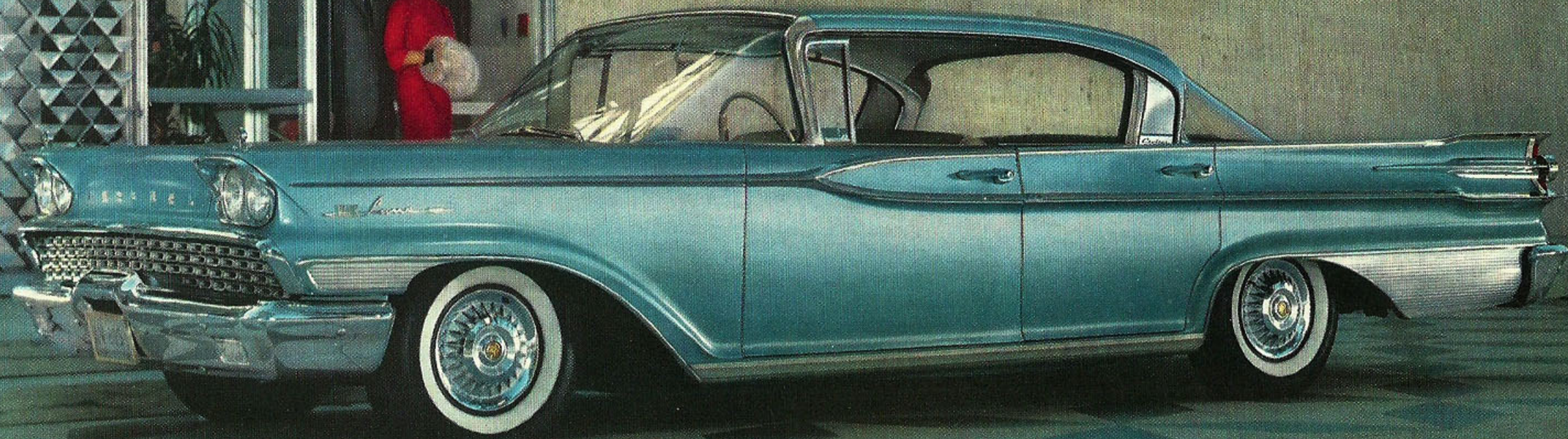


# MERCURY '59



AMERICA'S LIVELIEST LUXURY CAR

**MERCURY**  
**IS**  
**COMPLETELY NEW**  
**FROM**  
**ROAD TO ROOF**  
**-AND EXCITING**  
**AS THE**  
**CITY AT NIGHT**



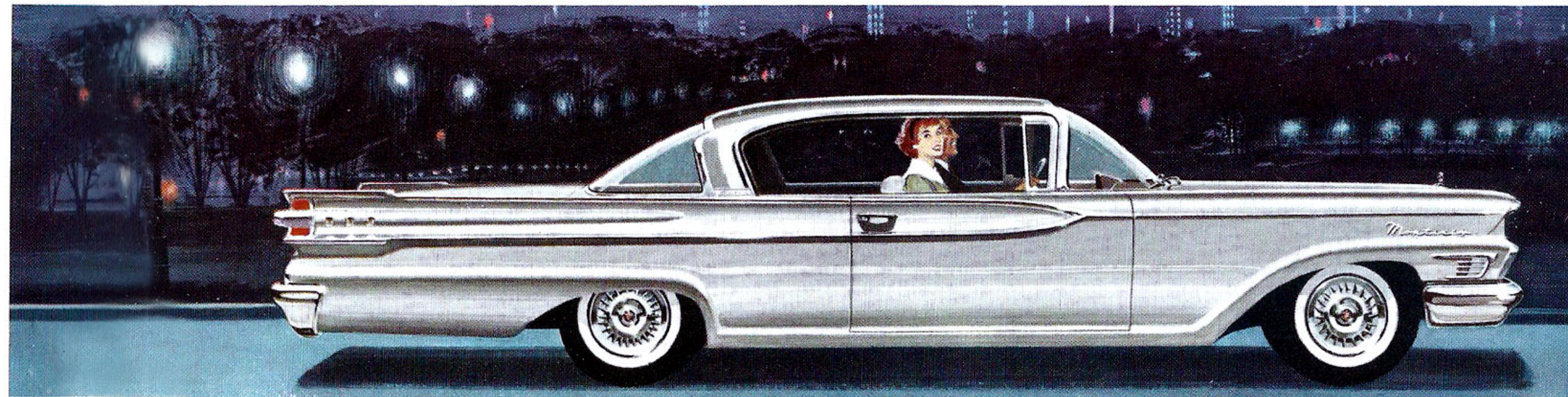
One look at the totally new '59 Mercury and you'll know what *new* really means. Here is everything you want on wheels—new styling, comfort, performance, economy—all beautifully blended in the 20th Anniversary Mercury.

There's an exciting quality to Mercury's new Clean-Dynamic Styling—dramatically new because there's purpose in every line—distinctive because Mercury is the only car in its class that does not use a dressed-up, low-priced body.

At the wheel of a Mercury, you relax in complete comfort.

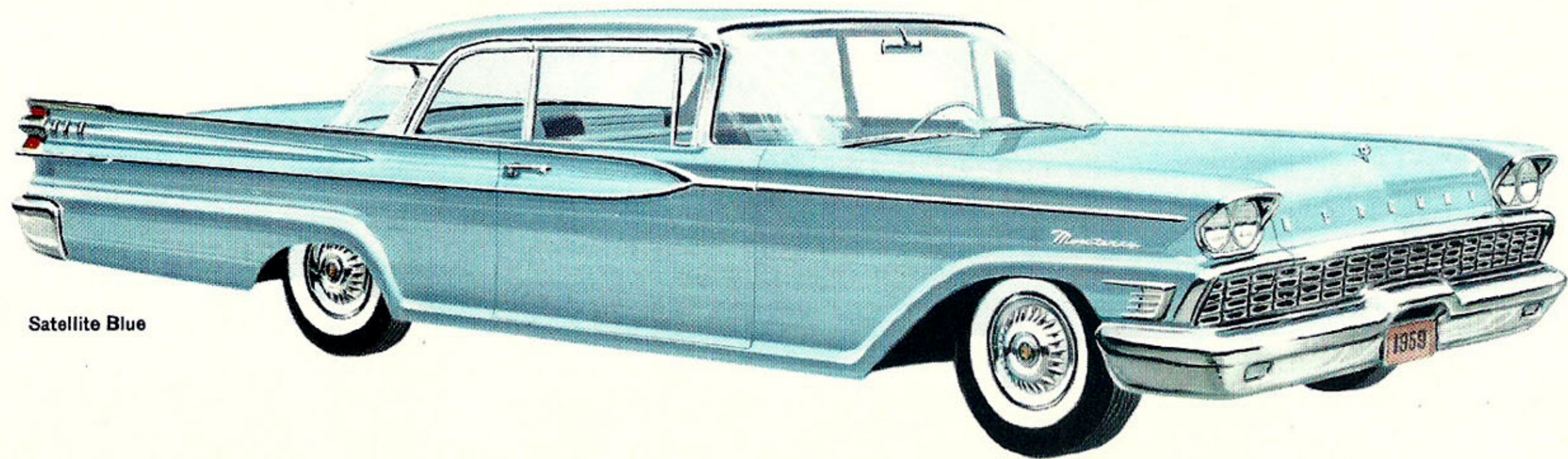
The instrument panel has been moved out of your lap—yet all controls are only a fingertip away. There is more stretch-out room all around. And you look out through the largest windshield in Mercury's field.

Mercury Marauder engines give you a new kind of response—quiet, obedient, effortless. Each series has its own V-8 tailored exactly to the size of the car and the job you want it to do. Ride? You need the passing scenery to remind you you're in motion—the ride only a quality car can give.



*Mercury Monterey Series*

You are offered a choice of five new Monterey models—the 2-door Hardtop Cruiser in Silver Sheen Metallic is illustrated above. The big news in the Monterey series is a new Economy Engine that squeezes more mileage out of every drop of gasoline.



Satellite Blue

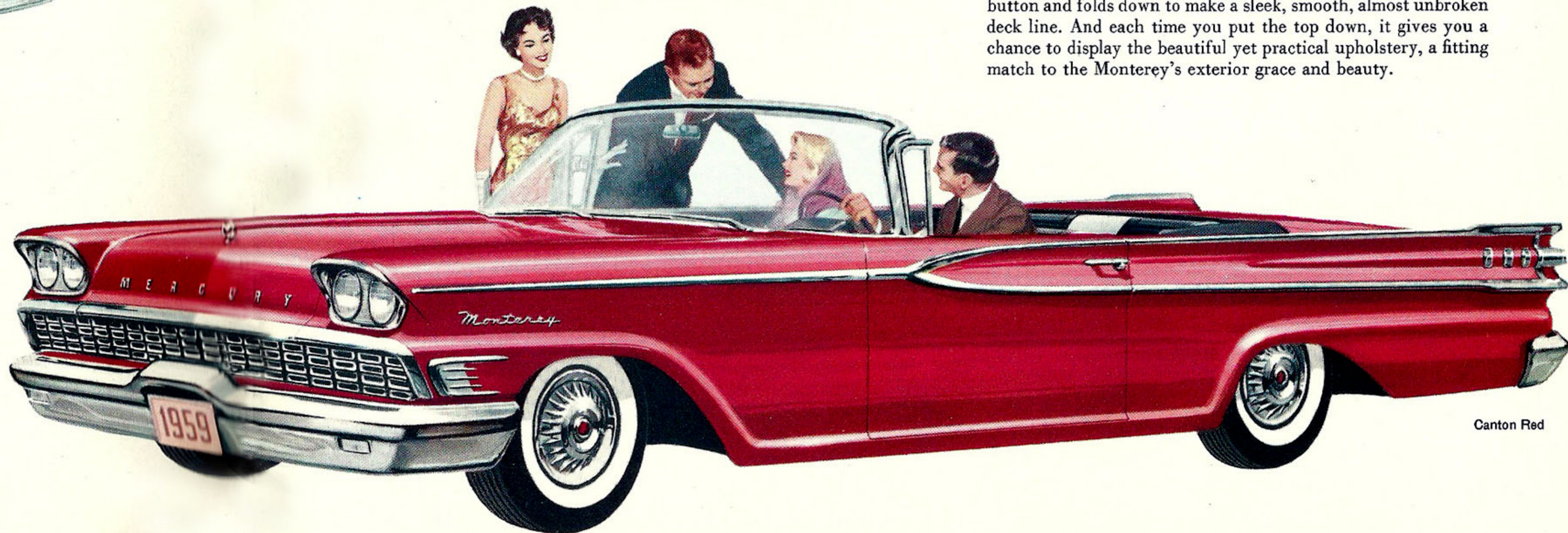


#### **MONTEREY CONVERTIBLE**

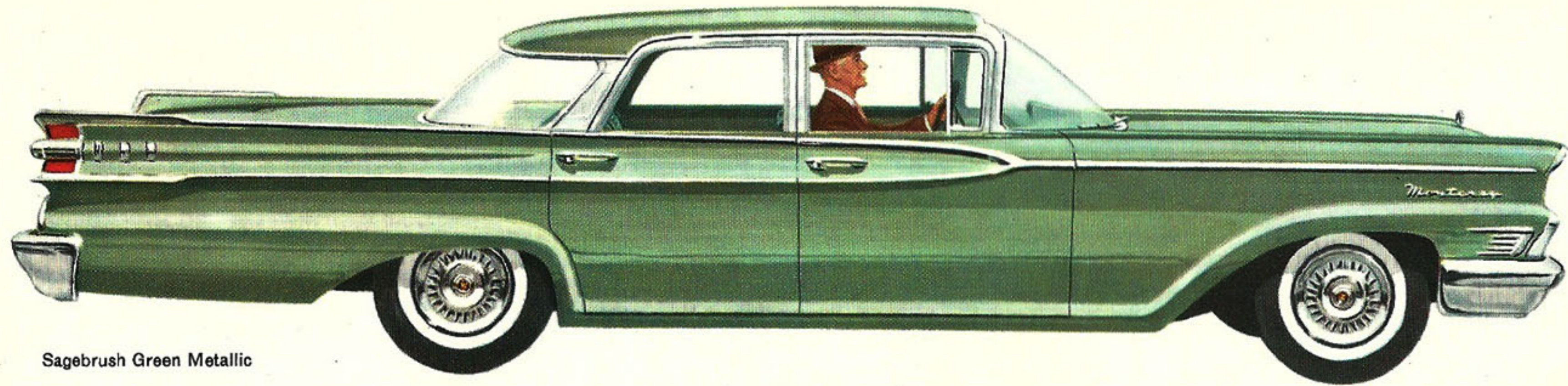
A luxury convertible well within the means of those who prefer this carefree kind of car. The top retracts at the touch of a button and folds down to make a sleek, smooth, almost unbroken deck line. And each time you put the top down, it gives you a chance to display the beautiful yet practical upholstery, a fitting match to the Monterey's exterior grace and beauty.

#### **MONTEREY 2-DOOR SEDAN**

Mercury's massive, Panoramic Skylight Windshield sweeps right up into the clean, crisp, sedan roof line, creating a whole new concept of visibility. Concealed center pillars and the lithe grace of Mercury styling give this sedan more glamour than most "hardtops."



