



1963 *MERCURY* comet



'63 MERCURY COMET

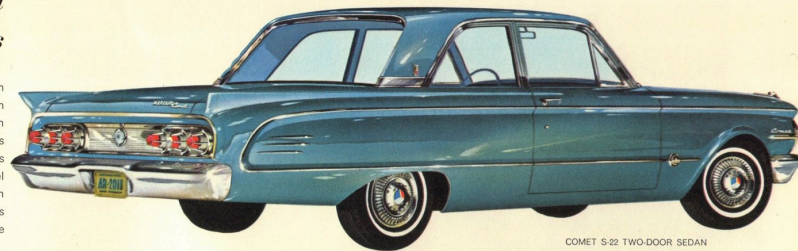
No matter how you cut it, the new Mercury Comet's got the corner on driving fun. This new edition comes in 12 finely styled models . . . new convertibles, sporty sedans, versatile station wagons . . . each fun-lovin', fashioned-with-flair version designed to make a joy-

ride out of any jaunt for you. Comet plays Scrooge with the family budget, too. Goes and goes and goes on regular gas. And in '63, Comet really turns miser with every one of Mercury's famous service-savers developed by Ford Motor Company's advanced engineering. They range all the way from 36,000-mile fuel filter and self-adjusting brakes to a new 6,000-mile oil filter (makes Comet so service-free there's no need for that 1,000-mile new car inspection). And there are more money-savers, many more. Add 'em to Comet's traditional extra value in size, style and resale, all tops. Sum total: just one best way to let yourself go in '63. Go Comet!



S-22 *livewire with the lush lines*

The Comet S-22, ultra-stylish bucket-seat beauty. Comes in two terrific models. There's the racy S-22 convertible with power-operated top, newest member of Comet's fun 'n Sun fleet. Or take the sporty S-22 two-door sedan. Each comes equipped with a carload of fun items. Outside, see S-22's distinctive side medallions and bright-metal, tri-colored wheel covers, both at no extra cost. And, in back, the S-22's own special triple taillight arrangement, including back-up lights as standard equipment, and glittering aluminum rear grille make it the smartest car in its class!



