

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!



Mercury Comet S-22 interiors come in new all-vinyl box-pleated upholstery, 9 colors available in 8 rich combinations. 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 ►



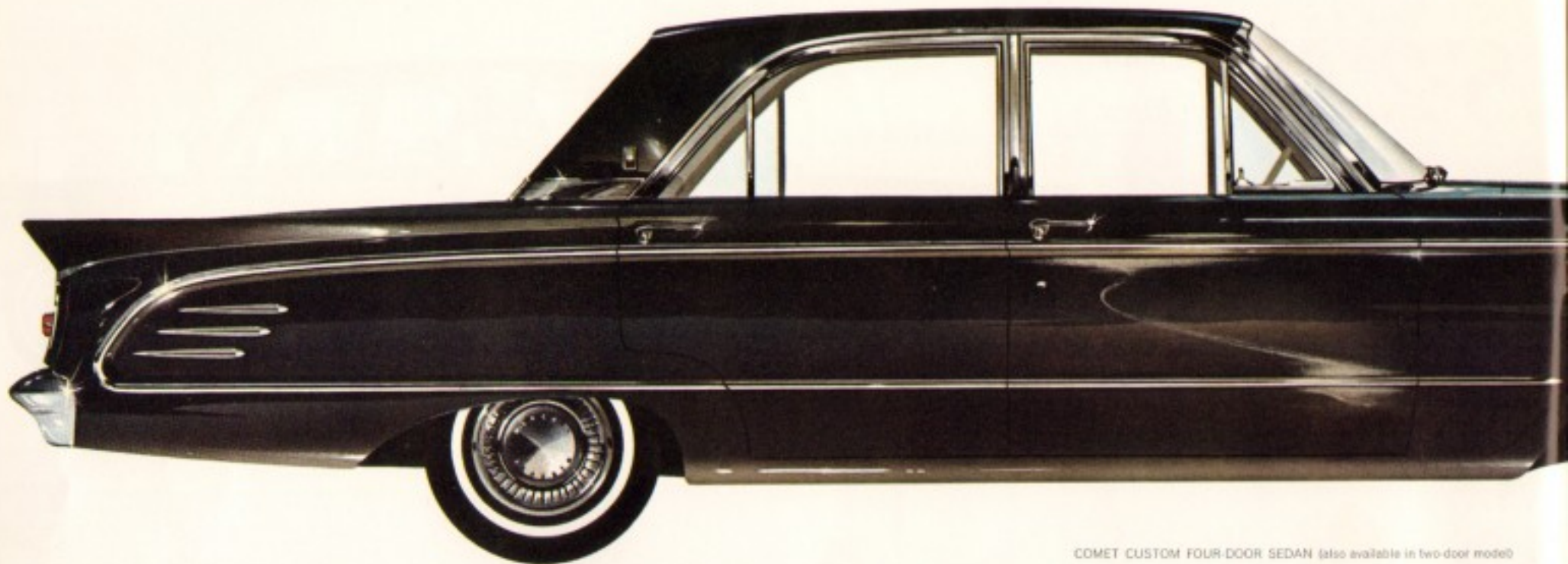
S-22 livewire with the lush lines

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 America's smartest car in its class!



