

**WE'VE CUT THE SIZE**

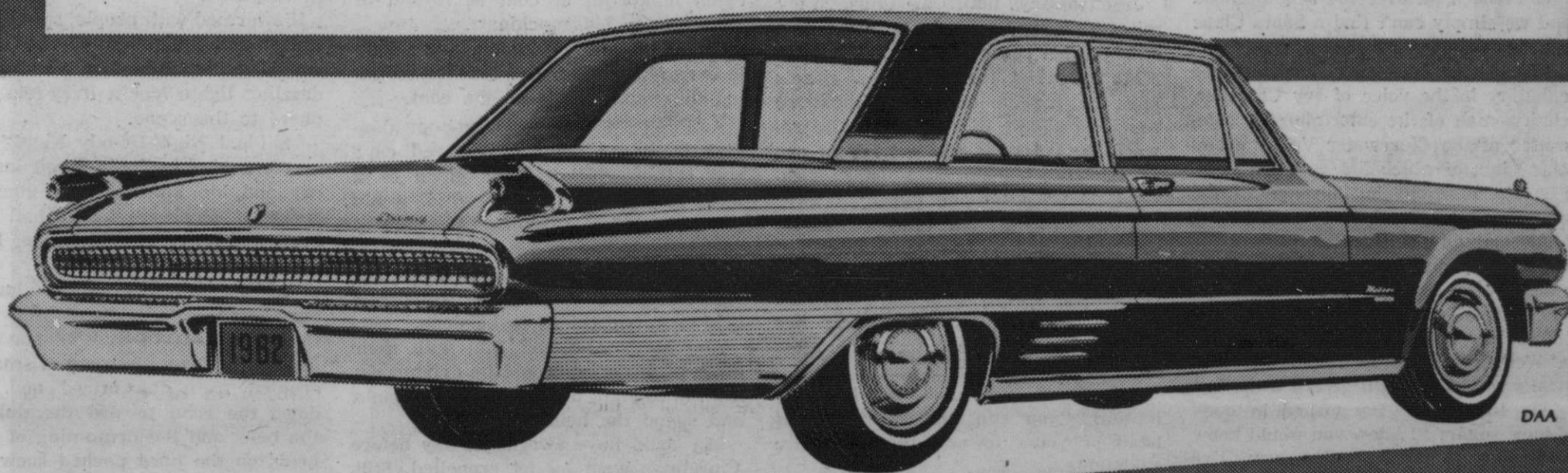
(but not too much)

**CUT THE COST**

(below some compacts)

**KEPT THE COMFORT**

**AND BIG-CAR RIDE!**



It's a brand-new  
car called

# MERCURY METEOR

beautifully balanced between big cars and compacts

Mercury makes it easy to buy your next car, with this ideal new size—big enough for comfort and big-car ride, with the economy and maneuverability you usually find only in smaller cars. It's the new Mercury Meteor—the car that's changing many a mind about what size and price a car should be. Here are a few of the reasons for changing your own mind—

Meteor needs service only twice a year! . . . 6,000 miles between oil changes and minor lubrications, 30,000 miles between major lubrications. Antifreeze lasts two years

or 30,000 miles. Brakes adjust themselves.

Look at Meteor's big-car features . . . Cushion-link Suspension, and unitized body with "torque box" design, let you ride vibration-free • 116.5-inch wheelbase and 203.8-inch length make it ride like a big car, handle like a compact • Deluxe upholstery and appointments • Trunk is big enough to hold 15 suitcases • Choice of two thrifty engines—a "6" and a high-performance V-8 • Power steering and power brakes optional.

Compare Meteor's compact-car prices!

**MERCURY MONTEREY**  
—in the Mercury tradition  
of excellence.



**MERCURY COMET**—the  
compact with good sense  
and the record to prove it.



**SEE THE NEW MERCURY METEOR AT YOUR LOCAL DEALER'S SHOWROOM**