

Introducing The Medalist



Mercury's newest and lowest-cost series

Luxurious

This whisper-light, all-vinyl Mercury Medalist interior is high-styled in superb fashion. Chic, durable—so easy to keep spotless.

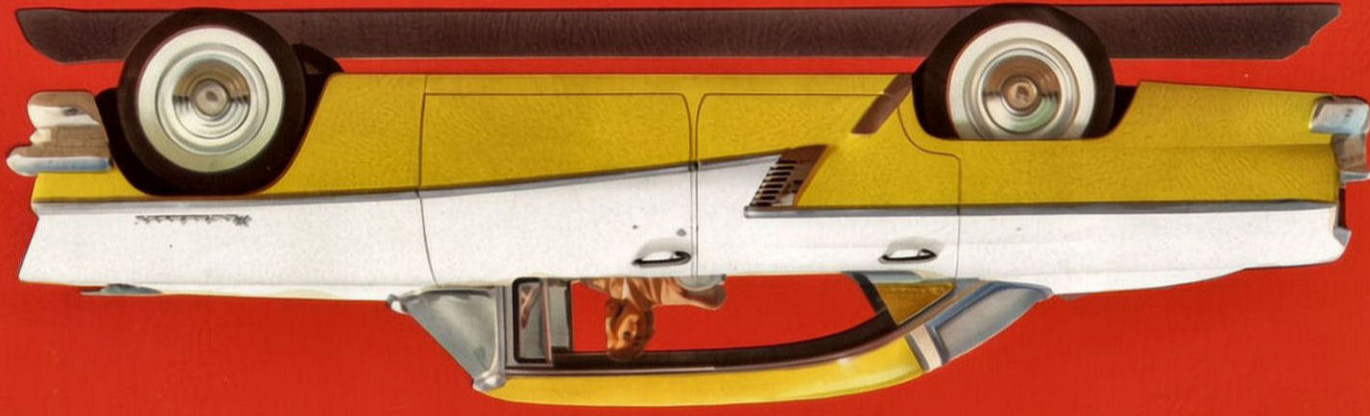
The fashionable Medalist tailoring is in perfect taste, and a reflection of all the stylish overtones carried out by the interior decor.

Move up to the **BIG M**—
Move up in a Medalist



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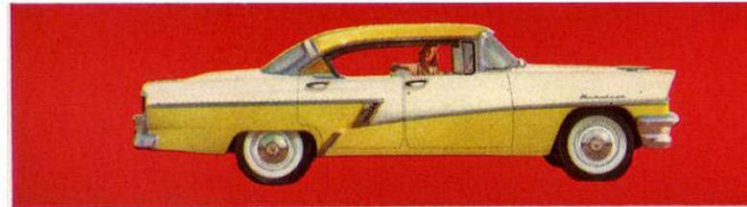
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now...it's easier than ever for you to move up to

Mercury size, power and luxury at a new low cost

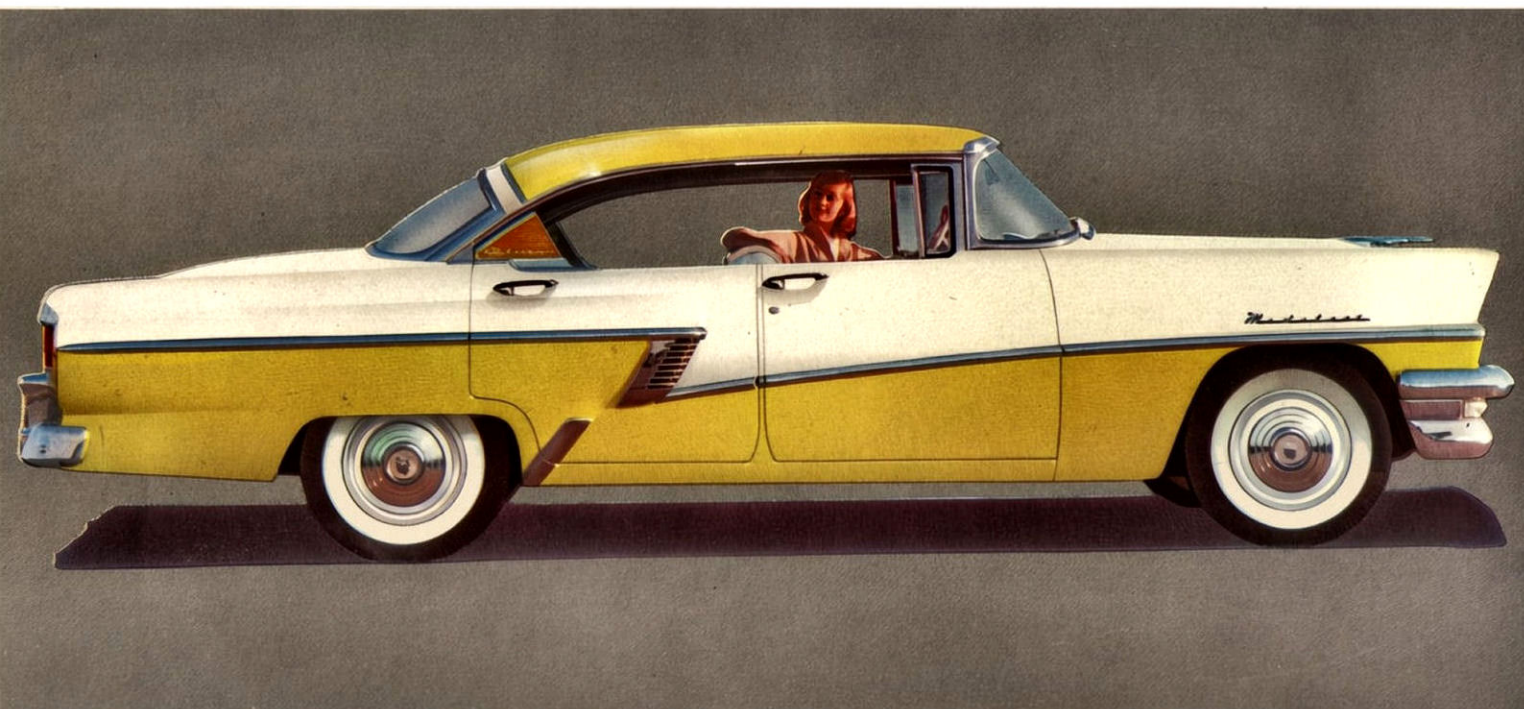
Mercury has expanded its model line-up to include three new, low-cost Medalists:

the 4-door Hardtop Phaeton . . . the 2-door Hardtop Coupe



. . . and the 4-door Sedan. Each is Big **M** in every way . . . each low priced.

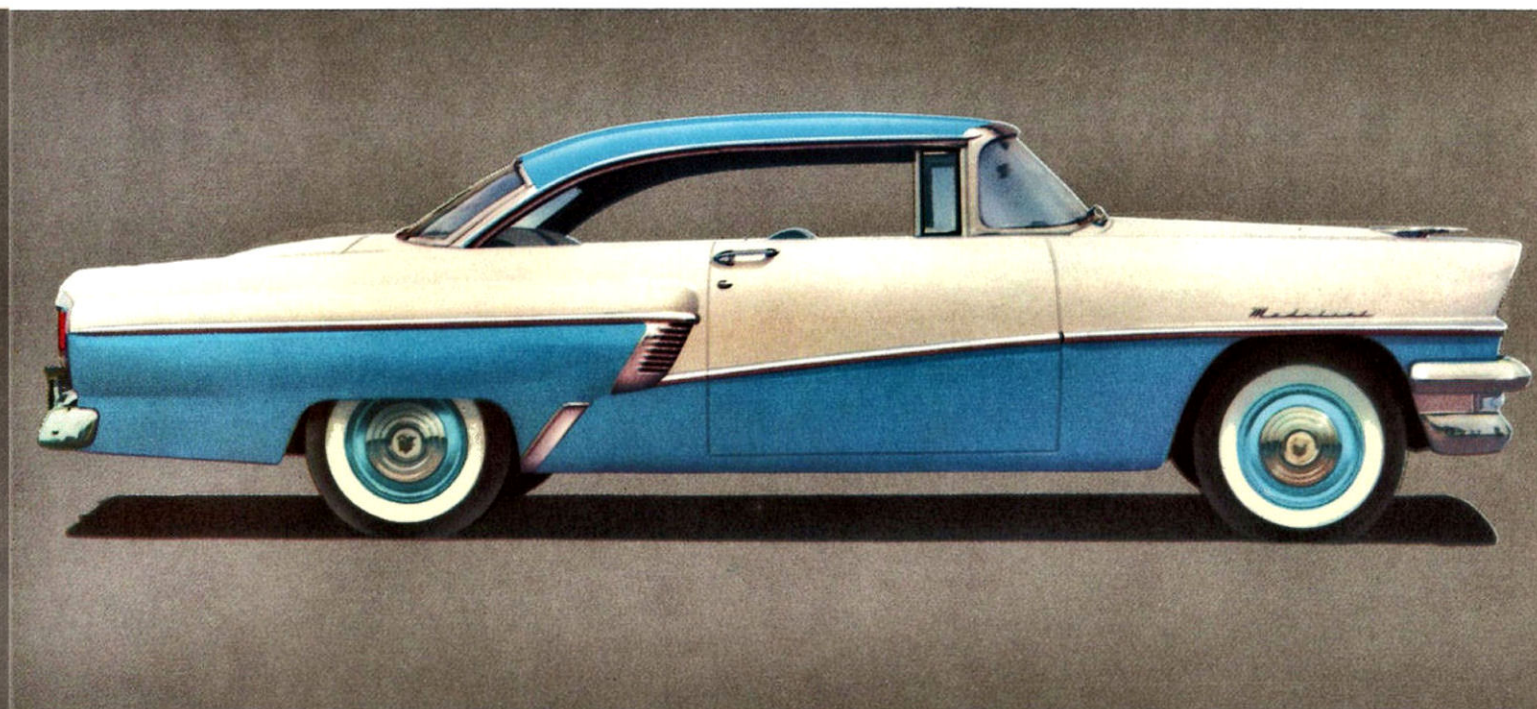
Distinctive



Mercury Medalist 4-door *Phaeton*

The exciting Phaeton—Mercury's newest and smartest styled model—is now available in this new low-cost Medalist series. You get extra rear seat viewing area—distinctive exterior styling—easier entrance and exit for rear seat passengers—the lowest silhouette of all 4-door hardtops. And, best of all is the new low price that this smartest of all 4-door hardtops bears.

