

With the extra time and money savings over Chevrolet, the Mercury Meteor customer can:

- Drive six months on gasoline bought with the savings.
- Save the first two payments on a new Mercury Meteor.
- Pay for the optional extras that add more fun to driving.
- Gain pleasure-filled time—No weekend servicing inconvenience.

Other values offered as standard equipment on Mercury Meteor—not offered by Chevrolet:

- Cushion-Link Ride . . .
big car smoothness
- Balanced performance on regular gas
- Bigger trunk . . . more convenient
- Compact handling and parking . . .
no unnecessary bulk

**YOU HAVE MORE TIME FOR
FUN—AND MORE MONEY TO
ENJOY IT WITH THE MORE
CAREFREE MERCURY METEOR**

Information contained herein has been obtained from authoritative sources and is based upon comparison of units and information obtained at the time material was being prepared for printing. It is believed to be correct; however, it is not guaranteed.

**LINCOLN-MERCURY DIVISION
FORD MOTOR COMPANY**



**MERCURY
BUY . . .**

**MERCURY
METEOR
SELLS FROM
\$38.00
TO
\$320.00
LESS
THAN A
COMPARABLY
EQUIPPED
CHEVROLET!**

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For Salesmen's use only

— INITIAL PRICE* — Model-for-Model Savings

	MERCURY METEOR	CHEVROLET (Biscayne, Bel Air, Impala)	MERCURY METEOR SAVINGS
	Meteor (6)	Biscayne (6)	
2-Dr. Sd.	\$2278.	\$2324.	\$ 46.
4-Dr. Sd.	2340.	2378.	38.
	Meteor Cust. (6)	Bel Air (6)	
2-Dr. Sd.	\$2366.	\$2456.	\$ 90.
4-Dr. Sd.	2428.	2510.	82.
	Meteor Cust. (6)	Impala (6)	
4-Dr. Sd.	\$2428.	\$2662.	\$234.
	Meteor V/8 221 CID	Biscayne V/8	
2-Dr. Sd.	\$2381.	\$2431.	\$ 50.
4-Dr. Sd.	2443.	2485.	42.
	Meteor Cust. V/8 221 CID	Bel Air V/8	
2-Dr. Sd.	\$2469.	\$2563.	\$ 94.
4-Dr. Sd.	2531.	2617.	86.
	Meteor Cust. V/8 221 CID	Impala V/8	
4-Dr. Sd.	\$2531.	\$2769	\$238.
	Meteor S-33 V/8 221 CID	Impala Super Sport V/8	
Sport Coupe	\$2612.	\$2932.	\$320.

*Mfg's. suggested retail price for comparable cars equipped with heater.

Model-for-Model comparison proves Mercury Meteor costs an average of \$120.00 LESS than Chev . . . Initial cost savings may reach \$320.

Initial price is only part of the big Mercury Meteor Savings story—Mercury Meteor costs LESS to drive than Chev!

Item for Item Savings in TIME AND MONEY

Normal Operating Costs over 30,000 Mile
Period (approx. 2 years)

Chevrolet —30 SERVICE STOPS
Mercury Meteor— 6 SERVICE STOPS

METEOR

costs less to

DRIVE

THAN CHEVROLET

	Chevrolet (Biscayne, Bel Air, Impala)	Mercury Meteor (Meteor, Meteor Cust.)	Mercury Meteor Savings
Major Chassis Lubrication Chev. 30 @ \$1.50: Meteor 1 @ \$4.50	\$ 45.00	\$ 4.50	\$ 40.50
Oil Change @ .65 per quart Chev. 7 @ 6 quarts Meteor 5 @ 5 quarts plus Meteor 5 minor lubes @ \$1.50	27.30	23.75	3.55
Oil Filter Chev. 7 @ \$2.85: Meteor 5 @ \$3.45	19.95	17.25	2.70
Brake Adjustments 6 @ \$2.00	12.00	Self- Adjusting	12.00
Front Wheel Bearing Repack Chev. 3 @ \$2.50: Meteor 1 @ \$3.50	7.50	3.50	4.00
Universal Joint Lubrication Chev. 1 @ \$8.00: Meteor 1 @ \$2.00	8.00	2.00	6.00
Carburetor Air Cleaner Element Chev. 2 @ \$4.82: Meteor 1 @ \$3.95	9.64	3.95	5.69
Spring and Fall Radiator Servicing Chev. 2 @ \$9.90 for Fall 2 @ \$3.25 for Spring	19.80 6.50 \$155.69	None* \$ 54.95	26.30 \$100.74

*30,000 mile, or 2 year, factory installed coolant.

**Mercury Meteor—can SAVE over \$100 Driving Costs
—can ELIMINATE 24 Service Stops**

TO THE CUSTOMER THIS MEANS



Based on service recommendations as specified in the Meteor and Chevrolet owner's manuals. \$5.00 national average labor rate was used to determine labor charges.