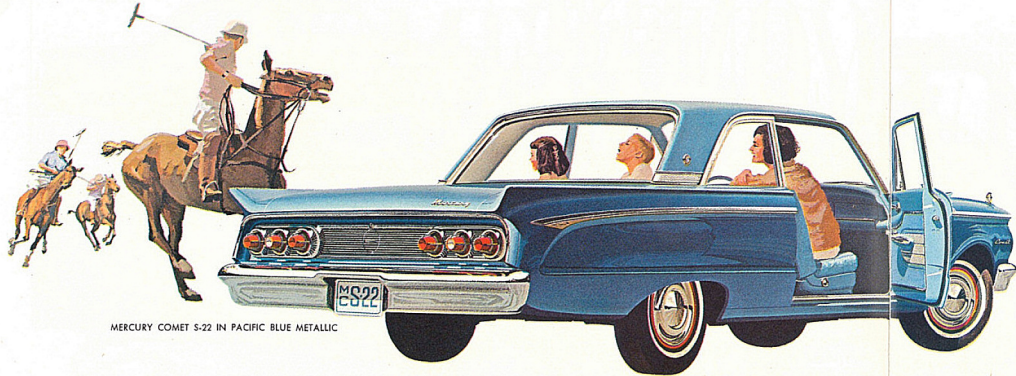
EXTRA VALUE BY DESIGN

'62 Mercury Monterey is built to last longer—built to save you money these nine important ways!

1. New for '62—Oil goes 6,000 miles between changes—improved full-flow oil filter saves up to 50% on engine oil and filter replacement.
2. Also new for '62—Anti-rust, anti-freeze coolant lasts two years or 30,000 miles, whichever comes first, factory-installed, contains ethylene glycol concentrate and improved rust-inhibitor.
3. Major chassis components are pre-lubricated for 30,000 miles—sealed joints keep out dirt and water, save time and money, give freshly lubricated ride all the time.
4. Muffler life more than doubled—ruggedly constructed of aluminized steel, lengthens replacement interval.
5. Brakes adjust themselves—mechanically, equally and properly during the life of the linings.
6. Body protects itself against rust—zinc-coated body sheetmetal and zinc-clad galvanized steel rocker panels resist corrosion two to three times longer.
7. Spark plugs last longer, save gas—self-cleaning action and bigger size (18-mm.)—run cooler, improve combustion and fuel economy.
8. Finish stays bright—baked-on Super-Enamel keeps it lustrous longer.
9. Engine costs less to maintain, runs smoother—self-adjusting rocker arms in Mercury Monterey "6".



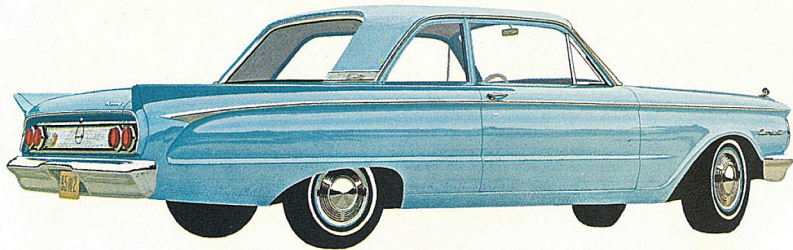
MERCURY MONTEREY 4-DOOR COMMUTER STATION WAGON IN CARNIVAL RED WITH OPTIONAL POWER-OPERATED REAR WINDOW



MERCURY COMET 5-22 IN PACIFIC BLUE METALLIC

You ride in style in Comet, the long-wheelbase compact with a sure, steady big-car ride. And you'll enjoy the easy steering, excellent traction and safe braking action which result from carefully balanced weight distribution on front and rear wheels. Here are some of the features and extra values which help make Comet one of the most comfortable compacts on the road:

- Extra wheelbase inches—114" for sedans, up to 7.5" longer than others
- Ball-joint independent front suspension with deep-coil springs
- New, smoother-riding two-ply tires
- More insulation to reduce road noise
- Extra-comfort front seat padded generously with foam rubber
- Front-mounted engine for road-hugging stability
- Soft-action, 50-inch rear leaf springs
- 28 rubber bushings and bearings to absorb vibration in front suspension.