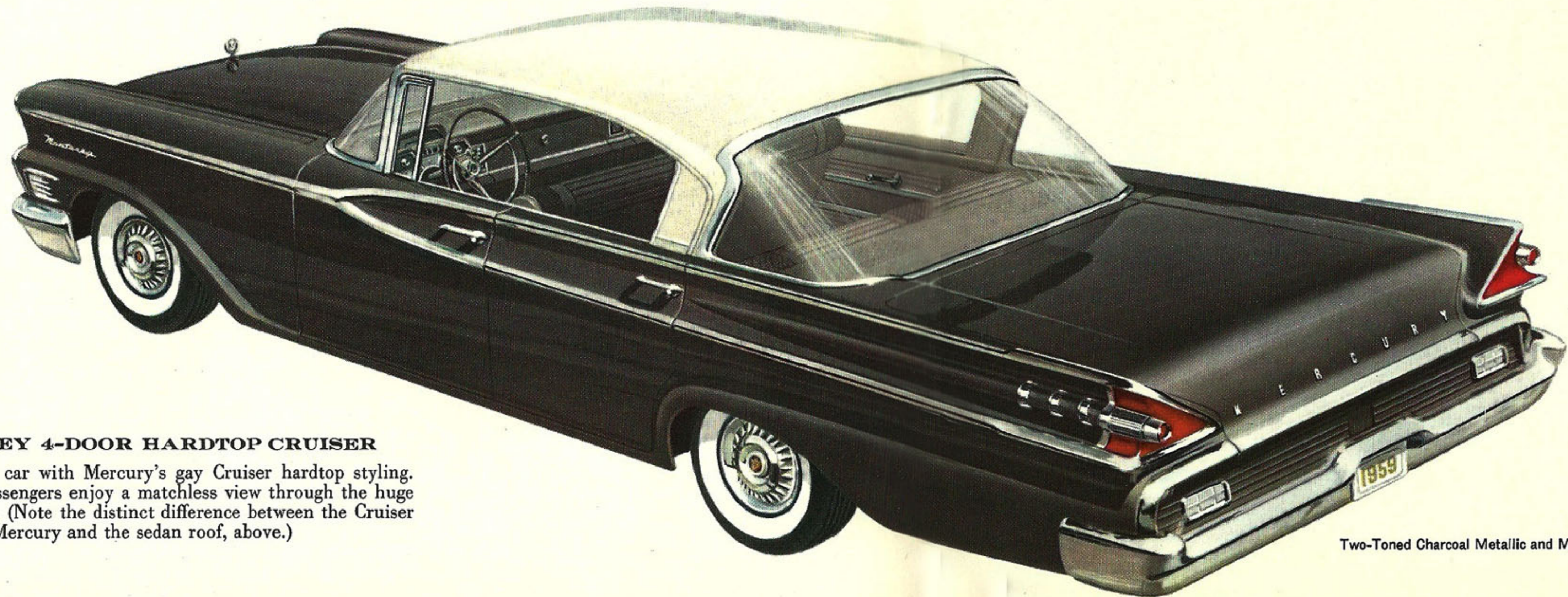
Canton Red



Sagebrush Green Metallic

#### MONTEREY 4-DOOR SEDAN

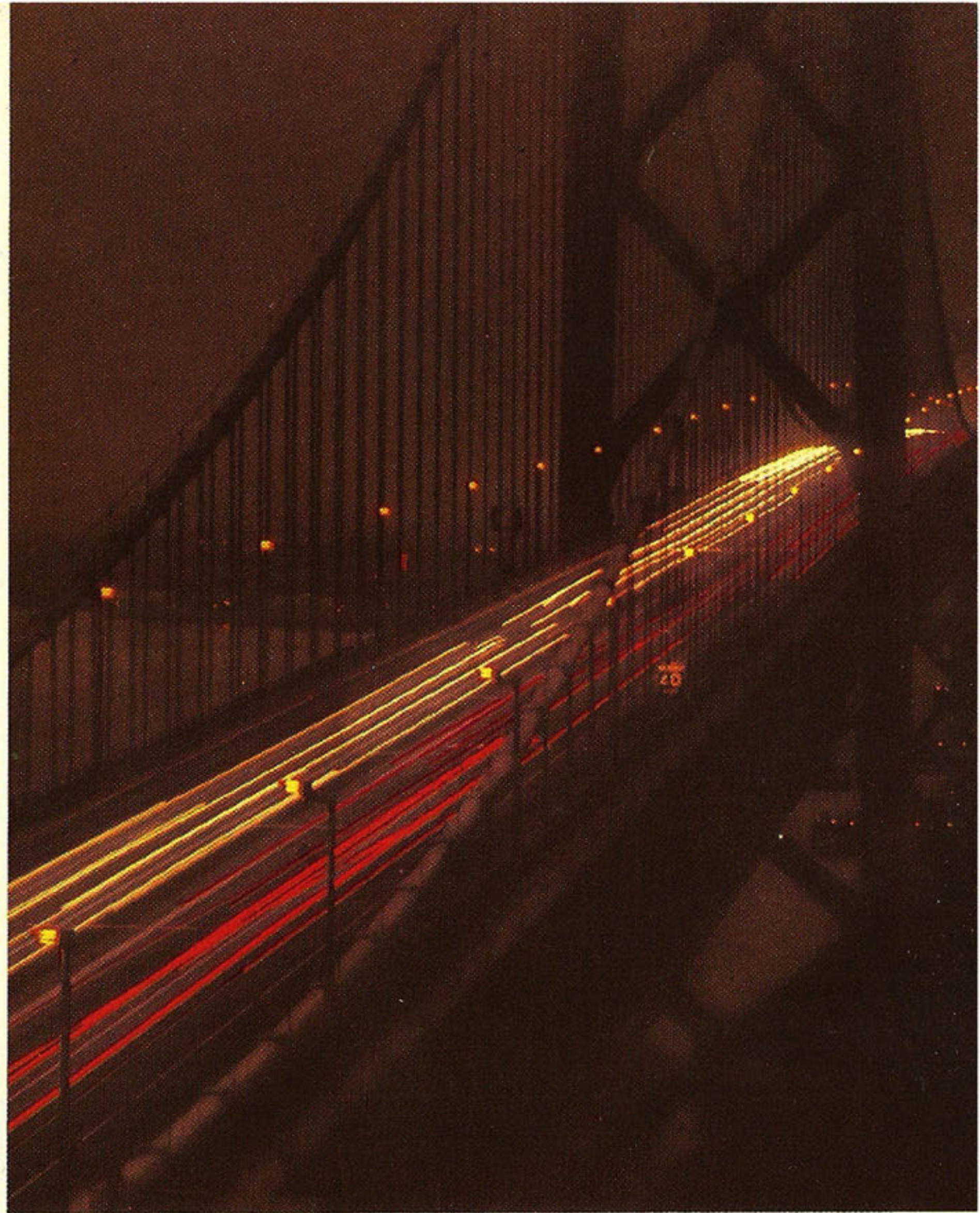
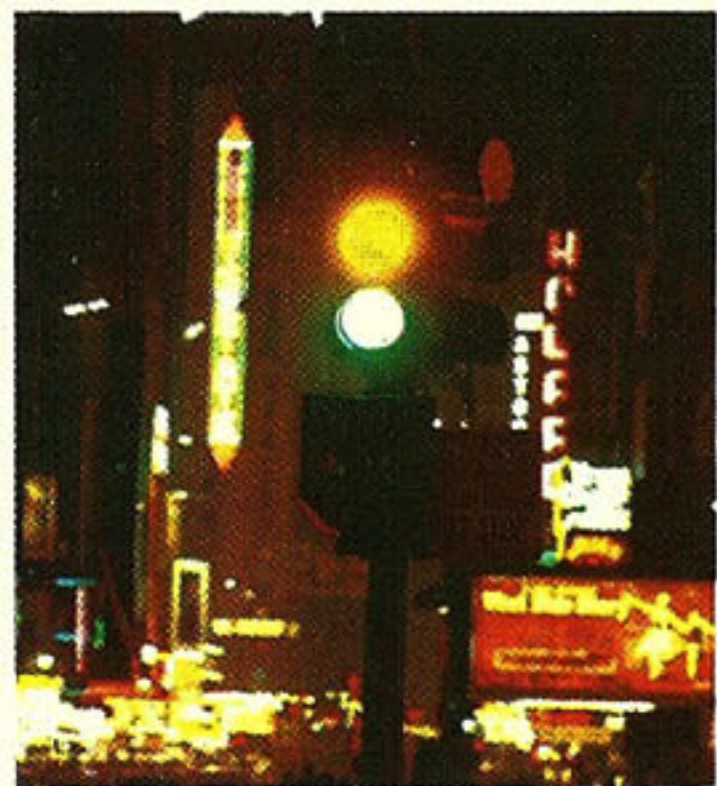
A new kind of luxury awaits you in this Monterey—the luxury of Clean-Dynamic Styling, of stretch-out room and comfort. No car at any price gives you more usable room. There's also the satisfaction of knowing you drive a solidly-built car, a smooth and stable car. Like all Mercurys for '59, this Monterey has a longer wheelbase and wider rear tread. You glide along in quiet comfort.



#### MONTEREY 4-DOOR HARDTOP CRUISER

A big-family car with Mercury's gay Cruiser hardtop styling. Rear seat passengers enjoy a matchless view through the huge rear window. (Note the distinct difference between the Cruiser roof of this Mercury and the sedan roof, above.)

Two-Toned Charcoal Metallic and Marble White



**MERCURY  
INTERIORS—  
SPACE PLANNED  
FOR A NEW KIND  
OF COMFORT**

Mercury for '59 is a completely new concept of interior comfort and spaciousness. No car, regardless of price, has more usable room than this new Mercury. For example, there are six inches more entry and exit room, eight inches more knee room up front. The instrument panel has been moved forward—even the hump in the center of the floor has been cut down 45% so the man in the middle doesn't sit with his knees in his chin (the way he does in other '59 cars).

You get an added *feeling* of spaciousness in Mercury—a light, airy feeling. Window area has been greatly increased—more than 35 square feet of safety glass all around.

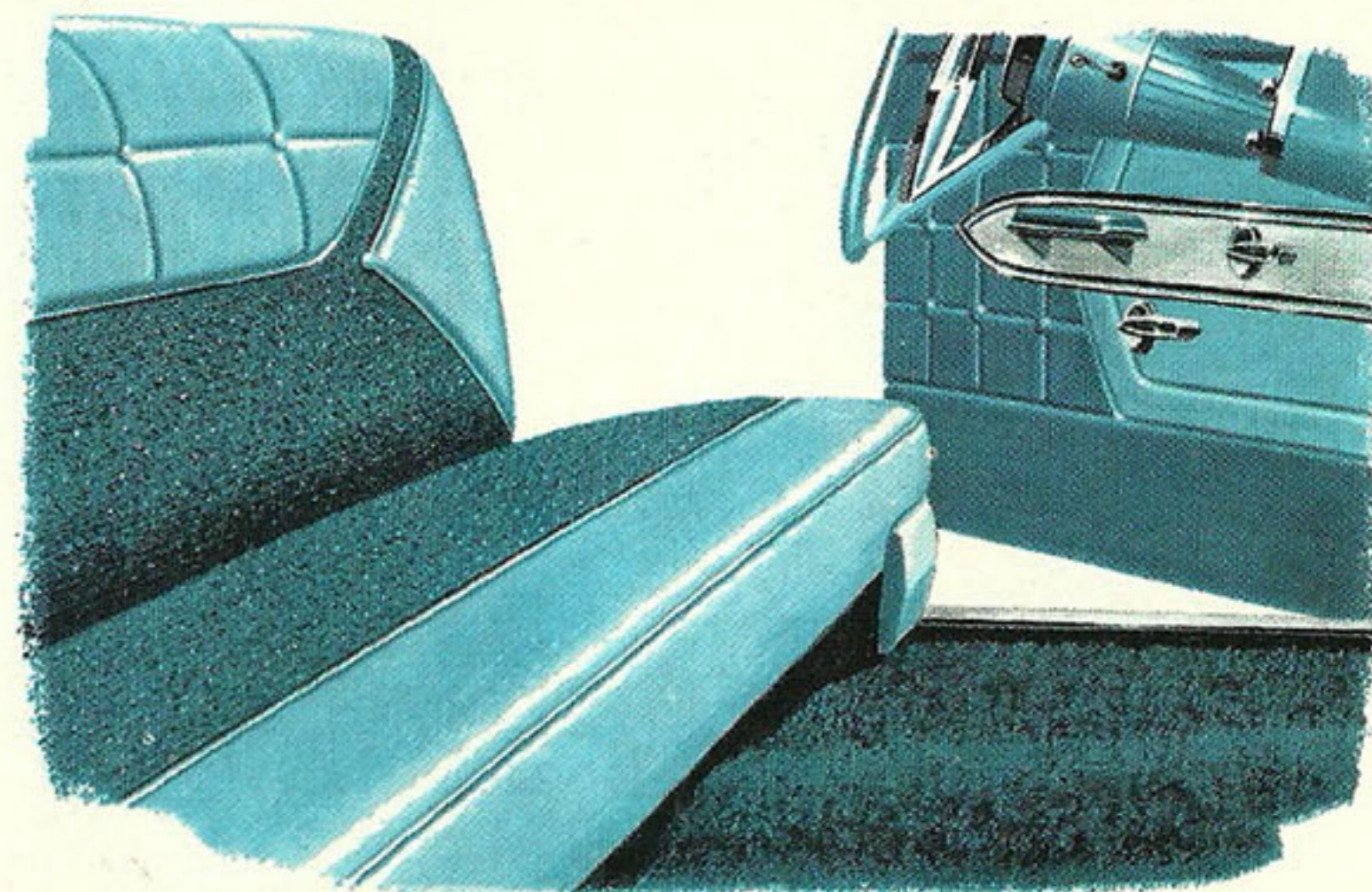
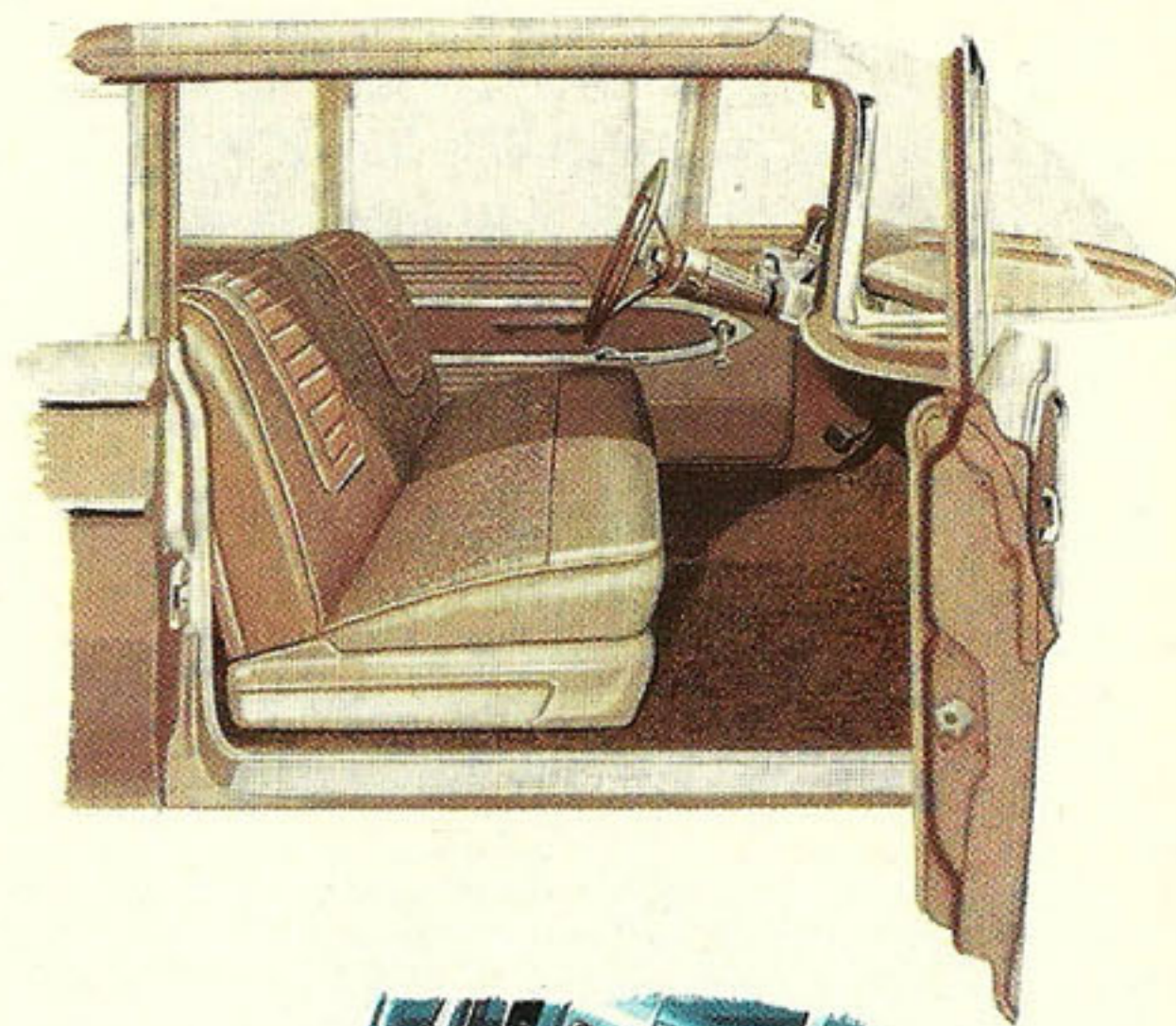
The luxurious gold upholstery shown at the right is typical of the beautiful and durable fabric selections available in the Park Lane.



