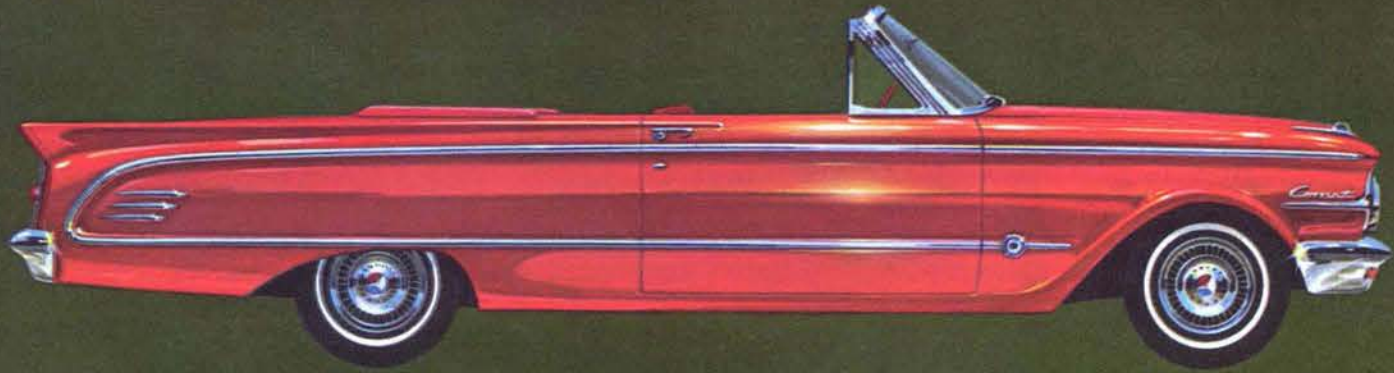
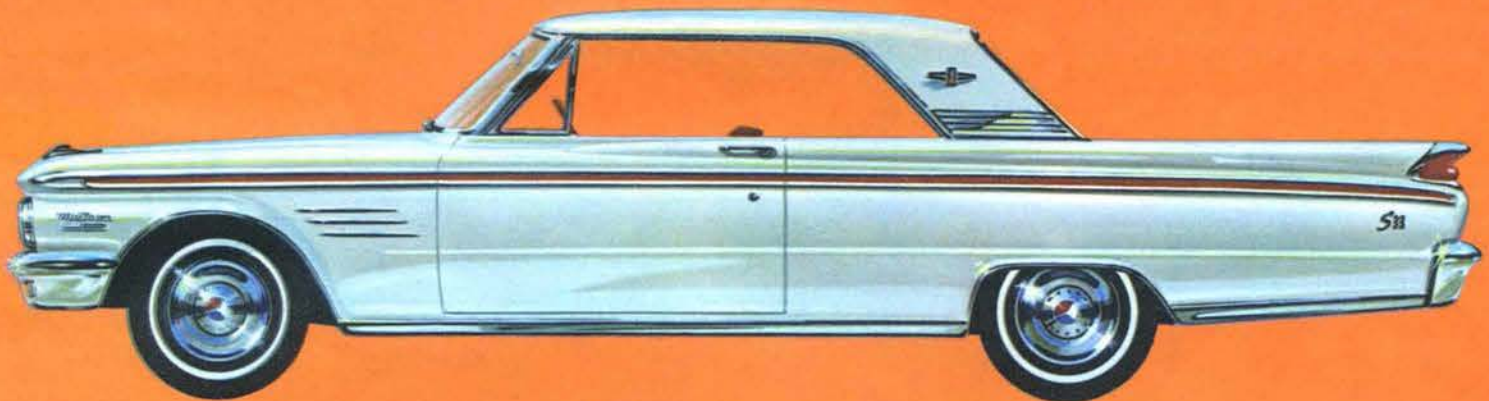


'63 MERCURYS

comet



meteor



monterey





'63 MERCURY COMET

No matter how you cut it, Mercury Comet's got the corner on driving fun. This new edition comes in 12 finely styled models . . . new convertibles, sporty sedans and versatile station wagons . . . each fun-lovin', fashioned-with-flair version designed to make a joyride out of any jaunt. Comet plays Scrooge with the family budget, too. Goes and goes on regular gas. And in '63, Comet really turns miser with every one of Mercury's famous service-savers

developed by Ford Motor Company's advanced engineering. They range all the way from 36,000-mile fuel filter and self-adjusting brakes to a new 6,000-mile oil filter (makes Comet so service-free there's no need for that 1,000-mile new car inspection). And there are more money-savers, many more. Add 'em to Comet's traditional extra value in size, style and resale value, all tops. Sum total: just one best way to let yourself go in '63. Go Comet!



COMET S-22 TWO-DOOR SEDAN

S-22

livewire with the lush lines

The Comet S-22, ultra-stylish bucket-seat beauty. Comes in two terrific models. There's the racy S-22 convertible with power-operated top, newest member of Comet's fun 'n sun fleet. Or take the sporty S-22 two-door sedan. Each comes equipped with a car-load of fun items. Outside, see S-22's distinctive side medallions and bright-metal, tri-colored wheel covers, both at no extra cost. And the S-22's own special triple taillight arrangement, including back-up lights as standard equipment, and aluminum rear grille make it America's smartest car in its class—going away!