MERCURY COMET 2-DOOR SEDAN IN SEA BLUE

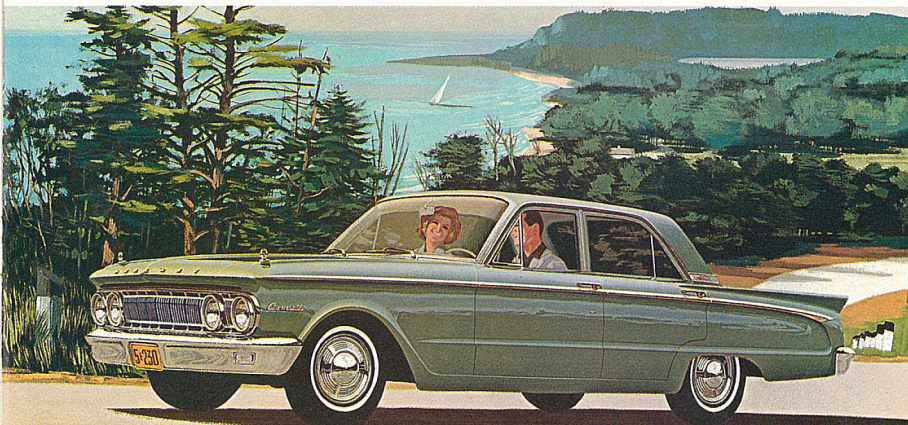
COMET S-22

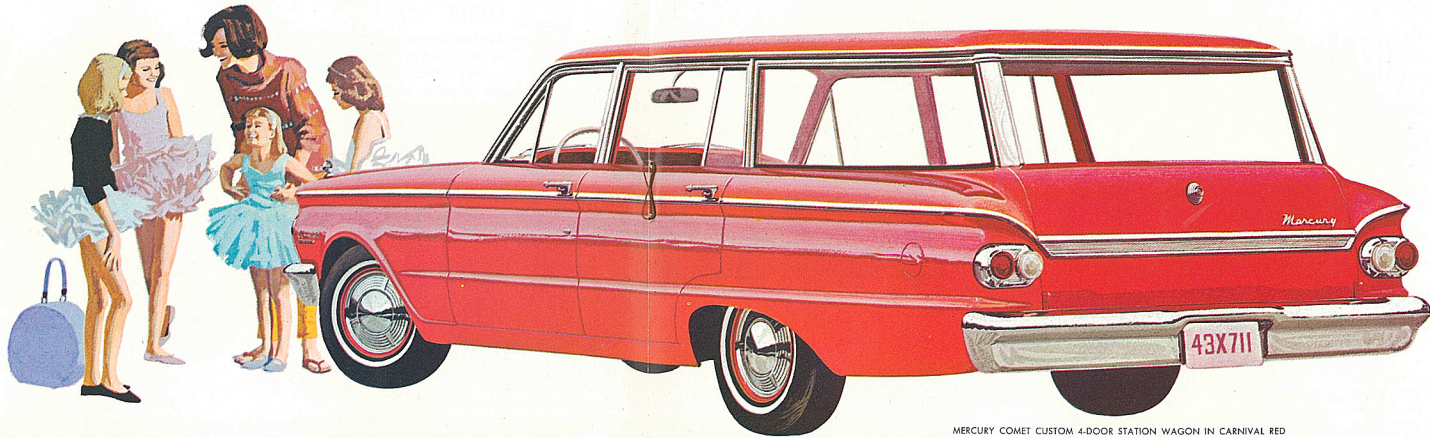
Spirit and spunk mark Comet S-22 as the slickest personal compact car on the road. Everything about this sprightly beauty marks it de luxe—from bucket-type front seats to integrated rear grille and taillight styling, from loop-yarn carpeting to red rims and special wheel covers, from bright-metal door and window frames to 4-spoke safety steering wheel. Extensive insulation lowers sound level. Choice of thirteen colors. These, plus the Comet combination of ride and economy, make Comet S-22 the "smartest" buy among personal compacts in '62.



Foam padding covers both the full-width back seats and the individually-adjustable bucket-type seats up-front. Pleated upholstery is all-vinyl, in your choice of four monochromatic colors and a two-tone beige. Personal storage console between front seats, lockable glove box on dash.

MERCURY COMET 4-DOOR SEDAN IN SCOTCH GREEN



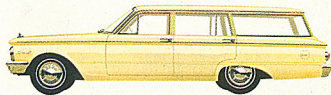


MERCURY COMET CUSTOM 4-DOOR STATION WAGON IN CARNIVAL RED

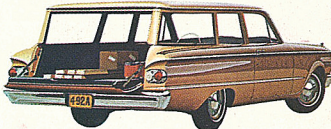
MERCURY COMET STATION WAGONS

Mercury Comet 2-door and 4-door station wagons are designed to work hard, look good and last longer. They're as practical as they are handsome. Look at some of the reasons:

- Load space almost 9 feet long with tailgate down
- Low-to-ground, easy-loading cargo deck height
- Big cargo capacity of 76.2 cubic feet, 33.1" high and 57.3" wide
- Roll-down rear window (power optional)
- Permanent roof luggage carrier optional
- Unit-built construction
- Conveniently mounted spare tire at right rear.