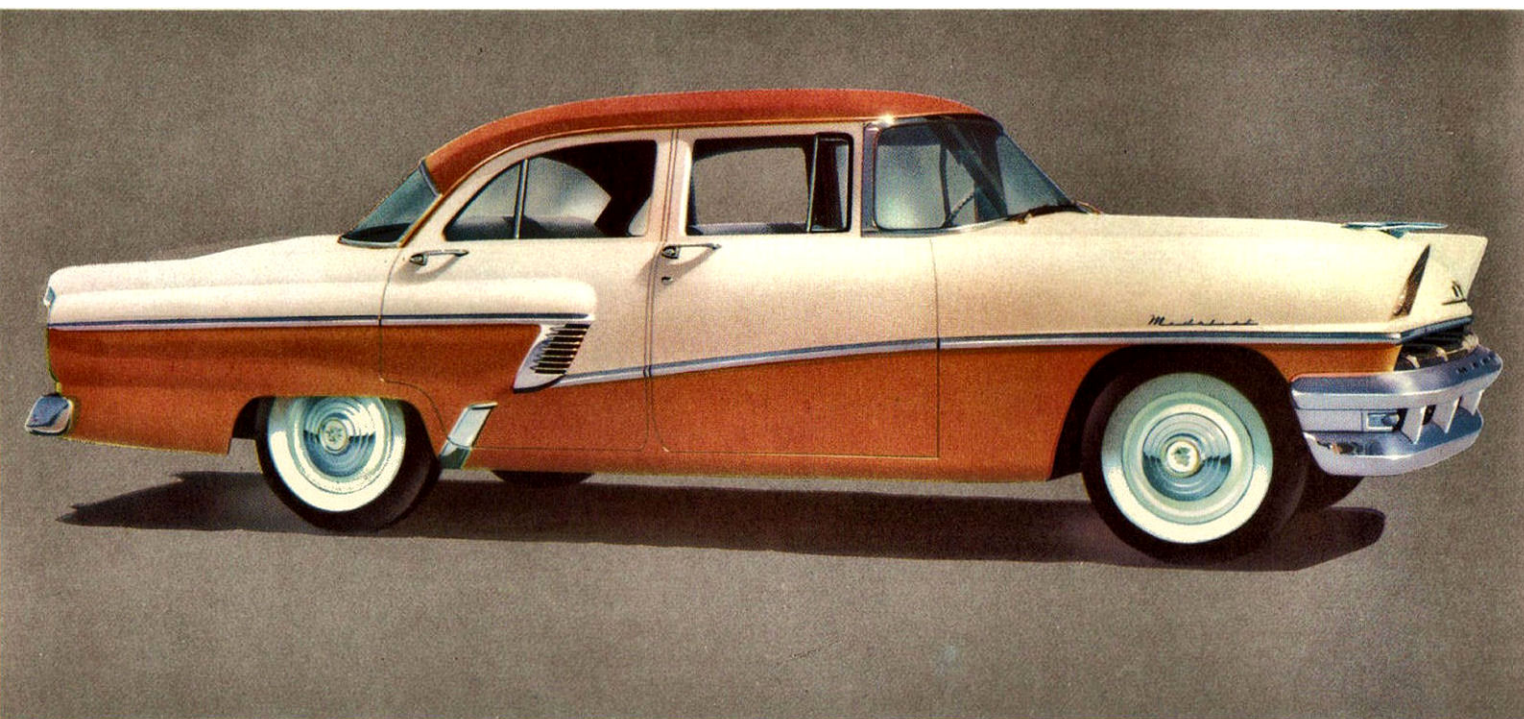
Beautiful



Mercury Medalist 2-door Hardtop

Here's a bright package of power, beauty and value neatly wrapped in an appealing low price. Exterior styling features Mercury's famous low outline—exciting Flo-Tone color styling adds to the casual smartness—and breezing along the highway it takes a back seat to none when it comes to top performance. All in all, a beautiful motoring value, this Mercury Medalist 2-door hardtop.