**NEW ENTRY AND  
EXIT ROOM**

Door openings have been completely redesigned to give you six inches more passage room. You slide under the wheel effortlessly.

Many handsome interior trim selections are available in the Monterey series.



**LUXURY WITHOUT EXTRAVAGANCE**

Mercury interiors provide a practical luxury—they are *durable* as well as beautiful. Shown is a Montclair interior of blue vinyl and fabric.

**MERCURY'S  
CLEAN-DYNAMIC  
STYLING  
IS AS FRESH  
AS A  
SPRING MORNING**



## *Mercury Montclair Series*

There's something about just looking at a new '59 Mercury that gives you the delightful urge to get in and go.

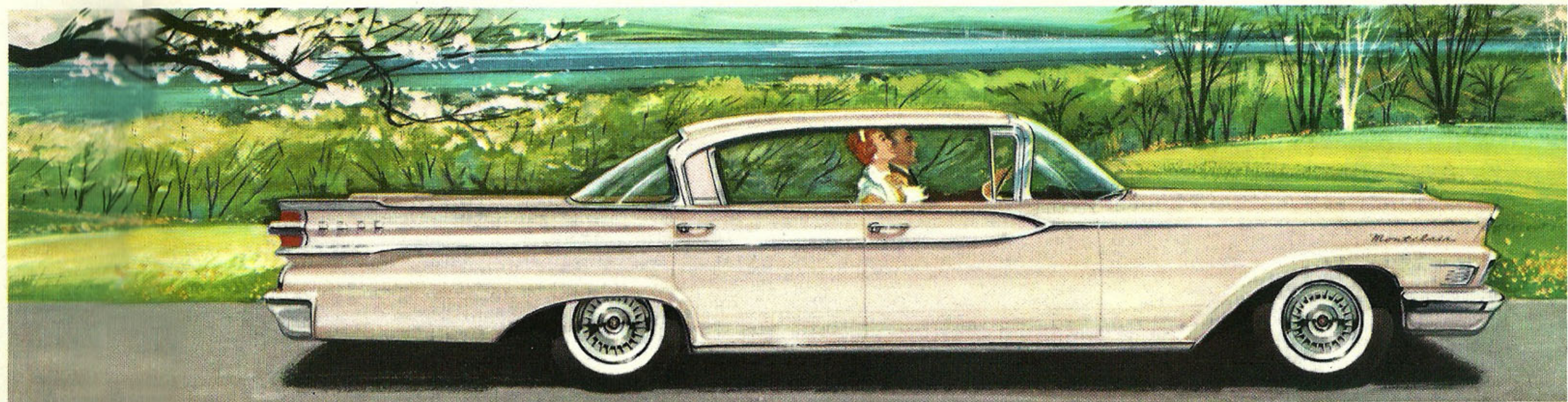
The glowing freshness of Mercury's Clean-Dynamic Styling is beautifully expressed in the Montclair shown below. Here is styling with purpose in every line—distinction, too, because Mercury does not share its body with any low-priced car, as many others do.

Now step into a Mercury Montclair. You have a choice of three models in 1959, each of them as light-hearted as any car you'll ever hope to drive. Experience the great new

power of the Montclair 322-hp Marauder V-8 engine—power delivered instantly, smoothly, through the quiet magic of Merc-O-Matic Drive—standard in the Montclair series.

Notice, too, how effortlessly the Montclair handles on curves and corners. Feel the deft way it maintains its balance, how its grip on the road remains tight and sure.

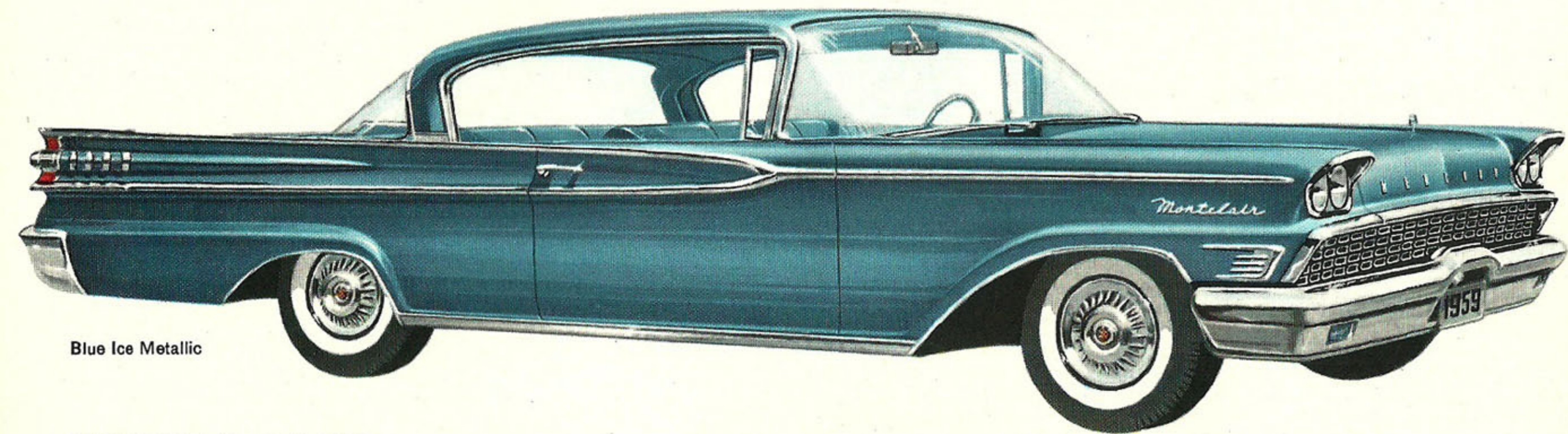
And when you stop, it's with the sureness of Mercury's big, new brakes—brakes that adjust themselves automatically as you drive. It's just one more example of that extra margin of safety that is built into every 1959 Mercury.



Bermuda Sand

### **MONTCLAIR 4-DOOR HARDTOP CRUISER**

When the urge to see what's on the other side of the mountain seizes you, take the wheel of this Montclair 4-door Hardtop Cruiser. The dash of this fun-loving car is accented by the sweep of smart, bright-metal trim around wheel openings and along the lower edge of the body.



Blue Ice Metallic



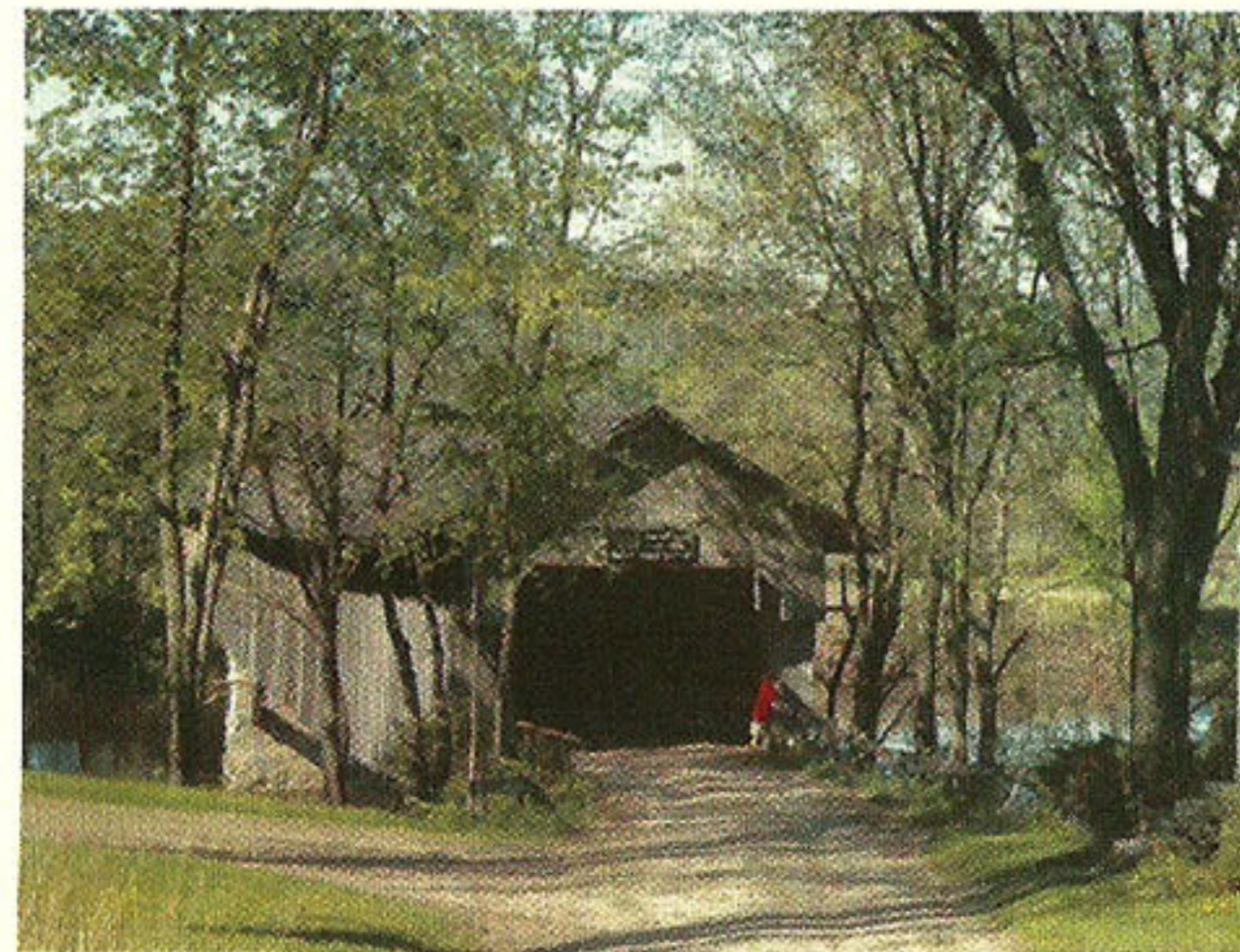
**MONTCLAIR 4-DOOR SEDAN**

Here is all of the Montclair's exciting sedan styling, with Mercury's extra measure of family comfort and family safety. You get standard features like safety glass all around, safety steering wheel, safety front-hinged hood, and special safety door latches in this and every other Mercury. For safety plus: optional padded instrument panel and safety seat belts.



**MONTCLAIR 2-DOOR HARDTOP CRUISER**

The huge windows in this Montclair 2-door Cruiser make you one with the countryside . . . give you view without limit. Nothing is in the way to mar your vision and enjoyment. And you enjoy the scenery in relaxed comfort, because this Montclair, like all Mercurys, has a new, bigger, space-planned interior that lets even six-footers stretch out and take life easy.



