

New 1958 Mercury Now On Display At Evans Auto Company Here

With a big new "super Mercury" series called the Park Lane, and major styling and engineering changes in its full line of cars, Mercury for 1958 will blanket the whole medium price market with a total of 20 models.

The new Mercury is now on display at Evans Auto Co., East Murphy.

The new Park Lane, with three models, is the biggest and most luxurious Mercury ever built. It has a wheelbase of 125 inches and it is 220.2 inches long—nine inches longer than the 1957 Mercurys.

Andrews Wildcats Fall 7-6 Before Robbinsville

OMITTED LAST WEEK

Andrews Wildcats playing a previously canceled game were defeated 7-6 Monday night by Robbinsville High at Robbinsville.

The Wildcats are slated to meet Franklin Friday night.

Robbinsville struck on a fourth quarter 80-yard pass play to defeat Andrews by one point.

Andrews had taken a 6-0 lead late in the third period when Olin Postell bulled off tackle and ran 17 yards to score. The try for extra point failed.

Robbinsville retaliated in the fourth from its own 30-yard line. Tommy Webster passed to Bobby Colvin who caught the ball at midfield and raced the remaining 50 yards to paydirt.

Gerald Phillips, a good ground-gainer for Robbinsville throughout the game, plunged for the game-winning extra point.

The victory finished Robbinsville's season with seven wins and three defeats, placing the team third in Smoky Mountain Conference standings behind Murphy and Sylva.

Colvin, Phillips and Chad Hedrick were outstanding for the winners while Terry Postell and Franklin were tops for Andrews.

Robbinsville will now enter the state Class A playoffs, meeting undefeated Marshall High of the Skyline-A Conference Friday night in a first round game.

Andrews	0	0	6	0-6
Robbinsville	0	0	0	7-7

Some North Carolina tobacco farmers are supplementing their incomes by growing vegetables for markets.

North Carolina poultry raisers have reduced their hatching egg flocks by 9 per cent while Georgia's have expanded 17 per cent.

"By extending our car line into the upper-medium price bracket, Mercury for 1958 offers a big car with matching power and performance throughout the entire range of the medium price field," said James J. Nance, general manager of Lincoln and Mercury Division and vice president of Ford Motor Company.

Matchless performance throughout the entire driving range is provided in a series of four Mercury Marauder overhead valve V-8 engines with horsepower ranging from 312 to 400. These new engines feature such unique engineering concepts as water-jacketed intake manifold and combustion chambers in the engine block rather than in the cylinder head.

Full air cushion suspension, which improves the ride considerably by greatly reducing pitch and other road driving disturbances, is optional. This suspension uses air as a spring medium instead of steel, and it maintains the height of the car at a constant level regardless of number of passengers.

In a major styling change, all front end sheet metal in the 1958 Mercury is new and features a longer, lower hood which carries a graceful step up to the cowl. New sculptured fender lines blend with a heavier bumper-grille and incorporate quadri-beam headlights as standard equipment.

Long, deep-channeled side projectiles with unique tubular chrome outrigger tail lights and a restyled thin roof line with narrower quarter posts and greater rear roof overhang accentuate Mercury's crisp appearance and give it a low, fast silhouette.

Living room luxury is provided in the magnificent interiors, all color co-ordinated to complement the attractive array of exterior body colors.

Four transmission are offered, including a new Merc-O-Matic Multi-Drive automatic transmission which gives unmatched flexibility in meeting individual driving requirements or habits. Multi-Drive has three forward ranges, cruising range which meets normal driving needs, a "high performance" range for fast acceleration and hill control or low range for maximum engine braking on extremely steep grades or for extra pulling power. A hill-holder operates in cruising range, preventing the car from slipping back when stopping on steep grades. Multi-Drive is standard on the Park Lane models and optional on all others.

