

# Mercury Extends Market Coverage

The 1964 Mercury extends its coverage of the medium-priced market by offering two new series and a choice of distinctive roof designs, Ben D. Mills, Ford Motor Co. vice president and Lincoln-Mercury Division general manager, has announced.

"Emphasis in the new Mercury is on luxury and performance," Mr. Mills said. "We have made significant improvements in passenger comfort and spaciousness while continuing to offer the functional breezeway roof plus a sleek new fastback roof design."

Mercury's two new series are the luxurious top-of-the-line Park Lane and the Montclair, which is placed between the basic Monterey and the Park Lane. A new four-door fastback hardtop Marauder model is offered in all three series, and a Commuter four-door station wagon is added as a running mate to the highly-styled Colony Park.

**IN ADDITION** to the new four-door Marauder, Mercury will offer in all three series the unique Breezeway roof with retracting rear window and the sporty two-door fastback hardtop Marauder first introduced last spring. The two-door Marauder has represented the Mercury in stock car auto races and set a new record in winning the Pike's Peak Auto Hill Climb on July 4.

The exclusive Breezeway design, introduced last year, offers several functional advantages in addition to distinctive appearance. In winter, the overhang keeps the rear window free of ice, snow and rain. In summer, it shades rear seat passengers. The retractable window provides, quieter, controlled ventilation for every season.

Re-styling of the Mercury grille, front fenders, bumpers, side trim and rear makes the 1964 models appear larger and racier. The car is 1.3 inches higher and has larger tires, 8.00 x 14-inch.

Interiors are roomier with a deeper body which provides more seating comfort, more usable luggage space, and easier entrance and exit. Passenger comfort is improved further by a substantial reduction in the size of the transmission tunnel.

Luxurious interior trim and new instrument panel ornamentation typify Mercury's big-car appointments. On cars equipped with the optional air conditioning unit, outlets are an integral part of the instrument panel for maximum passenger comfort. New "shell" design bucket seats with full center

## Dodges Introduced Car 50 Years Ago

Fifty years ago, in 1914, John and Horace Dodge decided to build a car of their own because the automotive parts business, in which they had embarked a few years earlier, didn't look good.

There were 1,600 other car makes that year and Dodge is one of the few that survived the competition.

For 1964 Pontiac offers its volume series, the Catalina, in seven models; two and four-door sedans, two and four-door hardtops, six and nine-passenger Safari station wagons and a convertible. Offered in the Star Chief series is a four-door hardtop and a four-door sedan. The luxurious Bonneville is available in four models; two and four-door hardtops, a six-passenger station wagon and a convertible.

Among the many engineering changes in the 1964 Tempest is its size. The wheelbase has been increased to 115 inches and the overall length is 203 inches, an increase of 8.7 inches. Also new is the chassis featuring a Pontiac built six-cylinder, in-line engine and a box type frame for improved riding and quietness.

console are optional in the Park Lane series.

**THE 1964 MERCURY'S** six V-8 engines—two more than last year—range from 250 to 425 horsepower. There are four 390 cubic-inch power plants at 250, 266, 300 and 330 horsepower and two 427 cubic-inch high performance engines with 410 and 425 horsepower. The 250- and 266-horsepower engines require regular fuel only.

This wide selection of powerful Mercury engines provides peak performance in the medium-priced field.

Improved carburetion on all 390 cubic-inch engines gives better cold starts, more fuel economy, and smoother operation.

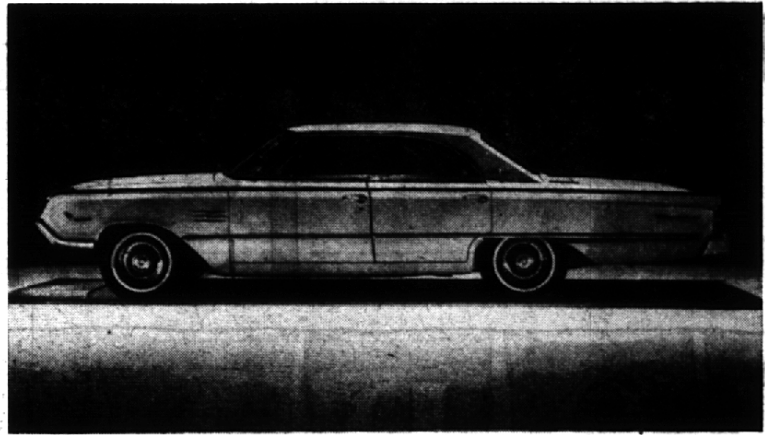
Fully synchronized three-speed manual, three-speed dual range automatic, and four-speed manual transmissions are offered.

Structural changes make the Mercury more rigid, resulting in improved control of body shake, road harshness and vibration.

**RE-TUNING OF THE** body chassis, using softer rubber in all body mounts improves the ride.

The larger tires and Mercury's proven Cushion-Link suspension contribute to the car's superior ride and handling.

New directional signal indicators are located on top of the front fenders so they are visible to the driver. The new indicators, which



**A SPORTY FOUR-DOOR** hardtop Marauder with sleek fastback roof design will be offered in the 1964 Mercury line-up in addition to the unique Breezeway models with retracting rear windows and the two-door hardtop Marauders introduced last spring,

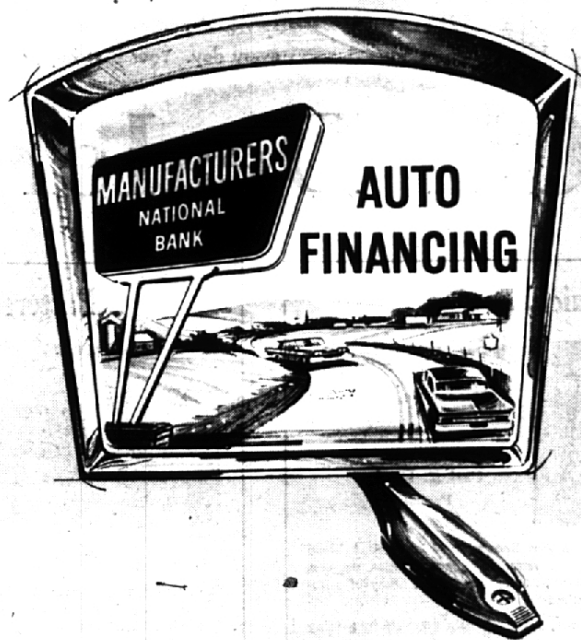
The two distinctive rooflines will be available in three series—the Monterey and two new series, the Montclair and luxurious Park Lane. Mercury will offer a total of 18 models and six V-8 engines ranging from 250 to 425 horsepower.

are standard on Montclair and Park Lane models and on Colony Park station wagons, are in addition to instrument panel indicators standard on all Mercurys.

A new glass backlite for convertible models allows the convertible top to be lowered without un-

zipping the back window. Among the options available on Mercury for 1964 are improved power brakes and air conditioning, plus a swing-away steering column, power steering, six-way power seat, power windows and rear seat radio speakers.

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