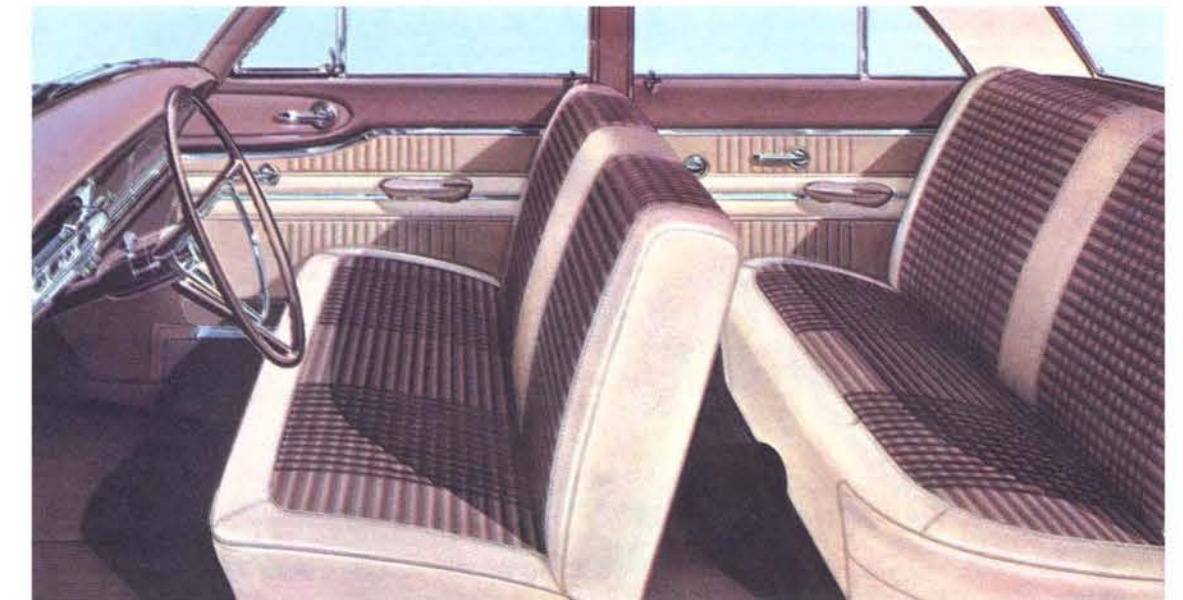
Mercury Comet S-22 interiors come in new all-vinyl box-pleated upholstery, 9 colors available in 6 rich combinations. Front bucket seats are form-contoured. They adjust individually. Deep-twisted loop-yarn carpeting front and rear. Deep foam-padded front and rear seats, too



COMET S-22 CONVERTIBLE



COMET CUSTOM FOUR-DOOR SEDAN (also available in two-door model)



This Comet Custom 4-door sedan in rich crush-grain vinyl and Aristocrat fabric. Overhead, new color-keyed, vinyl headlining. Underfoot, twisted loop-yarn carpeting makes for luxury that lasts. Notice front and rear armrests, 3-spoke, color-keyed safety steering wheel, cigarette lighter, door-operated courtesy light and bright-finish horn ring.



comet custom step out ahead ... and stay there!

Comet's great sense of proportion goes past its graceful lines and sparkling new appointments. Over-all length and greater wheelbase give it fine-car line and look. Sure, Comet's styling has been a pacesetter. But '63 Comet steps up the pace. Check the Custom. In addition to beautiful station wagons and two- and four-door sedans (with extra-value styling items like stainless steel side window, back window and windshield frames), see the sensational new convertible. Underneath its power-operated top lie these Comet values: longer over-all length (194.8 inches) and wheelbase (114 inches) for smoother ride and greater trunk space for extra packing.



More trunk space than some big cars (29.8 cubic feet) gives you space a-plenty for extra-large loads.



COMET CUSTOM CONVERTIBLE



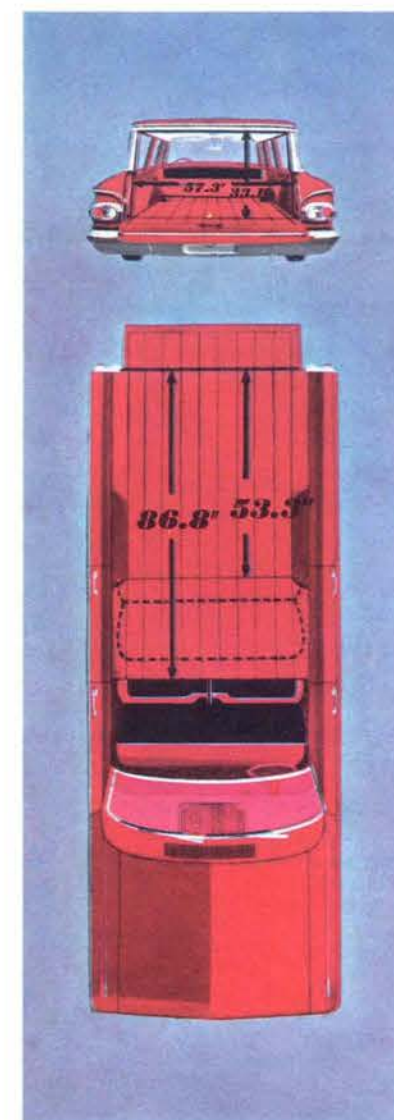
COMET TWO-DOOR SEDAN (also available in four-door model)

comet
fun without a fancy price tag!

You've got everything going for you in a '63 Comet. Fine-car style, ride and roominess . . . all at a price that's among the lowest. Every Comet model comes complete with extras that would do justice to cars costing far more. Here are just a few new Comet features for '63 . . . new, improved longer-life battery, electric Safety-Sweep windshield wipers, extra sound-insulation, high-temperature engine thermostat for quick engine warm-ups and gas savings, plus every one of Mercury's service-saving features. It all adds up to a carload of more carefree driving. Notice Comet's styling. Start with Comet's glittering grille and smart sports-car front fender ornaments—the roof line accentuated by a jewel-like Mercury hallmark. In back, Quadri-Lites and rear grille round out a picture of distinctive grace.



New Comet series interiors like this 2-door sedan's are done in Olympia fabric and crush-grain vinyl. All upholstery cloths are specially treated for soil resistance. Headlinings and 3-spoke safety steering wheel are color-keyed with entire interior scheme. Vinyl-coated floor mats take a beating, stay beautiful.



'63 comet
station wagons
fun at its fetching best

Choose from five family-sized station wagons. Each virtually big enough to have a party in, each versatile enough to serve for tough hauling jobs or as a playfield for the small fry. There's the luxurious Comet Custom Villager station wagon with mahogany-toned metal side paneling (available with optional bucket seats) quality-packed two- and four-door Comet Custom wagons and the all-business two- and four-door Comet wagons. Whichever you select, you ride in a station wagon with "room-for-six" comfort. And everything about these wagons is designed for ease of operation. Rear window rolls down (power operation standard on Villager, available at extra cost on Comet and Comet Custom), means no old-fashioned liftgate loading. For extra convenience there's the optional luggage carrier. Spare tire is tucked out of the way at right rear of cargo area.

