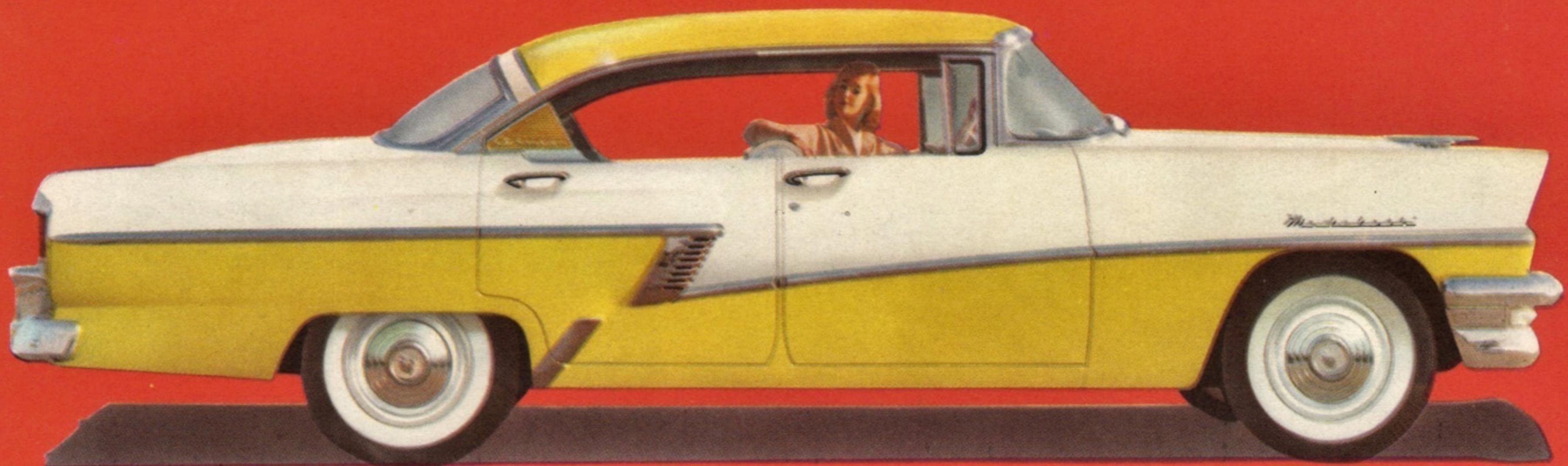


THE BIG
M

Introducing **M** The Medalist



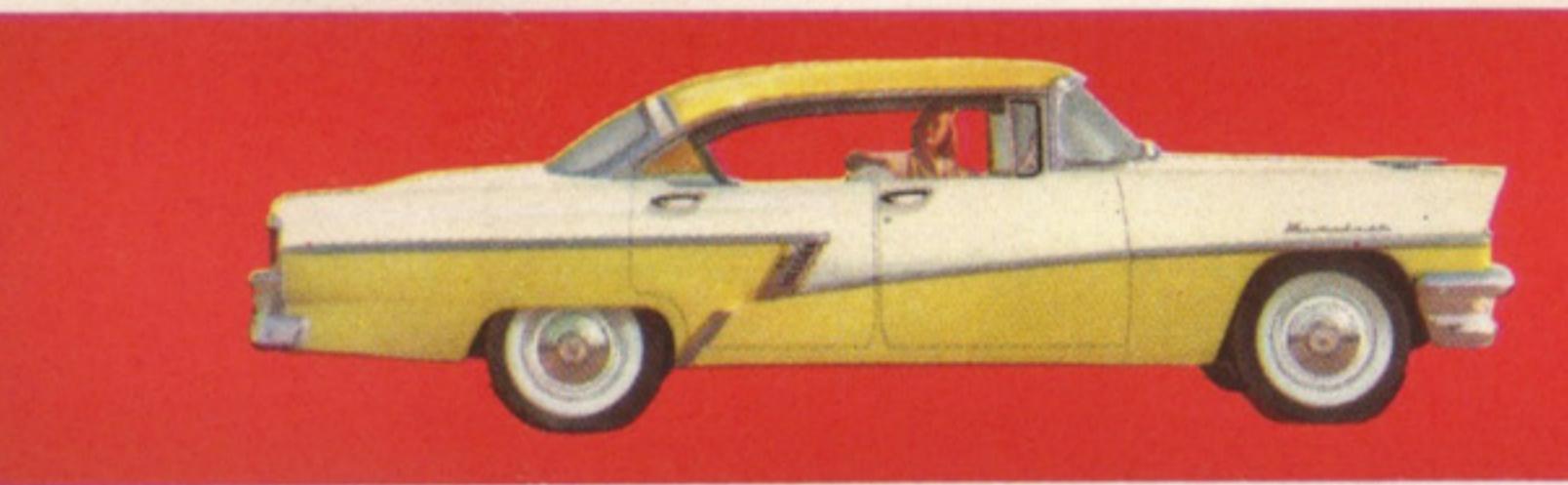
Mercury's newest and lowest-cost series

now...it's easier than ever for you to move up to
Mercury size, power and luxury at a new low cost

