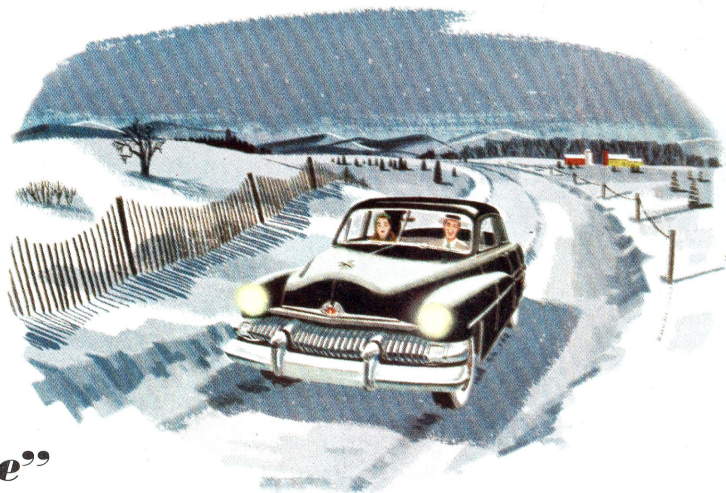
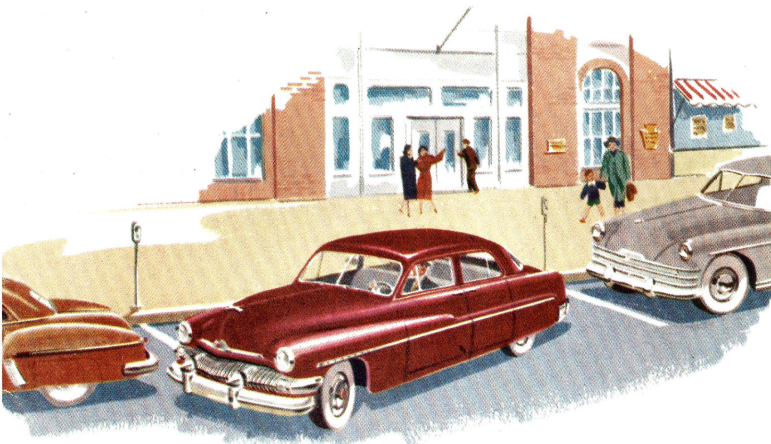
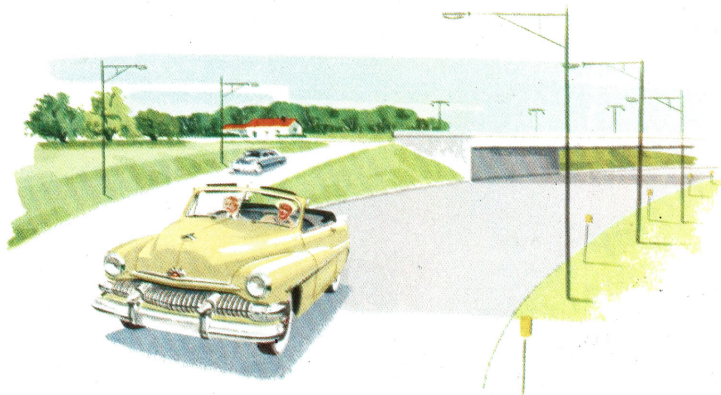
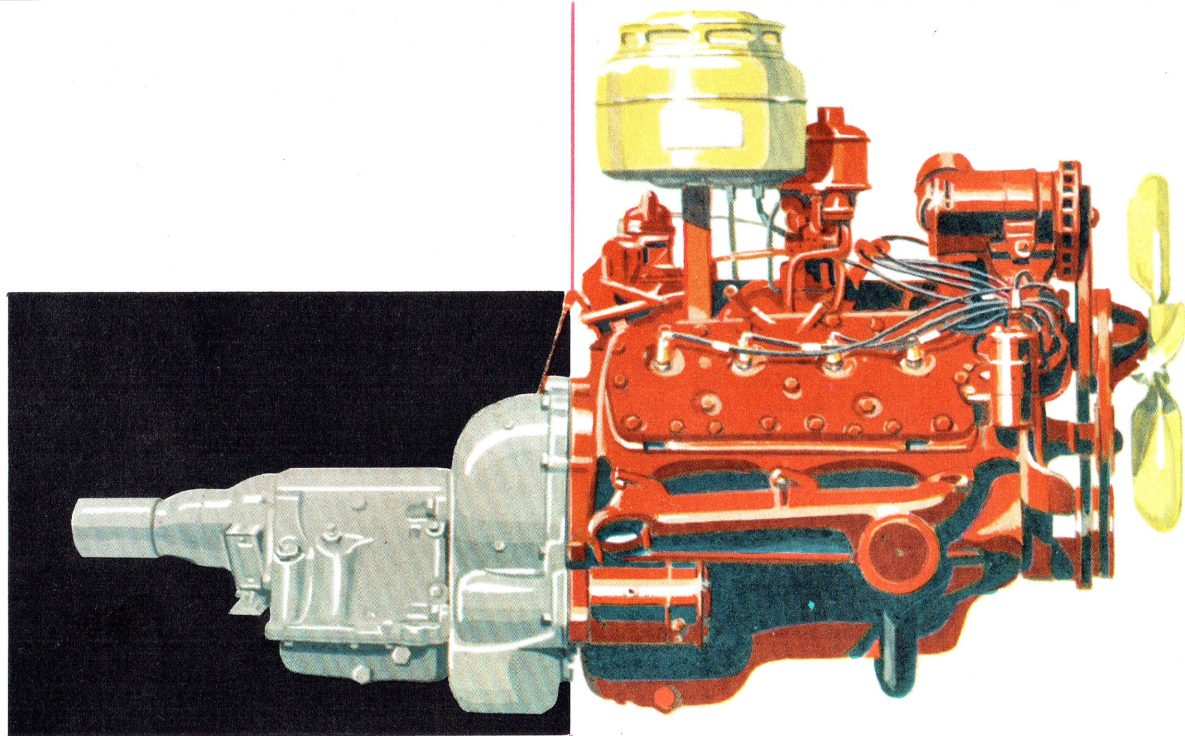