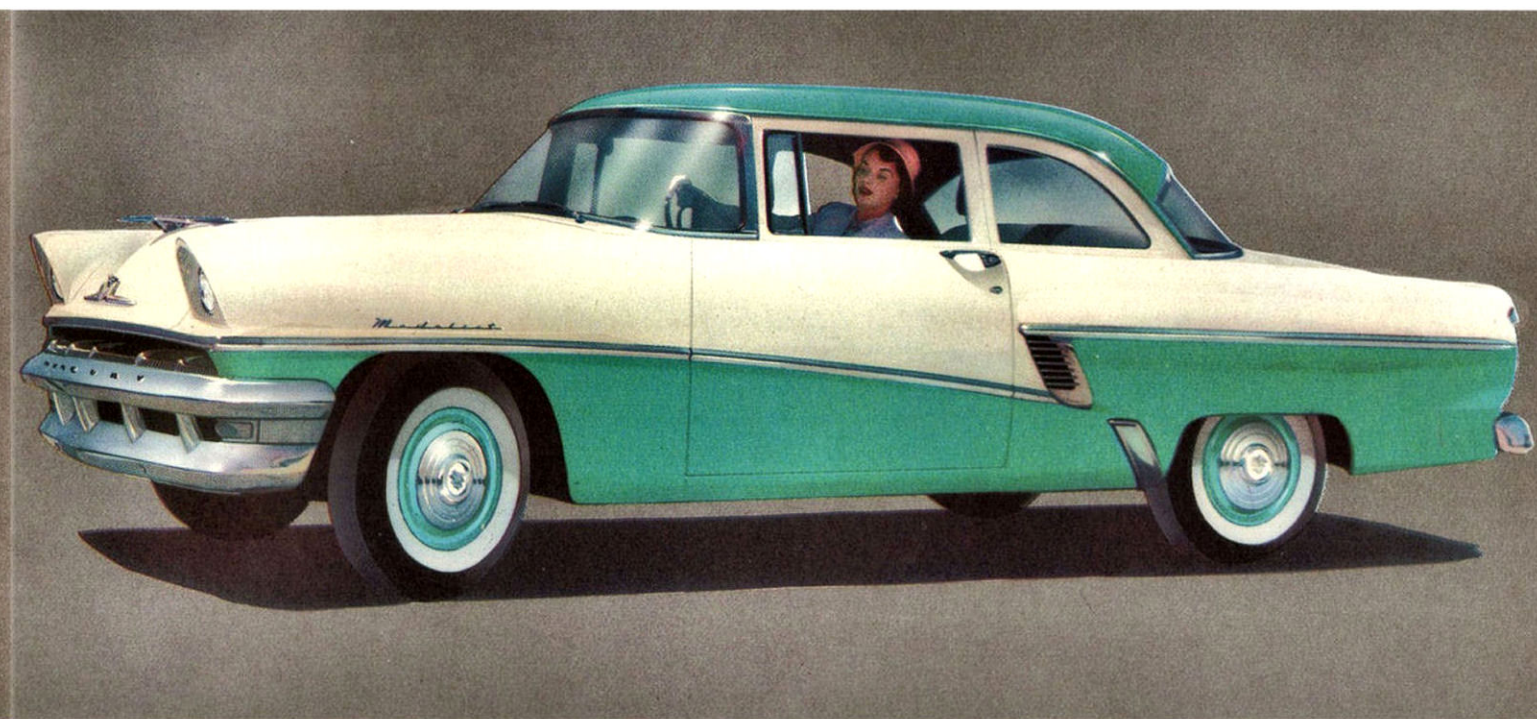
Powerful



Mercury Medalist 4-door Sedan

If ever value, style and power were superbly wedded, *this* car is proof. Notice the trim Mercury silhouette—the quiet elegance of its Flo-Tone color styling. This 4-door, like all Medalists with optional Merc-O-Matic Drive, is gifted with a brawny 312-cubic-inch V-8 engine that *delivers more power per dollar than any other car in the industry!* Naturally it's low priced—it's a Mercury Medalist.

Practical



Mercury Medalist 2-door Sedan

Want the dash and utility of a 2-door Sedan? Want Mercury fine car styling and big car performance? Want value with a capital V? Then you want a Mercury Medalist 2-door Sedan. A slim, sleek performer with a very special handling ease and lightness to its highway step—this is a vehicle that promises liveliness and luxury to the owner *at truly low cost.* See for yourself how well it keeps its promises.