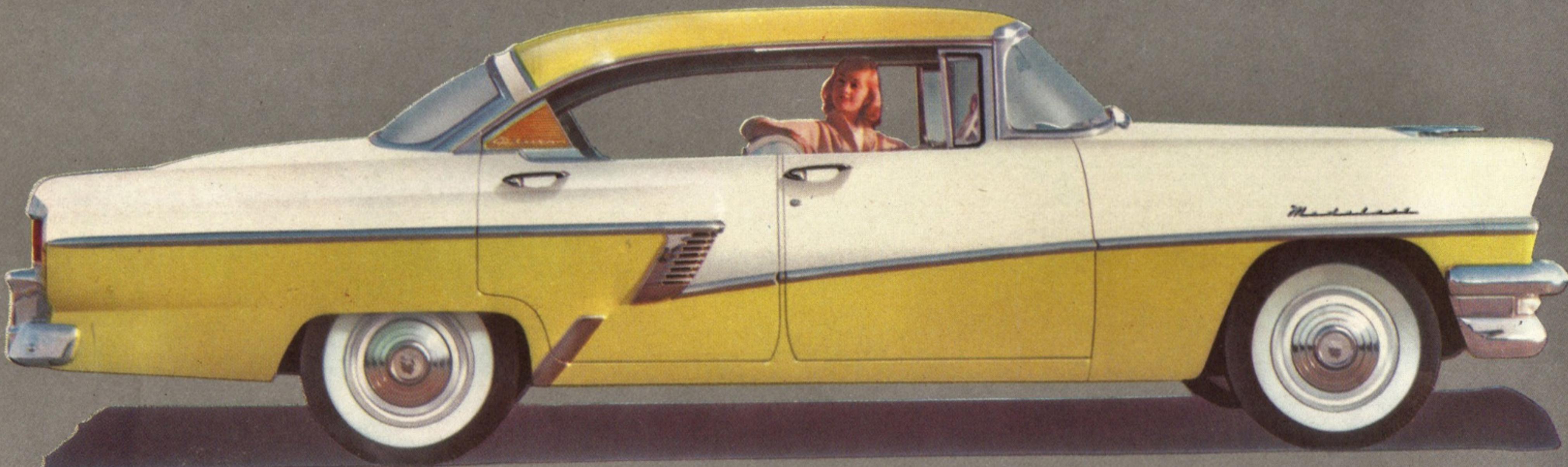
Mercury has expanded its model line-up to include three new, low-cost Medalists:

the 4-door Hardtop Phaeton . . . the 2-door Hardtop Coupe

. . . and the 4-door Sedan. Each is Big **M** in every way . . . each low priced.