COMET S-22 TWO-DOOR SEDAN





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



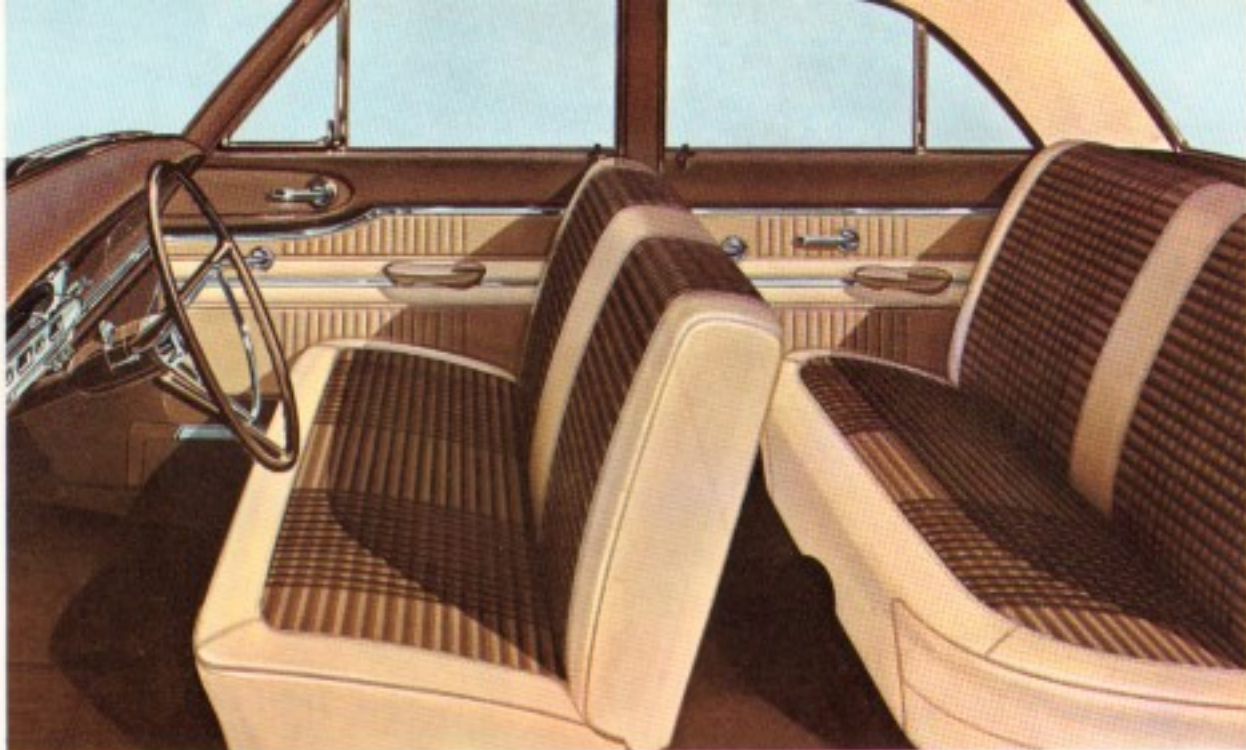
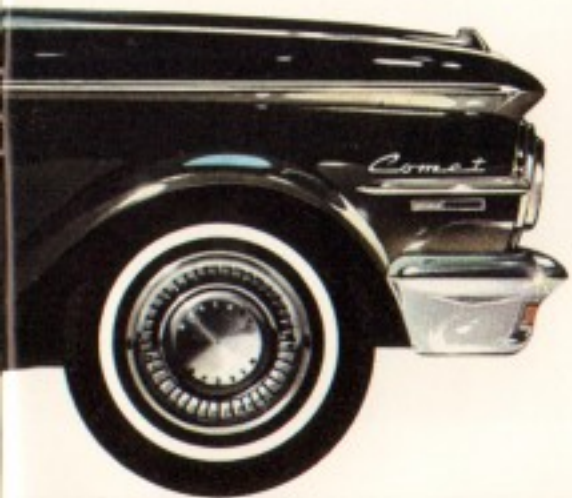
comet custom *step out ahead... and stay there!*

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 America's 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.*