Two-Toned Charcoal Metallic and Marble White

**MERCURY**  
**PERFORMANCE...**  
**AN INVITATION**  
**TO THE**  
**ADVENTUROUS**  
**HEART**





**A GREAT COMBINATION OF POWER,  
RIDE AND HANDLING EASE**

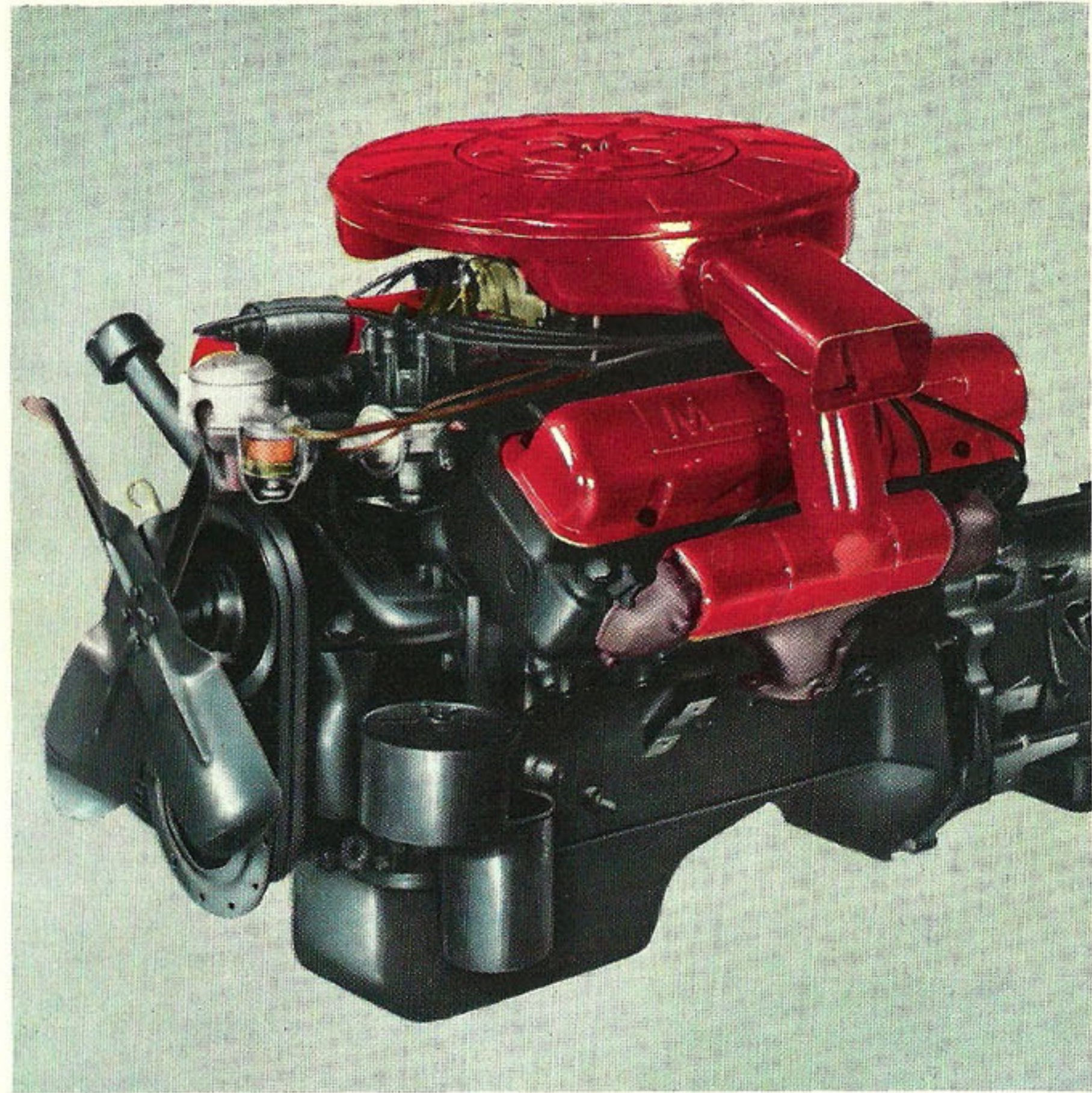
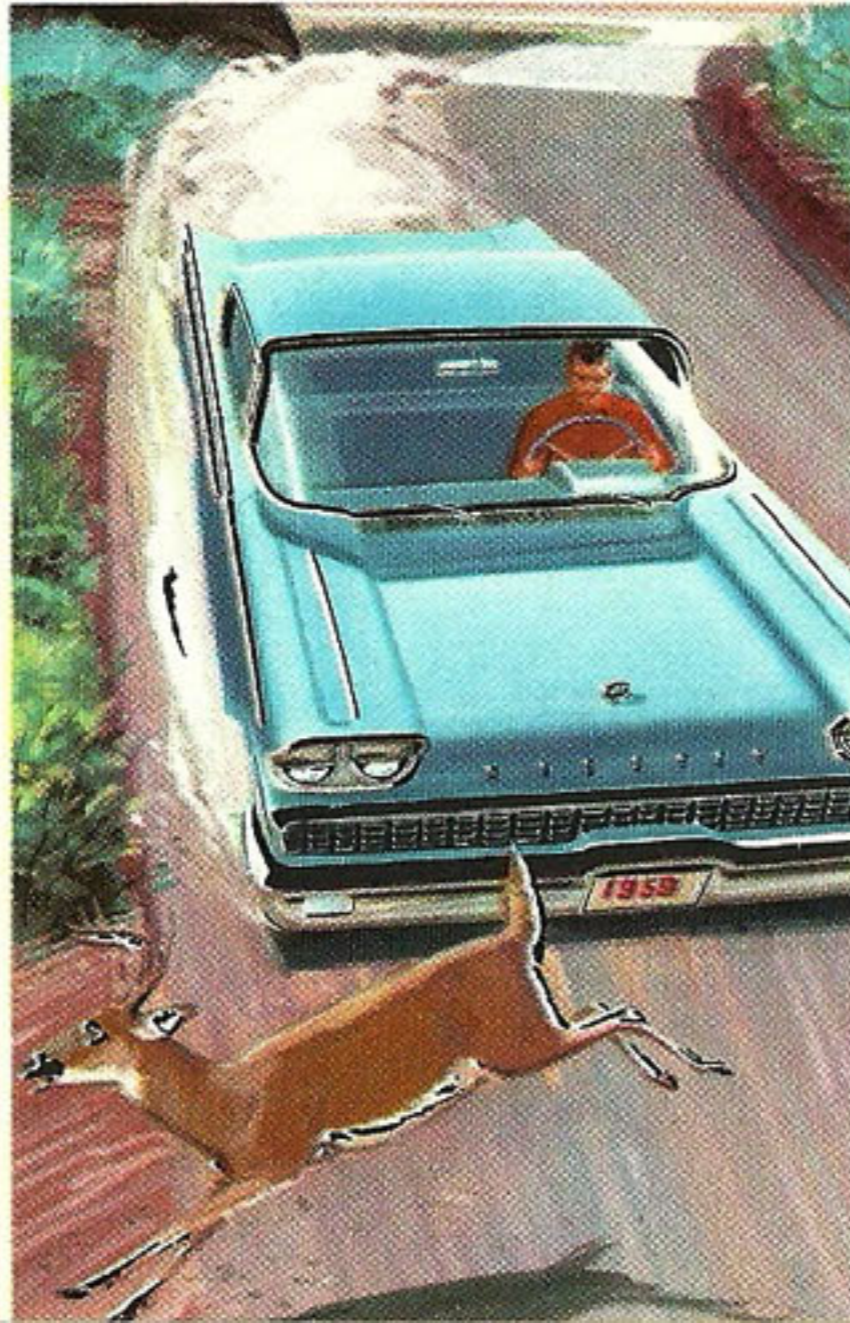
Here is performance that says, with quiet confidence, "Find the road, hill or curve that Mercury cannot master."

Go ahead. Pick a road you've always considered a rough one. See how bad bumps never seem to ruffle Mercury's composure. Now take the steepest hill, see how your Mercury levels it. Then try Mercury on a sharp turn and know how sure-footed a car can be.

There are good reasons why Mercury behaves so beautifully. It's a quality-built car with a low center of gravity and extra-long wheelbase. Its swept-back ball-joint front suspension *pulls* the front wheels smoothly *over* bumps to give you a smooth, level ride. Extra-efficient, 3-phase shock absorbers soak up shock and vibration before it ever reaches you . . . there's nothing on the road today like a '59 Mercury.

**STOP SMOOTHLY,  
SAFELY, WITH  
MERCURY SELF-  
ADJUSTING BRAKES**

Mercury brakes are *self-adjusting*. They automatically compensate for brake lining wear while you drive, to give you a "good pedal" for safe, smooth stops. Mercury's brakes are among the largest in the industry.



**RESPONSIVE, QUIET, ECONOMICAL POWER**

Each Mercury Series for 1959 has its own new engine—ranging from 235 to 345 hp—tailored to the size of the car and the job you want it to do. And this year, the Monterey has a Special Economy Engine designed to squeeze more mileage from every drop of gasoline.

**MERCURY IS  
AMERICA'S  
LIVELIEST  
LUXURY CAR—  
THE PERFECT  
COMPANION  
FOR PLEASURE**



## *Mercury Park Lane Series*

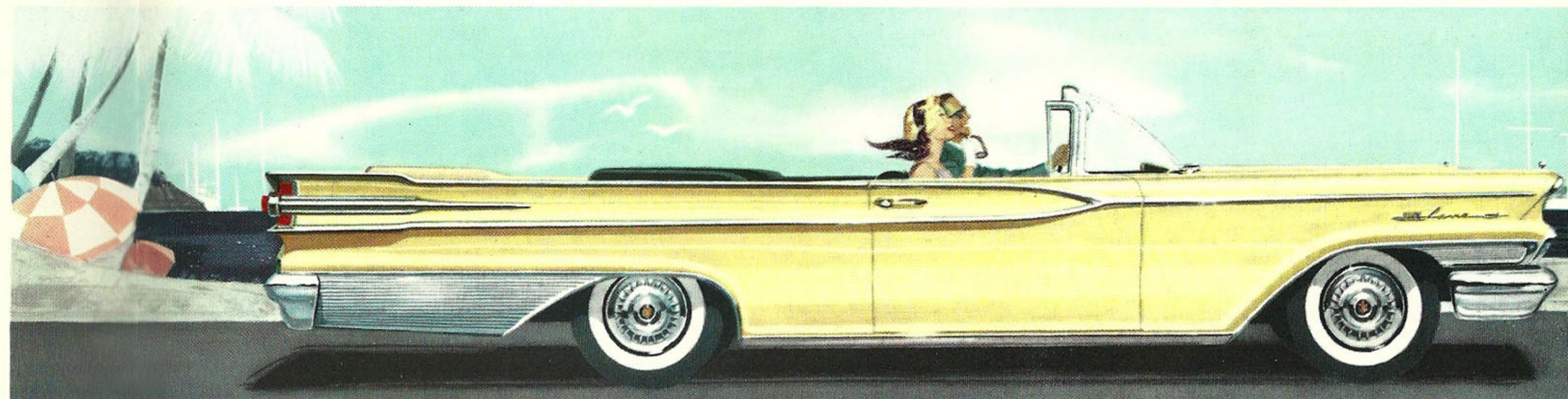
The pleasure of Mercury reaches its peak in the three magnificent new Park Lanes for 1959—the finest Mercurys ever built. The meticulous crafting of the Park Lane is typical of Mercury's quality.

Inside, the Park Lane cradles you in the kind of luxury that subtly insists you relax and enjoy it. Park Lane's exclusive interiors are among the most spacious and beautiful the automotive world has to offer.

But the true pleasure of the Park Lane is in the driving—

power does the work for you with so many standard features you'll find only as extra-cost options on other cars. *Multi-Drive Merc-O-Matic* transmission gives you effortless and precise control over the Park Lane's 345-hp Marauder V-8 engine. *Power steering* lets you change course with only fingertip pressure. Self-adjusting *power brakes* bring you to smooth, level stops with no more than a nudge of the toe.

The luxurious, new Park Lane gives you everything you'll find in *expensive* cars—except price.



**PARK LANE CONVERTIBLE**

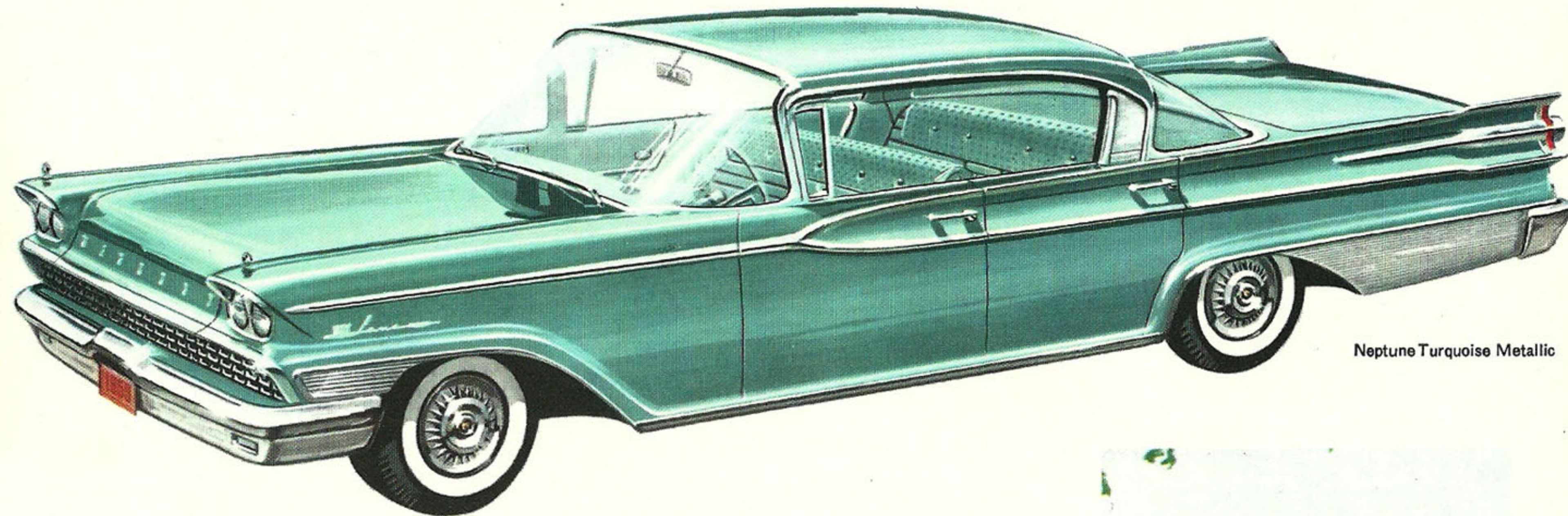
The richness of this sleek Park Lane Convertible is evident in every line. Weather-tight tops are available in five colors—to blend or contrast with the exterior color of your choice.