There's room for big business or pleasure in Comet wagons. Inside cargo area is 33.1 inches high, 57.3 inches wide. That's big! Makes for 76.2 cubic feet of cargo space. With tailgate down, you get almost nine feet of flat loading surface. And Comet's Unit-Built construction means you and your loads ride in solid comfort.



COMET CUSTOM VILLAGER STATION WAGON



COMET CUSTOM FOUR-DOOR STATION WAGON (also available in two-door model)



In addition to this Comet Custom station wagon's smart and durable pleated all-vinyl upholstery, notice how many extras you get. There's a color-keyed safety steering wheel with bright horn ring, lockable glove box, courtesy lights, dual sun visors.

COMET FOUR-DOOR STATION WAGON (also available in two-door model)





'63 MERCURY METEOR

SPIRIT, SPARKLE and BRAWN . . . bright words that mean Mercury Meteor for 1963. Each of the nine new Meteors is low in price, surprisingly low for a car with so much room, quality and power. Each has SPIRIT . . . especially if you choose the exciting new, optional Lightning 260 V-8 engine. This hot, short-stroke, low-friction performer accelerates bril-

liantly, provides quicker, safer passing. And like the 221 V-8 or the Meteor "6", it operates with scrupulous efficiency on regular gas. New Meteor has SPARKLE—the new hardtop, for instance. Low, lean, sleek, it comes in S-33 bucket-seat and Custom series. BRAWN, too, with new Meteor station wagons. Three 4-door models to choose from, including the

6- or 8-passenger Country Cruiser with mahogany-toned, metal side paneling. Meet these brisk, breezy newcomers in the low-price field. All have economical service-savers, are quality-constructed with unitized bodies, and include big-car luxury options like power brakes and power steering. Meet the '63 Meteor. Make driving come alive.

SPIRIT! meteor S-33

Make way for a plush 'n peppy Meteor with hardtop styling, low profile, and loads of lively sports car features. Settle yourself into the firm foam contours of individually adjustable bucket seats, stow your gear in its full-length floor console, and take charge. Whether you go with the Meteor "6", or 221 V-8 or the optional Lightning 260 V-8 engines, you'll find plenty of skedaddle, plus the serene sailing of exclusive Cushion-Link suspension and the quiet that comes with abundant insulation.



Pick any of six color-keyed S-33 interiors: monochromes in red, gold or black; two-tones in blue, beige or turquoise. All with foam-padded, individually adjustable bucket seats . . . new leathery-soft vinyl upholstery . . . and cushiony seamless carpeting.



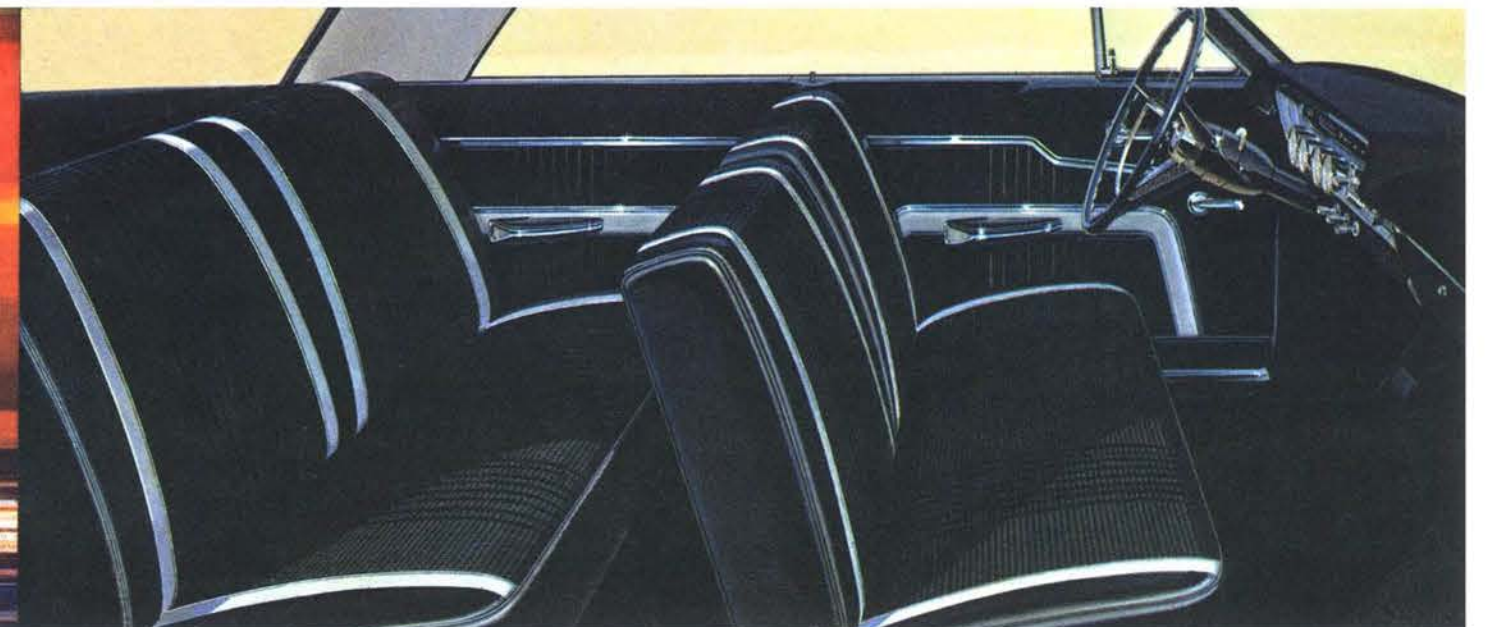
METEOR S-33 TWO-DOOR HARDTOP with distinctive tri-colored wheel covers, contrasting color spear, special script and bright-metal windsplits.