MERCURY COMET 4-DOOR STATION WAGON IN JAMAICA YELLOW



MERCURY COMET 2-DOOR STATION WAGON IN DESERT FROST



Comet wagons do away with old-fashioned liftgate, make loading and unloading easier with roll-down rear window (power-operated window is optional). See the free-and-clear access all around.

Fully appointed Custom wagons are smartly styled with contour front seat, lockable glove box, courtesy lights, plated all-vinyl upholstery. All seats foam-padded.



MERCURY COMET CUSTOM 2-DOOR STATION WAGON IN BLACK CHERRY

'62 MERCURY MONTEREY

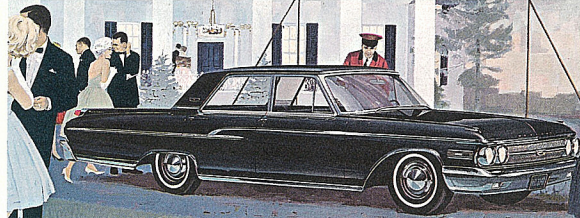
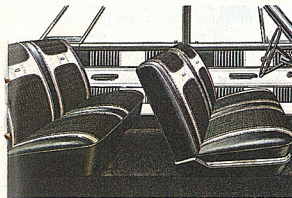
. . . raises your standard of driving, yet is well within the popular-price range!

BIG-CAR STYLE that matches the mood of the big-car family—beautiful new styling all around, designed to reflect your good taste. **BIG IN PERFORMANCE** to satisfy your most demanding requirements (choice of 4 engines, "6" or V-8's). **LAVISH IN LUXURY**—so finely detailed you wonder how the price can be so modest. **BIG-CAR RIDE**—miracle-smooth with exclusive Cushion-Link suspension, more

weight, length and longer (120") wheelbase than other cars near its price. **COMFORT AND CONVENIENCE**—with stretch-out room and unqualified 6-passenger size. **BIG IN SAVINGS** with Monterey's popular-priced initial cost plus nine self-servicing features (routine service only twice a year—at 6,000 to 30,000-mile intervals) and efficient operation from every engine.

You'll find Mercury Monterey for '62 your best **BIG-CAR VALUE** in a choice of 10 magnificent models . . . two superb series. **MERCURY MONTEREY CUSTOM:** convertible, 2-door hardtop, 4-door hardtop, 4-door sedan. **MERCURY MONTEREY:** 4-door hardtop, 2-door hardtop, 4-door sedan, 2-door sedan. **PLUS MERCURY MONTEREY STATION WAGONS:** 4-door Colony Park, 4-door Commuter.

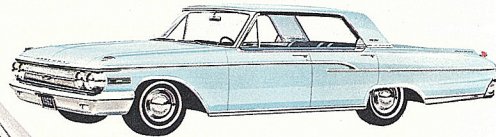
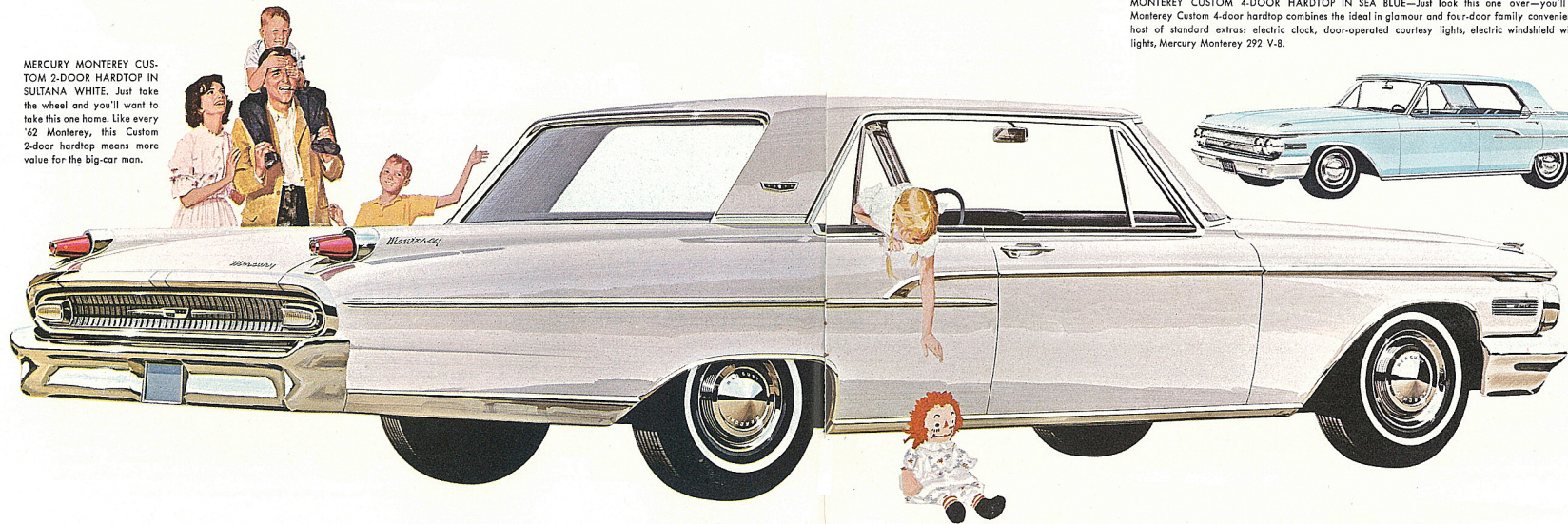
Luxurious color-harmonized Monterey Custom interior shown in White vinyl and Black Shadow Weave cloth.