*Dimensions are for Comet sedans and station wagons

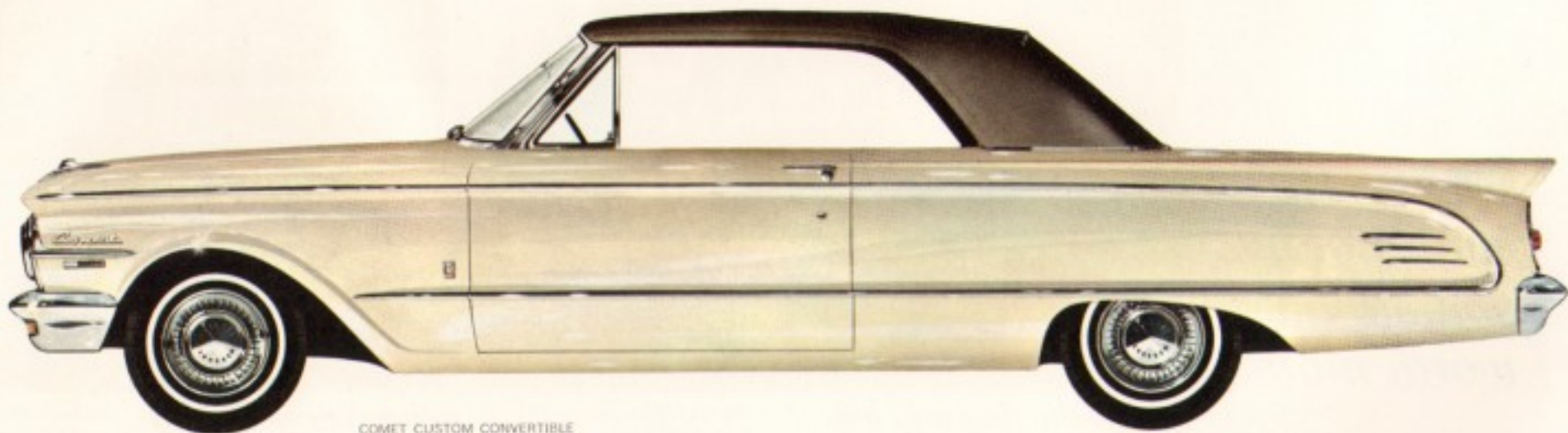


More trunk space than some big cars (29.8 cubic feet)
... Comet gives you space a-plenty for extra-large loads.



This Comet Custom 4-door sedan in rich crush-grain vinyl and Aristocrat fabric is just a sample of Comet Custom's individual elegance. Overhead, new color-keyed vinyl headlining. Underfoot, twisted loop-yarn carpeting

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



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.



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, coil front suspension, driving more fun . . .



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. Headlinings and 3-spoke safety steering wheel are 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)



*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!

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.

base (114 inches), deep- and engine "go" make any time.

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





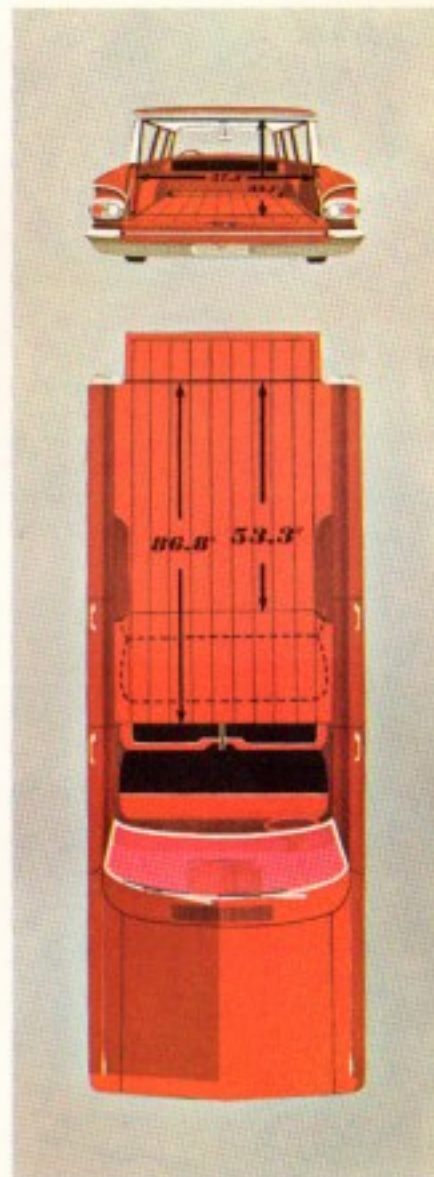
COMET CUSTOM VILLAGER STATION WAGON



◀ 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.

new for '63!

a long list of long-life extras for comet

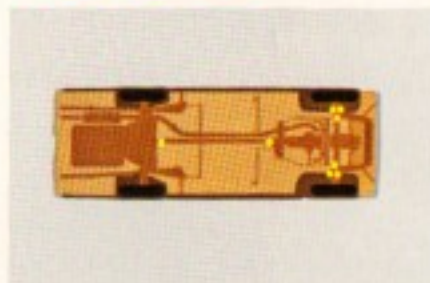
Here's where Mercury Comet really cuts costs. Sure you save gas with Comet. But there are other ways to save. How? With service-saving features that normally mean maintenance only twice-a-year or every 6,000 miles.



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 '63 and '64.

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.

Counterbalanced hood—Hood stays put without a prop. New coil springs make raising and lowering easier.

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.

all interiors are color-harmonized to these exterior colors

Solid Colors:

Presidential Black • Sultana White • Carnival Red • Castilian Gold (metallic) • Blue Satin (metallic) • Pacific Blue (metallic) • Cascade Blue • Ocean Turquoise (metallic) • Peacock Turquoise • Scotch Green (metallic) • Desert Frost (metallic) • Champagne • Pink Frost (metallic) • Black Cherry (metallic)

Exterior Two-Tone Colors:

Sultana White and Presidential Black • Castilian Gold (metallic) and Presidential Black • Sultana White and Carnival Red • Sultana White and Blue Satin (metallic) • Sultana White and Pacific Blue (metallic) • Cascade Blue and Pacific Blue (metallic) • Sultana White and Peacock Turquoise • Sultana White and Pink Frost (metallic) • Sultana White and Cascade Blue • Sultana White and Ocean Turquoise (metallic) • Sultana White and Scotch Green (metallic) • Sultana White and Desert Frost (metallic) • Sultana White and Champagne • Champagne and Desert Frost (metallic) • Sultana White and Black Cherry (metallic) • Sultana White and Castilian Gold (metallic)
(Two-tones not available on S-22 Series or Custom convertible)

'63 comet features the finest in fabrics

SEDANS	STATION WAGONS	CUSTOM SEDANS	CUSTOM CONVERTIBLE	CUSTOM WAGONS†	S-22 2-DOOR AND CONVERTIBLE*	SEAT INSERTS	SEAT BOLSTERS (CRUSH-GRAIN VINYL)
X	X					Black Olympia Fabric	White
X	X					Blue Olympia Fabric	Lt. Blue (Met.)
X	X					Black Olympia Fabric	Red
X						Turquoise Olympia Fabric	Turquoise (Met.)
X	X					Beige Olympia Fabric	Lt. Beige (Met.)
		X				Blue Aristocrat Fabric	Lt. Blue (Met.)
		X				Beige Aristocrat Fabric	Lt. Beige Pearl.
		X				Black Aristocrat Fabric	Red
		X				Black Aristocrat Fabric	White
		X				Turquoise Aristocrat Fabric	Lt. Turquoise (Met.)
			X	X		Med. Blue Met. Vachette-grain Vinyl	Lt. Blue (Met.)
			X	X		Lt. Beige Met. Vachette-grain Vinyl	Lt. Beige Pearl.
		X	X	X		Red Vachette-grain Vinyl	Red
		X	X	X		Black Vachette-grain Vinyl	White
			X			Med. Turquoise Met. Vachette-grain Vinyl	Lt. Turquoise (Met.)
		X	X			Med. Gold Met. Vachette-grain Vinyl	Lt. Gold Pearl.
					X	Lt. Blue (DL) Pearl. Crush-grain Vinyl	Med. Blue (DL)
					X	Lt. Beige Pearl. Crush-grain Vinyl	Lt. Beige (DL)
					X	Red Crush-grain Vinyl	Red
					X	Lt. Beige Pearl. Crush-grain Vinyl	Black
					X	Lt. Turquoise (DL) Crush-grain Vinyl	Med. Turquoise (DL)
					X	Lt. Gold Pearl. Crush-grain Vinyl	Lt. Gold (DL)

*Convertible top is available in choice of 3 colors—black or white with all body colors—blue available with blue interior trim schemes.
†Includes Comet Custom Villager bucket seats. DL—Deep-luster Pearl.—Pearlescent



options to suit your own brand of driving fun

Name almost anything 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** All-transistor push-button radio; **3** Stereo-effect rear-seat radio speaker; **4** Four-speed, floor-mounted manual transmission (op-

tional Merc-O-Matic automatic transmission also available); **5** Bright-finish wheel covers, also narrow-band white sidewall tires; **6** Back-up lights (Std. on S-22). **Other optional equipment and accessories include:** Air conditioner (not available with four-speed transmission); Interior non-glare rearview mirror; Remote control side-view mirror; Power-operated station wagon tail-gate window (Std. on Villager wagon); 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, front-door-operated dome light, rear seat armrests and ash tray/s—available for all Comet Series models (Std. on Custom and S-22 models).

*Heater-defroster is installed in all models, unless deletion is specified. In the event of deletion of heater-defroster, a reduction in price is made.



'63 MERCURY COMET

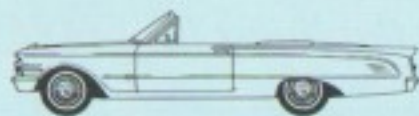
12 great models to choose from

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 • METEOR • MONTEREY
PRODUCTS OF  MOTOR COMPANY
LINCOLN-MERCURY DIVISION



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 55.8

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)	14 gals.
Cooling System	5.3 qts. (with heater) 6.7 qts. (without heater)
Engine Oil	4.5 qts. (with filter change)

ENGINE

	Mercury Comet '18" 170 "8"	Mercury Comet '170 "8"
Type	Overhead valve	Overhead valve
Bore	3.50"	3.60"
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. '18" 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. '8" Engine

Carburetor	1-Barrel	1-Barrel
Compression Ratio	8.7:1	8.7:1
Adv. Horsepower	101	101
Std. Rear Axle Ratio (Sedans)	3.29*	3.20

*3.50:1 with 4-Speed Manual Transmission