Madeira Yellow



**PARK LANE 2-DOOR  
HARDTOP CRUISER**

Here is the full magnificence of the Park Lane expressed in Cruiser style. Distinctive in every detail, the Park Lane features an exclusive profile, a luxurious, yet restrained ornamentation on sides, front and back. And this '59 Park Lane is the biggest of all Mercurys—longer, heavier, with all the advantages of the most expensive cars, yet it's priced so much lower.



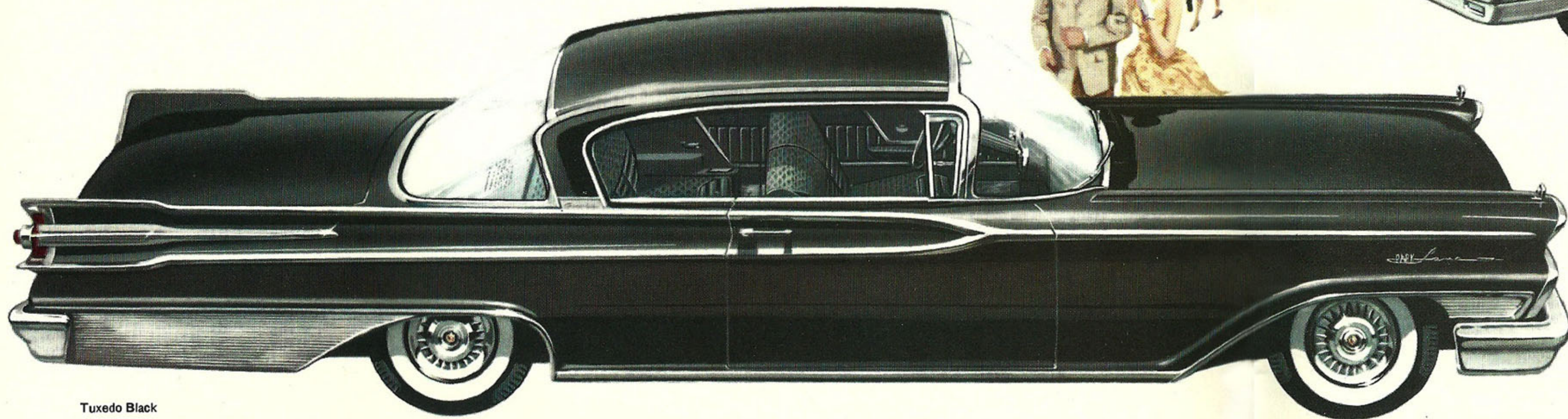
Neptune Turquoise Metallic

**PARK LANE 4-DOOR  
HARDTOP CRUISER**

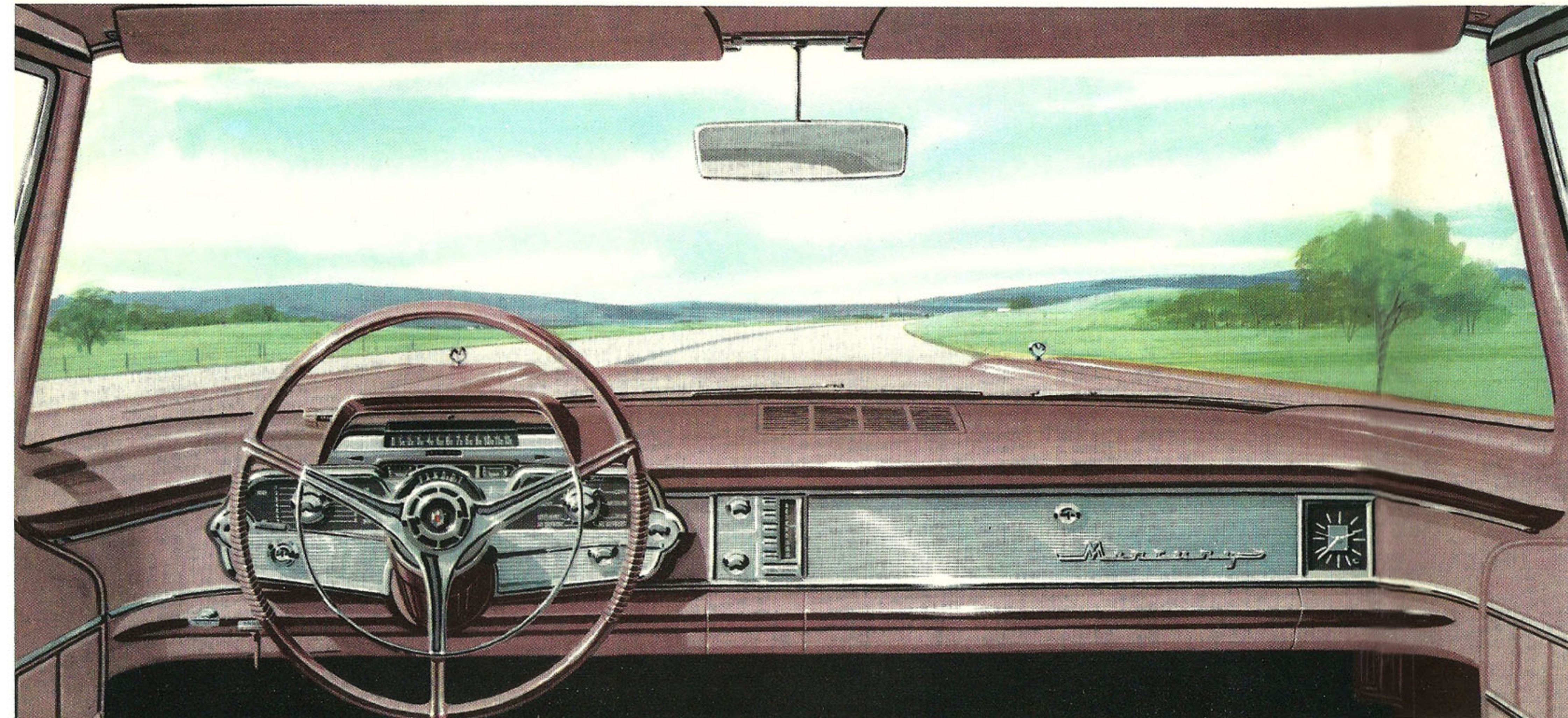
Luxury without extravagance—a continuation of Park Lane elegance, and Mercury roominess and riding comfort. This is the smartest 4-door on the road today—designed to carry you hundreds of miles and still deliver you to your destination refreshed, relaxed and in the height of style.



Tuxedo Black



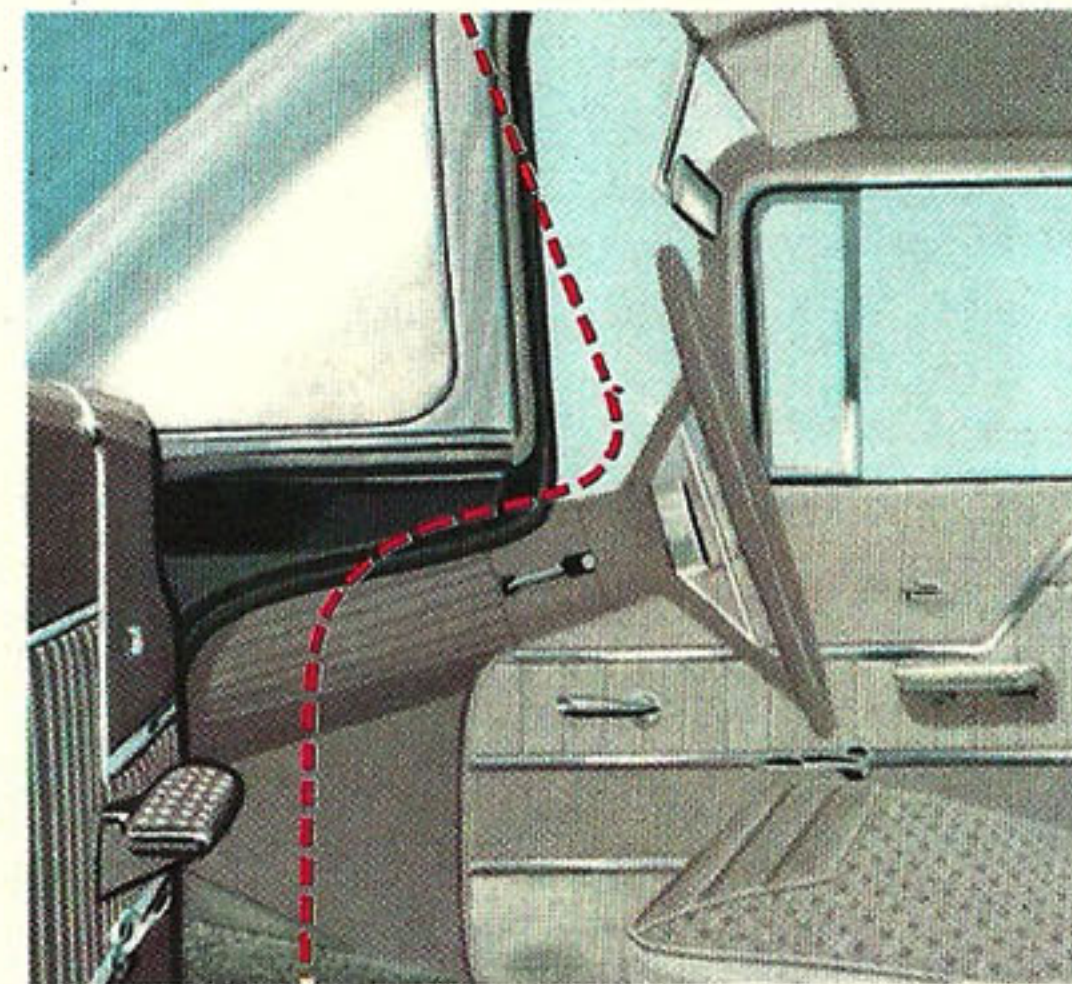
## AT THE WHEEL... a new freedom of VISION, CONTROL and MOVEMENT



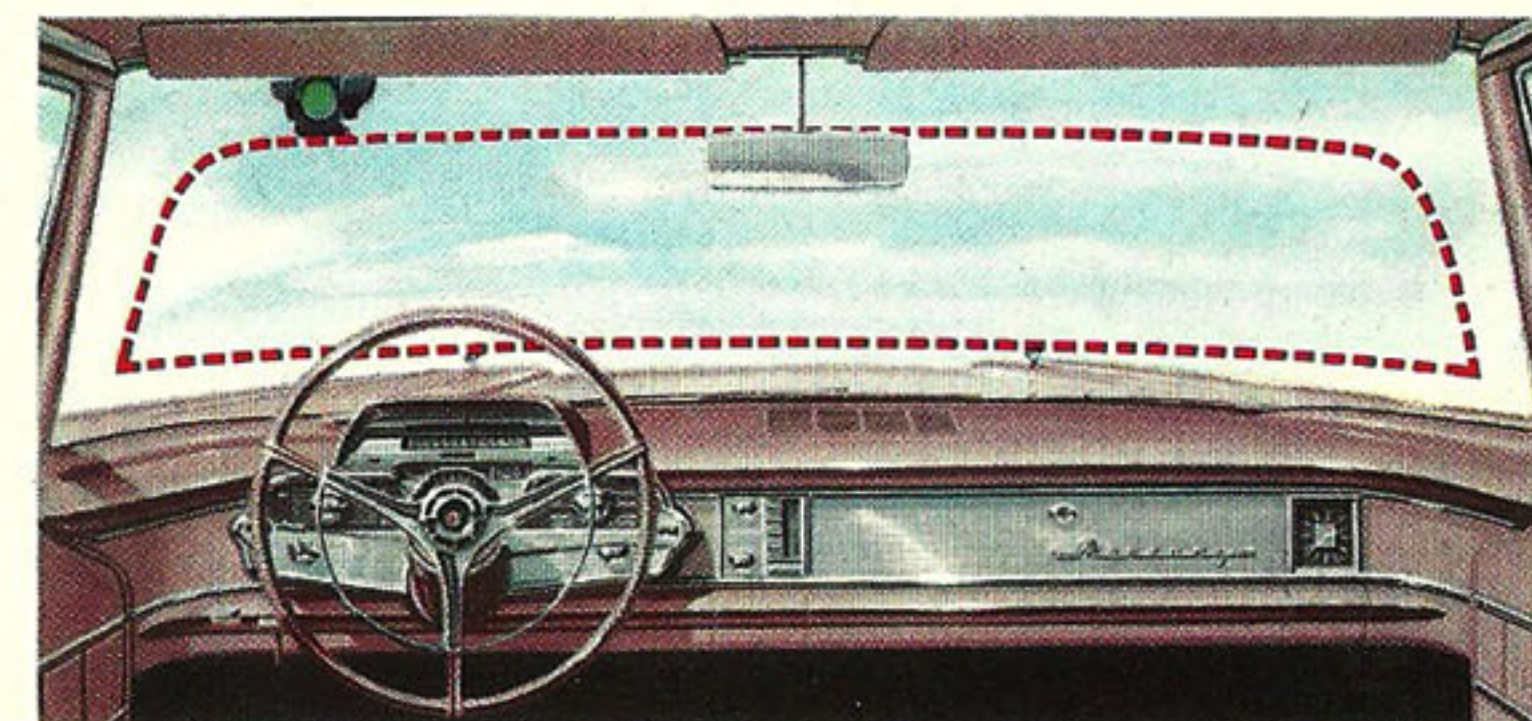
There's a new kind of freedom in the 1959 Mercury that offers you the most comfortable, relaxed driving you've ever experienced.

