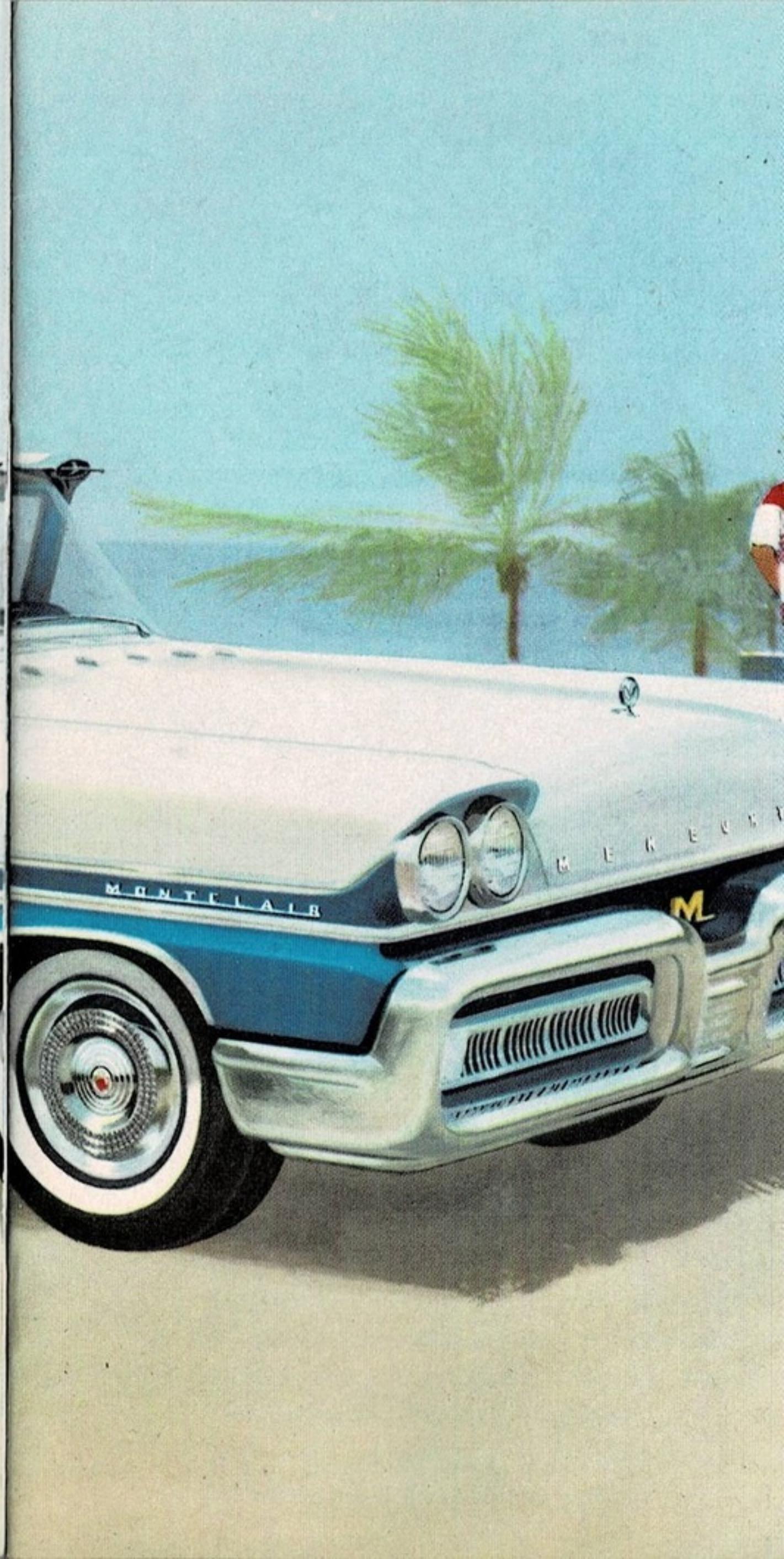


MERCURY

PERFORMANCE
CHAMPION
FOR 1958

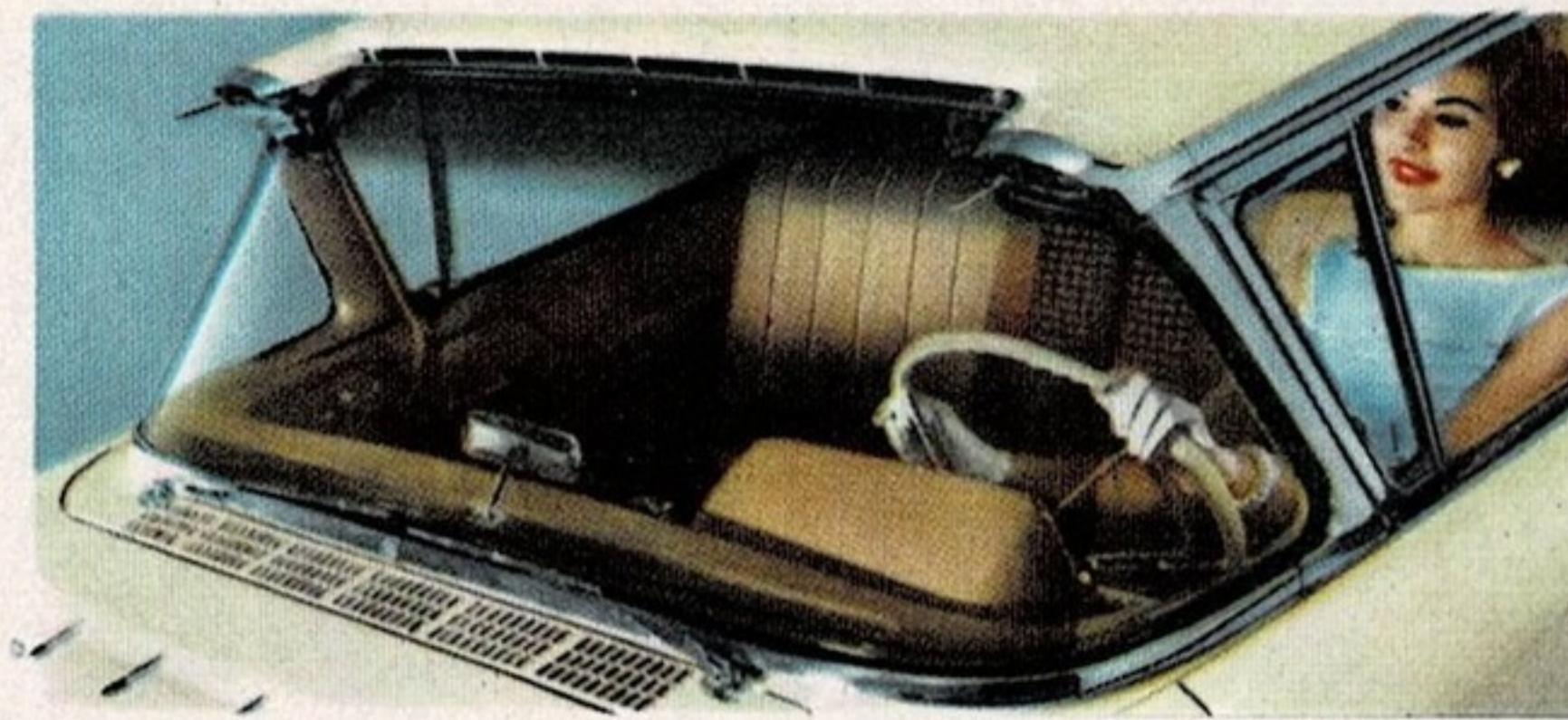




Montclair Turnpike Cruiser—no other car offers you as many exclusive features



