

FOR 1962

MERCURY OFFERS

THE CARS WITH

THE EXTRAS

THAT MAKE THE

DIFFERENCE



Thank you for your recent visit to your Mercury dealer's showroom. The entry form you filled out there has been received, and you are now officially a participant in the 1962 Mercury Prize Contest. Good luck to you.

This year is a memorable one for us. It is the first time that we have offered Mercurys in more than one size. This means that now, whether you prefer a compact or a big car, you can make it a Mercury—and receive all the extra value that goes with it.

The fact that you were interested enough to examine our new cars is very gratifying, for we consider them to be the finest we have ever built. In fact, we believe that the more carefully you evaluate the many outstanding features and advantages of these fine cars, the more likely it is that your choice will be Mercury for 1962.

This folder is designed to help you make your analysis, and will serve as a reminder of some of the things we think you'll appreciate most about the new Mercurys.

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



Like a compact car? Remember that compacts are not all alike. Though the beautifully styled Mercury Comet, for example, is still priced with or below other compact cars, it has demonstrated a higher resale value at trade-in time. And consider this. Many luxury features you'd pay extra for on other compacts are standard features on all Mercury Comet Custom models! We're thinking of such things as the automatic courtesy dome light, cigarette lighter, four armrests (two with built-in ash trays), white steering wheel with bright-finish horn ring, dual sun visors and dual headlights. Besides that, Mercury Comet's 29-cubic-foot trunk is the roomiest of all compacts. Its wheelbase, up to 7½" longer than other compact cars, works with the new independent front suspension to provide a steady, level ride.

Like a big car? Try the big new Mercury Monterey, for this is the peak of the Mercury line and luxury is standard in all 10 models. Brakes that stay in adjustment for the life of the lining. Its roominess and the quality of its styling and appointments is evident at a glance. Unseen, however, are the reasons for its hushed and fluid riding performance. There are many factors which contribute to it, including a long-stride 120" wheelbase, full-cushion shock absorbers, 60" x 2½" rear springs, and Mercury's unique 4-wheel Cushion-Link suspension that permits horizontal wheel movement, not only to prevent road-shock from reaching frame members, but to preserve wheel alignment. Truly, the '62 Mercury Monterey offers unmatched riding characteristics. Drive it and see.

Both Mercurys—Comet and Monterey—make their quality more evident as the miles slip quietly by without a call for attention from the host of self-servicing elements: Super-Enamel finish that keeps its showroom sparkle for years • Spark plugs in a self-cleaning environment that makes gas go farther • A 6,000-mile cycle for minor lubrication, oil and filter changes • A 30,000-mile cycle for fuel filter and anti-freeze.

In either Mercury, Comet or Monterey, you get styling that stays fresh and distinctive for years, engineering that provides dependable performance and quiet comfort—plus all the other extras that make the difference.



MERCURY COMET—smartly ahead of the compact crowd



MERCURY MONTEREY—the best-looking buy for the big-car man

THE BEST LOOKING BUYS— NOW IN EACH SIZE.

Whether you prefer the compact Comet or the big, luxurious Monterey, Mercury makes a model you'll like. Perhaps in the rush and excitement of their first display, you didn't get as close a look or as much information as you might have preferred. So we'd like to invite you to stop by again soon to receive more individual attention. We know your dealer will be pleased to tell you anything you may want to know and treat you to a leisurely demonstration drive.

LINCOLN-MERCURY DIVISION

Products of  Motor Company

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COMET CUSTOM 4-DOOR SEDAN



COMET CUSTOM 2-DOOR SEDAN



COMET 4-DOOR SEDAN



COMET 2-DOOR SEDAN



COMET S-22



COMET CUSTOM 4-DOOR STATION WAGON



COMET CUSTOM 2-DOOR STATION WAGON



COMET 4-DOOR STATION WAGON



COMET 2-DOOR STATION WAGON



MONTEREY CUSTOM 4-DOOR SEDAN



MONTEREY CUSTOM 4-DOOR HARDTOP



MONTEREY CUSTOM 2-DOOR HARDTOP



MONTEREY 4-DOOR SEDAN



MONTEREY 2-DOOR SEDAN



MONTEREY 4-DOOR HARDTOP



MONTEREY 2-DOOR HARDTOP



MONTEREY COLONY PARK STATION WAGON



MONTEREY COMMUTER STATION WAGON



MONTEREY CUSTOM CONVERTIBLE