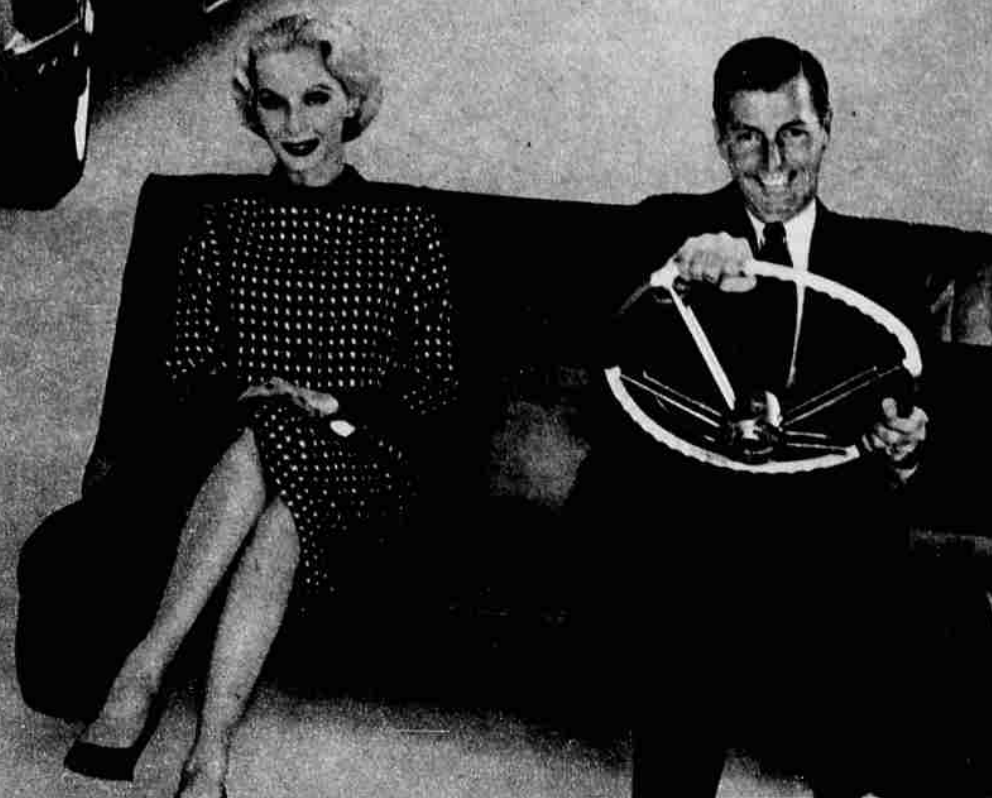


THE BIG M FOR 1958—SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE



SPORTS DRESS BY GRETA PLATTAY

AN ENTIRELY NEW family of Cool-Power Marauder V-8 engines powers The Big M line—312, 330 and 360 hp. Shown above, the Montclair Phaeton Sedan, seat from Montclair Turnpike Cruiser.

EVER HELD A CURVE LIKE A SPORTS CAR— WHILE LOUNGING IN LIMOUSINE LUXURY?

This is The Big M for '58—the only car you can buy that combines sports-car spirit with solid riding comfort.

Mercury's new sports-car spirit means far more than power. You enjoy effortless control every moment—precise steering—a wonderful feeling of command on even the sharpest curve.

These advances are the result of a whole series

of wonderful new driving aids. For example, a new Merc-O-Matic Hill-Control range helps ease you down the steepest grade with greater safety. Steering is up to 35% easier. New Super-Safe self-adjusting brakes automatically compensate for brake-lining wear—reduce the need for servicing, help keep your brakes at peak efficiency.

Now imagine this driving spirit teamed with a ride that can only be compared with the finest ever

achieved by the costliest, custom-built limousine—a serene, majestic, quiet ride; a solid, steady, road-hugging ride. Every 1958 Mercury is longer, wider, heavier. Dimensions in some models surpass those in many of the most expensive cars.

Most important, Mercury brings all this within the reach of *any* new-car buyer. Prices start just above the lowest. Choose from twenty models in four series. At your Mercury dealer's today.

1958 MERCURY

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SPORTS-CAR SPIRIT WITH LIMOUSINE RIDE