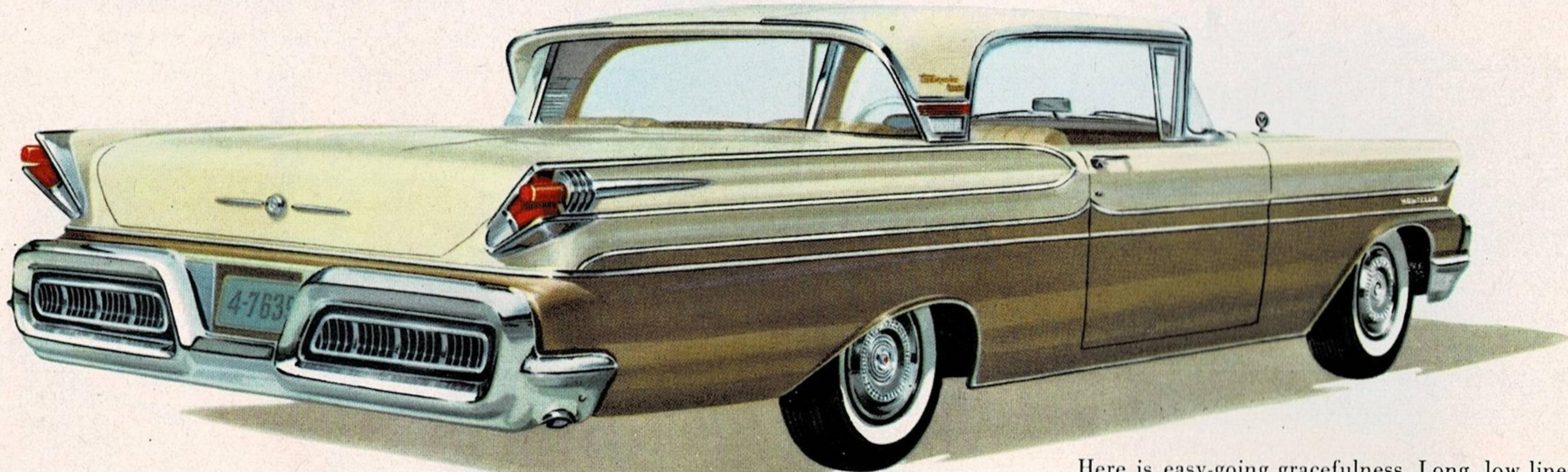
Power-Operated Back Window—A Mercury exclusive! Touch a button and the back window quickly and quietly disappears. And notice the modern, slim, overhanging roof.