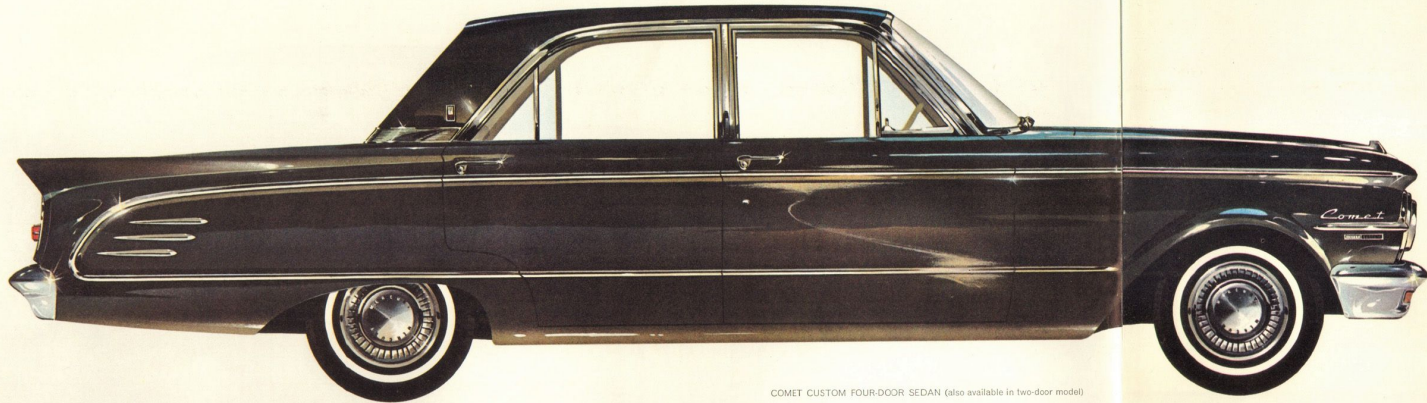
COMET S-22 TWO-DOOR SEDAN



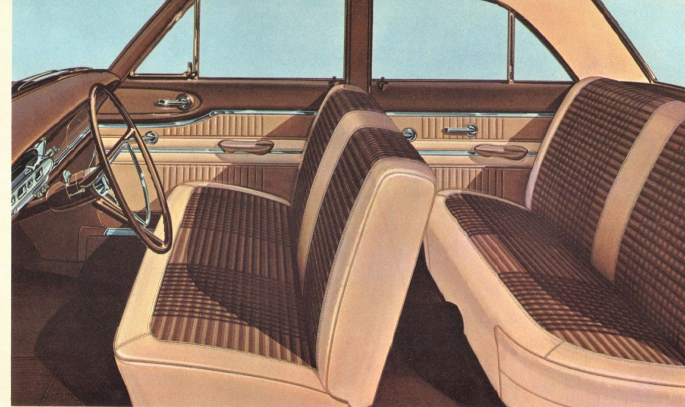
Mercury Comet S-22 interiors come in new all-vinyl upholstery, available in 4 rich colors. Front bucket seats are form-contoured. They adjust individually. Fun is at your fingertips with Comet's standard 3-speed manual, optional Merc-O-Matic or new four-speed floor shift transmissions. Personal storage console is standard. Twisted loop-yarn carpeting both front and rear. Deep-foam padded front and rear seats, too.

COMET S-22 CONVERTIBLE ►





COMET CUSTOM FOUR-DOOR SEDAN (also available in two-door model)



This Comet Custom 4-door sedan in rich crush-grain vinyl and Aristocrat fabric is just a sample of Comet Custom's individual elegance. Underfoot, twisted loop-yarn carpeting makes for luxury

that lasts. Notice front and rear armrests. Other fine-car refinements include 3-spoke, color-keyed safety steering wheel, cigarette lighter, door-operated courtesy light and bright-finish horn ring.

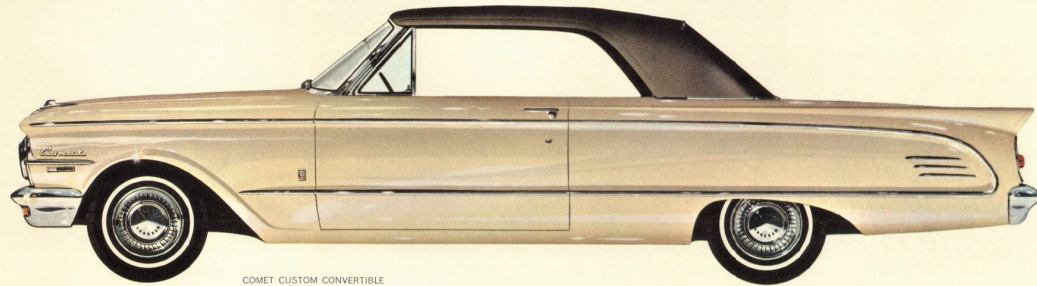


comet custom step out ahead... and stay there!

Comet's great sense of proportion goes past its graceful lines and sparkling new appointments. Overall length and greater wheelbase give it fine-car line and look. Sure, Comet's styling, with its classic roof line, distinctive trim and elegant interiors, has been a pacesetter. But in '63, Comet steps up the pace. Check the Custom line-up. In addition to the beautiful Custom station wagons and two- and four-door sedans (with extra-value styling items like stainless steel side window, back window and windshield frames), there's the sensational new convertible. Underneath its power-operated top lie all the values that mark Comet as the smartest buy. Longer overall length (194.8 inches) and wheelbase (114 inches) on Unit-Built body for smoother ride, greater trunk space for extra packing, and higher resale value than others in its field are just a few of the items you'll find.



More trunk space than some big cars (29.8 cubic feet) ... Comet gives you space a-plenty for extra-large loads.



COMET CUSTOM CONVERTIBLE

comet

fun without a fancy price tag!

