

IN 1964 MAKE MERCURY OR COMET YOUR CHOICE FOR

Park Lane 4-door sedan with Breezeaway Design



Caliente 2-door hardtop



big  
variety

18 LUXURIOUS MERCURY MODELS

The top choice in the medium-price field

10 TOTALLY NEW COMET MODELS

The compact most like the full-size cars

VISIT US TODAY—AND SAVE!

Let us show you  
28 beautiful,  
money-saving  
ways to GO  
in 1964

an eye-opening guide to new-car

value &  
variety  
stivers

LINCOLN

MERCURY

9700 MANCHESTER

Woodland 2-0800



IN 1964 MAKE MERCURY OR COMET YOUR CHOICE FOR

big  
value!



Park Lane Marauder 4-door hardtop (1 of 18 models)

The '64 Mercurys top the medium-price field... in everything but price!

**Choice and value galore!**

Choose from 18 models, two distinctively different roof styles—exclusive Breezeway Design with all the advantages of draft-free ventilation and weather protection... or Marauder's racy hardtop look of maximum action. Two-door and four-door hardtops and sedans, two station wagons, two convertibles. Big Marauder 390 V-8's standard with other engine choices ranging up to the hot Marauder Super 427 V-8 with two 4-barrel carburetors. More spaciousness with increased passenger room, trunk space and door height in most models.

**'64 MERCURY, NEW PERFORMANCE  
CHAMPION OF THE MEDIUM-PRICE FIELD!**

Mercurys have proved their performance superiority in the toughest kinds of open competition. Climbing Pikes Peak, circling the banked Milwaukee State Fairground track and winding through the Riverside, California, road-racing course, modified and specially equipped Mercury Marauders have been the winners!



Caliente Convertible (1 of 10 models)

'64 Comets...every bit as hot as they look...yet still  
priced to give you best value in the compact field!

**A totally new Comet!**

Select from three series—luxurious Caliente, 404 series, economical 202 series—and 10 models. Convertibles, station wagons, hardtops and sedans. Pick from 4 engines... two sizzling V-8's, two thrifty "6's". Advanced transmissions include sporty 4-speed, floor-mounted manual gearbox and new 3-speed Multi-Drive Merc-O-Matic. And Comet gives you these fine-car options: AM-FM radio, power steering and brakes, air conditioning. And no matter what your choice, you get real engineering excellence... the kind that produced the rugged Comet Durability Run at Daytona Beach.

**'64 COMET, WORLD'S 100,000-MILE  
DURABILITY CHAMPION!**

A team of specially equipped and prepared Comets recently set new national and world's records at the Daytona International Speedway—traveling round the clock for 100,000 miles at an average speed of more than 105 mph, including time for refueling and maintenance.

For variety... for top trade-in allowance... for low, low prices...

**VISIT US TODAY—AND SAVE!**