MONTEREY CUSTOM 4-DOOR SEDAN IN PRESIDENTIAL BLACK—Whether you need a big car for your family or prefer the "feel" and comfort of a full-size, handsome car, this Monterey Custom 4-door sedan has your initials on it. Like every Monterey, it's big in everything but price . . . and with all the extra values that make the difference.

MONTEREY CUSTOM 4-DOOR HARDTOP IN SEA BLUE—Just look this one over—you'll love it. This Monterey Custom 4-door hardtop combines the ideal in glamour and four-door family convenience. There's a host of standard extras: electric clock, door-operated courtesy lights, electric windshield wipers, back-up lights, Mercury Monterey 292 V-8.

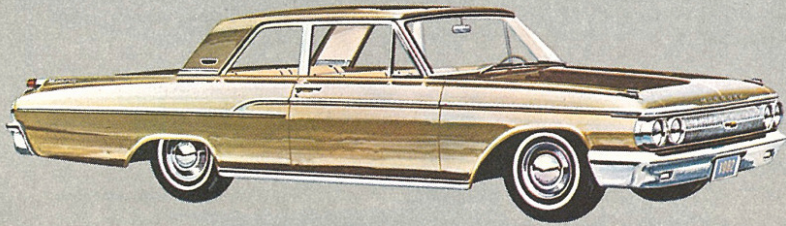
MERCURY MONTEREY CUSTOM 2-DOOR HARDTOP IN SUITANA WHITE. Just take the wheel and you'll want to take this one home. Like every '62 Monterey, this Custom 2-door hardtop means more value for the big-car man.



MERCURY MONTEREY

Biggest, most luxurious Mercury. The best-looking buy for the big-car man.

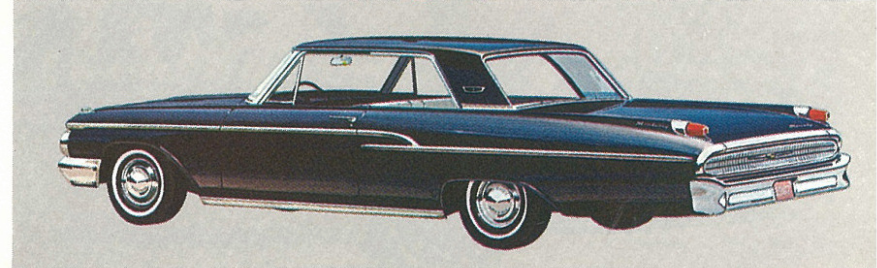
In 1962, Mercury Monterey offers extra values in style, size and breathtaking performance—priced where you would least expect to find it—below many popular-priced cars that offer much less. First off, there's a wide power-team range that allows you to pick the performance level you like best. And for all the extra size and heft of the Mercury Monterey, it rides in superb silence, maneuvers and responds with surprising nimbleness. You'll like everything else about your Mercury Monterey, too: big-car ride with Cushion-Link suspension . . . foam-padded front seat . . . the finest coachwork in Mercury history . . . self-servicing features . . . all extra values that make the difference.