SPARKLE! meteor custom

These bright beauties are Meteor Customs all right: Look at their stainless steel lower moldings . . . the applique behind the rear wheels and along those wide rear roof pillars. Meteors pamper passengers with room and comfort (six hefty adults and fifteen suitcases are no trouble at all). And they take to the road with outstanding performance (seven engine-transmission combinations let you pick the power you want). Wherever you go, more economical service-savers than ever go with you.



METEOR CUSTOM TWO-DOOR HARDTOP



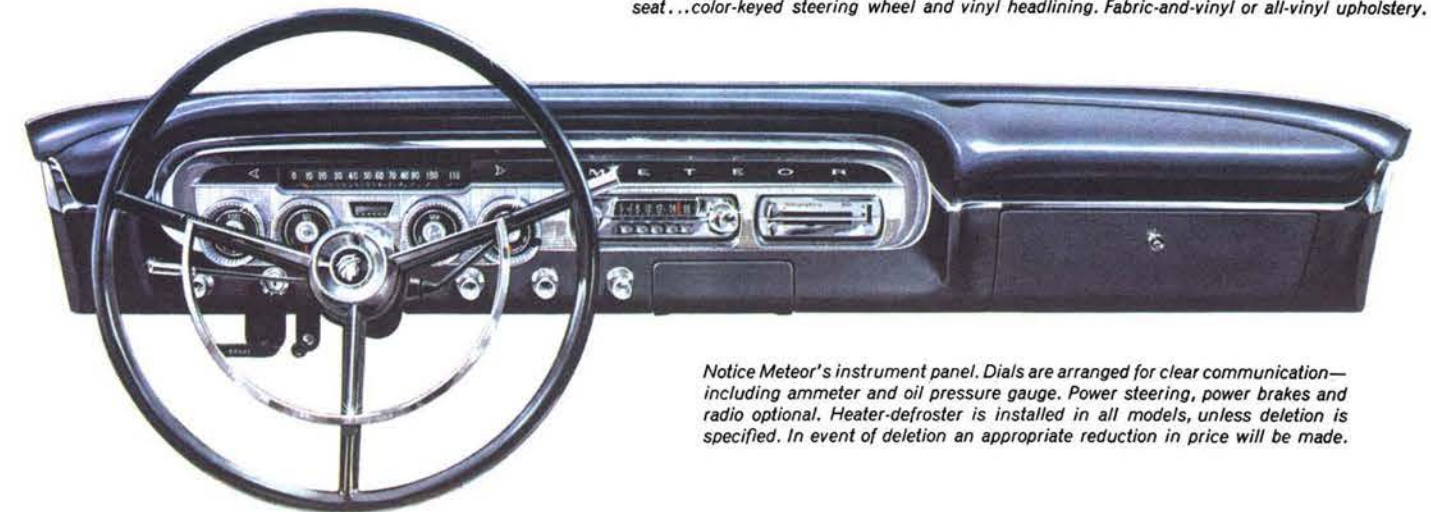
Wide doors welcome you into fully appointed Meteor Custom interiors where premium quality is standard equipment. Highlights? Deep twisted-loop carpeting throughout . . . foam-padded front seat . . . color-keyed steering wheel and vinyl headlining. Fabric-and-vinyl or all-vinyl upholstery.



Meteor's unrestricted trunk space makes loading and unloading a picnic. It's so much easier to pack more things when you have a whopping 31.5 cubic feet to work with. Forward-mounted spare tire is out of the way of most-frequently-used area.



METEOR CUSTOM FOUR-DOOR SEDAN (two-door also available)



Notice Meteor's instrument panel. Dials are arranged for clear communication—including ammeter and oil pressure gauge. Power steering, power brakes and radio optional. Heater-defroster is installed in all models, unless deletion is specified. In event of deletion an appropriate reduction in price will be made.

ALIVE!

meteor

Here's the brightest spot in the low-price field, Meteor two- and four-door sedans give you roomy comfort, smooth, easy handling, big-car ride and performance. Yet Meteor is strictly a low-priced car. For room, it offers over 3 feet of effective headroom, nearly 4 feet of free front legroom and 31.5 cubic feet of trunk volume . . . all exceeding many a "big" car. Name your performance level—optional Lightning 260 V-8 for maximum power, 221 V-8 or "6" engines for maximum savings. Meteor is low on upkeep, too, because it comes with a complete package of Mercury service-savers, including self-adjusting brakes.

