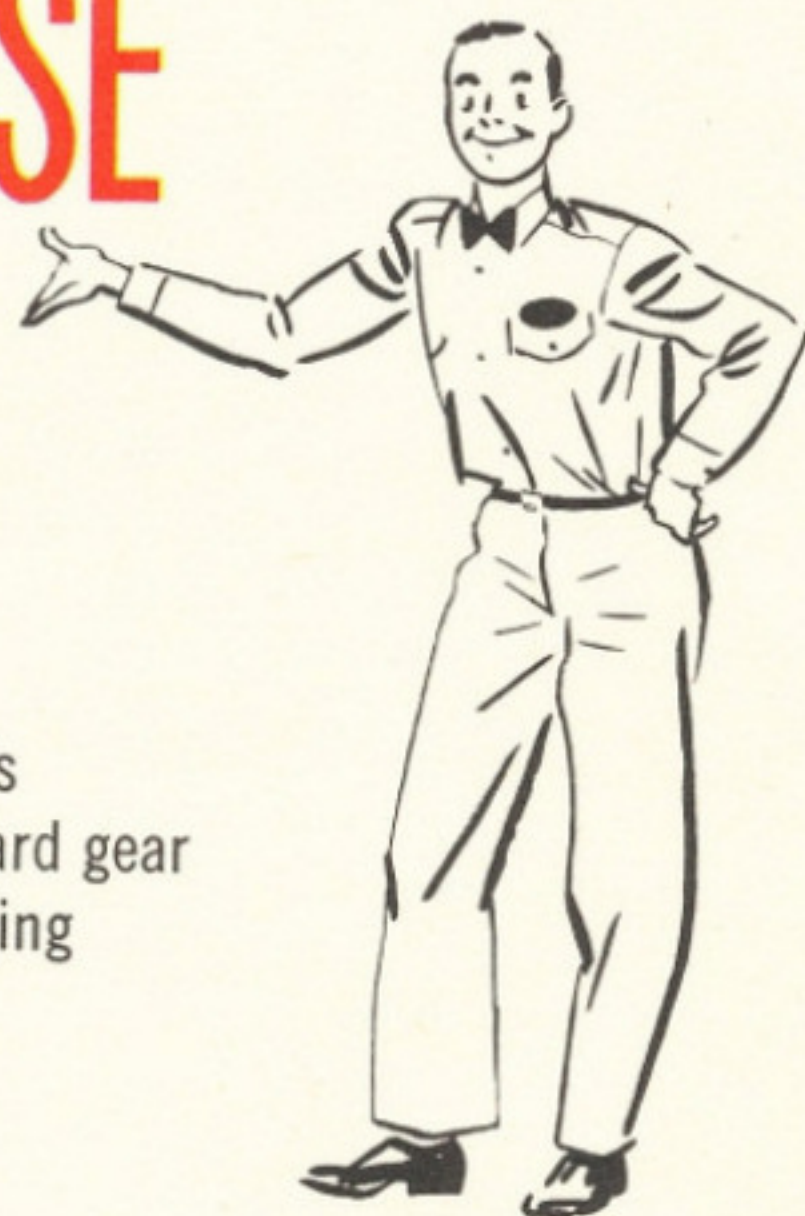


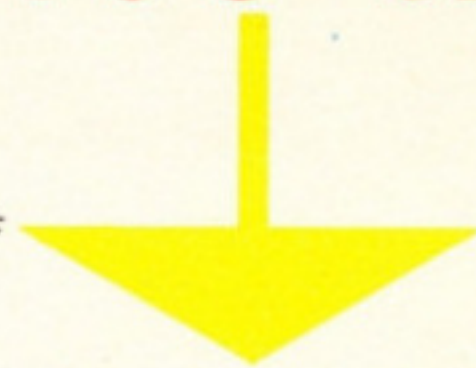
# PURPOSE



To permit a lower engine speed than is possible with standard gear ratios without reducing car speed.