You've got everything going for you in a '63 Comet. Fine-car style, ride and roominess . . . all at a price that's among the lowest. Every Comet model comes complete with extras that would do justice to cars costing far more. Here are just a few new Comet features for '63 . . . new, improved longer-life battery, electric Safety-Sweep windshield wipers, extra sound-insulation, high-temperature engine thermostat for quick engine warm-ups and gas savings, plus every one of Mercury's service-saving features. It all adds up to a carload of quiet, carefree driving. Notice Comet's styling. Start with Comet's glittering grille and smart sports-car front fender ornaments—the roof line accentuated by a jewel-like Mercury hallmark. In back, Quadri-Lites and rear grille round out a picture of distinctive grace.



New Comet series interiors like this 2-door sedan's are done in Olympia fabric and crush-grain vinyl. All upholstery cloths are specially treated for soil resistance. Special metallic thread gives seats a rich pleated appearance. 3-spoke safety steering wheel is color-keyed with entire interior scheme. Vinyl-coated floor mats take a beating, stay beautiful.



COMET TWO-DOOR SEDAN (also available in four-door model)

comet

*stays young,
smooth and
worth more...*



from the day you buy...

when you find that you've chosen so much car for a price with or below most cars in its class.



wherever you try it...

Comet's longer wheelbase (114 inches), deep-coil front suspension and engine "go" make driving more fun . . . any time.



for styling, comfort and convenience...

with items like full-length body side molding, foam-padded front seat, safety door latches, triple-layer floor insulation and easy-to-reach, bright-metal instrument cluster and controls.

*until
the day
you
trade...*

when you find the joy of Comet ownership goes full circle because Comet has traditionally led its field in resale value. You're sure to want another Comet!

'63 comet station wagons fun at its fetching best

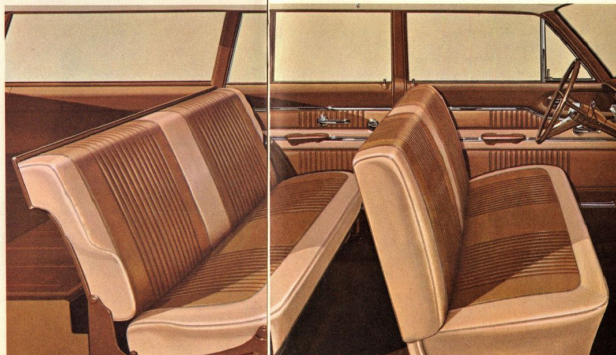
Choose from five family-sized station wagons. Each virtually big enough to have a party in, each versatile enough to serve for tough hauling jobs or as a playfield for the small fry. There's the luxurious Comet Custom Villager station wagon with mahogany-toned, metal side paneling (available with optional bucket seats) quality-packed two- and four-door Comet Custom wagons and the all-business two- and four-door Comet wagons. Whichever you select, you ride in a station wagon with "room-for-six" comfort. And everything about these wagons is designed for ease of operation. Rear window rolls down (power operation standard on Villager, available at extra cost on Comet and Comet Custom), means no old-fashioned liftgate loading. For extra convenience there's the optional luggage carrier. Spare tire is tucked out of the way at right rear of cargo area.



COMET CUSTOM VILLAGER STATION WAGON



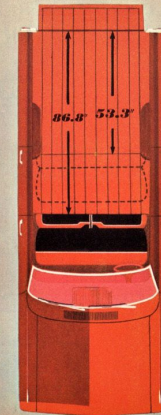
COMET CUSTOM FOUR-DOOR STATION WAGON
(also available in two-door model)



◀ Comet wagons make no sacrifice on beauty for all their practical design. Take this Comet Custom station wagon interior. Besides its smart and durable pleated all-vinyl upholstery, notice how many extras you get. There's a color-keyed safety steering wheel with bright horn ring, lockable glove box, door-operated courtesy light, dual sun visors and a host of other items.