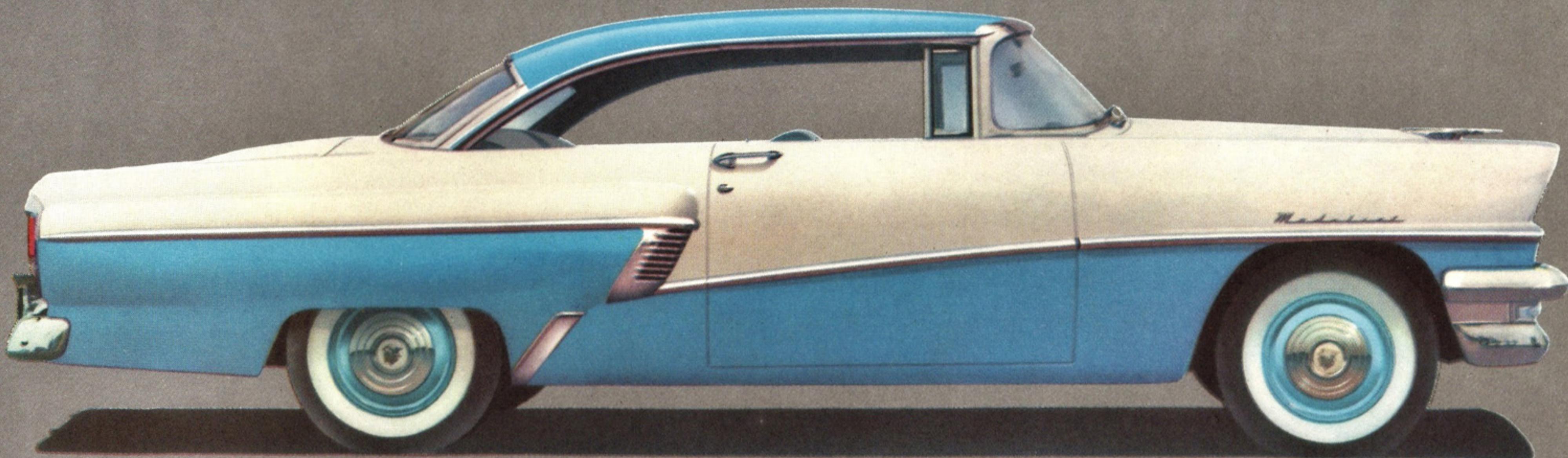
Distinctive



Mercury Medalist 4-door *Phaeton*

The exciting Phaeton—Mercury's newest and smartest styled model—is now available in this new low-cost Medalist series. You get extra rear seat viewing area—distinctive exterior styling—easier entrance and exit for rear seat passengers—the lowest silhouette of all 4-door hardtops. And, best of all is the new low price that this smartest of all 4-door hardtops bears.

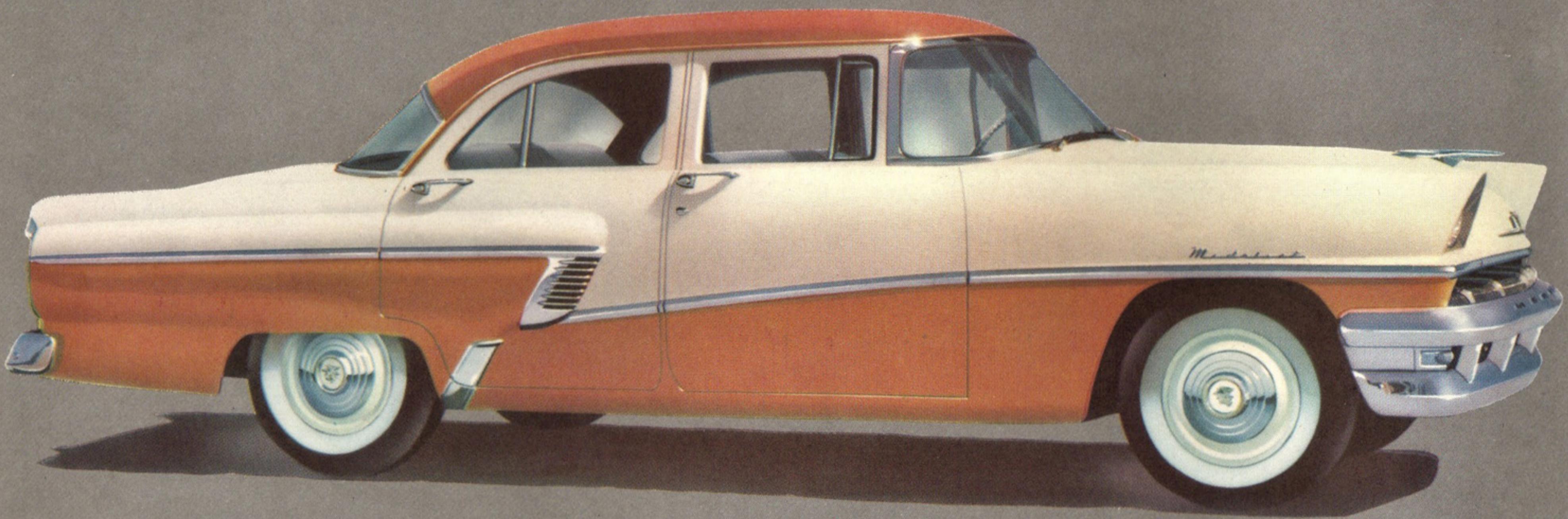
Beautiful



Mercury Medalist 2-door Hardtop

Here's a bright package of power, beauty and value neatly wrapped in an appealing low price. Exterior styling features Mercury's famous low outline—exciting Flo-Tone color styling adds to the casual smartness—and breezing along the highway it takes a back seat to none when it comes to top performance. All in all, a beautiful motoring value, this Mercury Medalist 2-door hardtop.