An improved Merc-O-Matic automatic has been designed for adaptation to the increased torque capacity of the Mercury Marauder engines. It includes a stronger,



The biggest and most luxurious Mercury ever built—the new Park Lane series—was designed to appeal to the more discriminating buyers in the upper-medium price bracket. Striking styling features and big car size—220.2 inches long and 125-inch wheelbase—distinguish the Park Lane. Mercury will offer 20 models for 1958. The Park Lane series includes a convertible, a phaeton coupe and a phaeton sedan, pictured here.

welded steel converter which replaces the bolted converter used previously. Merc-O-Matic is standard on Montclair models and on Voyager and Colony Park station wagons. Keyboard control for automatic transmissions is simplified in design.

Conventional synchromesh transmission is standard on Monterey models and on Commuter station wagons and overdrive is optional.

Mercury's top engine, the Super Marauder, has 430 cubic inch displacement and three two barrel carburetors. The other Marauder engines have four barrel carburetors. The Marauder 360 has 360 horsepower and 430 cubic inch displacement. Two other Marauder engines with 383 cubic inch displacement have 312 and 330 horsepower. Compression ratio on all engines is 10.5 to 1.

Performance and economy promised by these new engines and transmissions are supported by a rear axle ratio of 2.69 to 1 with the

383 cubic inch engines, and 2.91 to 1 with the two 430 cubic inch engines.

Engineering improvements in the chassis give a luxurious limousine ride which softens jolts and smoothes bumps over all kinds of roads. Mercury's balanced weight distribution, its lower center of gravity, its full-cushioned shock absorbers and its sweptback ball-joint front suspension all contribute to riding comfort and ease of handling.

An important chassis improve-

ment is a new threaded bushing in the front suspension upper arm which is lubricated for life with a lithium-base lubricant. It replaces a rubber bushing.

Mercury developed self-adjusting brakes, with lining area increased to 233.38 square inches, for all its 1958 cars. These self-adjusting

brakes give even braking with straight-line stopping and maintain the foot pedal at a constant distance from the floor, thereby assuring maximum pedal reserve for emergency stops. They eliminate the need for manual adjustment and permit lowering the brake pedal ¾ of an inch.

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W. D. TOWNSON
LUMBER COMPANY

Murphy, North Carolina

AMERICA'S BIGGEST CAR VALUE—ON SALE TODAY!

NEW 1958 MERCURY



SHOWN (above) ARE COLONY PARK STATION WAGON; MONTEREY PHAETON COUPE; (center) THE MONTCLAIR PHAETON SEDAN.

Only car to bring you Sports-Car Spirit ... with Limousine Ride

Mercury introduces the year's biggest advance in car performance—a combination of the superb control and handling ease of a sports car—plus the room, ride, and comfort of a limousine.

4 SERIES OF MERCURYS TO CHOOSE FROM IN '58. PRICES START JUST ABOVE THE LOWEST. The Monterey series has 5 models within easy reach of buyers of low-priced cars. For only a few dollars more, Mercury's six Montclairs give you many additional luxury features. There's a choice of six station wagon models in 3 price ranges. For magnificence unlimited, there are 3 models in the entirely new Park Lane series. And, even here, prices are surprisingly modest.

ANNOUNCING AN ENTIRELY NEW FAMILY OF MARAUDER ENGINES WITH UNIQUE COOL-POWER DESIGN. The great engineering advances of "Cool-Power" Design include new In-block Combustion, Water-flow Intake Manifold, 3-stage Cooling, and Cool-head Valves. Power and fuel once lost to heat and friction are put to work for you. There are three new Marauder V-8's with 312, 330 and 360 hp. They are all teamed with a new high-economy rear axle to give you more power, more mileage from less fuel.

ADVANCED TREND-SETTING STYLING—WONDERFUL NEW DRIVING AIDS. Mercury continues its leadership—not only in styling, but in features. For example, new Super-Safe self-adjusting brakes. New Multi-Drive Merc-O-Matic in the Park Lane series. And you can get features like a Speed-limit Safety Monitor, automatic power lubrication, and many others. We invite you to attend the first showing.

THE BIG M 1958 MERCURY

Don't Miss The Big Television Hit, "The Ed Sullivan Show" Sunday Evening, 8:00 to 9:00 Channel 5, WAGA-TV, Atlanta, Ga.

EVANS AUTO
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