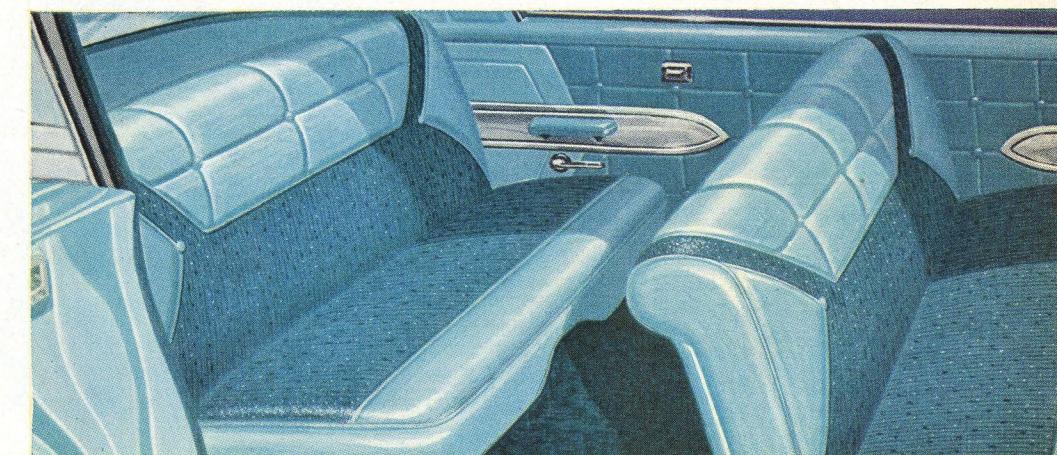


1959 Mercury Montclair 4-door Hardtop Cruiser. Color: Twilight Turquoise



**LIVELY — A GREAT NEW KIND OF PERFORMANCE.** Not just high horsepower—although Mercury offers as much as 345—but a new kind of response: quiet, obedient, effortless. New efficiency, too—1959's finest combination of top performance and gasoline economy.



**LUXURIOUS—GREAT NEW KIND OF COMFORT**—true six-passenger comfort. There are 6 inches more entrance room, 9 inches more knee room up front. Even the hump you'll find in the floor of other '59 cars is cut in half in Mercury—provides far more foot room for the man in the middle, both front and back.



**ECONOMICAL—2 OUT OF 3 NEW CAR BUYERS CAN AFFORD ONE.** Mercury is priced to put true luxury within easy reach. And that's just the first way you save. The new economy-powered Monterey engine gives top performance. You don't pay a premium to get this famous Mercury power. Special features such as a new front alignment system and self-adjusting brakes dramatically reduce upkeep.

*The Brand-New '59 Mercury*

# AMERICA'S LIVELIEST LUXURY CAR

*... for the average income and above-average taste. Beautiful, brilliant, economical! The '59 car with spacious comfort for 6 passengers, not just 4.*

In this one car you get everything you'll find in the most expensive cars—except high price.

For example, Mercury offers you *exclusive* styling—the kind of distinction usually reserved for only the costliest cars. Mercury is the only car in its class that does *not* use a dressed-up body shared by a low-price car.

As a result, Mercury is roomier, more luxurious. Delightfully airy looking, with more than 35 square feet of safety glass all around.

In performance, too, Mercury offers you the finest—but at a saving. There are 3 new Marauder V-8 engines with up to 345 horsepower custom-tailored for each model. The big special is the gas-saving

Monterey V-8 engine which squeezes more mileage out of every drop of gas.

And there is so much more that's new in America's liveliest luxury car. There's a new front suspension system that lets you glide, not dive, when you make a sudden stop. A new skyview windshield curves up into the roof—lets you see high-riding traffic lights. Unique Safety-Sweep windshield wipers overlap, clear a 42% larger area, including the center of the windshield.

We invite you to stop in and see the 20th Anniversary Mercury in person. Compare it with any car—even the most expensive—for styling, comfort and performance. Let your dealer—let the '59 Mercury—show you what *new* really means . . . and how little it costs!

20<sup>th</sup> ANNIVERSARY

## '59 MERCURY

BUILT TO LEAD—BUILT TO LAST