Mercury's huge Panoramic Skylight Windshield gives you a horizontal sweep of vision that lets you see the whole countryside. And the vertical sweep of the windshield, formed of polished safety glass, adds a totally new dimension to Mercury vision.

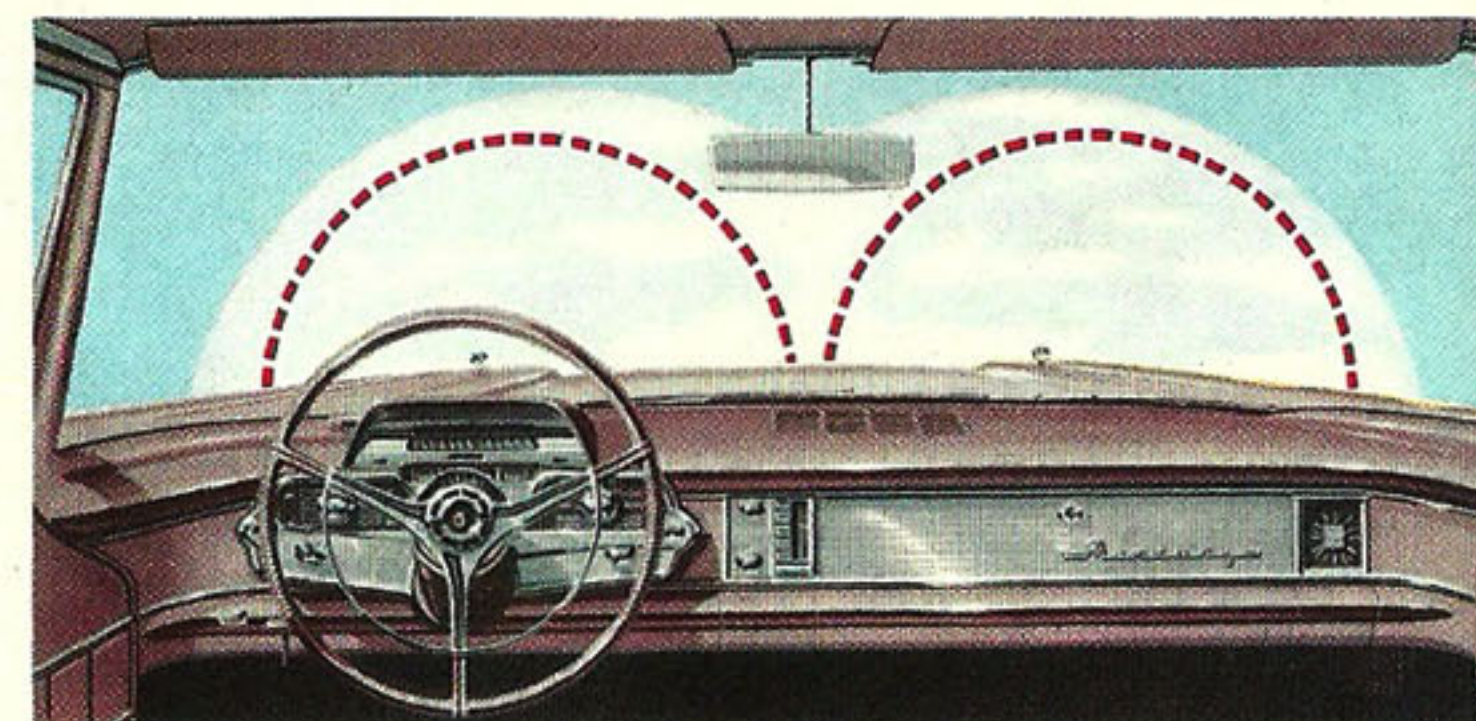
You find, too, that the instrument panel has been moved forward, out of your lap, to give you more knee and leg room. Still, all controls are only a fingertip away. Even the floor has been flattened to give the man in the middle more needed leg room.



Newly designed front door opening gives you six inches more passage room—makes getting into and out of a Mercury easier than ever.



Panoramic Skylight Windshield gives you over 60% more windshield area for a new concept in visibility. Dotted line indicates ordinary windshield area.



Safety-Sweep windshield wipers, a Mercury exclusive, have overlapping pattern to clear 42% more glass area. Dotted lines show ordinary wiper pattern.

# MERCURY COUNTRY CRUISERS—

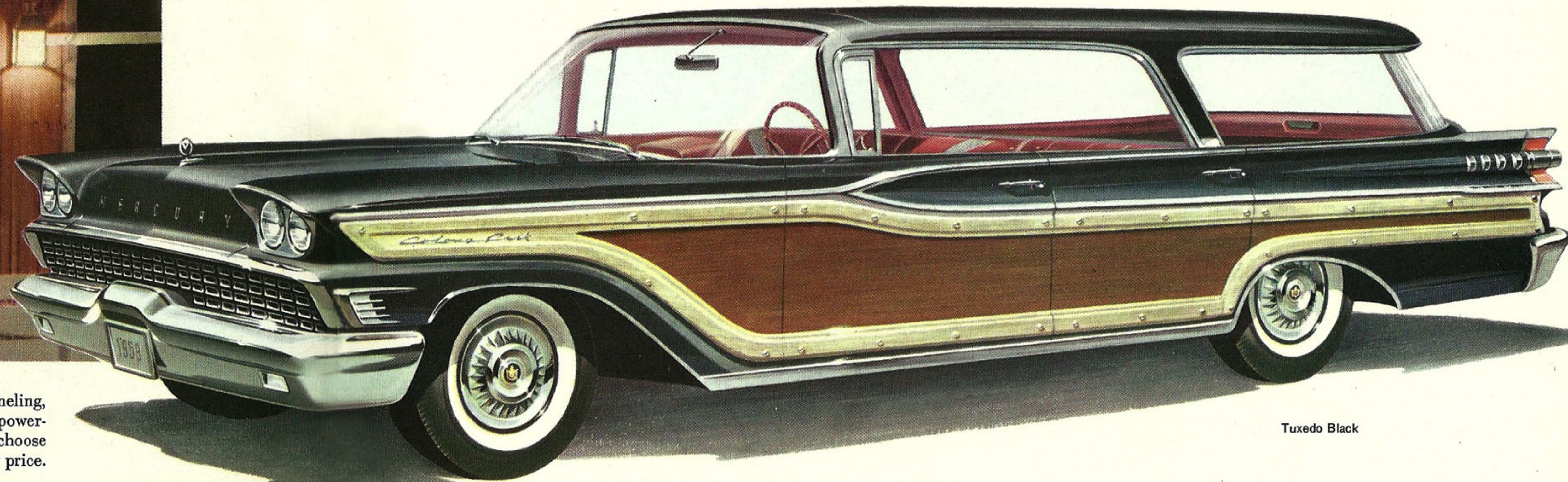
*the newest ideas in station wagons*

Mercury Country Cruisers—with Clean-Dynamic Styling—were designed for contemporary living. They are America's first family-planned station wagons. Equally fashionable at work or play, they offer you two-car convenience at a single car price. Here is all the luxury, style and power of a passenger car—all the space and utility of a cargo carrier.

Only Mercury Country Cruisers offer this combination of advanced features: hardtop styling on all models; space-planned interiors; passenger-car comfort; carry-all con-

venience; Panoramic Skylight Windshield; retractable rear window; forward-facing Stow-Away third seat; concealed "below-deck" luggage compartment; and Marauder V-8 performance and economy. Select your favorite: the superb Colony Park; the luxurious Voyager; the popular Commuter, in 2-door, 6-passenger or 4-door, 9-passenger models.

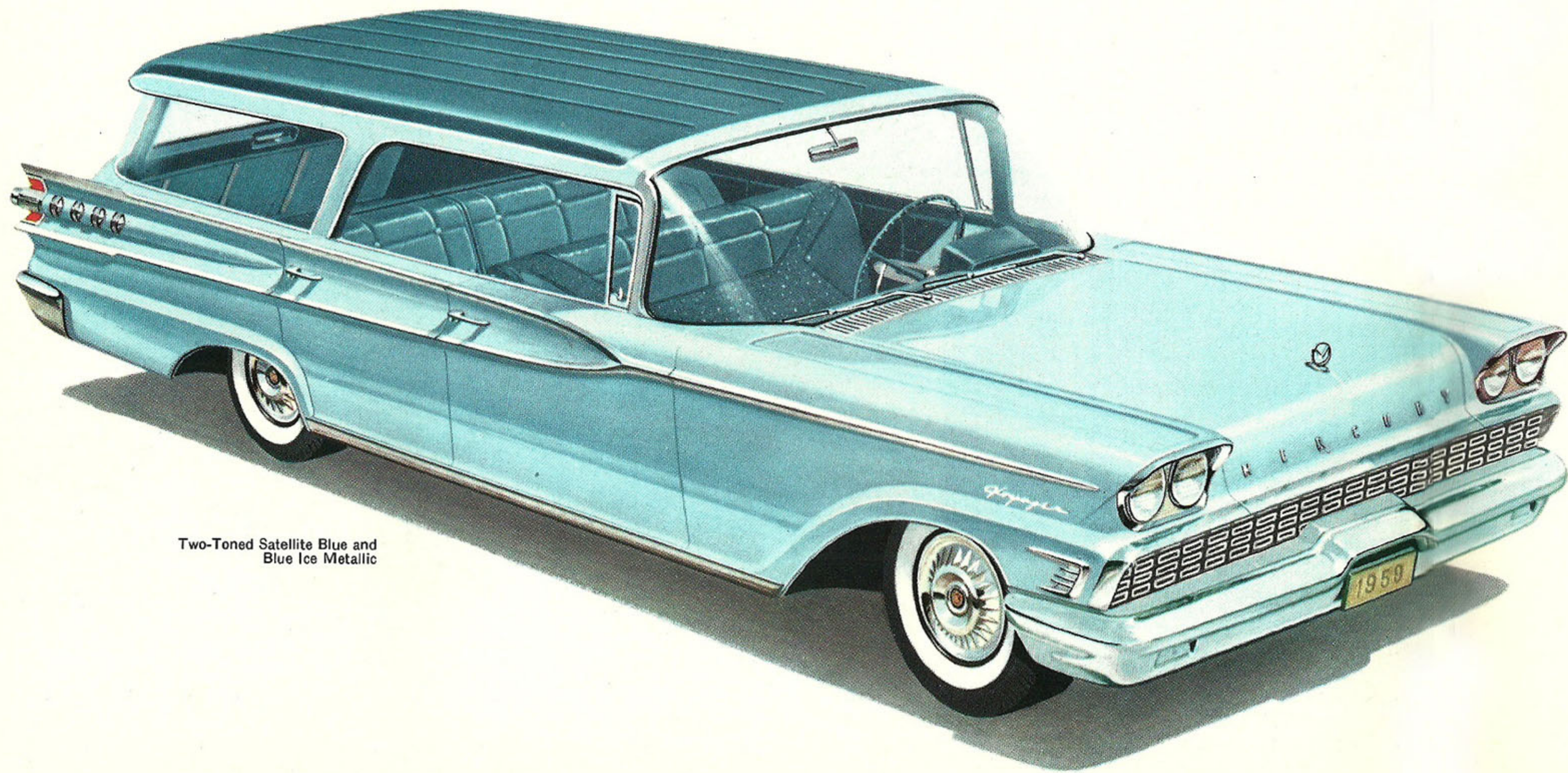
Everything you could want on wheels—new styling, new comfort, new performance, new economy—all beautifully blended in the 20th Anniversary Mercury.



**MERCURY COLONY PARK**

The distinctive Colony Park offers handsome, simulated wood side paneling, 322-hp Marauder V-8 engine with Merc-O-Matic transmission and power-operated rear window as standard equipment. A carnival of colors to choose from. Compare this luxury leader with any other station wagon at any price.

Tuxedo Black



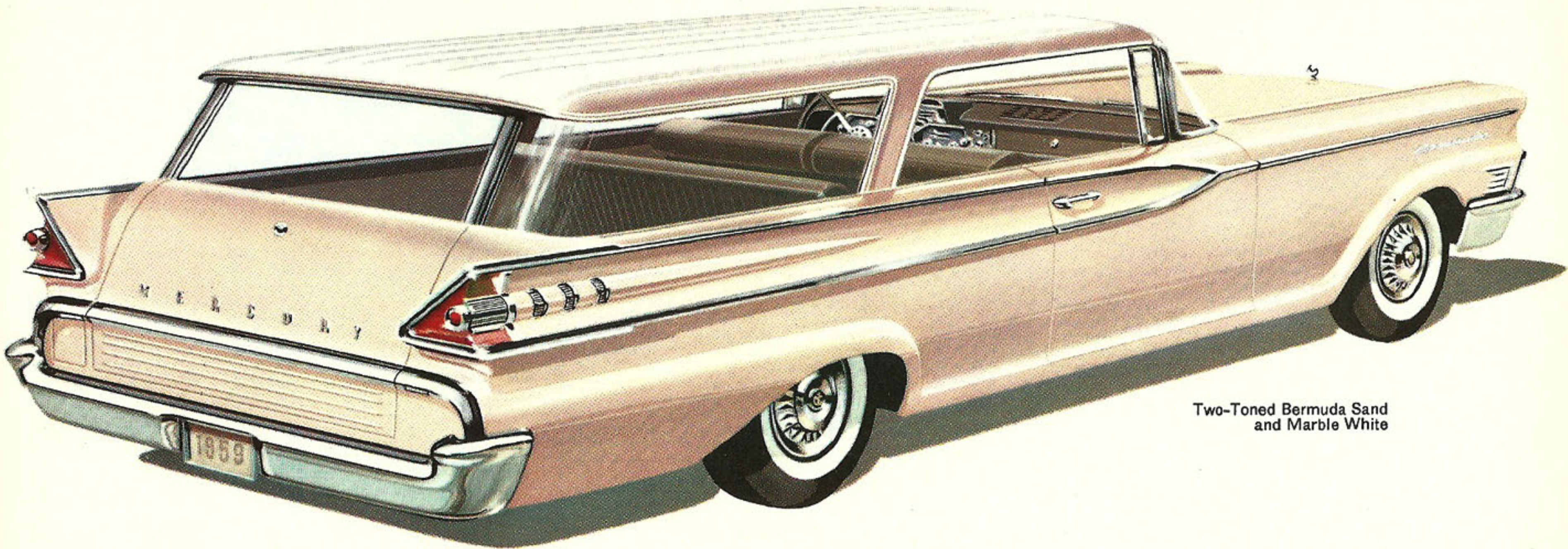
Two-Toned Satellite Blue and  
Blue Ice Metallic

## MERCURY VOYAGER

New from road to roof, its tasteful blend of grace and space makes the beautiful Mercury Voyager equally admired and accepted at a formal affair or a fishing site. The Voyager is economically powered by a 322-hp Marauder V-8 engine and is available in a wide choice of color combinations to match your individual taste.