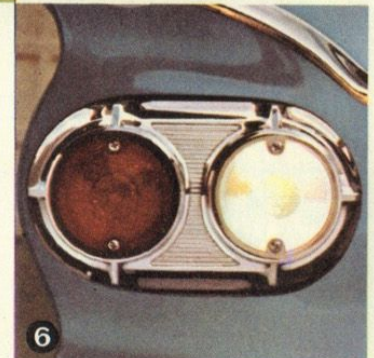
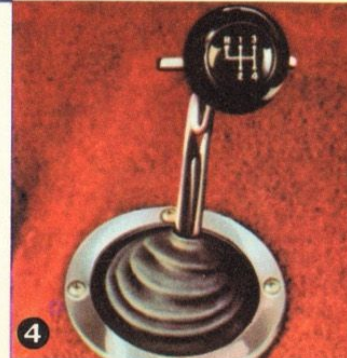
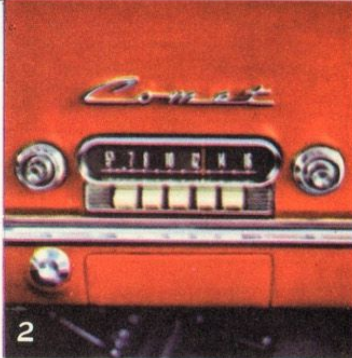


COMET FOUR-DOOR STATION WAGON (also available in two-door model)



There's room for big business or pleasure in Comet wagons. Inside cargo area is 33.1 inches high, 57.3 inches wide. That's big! Makes for 76.2 cubic feet of cargo space. With tailgate down, you get almost nine feet of flat loading surface.

options to suit your own brand of driving fun



Name it and you've got just about anything you please to make your Mercury Comet driving pleasure more perfect. Anything but heater-defroster, that is. Heater-defroster is included in the price of every Mercury Comet. Here are some of the popular options available: **1** All-metal, bright-finish luggage rack for station wagons; **2** Transistorized push-button radio; **3** Stereo-effect rear seat radio speaker; **4** Four-speed, floor-

mounted manual transmission (optional Merc-O-Matic automatic transmission also available); **5** Bright-finish wheel covers, also narrow-band white sidewall tires; **6** Back-up lights. **Other optional equipment and accessories** include: Air conditioner (not available with four-speed transmission); Interior non-glare rearview mirror; Remote control sideview mirror; Power-operated station wagon tailgate window; Padded sun

visors; Padded instrument panel; Automatic glove compartment light; Tinted windshield; Foot-operated windshield washer; Spotlight and mirror; Interlocking seat belts; Heavy-duty battery; Two-speed electric windshield wipers. **Convenience Group:** bright-metal horn ring, cigarette lighter, door-operated dome light, rear seat arm rests and ash trays—available for all Comet models (Std. on Comet Custom and S-22 models).

The specifications contained herein were in effect at the time this folder was approved for printing. However because of continuing product improvements and refinements, Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

new for '63!

a long list of long-life extras for comet

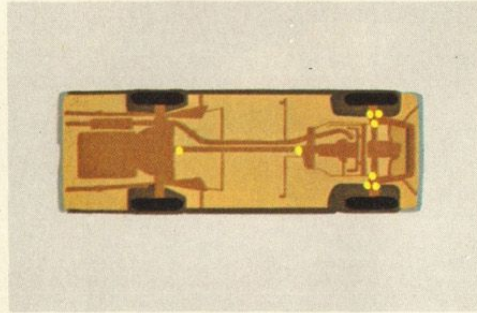
Mercury quality extends the operating life of every Comet through unceasing research and engineering effort. Here are a few '63 examples:



The 1,000-mile new-car inspection has been eliminated—Your new Comet comes equipped with premium oil and 6,000-mile oil filter.



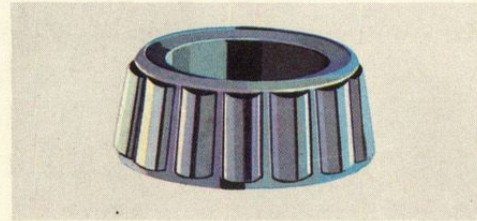
Self-adjusting brakes—Back up, when necessary, brakes adjust themselves mechanically, equally and properly throughout the lining life.