Skylight Dual-Curve Windshield—Wraps up as well as around at the side. Roof-level air intakes at each side of the windshield provide a gentle stream of fresh air to interior.

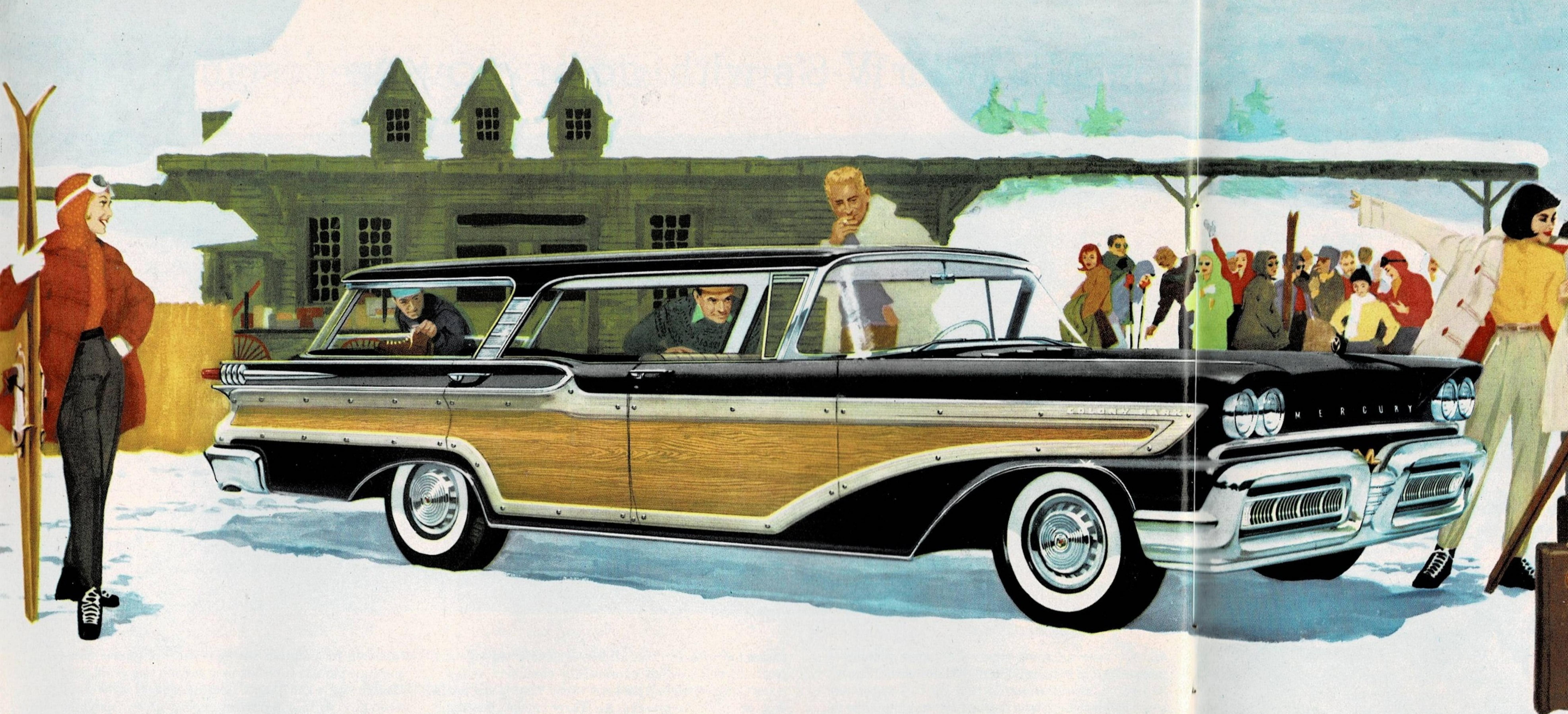


Luxurious Interiors—Mercury Turnpike Cruiser upholsteries are specially chosen vinyls and fabrics. High-styled in superb fashion shades—durable and flexible—richly beautiful.



MONTCLAIR 2-DOOR TURNPIKE CRUISER

Here is easy-going gracefulness. Long, low lines—slender roof—new rear Flairlites. 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.



To Enhance Mercury Station Wagons

Special New Accessories

POWER-OPERATED RETRACTABLE BACK WINDOW

This retractable window lowers into the tailgate to provide refreshing ventilation, and all-clear loading when the gate is open. Available separately as a power option; manual-operated version standard on every wagon.

LUGGAGE CARRIER

This low-cost accessory enables you to carry all your luggage, sports gear, or camping equipment in addition to a wagon-load of passengers. Sturdy, handsome. Available for either permanent or demountable installation.

REAR RADIO SPEAKER

Another new Mercury "first" for station wagons, this speaker "carries" the sound to every passenger with crisp clarity and richness. It is installed behind a grille in the right rear corner of the wagon—has independent volume control.