Like all 1959 Country Cruisers, the Voyager features: increased wheelbase, heavier body and wider wheel tread—to provide a smoother, passenger-car ride. Greatly increased glass area adds new enjoyment to your driving pleasure—and safety. Other Mercury safety features include: Safety-Sweep windshield wipers, self-adjusting brakes, front-hinged safety-lock hood, safety door latches, and safety glass throughout.





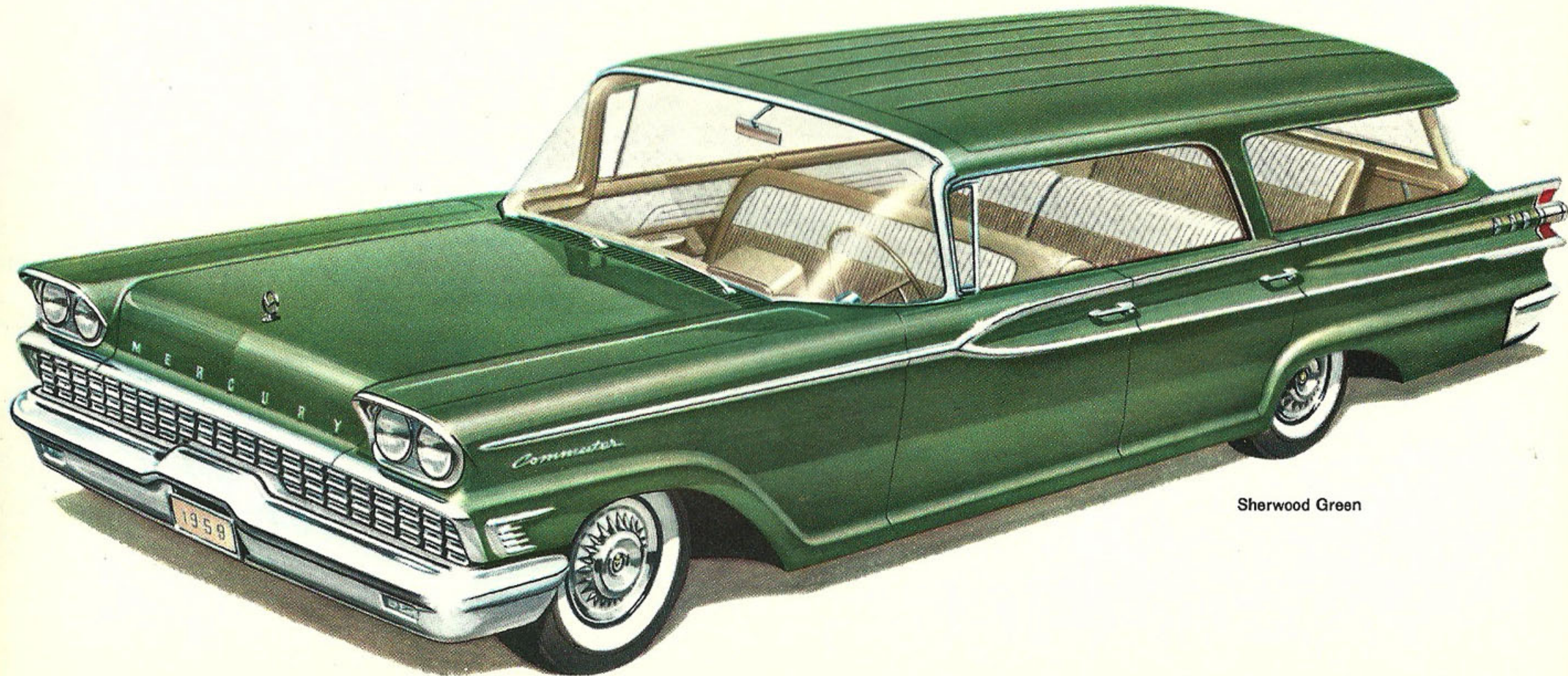
Two-Toned Bermuda Sand  
and Marble White

## MERCURY COMMUTER

Taut, trim, terrific—blending passenger-car ride and handling ease with carry-all space and utility—the Commuter, like the Colony Park and Voyager, offers a combination of features you won't find on any other station wagon regardless of price. For example: hardtop styling, all-clear loading platform, roll-down rear window, Stow-Away third seat, and

concealed "below-deck" compartment for extra storage. Never before have such size, power, comfort and convenience been available in a station wagon so modestly priced. The Commuter has a 280-hp Marauder V-8 engine specifically designed to deliver all the power you need—economically. Your choice of 4-door, 9-passenger or 2-door, 6-passenger models.

Discover a delightfully new open-air feeling behind the wheel of America's first family-planned station wagon—the 1959 Mercury Country Cruiser. Experience the pleasant spaciousness of Mercury's new Panoramic Skylight Windshield which not only curves around each side, but also flows back into the roof.



Sherwood Green



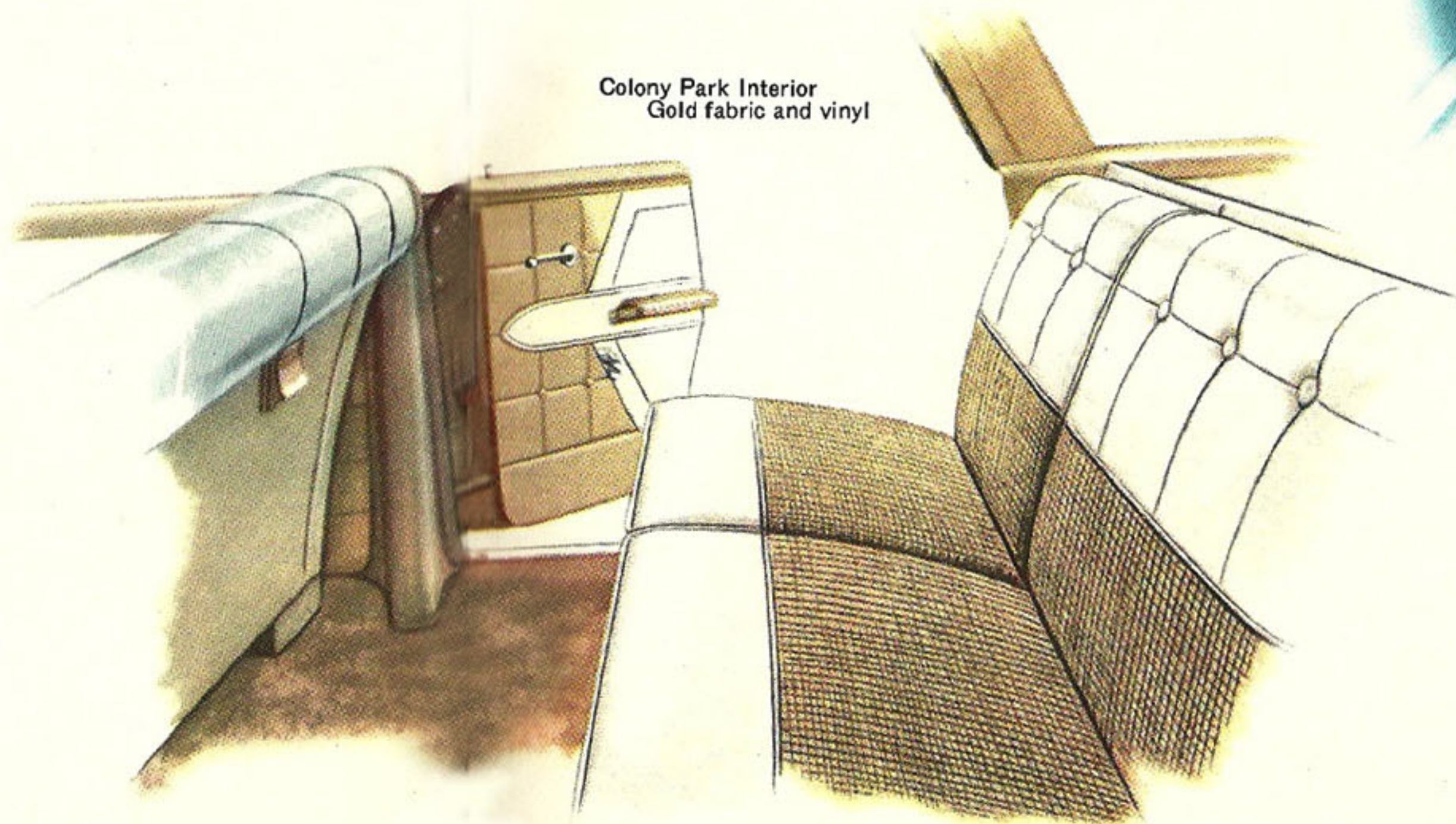
## STOW-AWAY THIRD SEAT

Now, a forward-facing third seat that folds down into the floor. To store, simply pull seat release, push seat into seat well, fold down back. To open, release top, snap back, pull seat forward. When seat is in use there is a locking storage compartment beneath it for extra luggage space. The Stow-Away third seat is optional equipment for all 1959 Mercury 4-door Country Cruisers. Also available: an optional, roof-mounted Country Cruiser Luggage Rack for extra storage area when your car is family-full.