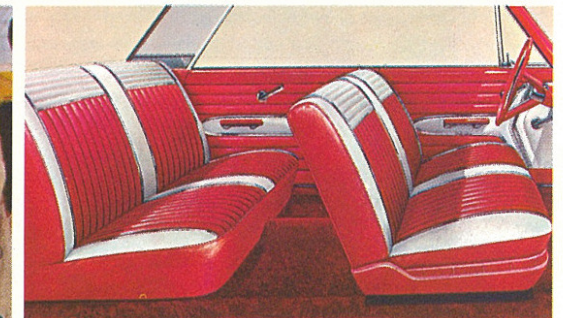
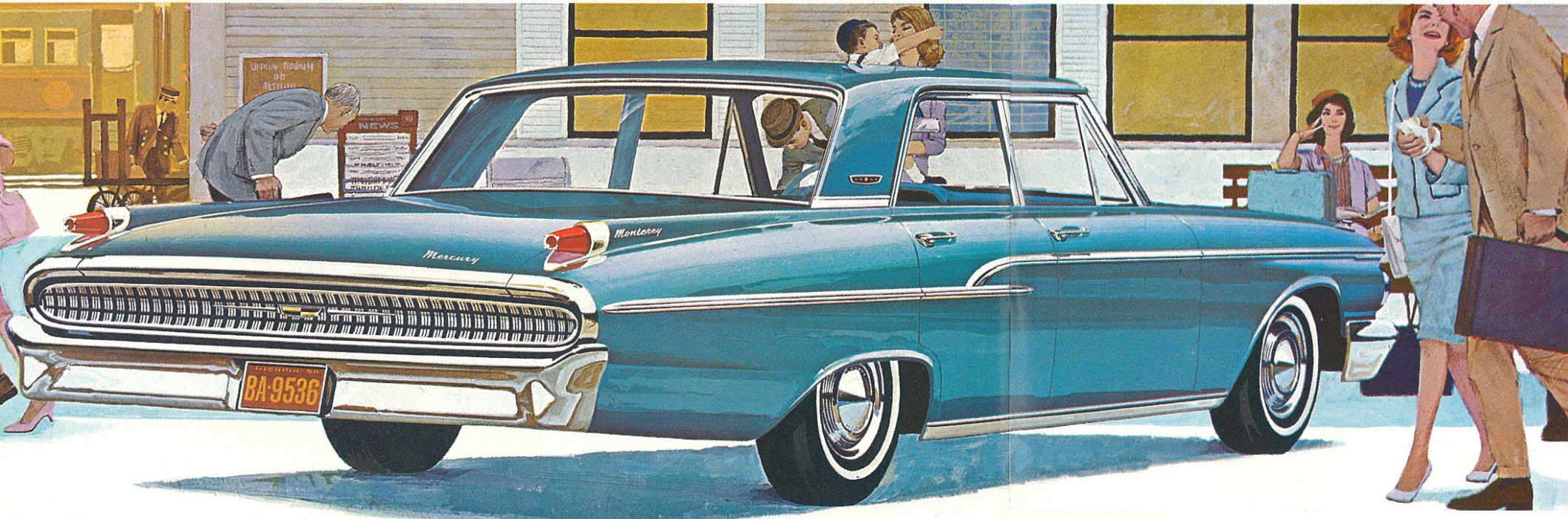
MONTEREY 2-DOOR SEDAN IN DESERT FROST—This big beauty is the lowest-priced Monterey of all. Self-servicing features save you time and money, add to the car's long life. The Mercury Monterey '62' squeezes bonus mileage from every tankful of regular gas. Driving is more fun and more dependable, thanks to strict quality standards.



MONTEREY 4-DOOR HARDTOP IN CARNIVAL RED—Here's hardtop fashion at its most convenient—a wide-open invitation to driving fun that's hard to resist! You'll find the promise of big interior stretch-out room to spare for half-a-dozen grownups—and a mammoth trunk (30.7 cubic feet) for all their luggage.



MONTEREY 2-DOOR HARDTOP IN PRESIDENTIAL BLACK—If ever a car could be called smooth, this one can. No car near the money can touch its thoroughbred performance, precise handling or the deep comfort assured by Cushion-Link suspension.



Monterey interior shown in smart Red and White vinyl. Headlinings in every Monterey are handsome patterned vinyl.

MONTEREY 4-DOOR SEDAN IN OCEAN TURQUOISE—If you're looking for extra values that make the difference, this '62 Monterey sedan is your kind of car. There's nothing cut down or half-hearted in its big masculine look. There's a full measure of interior spaciousness and riding comfort, as well as the money-saving, self-servicing features found on every Monterey.

1962 MERCURYS



best-looking buys...now in each size



THE COMPACT MERCURY COUPE
THE 814, LUXURIOUS MERCURY SEDAN

LINCOLN-MERCURY DIVISION . . . 1962 MERCURYS . . . PRODUCTS OF



MOTOR COMPANY, 3000 SCHAEFER ROAD, DEARBORN, MICHIGAN

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