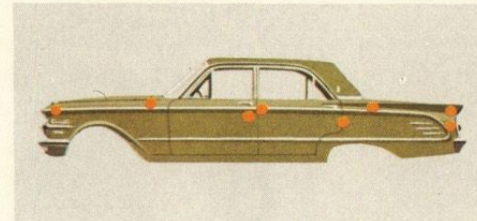
36,000-mile major chassis lubrication—Drive 36,000 miles without a major lube job. 6,000 miles between oil changes and minor lubes.



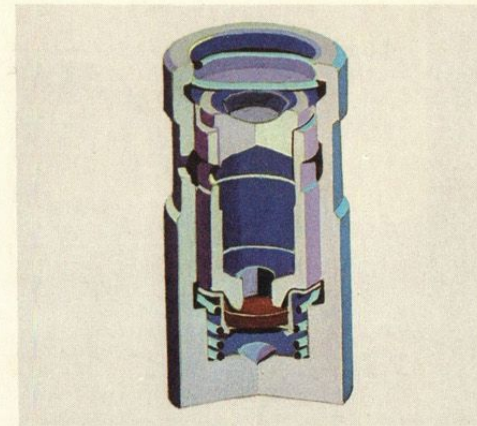
36,000-mile fuel filter—Exclusive long-life fuel filter on Comet gives smoother performance with cleaner fuel for 36,000 miles before replacement.



Front wheel bearings lubricated at 24,000 miles—New front wheel bearings are precision machined and locked in place, drive thousands of miles without attention.



Body lubrication (locks, hinges, etc.)—now need normally be done at 12,000-mile intervals, instead of every 6,000 miles. Stop half as often for this service.



Hydraulic valve lifters—made with watch-like precision for quiet operation in Mercury Comet "6" and 170 "6."

Plus more saving ways

- Long-life anti-rust anti-freeze coolant good for 36,000 miles or 2 years, whichever comes first
- 24,000-mile carburetor air filter • 36,000-mile lubrication for universal joints • Self-lubricated parking brake cable with nylon-lined conduit • Vacuum throttle valve control for automatic transmission • Self-cleaning spark plugs • Extended-life distributor points • Galvanized steel rocker panels and underbody structural parts • Baked-on Super-Enamel finish • Aluminized steel mufflers • Magnetic plug for manual transmission • Crankcase emission reduction system • Thicker, longer-life brake linings

New quality, too!

Electric Safety-Sweep windshield wipers—Give steady action, in tandem motion. Constant wiping regardless of engine speed.

New window regulators and side window channels—Easier up and down window travel. Weather sealed. Keeps drafts out.

New spring-loaded front suspension ball joints—Affords life-of-car normal wear take-up, keeps ball joints new-car tight for thousands of miles.

High-temperature engine thermostat—Comet engines warm up quicker with higher, more efficient range. Saves gas. Improves lubrication. Increases heater output.

Improved electrical system—New, improved longer-life battery. New neoprene-armored ignition cables 3 times stronger, and longer lasting. New longer-life distributor breaker points are silver-brazed, pure tungsten.

Illuminated gear-selector indicator with Merc-O-Matic transmission—Makes for nighttime driving convenience.

Mileage figures quoted refer to normal driving conditions.



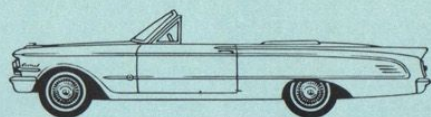
'63 MERCURY COMET

12 great models to choose from

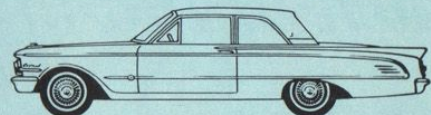
Comet S-22 . . . convertible and two-door sedan

Comet Custom . . . convertible, two- and four-door sedans, two- and four-door station wagons, Villager station wagon