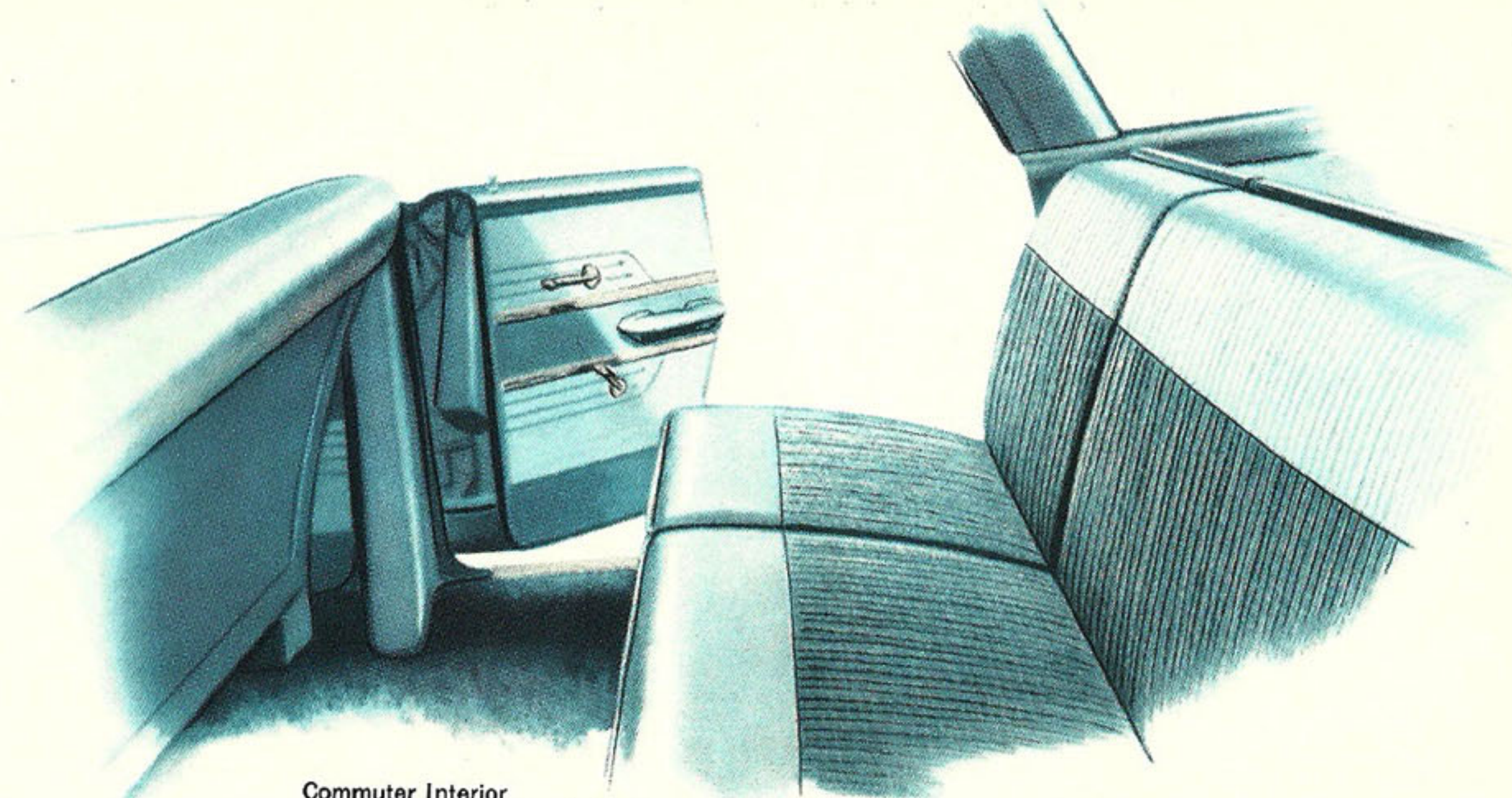


## COMFORT, QUALITY AND CONVENIENCE

Colony Park Interior  
Gold fabric and vinyl

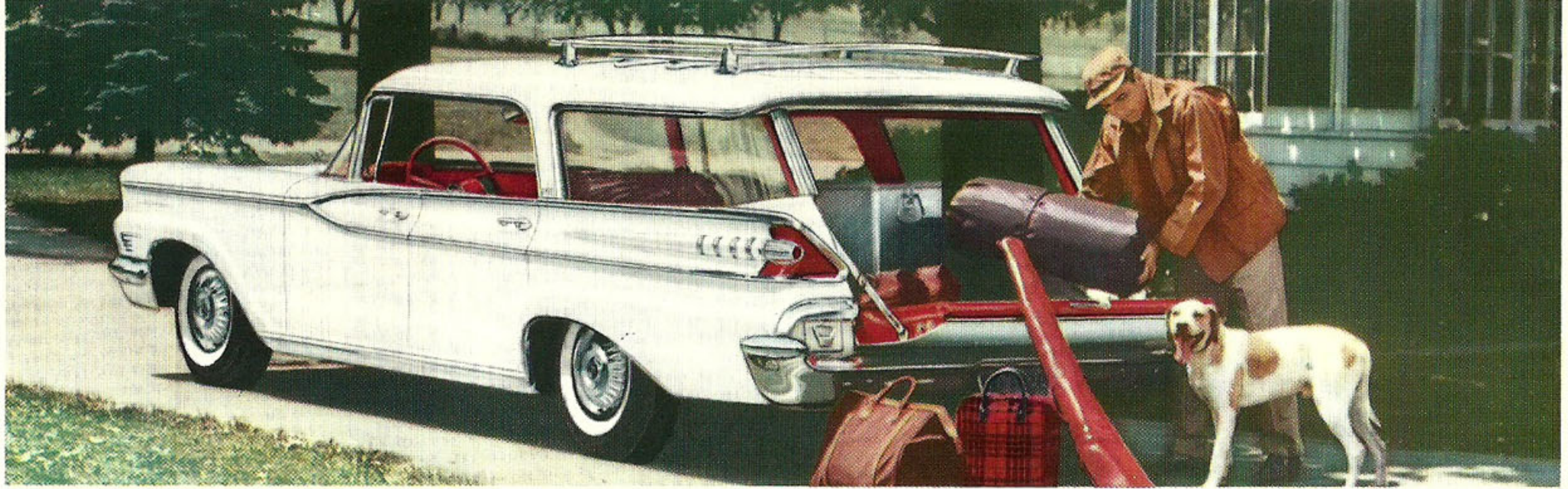


Commuter Interior  
Turquoise fabric and vinyl



Mercury's new, wider doors ease entry and exit. And Mercury has a new floor contour—the hump in the center has been cut down 45% so the man in the middle doesn't sit with his knees in his chin (the way he does in other '59 cars). Look, too, at Mercury's luxurious interior trim. Lustrous, easy-to-clean vinyl and fabric in your choice of 34 color combinations. Discover such added conveniences as: integrated instrument console, individual ashtrays for driver and front-seat passenger, roomy glove compartment, padded instrument panel.\*

\*Standard on Colony Park and Voyager models, optional on Commuter.



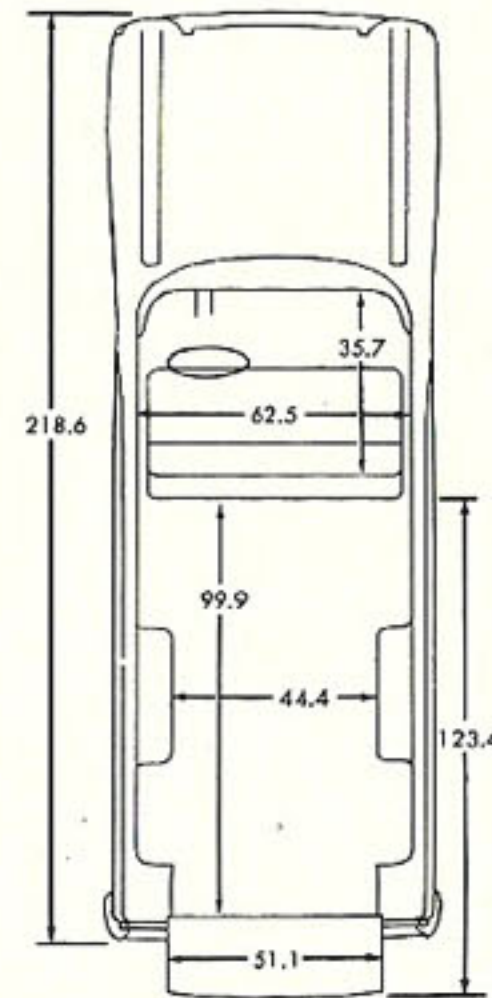
**ALL-CLEAR LOADING PLATFORM**

Tailgate folds down flush with cargo compartment floor to provide flat, continuous loading surface. Every 1959 Country Cruiser has more than 90 cubic feet of usable storage area inside—enough to stow a full-sized rowboat.



**ROLL-DOWN REAR WINDOW**

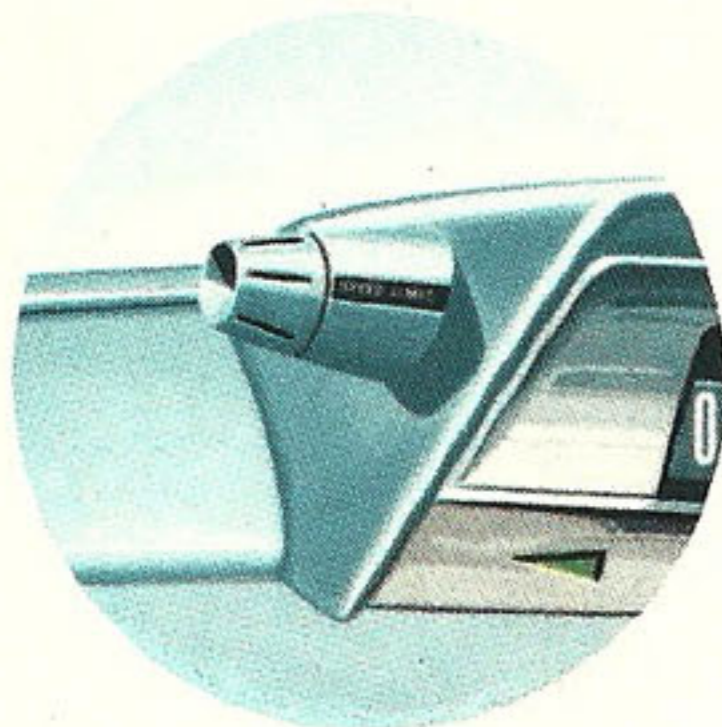
Retracts into tailgate, eliminating old-fashioned liftgate. Rear window is power-operated on Colony Park and Voyager models, manually-operated on Commuter, with power unit optional.



**COUNTRY CRUISER DIMENSIONS**

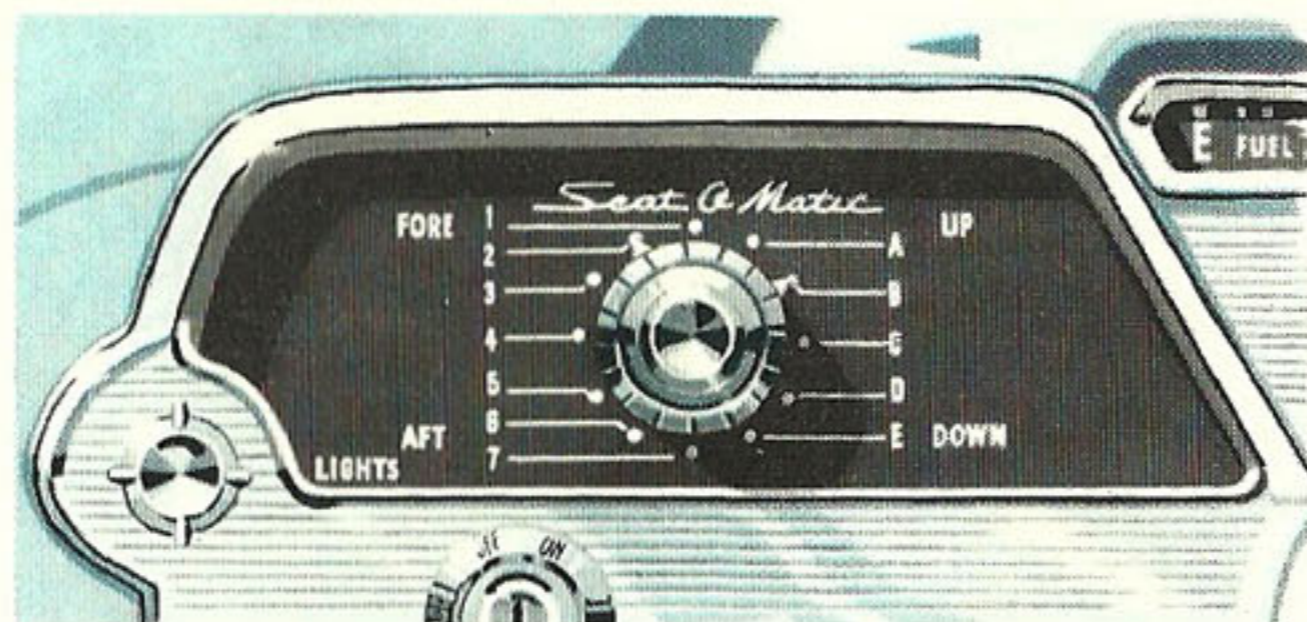
Over-all length.....	218.6"	Rear of 3rd Seat to Rear:	
Over-all height.....	57.8"	Tailgate opened.....	49.1"
Over-all width.....	80.7"	Tailgate closed.....	24.1"
Tailgate extension.....	25.0"	Floor to Roof:	
Rear opening height.....	33.5"	Behind front seat.....	33.5"
Rear opening width.....	46.3"	Floor Area Behind Front Seat:	
Tailgate to ground.....	26.2"	Tailgate opened.....	46.9 sq. ft.
Rear of Front Seat to Rear:		Tailgate closed.....	39.7 sq. ft.
Tailgate opened.....	124.9"	Total Cargo Capacity:	
Tailgate closed.....	99.9"	Behind front seat.....	101.1 cu. ft.
Rear of 2nd Seat to Rear:		Behind 2nd seat.....	60.1 cu. ft.
Tailgate opened.....	89.3"	Behind 3rd seat.....	17.9 cu. ft.
Tailgate closed.....	64.3"		

**TO MAKE YOUR DRIVING PLEASURE COMPLETE, MERCURY OFFERS...**



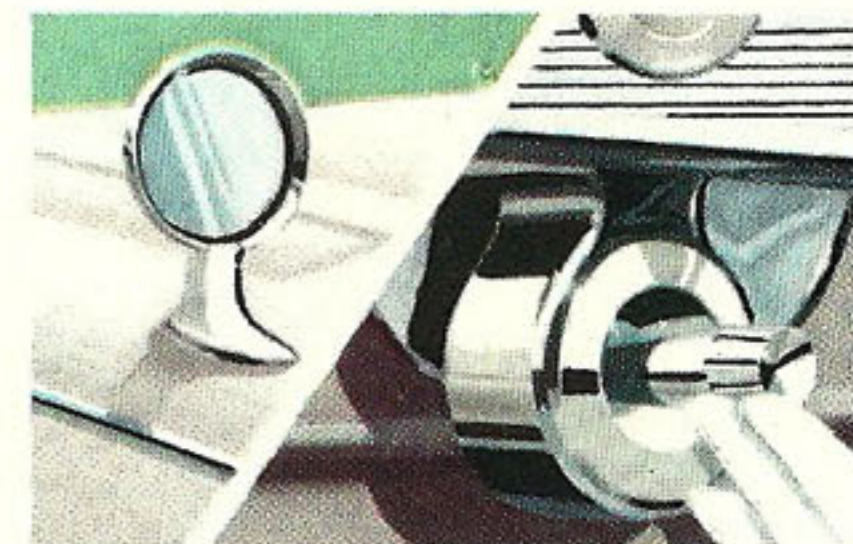
**SAFETY SPEED MONITOR**

You simply set the dial at the safe speed desired and concentrate on driving. Your Safety Speed Monitor will gently warn you should you exceed your pre-selected highway speed. Optional on all 1959 Mercurys.



**POWER SEAT THAT  
"REMEMBERS"**

Set the Seat-O-Matic dial for your favorite seat position, then forget it—but *the seat won't*. When the ignition key is turned off, the seat slides back for easiest entry and exit. Turn the key on again, and the seat automatically returns to your pre-set position.



**INSIDE CONTROL  
SIDEVIEW MIRROR**

A fender-mounted sideview mirror completely adjustable from inside your Mercury. No more reaching outside in cold or rainy weather. An instrument panel control allows you to position the mirror with fingertip ease.

**FOR YOUR ADDED COMFORT, CONVENIENCE AND SAFETY,  
SELECT YOUR CHOICE OF THESE ADDITIONAL MERCURY ACCESSORY ITEMS**

CLIMATE DIAL AIR-CONDITIONING  
MERC-O-MATIC DRIVE  
TRAVEL-TUNER RADIO  
POWER STEERING  
POWER BRAKES  
POWER WINDOWS

STEREOPHONIC REAR SEAT SPEAKER  
(for passenger car and  
Country Cruiser models)  
INSTANT-ACTION HEATER AND  
DEFROSTER  
SAFETY SEAT BELTS

REAR DOOR SAFETY LOCKS  
PADDED SUN VISORS  
COUNTRY CRUISER  
LUGGAGE CARRIER

**... AND MANY,  
MANY OTHERS**



35, =

## **MERCURY '59**

**Built to lead—Built to last**

Mercury Division of Ford Motor Company, Dearborn, Mich. reserves the right to discontinue or change, at any time, specifications or design without incurring any obligation.

LITHO IN U.S.A. M59-103