# YOU SAVE



Gasoline

Up to 20%



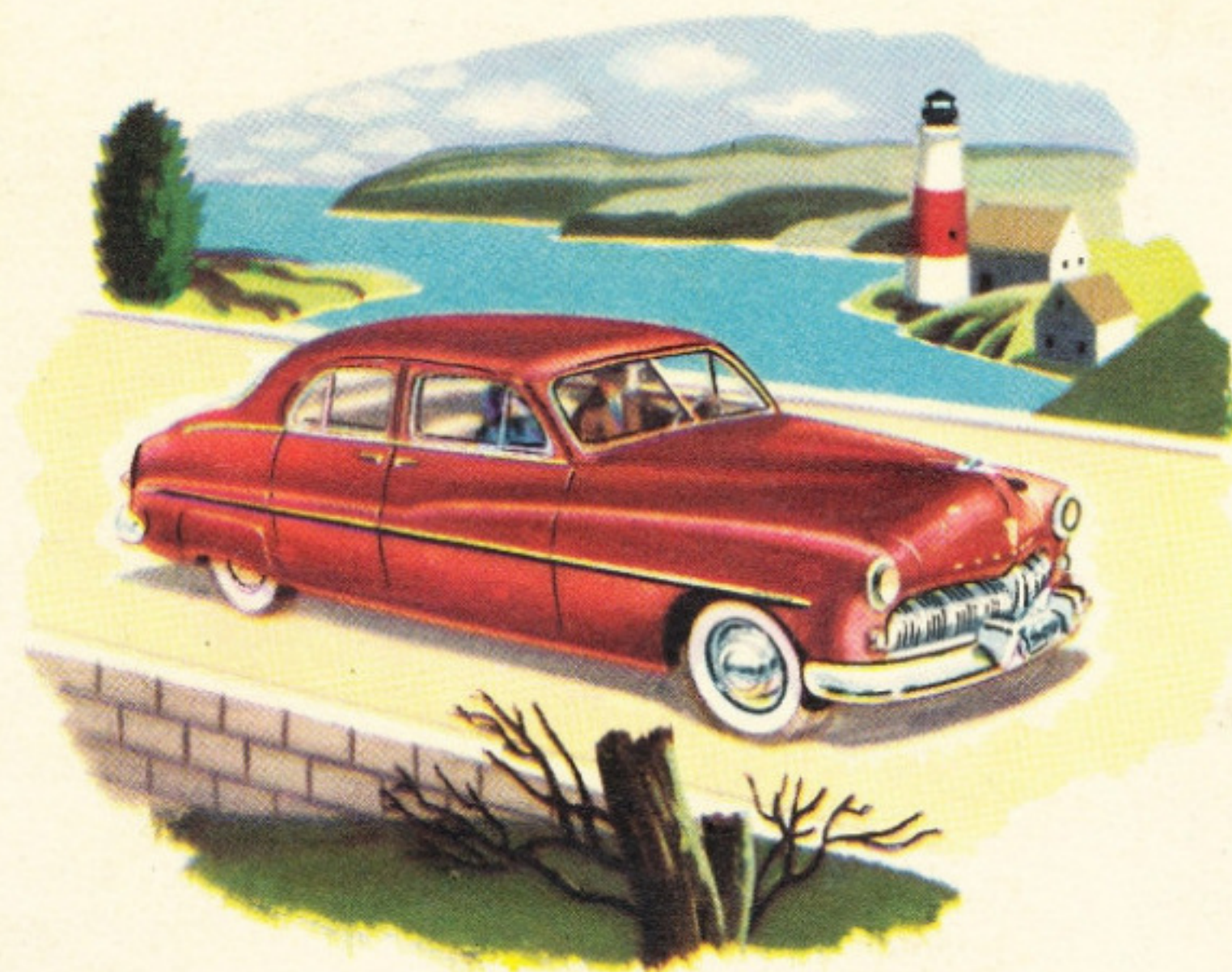
Engine wear



The All-New  
**MERCURY**

Touch-O-Matic  
Overdrive for the

All-New **MERCURY**







The All-New  
**MERCURY**



# Touch-O-Matic Overdrive\* for economy and glide-ride smoothness

Touch-O-Matic Overdrive\* is, in effect, an extra, more efficient "cruising" speed for cross-country travel and straightaways.

When in use, it reduces engine speed approximately 23 per cent without affecting car speed. You get longer engine life . . . unbelievably quiet, smooth performance . . . and save up to 20 per cent in gasoline, under normal driving conditions.

Operation is simplicity itself. At cruising speeds above 26 miles per hour, merely release the accelerator for an instant . . . the overdrive gears change automatically . . . and you are in Touch-O-Matic Overdrive.

When you need an extra burst of "get-up-and-go" to skim up a steep grade or a sudden surge of "flash-away" power to pass in traffic, just press the accelerator all the way down. The overdrive automatically returns to the powerful third gear. Merely hold or adjust the accelerator for the pickup you want.

To get back to overdrive when you are traveling more than 26 miles per hour, the accelerator is again momentarily released.

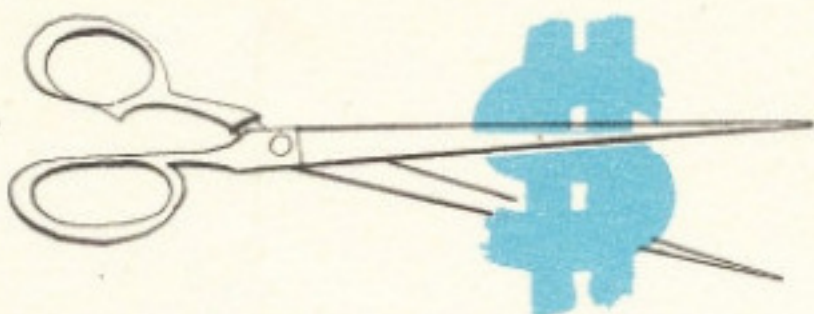
The handy control knob on the instrument panel permits you to "lock out" the overdrive when you wish to use only standard gears.

*\*Optional equipment at extra cost.*



Convenient knob on instrument panel permits overdrive to be locked "in" or "out". When knob is "in", overdrive is in operation.

*here's what Overdrive gives you—*

economy  and acceleration

*An Overdrive Example:*