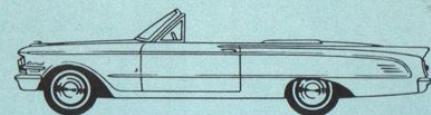
Comet . . . two- and four-door sedans, two- and four-door station wagons



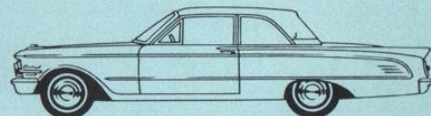
Comet S-22 Convertible



Comet S-22 Two-Door Sedan



Comet Custom Convertible



Comet Custom Two-Door Sedan



Comet Custom Four-Door Sedan



Comet Two-Door Sedan



Comet Four-Door Sedan



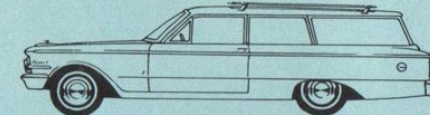
Comet Custom Villager Station Wagon



Comet Custom Two-Door Station Wagon



Comet Custom Four-Door Station Wagon



Comet Two-Door Station Wagon



Comet Four-Door Station Wagon

specifications

EXTERIOR DIMENSIONS (Inches)

	Sedans and Convertibles	Station Wagons
Wheelbase.....	114.0	109.5
Tread.....		
Front.....	55.0	55.0
Rear.....	54.5	54.5
Length, over-all.....	194.8	191.8
Width, over-all.....	70.4	70.4
Height, over-all*.....	54.5	55.0

*With passengers; convertible 53.8

AUTOMATIC TRANSMISSION

Type—Torque converter with automatic planetary gear train

Ratios.....	Low	1.82:1
	Drive	1.00:1
	Reverse	1.73:1

MANUAL TRANSMISSION

Selective gear type with 3 forward speeds

Ratios.....	1st	3.29:1
	2nd	1.83:1
	3rd	1.00:1
	Reverse	4.46:1
Floor-mounted 4-speed, fully synchronized		
Ratios.....	1st	3.16:1
	2nd	2.21:1
	3rd	1.41:1
	4th	1.00:1
	Reverse	3.35:1

BRAKES

Type—Self-adjusting hydraulic duo-servo, self-energizing

Drum Diameter.....9 inches

BRAKES (Cont'd)

Total Lining Area

Sedans and Convertibles.....	131.0 sq. in.
Station Wagons.....	157.5 sq. in.

REAR AXLE

Type.....Semi-floating with hypoid gears

Ratios.....See engine chart

TIRES

Size.....6.00 x 13 sedans
6.50 x 13 station wagon, convertible, S-22 and all air-conditioned models (optional for sedans)

SUSPENSION

Front.....Ball-joint front suspension with anti-dive control

Rear.....Low-rate; leaf-type rear springs

CAPACITIES

Fuel Tank (all models).....11½ gals.
Cooling System.....8 qts. (with heater)
Engine Oil.....3¾ qts. (with filter change)

ENGINE

Mercury Comet '6" Mercury Comet 170 '6"

Type.....	Overhead valve	Overhead valve
Bore.....	3.50"	3.50"
Stroke.....	2.50"	2.94"
Displacement.....	144 cu. in.	170 cu. in.
Compression Ratio.....	8.7 to 1	8.7 to 1
Adv. Horsepower.....	See below	See below
Carburetor.....	1-bbl	1-bbl
Exhaust.....	Single	Single
Fuel.....	Regular	Regular

ENGINE AND PERFORMANCE CHART—ALL MODELS

	With Manual Trans.	With Auto. Trans.
144 Cu.-In. "6" Engine		
Carburetor.....	1-Barrel	1-Barrel
Compression Ratio.....	8.7:1	8.7:1
Adv. Horsepower.....	85	85
Std. Rear Axle Ratio.....	3.50	3.50

170 Cu.-In. "6" Engine

Carburetor.....	1-Barrel	1-Barrel
Compression Ratio.....	8.7:1	8.7:1
Adv. Horsepower.....	101	101
Std. Rear Axle Ratio (Sedans)....	3.20*	3.20

*3.50:1 with 4-Speed Manual Transmission



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