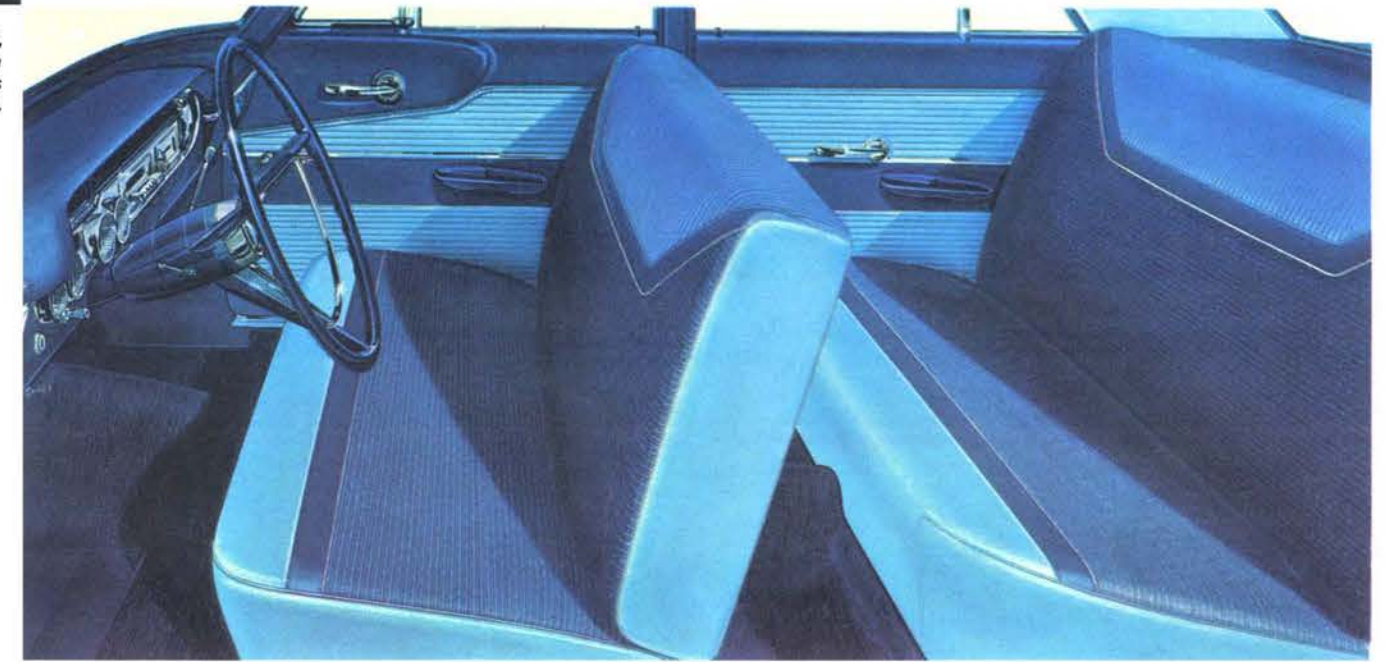


METEOR TWO-DOOR SEDAN

Meteor interiors, such as this four-door sedan's shown in cloth and metallic vinyl, have tasteful appointments to set off their quality tailoring. Bright-metal horn ring, front and rear armrests, rear ash tray, cigarette lighter, safety door latches and front door-operated interior dome light are found on Meteor at no extra cost.



METEOR FOUR-DOOR SEDAN



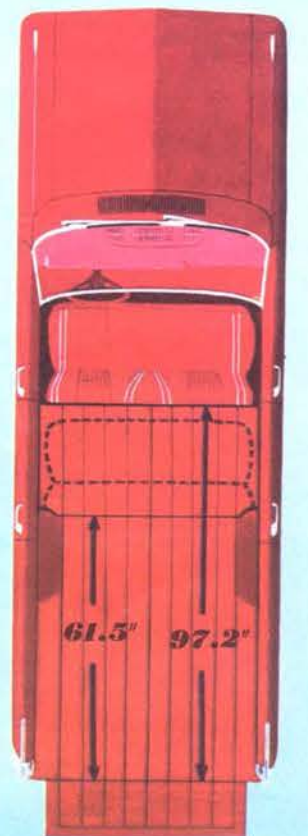
METEOR COUNTRY CRUISER FOUR-DOOR STATION WAGON



METEOR FOUR-DOOR STATION WAGON

A few simple movements turn high fashion into free space inside Meteor station wagons. Second seat folds quickly in one-hand operation. Luxurious, comfortable passenger seats (in fabric-and-vinyl or all-vinyl

upholstery) are replaced by wide-open spaces. Want more? Roll rear window down, swing counterbalanced tailgate flat to put a total length of more than nine and one-half feet at your service.



BRAWN!

meteor station wagons

Here they come, and how they'll go! Three all-new four-door station wagon dazzlers—the Meteor, the Meteor Custom, and the Country Cruiser with mahogany-toned metal side paneling. Each with solid unitized body. Each with an 86.2-cubic-foot cargo area behind front seats (plus an almost seven-cubic-foot stowage compartment for valuables under the rear deck), and a rear-facing third-seat option that raises passenger potential to eight adults.



METEOR CUSTOM FOUR-DOOR STATION WAGON





'63 MERCURY MONTEREY

Only one new car looks like this. And Monterey's distinctive Breezeway styling is more than just beautiful. It works. The recessed rear window is power-controlled from the driver's seat—gives unique ventilation with front air vents open, stays clear in rain or snow. The Breezeway window also means more headroom for rear seat passengers, plus maximum sun protection. And Monterey luxury will be livelier than ever with a standard Marauder 390 V-8 engine and high-performance optional engines up to 405 horsepower! Choose from eleven '63 Monterey models.

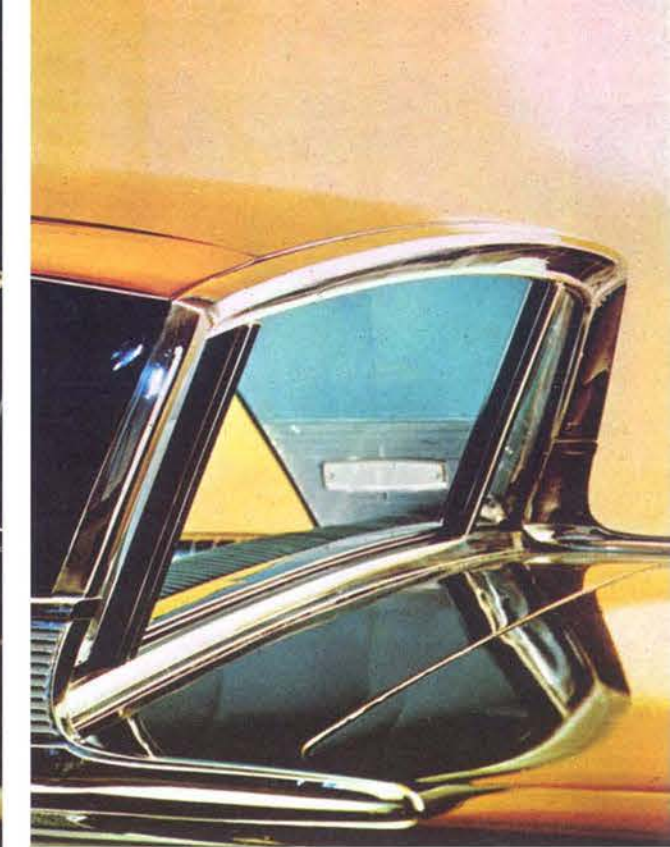
MONTEREY CUSTOM FOUR-DOOR SEDAN



New all-weather vision with recessed rear window sheltered from rain and snow.



New Breezeway ventilation with power-operated rear window controlled by driver.