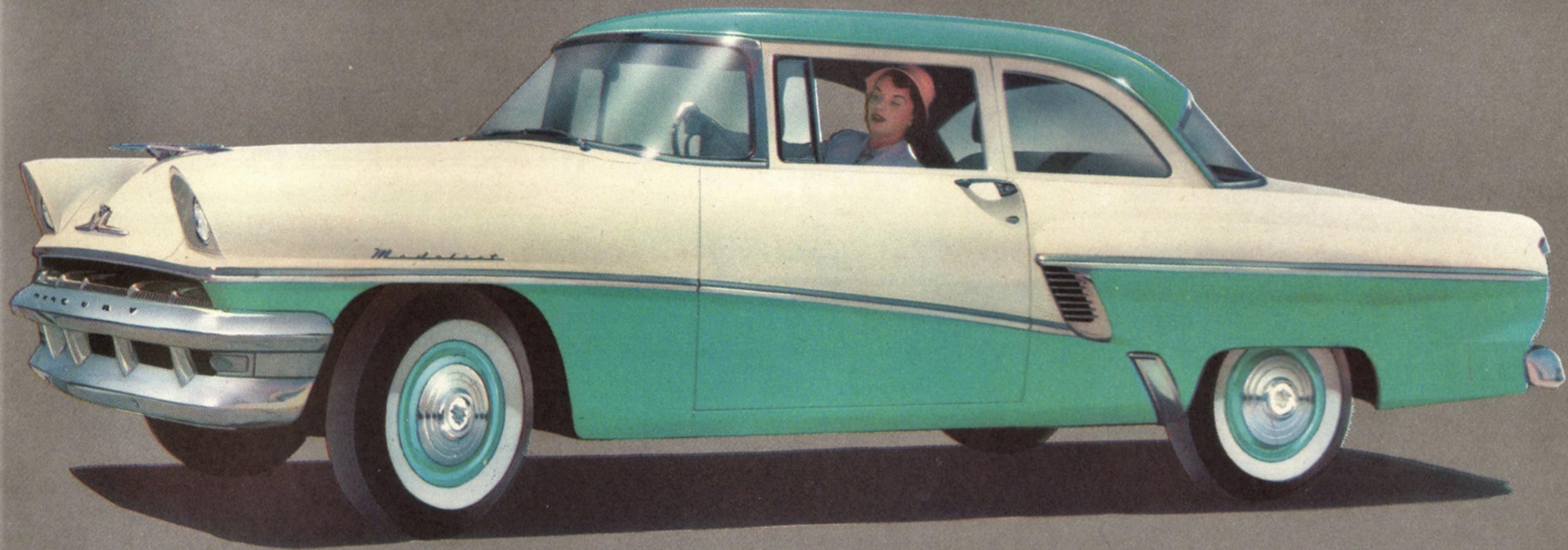
Powerful



Mercury Medalist 4-door Sedan

If ever value, style and power were superbly wedded, *this* car is proof. Notice the trim Mercury silhouette—the quiet elegance of its Flo-Tone color styling. This 4-door, like all Medalists with optional Merc-O-Matic Drive, is gifted with a brawny 312-cubic-inch V-8 engine that *delivers more power per dollar than any other car in the industry!* Naturally it's low priced—it's a Mercury Medalist.

Practical



Mercury Medalist 2-door Sedan

Want the dash and utility of a 2-door Sedan? Want Mercury fine car styling and big car performance? Want value with a capital V? Then you want a Mercury Medalist 2-door Sedan. A slim, sleek performer with a very special handling ease and lightness to its highway step—this is a vehicle that promises liveliness and luxury to the owner *at truly low cost*. See for yourself how well it keeps its promises.

Luxurious

This whisper-light, all-vinyl Mercury Medalist interior is high-styled in superb fashion. Chic, durable—so easy to keep spotless.

The fashionable Medalist tailoring is in perfect taste, and a reflection of all the stylish overtones carried out by the interior decor.

**Move up to the BIG M—
Move up in a Medalist**



THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS LITERATURE WAS APPROVED FOR PRINTING.
MERCURY DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING ANY OBLIGATION.