

# Champ in the Open

— and in the heart of traffic, too!



Holds a big foursome—and then some!

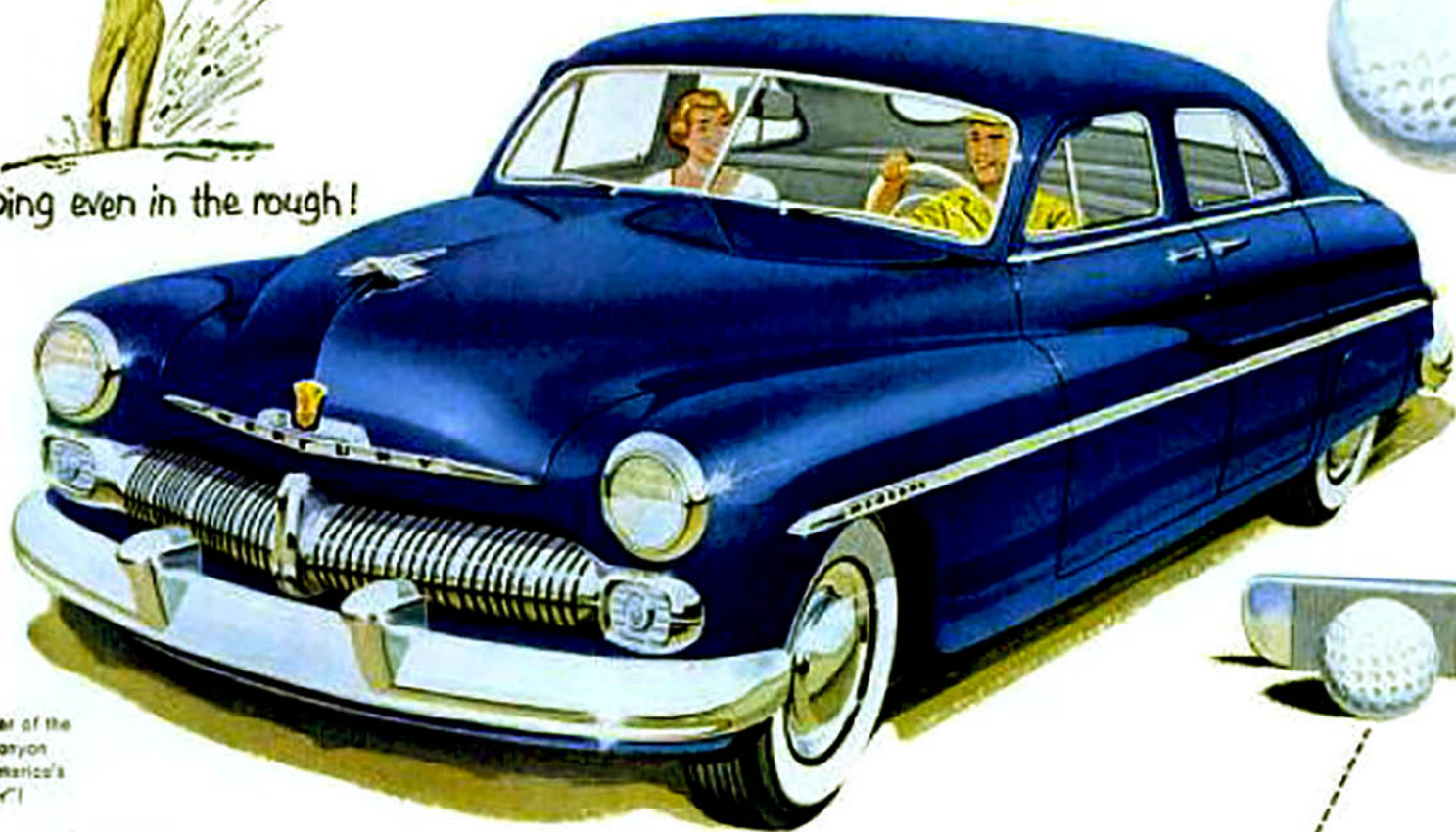


Comfortable as the clubhouse veranda!



Smooth going even in the rough!

Powerful as a 300-yarder!



\*Sweepstakes Winner of the Mobilgas Grand Canyon Fan, Mercury is "America's No. 1 Economy Car!"

ONCE you tee off in the big, new, better than ever Mercury, you're set for the drive of your life—and you'll love it! This big, brawny Mercury rides and handles like every road's a fairway. And you'll always go 'round whatever course you follow 'way under par in driving time... 'way over par in miles per gallon\*. Ask your Mercury dealer all about it today!

Parks as easily as a 2-foot putt!



Terrific pickup helps you out of tight places!

Go for a ride — and you'll go for

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