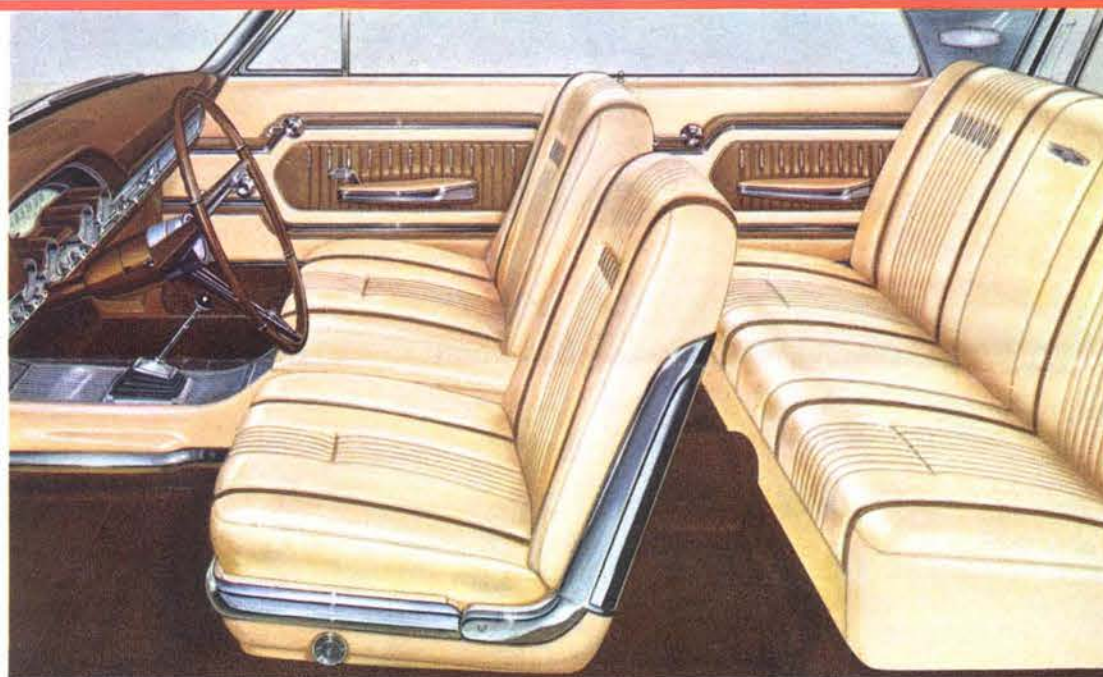


New sun protection and increased headroom for rear seat passengers.

S-55 gets off the beaten track ... in a big way

There's no mistaking the S-55. It's a sizzler that delivers the luxury of a Monterey Custom plus sports car features—distinctive characteristics like individually adjustable bucket seats, bright-metal floor console with shift lever, padded instrument panel, exclusive red and white safety-courtesy lights in the doors. Dual exhausts and Marauder Super 390 V-8 engine with 4-barrel carburetor are standard; with even hotter ideas, you can go all the way to six-barrel Marauder Super 406 V-8. Transmission choices: standard equipment 4-speed manual or Multi-Drive Merc-O-Matic, both floor-mounted, optional at no extra cost. Tachometer also available.

In addition to the deep carpeting, paddle-type door handles, power-operated Breezeway rear window and Monterey Custom features, the S-55 includes rich chrome accents, unique insignia at steering wheel, special script on instrument panel, and a new leather-soft upholstery material of expanded vinyl.



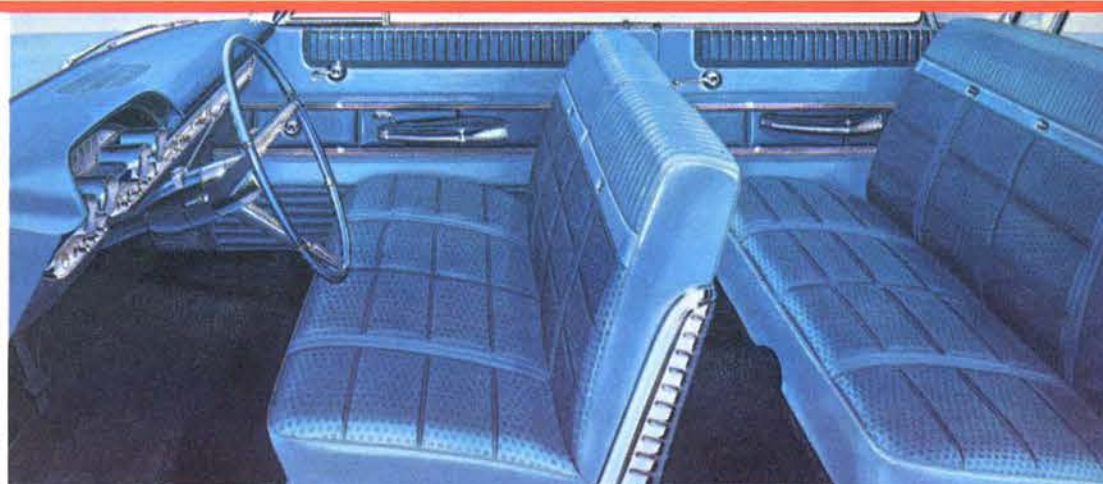
MONTEREY S-55 CONVERTIBLE (two-door hardtop also available)



beautiful new outlook for big driving pleasure

Be prepared to have Monterey's unique Breezeway styling change your whole viewpoint on motoring. It lets driver and passengers see better, sit better, feel better . . . with clear vision in all weather, more headroom, sun protection and a breeze controlled by power-operated rear window. Other standard luxury features: courtesy lights, dual rear-seat lights, front and rear armrests with paddle-type door handles, electric clock and back-up lights. Convertible vinyl-fabric tops are black, white or blue; rearview mirror is windshield-mounted.

Subtle color harmony runs through the Monterey's vari-textured materials. You see it in the tweedy bolsters and triple-yarn fabric covering the foam-pillowed seats . . . the crush-grain vinyl along padded window sills . . . the deep, twisted-loop carpeting . . . the vinyl headlining. All-vinyl upholstery (standard in convertible and a no-cost option in all Custom models), available in the same padded-pleat style.



