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.

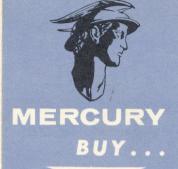
Other values offered as standard equipment on Mercury Meteor—not offered by Chevrolet:

- 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.

FORD MOTOR COMPANY



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

> CONFIDENTIAL: For Salesmen's use only

Rev. 3-62 Litho in U.S.A.

- INITIAL PRICE* - Model-for-Model Savings

	WEDNING	CHEVROLET (Biscayne,	MERCURY
	MERCURY	Bel Air,	METEOR
	METEOR	Impala)	SAVINGS
	Meteor	Biscayne	
	(6)	(6)	
2-Dr. Sd.	52278.	\$2324.	\$ 46.
4-Dr. Sd.	2340.	2378.	38.
	Meteor	Bel Air	
	Cust. (6)	(6)	
2-Dr. Sd.	\$2366.	\$2456.	\$ 90.
4-Dr. Sd.	2428.	2510.	82.
	Meteor	Impala	
	Cust. (6)	(6)	
4-Dr. Sd.	\$2428.	\$2662.	\$234.
	Meteor	Biscayne	
	V/8 221 CID	V/8	
2-Dr. Sd.	\$2381.	\$2431.	\$ 50.
4-Dr. Sd.	2443.	2485.	42.
	Meteor Cust.	Bel Air	
	V/8 221 CID	V/8	
2-Dr. Sd.	\$2469.	\$2563.	\$ 94.
4-Dr. Sd.	2531.	2617.	86.
	Meteor Cust.	Impala	
	V/8 221 CID	V/8	
4-Dr. Sd.	\$2531.	\$2769	\$238.
	Meteor S-33	Impala Cunos	
Sport	V/8 221 CID	Impala Super Sport V/8	
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

Major Chassis Lubrication Chev. 30 @ \$1.50: Meteor 1 @ \$4.50	Chevrolet (Biscayne, Bel Air, Impala)	Mercury Meteor (Meteor, Meteor Cust.)	Mercury Meteor Savings \$ 40.50
Oil Change @ .65 per quart Chev. 7 @ 6 quarts Meteor 5 @ 5 quarts plus	27.20	22.75	2.55
Meteor 5 minor lubes @ \$1.50 Oil Filter	27.30	23.75	3.55
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	19.80		
2 @ \$3.25 for Spring	6.50 \$155.69	None* \$ 54.95	26.30 \$100.74
*20 000 mile or 2 week feeters inste		\$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.