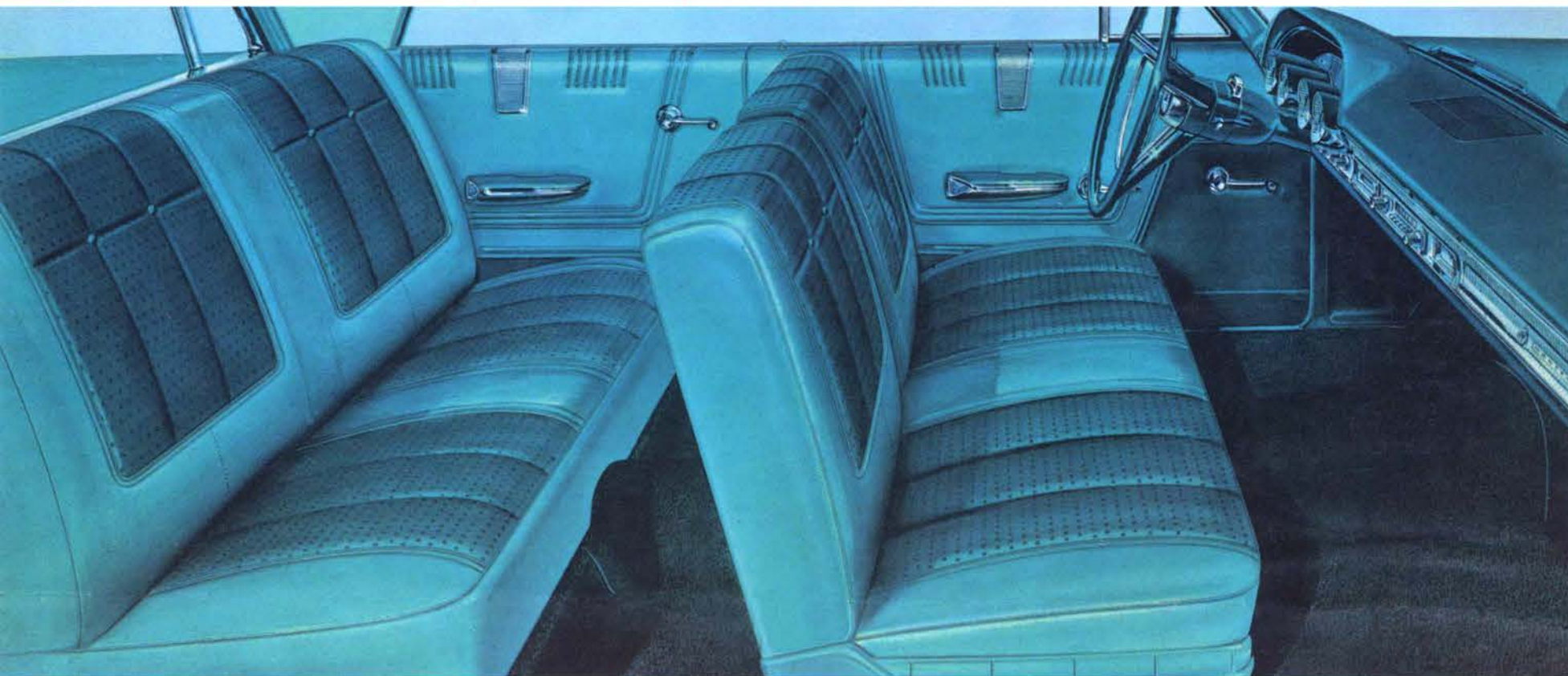
MONTEREY CUSTOM CONVERTIBLE



monterey custom



MONTEREY CUSTOM TWO-DOOR HARDTOP (four-door sedan and four-door hardtop also available)



monterey

*so much luxury and style...
so little maintenance*

Behind Monterey's rakish look, there's so much more than meets the eye. You get vision, shade, ventilation and more headroom . . . standard power-operated Breezeway rear window . . . more foam padding on premium-upholstered seats . . . extra sound-insulation . . . helpful options like new, improved power steering which requires 40% less wheel-turning effort, and Swing-Away steering wheel and 6-way power seat . . . and improved Cushion-Link suspension on long 120" wheelbase. More surging performance, too, with the Mercury Marauder 390 V-8 engine standard.

Above left: Big easy-to-read dials include new oil pressure gauge and ammeter. Other features: illuminated automatic transmission selector dial, foot-operated parking brake. Radio options include push-button AM-FM radio.

Below left: From vinyl headlining to luxurious long-life carpeting, Monterey's roomy interiors reveal color in harmony. Foam-padded seats are covered with dot-patterned fabric and bolsters in crush-grain vinyls, including metallic and pearlescent. Five all-vinyl color schemes are optional.



MONTEREY FOUR-DOOR SEDAN (two-door also available)



MONTEREY TWO-DOOR HARDTOP (four-door also available)



MONTEREY COLONY PARK FOUR-DOOR STATION WAGON

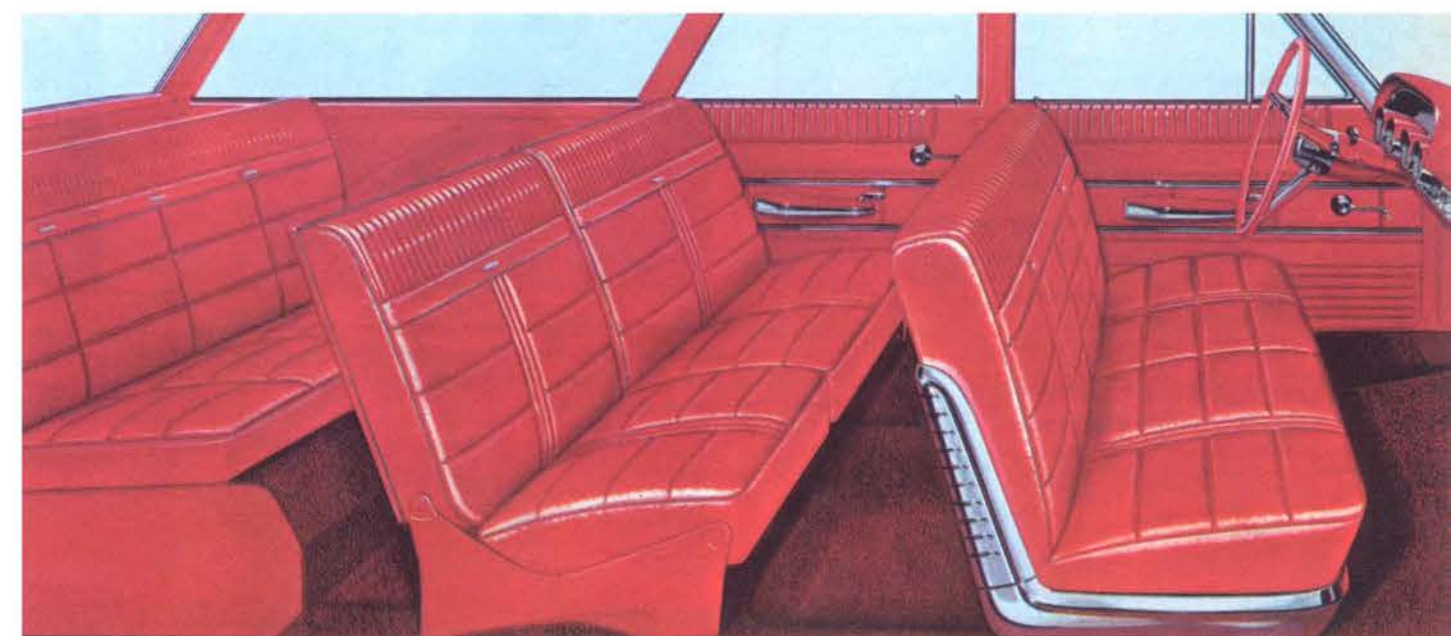
monterey colony park

*lets you get away from it all
...or take it all with you*

Colony Park station wagon is the only car in its field with the warm wood-grain look of mahogany-toned metal side paneling. Open its power-operated rear window—standard equipment—for the same fresh Breezeway ventilation as other Montereys. Whichever of its five power-drive combinations you select (big Marauder 390 V-8 engine is standard), you'll take off in style, stay smooth with its sturdy rigidized body. And with 91.5 cubic feet behind the front seat, it seems as if there's no limit to what you can take with you.

Left: Every time you lower the extra-wide Colony Park tailgate, you'll find a firm, flat surface loadspace of more than ten feet at your service. Spare tire stows below hinged floor panel. Optional third seat for 9-passenger capacity. Roof luggage carrier, as illustrated, is optional.

Right above: From the deep-visor'd instrument panel to the counterbalanced tailgate, from carpeted floor to reinforced roof, Colony Park interiors are spacious (check the generous dimensions, right). They're also color-keyed, comfortable, easy to care for (box-pleat upholstery all vinyl). Seat conversion is quick, easy.



3 sizes—32 Mercurys for '63



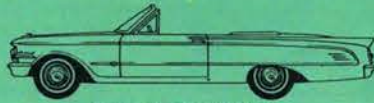
'63 MERCURY COMET

12 great models to choose from

Comet S-22 . . . convertible and two-door sedan

Comet Custom . . . convertible, two- and four-door sedans, two- and four-door station wagons, Villager station wagon.

Comet . . . two- and four-door sedans, two- and four-door station wagons



COMET S-22 CONVERTIBLE



COMET CUSTOM FOUR-DOOR SEDAN



COMET CUSTOM TWO-DOOR STATION WAGON



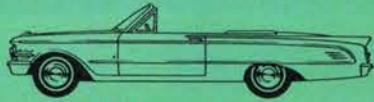
COMET S-22 TWO-DOOR SEDAN



COMET TWO-DOOR SEDAN



COMET CUSTOM FOUR-DOOR STATION WAGON



COMET CUSTOM CONVERTIBLE



COMET FOUR-DOOR SEDAN



COMET TWO-DOOR STATION WAGON



COMET CUSTOM TWO-DOOR SEDAN



COMET CUSTOM VILLAGER STATION WAGON



COMET FOUR-DOOR STATION WAGON



'63 MERCURY METEOR

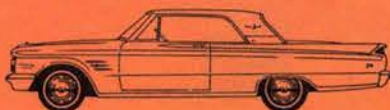
Choose from 9 lively models

Meteor S-33 . . . two-door hardtop

Meteor Custom . . . two- and four-door sedan, two-door hardtop, four-door station wagon

Meteor . . . two- and four-door sedan, four-door station wagon

Meteor Country Cruiser . . . four-door station wagon



METEOR S-33 TWO-DOOR HARDTOP



METEOR CUSTOM FOUR-DOOR SEDAN



METEOR COUNTRY CRUISER FOUR-DOOR STATION WAGON



METEOR CUSTOM TWO-DOOR HARDTOP



METEOR TWO-DOOR SEDAN



METEOR CUSTOM FOUR-DOOR STATION WAGON



METEOR CUSTOM TWO-DOOR SEDAN



METEOR FOUR-DOOR SEDAN



METEOR FOUR-DOOR STATION WAGON



'63 MERCURY MONTEREY

Choose from 11 distinctive models

Monterey S-55 . . . two-door convertible, two-door hardtop

Monterey Custom . . . two-door convertible, four-door sedan, two- and four-door hardtop

Monterey . . . two- and four-door sedan, two- and four-door hardtop

Monterey Colony Park . . . four-door station wagon



MONTEREY S-55 TWO-DOOR CONVERTIBLE



MONTEREY CUSTOM FOUR-DOOR HARDTOP



MONTEREY TWO-DOOR SEDAN



MONTEREY S-55 TWO-DOOR HARDTOP



MONTEREY CUSTOM FOUR-DOOR SEDAN



MONTEREY FOUR-DOOR SEDAN



MONTEREY CUSTOM TWO-DOOR CONVERTIBLE



MONTEREY TWO-DOOR HARDTOP



MONTEREY COLONY PARK FOUR-DOOR STATION WAGON



MONTEREY CUSTOM TWO-DOOR HARDTOP



MONTEREY FOUR-DOOR HARDTOP