MERC-O-MATIC *Drive!*

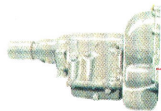
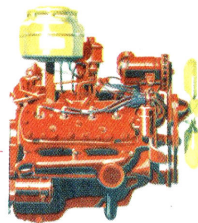


for "the drive of your life"

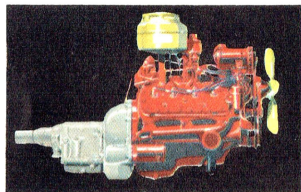


THE PERFECT PERFORMANCE *Team*

THE FLEET MERCURY ENGINE



WITH SMOOTH MERC-O-MATIC DRIVE



Mercury now brings you a great performance team—the powerful Mercury engine with the new, simpler, smoother, more efficient automatic transmission—Merc-O-Matic Drive!

It's an unbeatable combination! The fleet and nimble action of the Mercury engine—with its "Hi-Power Compression" and its exclusive, *built-only-for-Mercury*, 8-cylinder, V-type design—is just *right* for a no-shift drive. And this smooth, responsive Merc-O-Matic Drive is just *right* for the Mercury engine. Together, they give you a perfect performance team. Merc-O-Matic Drive is instantly responsive in its application of power—breath-takingly swift in its acceleration—and utterly smooth in all speed ranges. You never have to shift gears—for Merc-O-Matic eliminates forever all necessity of manual gear shifting. And you never have to push a clutch pedal, for Merc-O-Matic does away entirely with the existence of one.

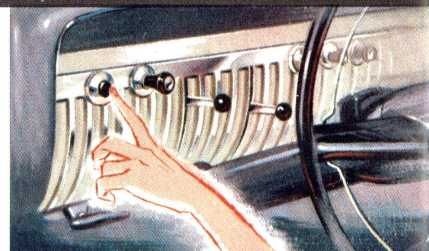


MERCURY **MERC-O-MATIC Drive**

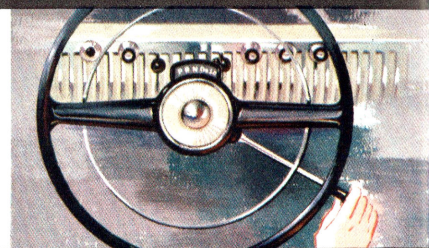
Gives you

to go all you do is

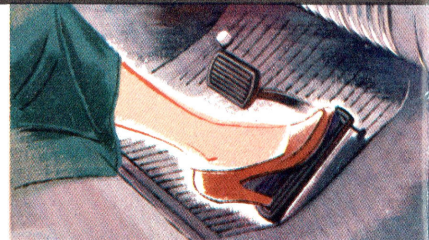
start engine



set lever



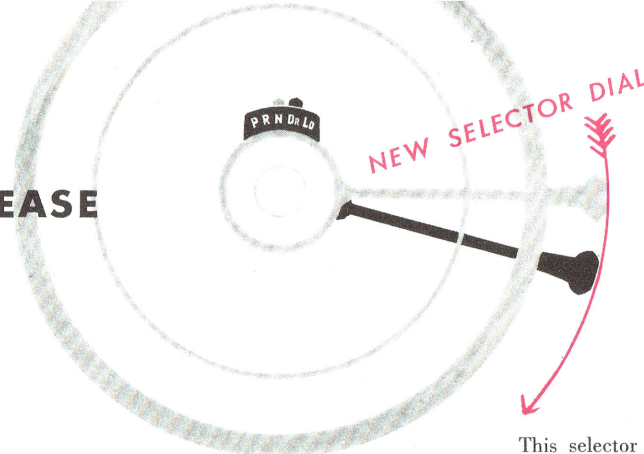
step on gas



You'll thrill to a wonderful new kind of driving ease when you try Merc-O-Matic! For this remarkable, fully automatic transmission frees you forever from the inconveniences of gear shifting and clutch pedal pushing. It gives you *automatically*—without any thought or action on your part—the exact power you need, and at the exact instant you need it! All you do is steer, press the gas pedal—and sit back in relaxation and comfort to enjoy the *complete* pleasures of motoring.

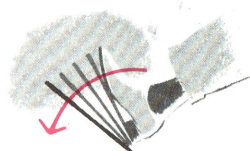
To go, merely "safety-start" the engine in *Neutral*, set the selector lever for the direction you wish to go (forward or reverse), and step on the gas. To go faster or slower, press the gas pedal harder or softer. Then, to stop, simply step on the brake. When starting out or accelerating, there is no "wait" or signal for gear changes. You can forget entirely about the operation of the transmission, and devote all of your attention to the road.

GREATER DRIVING EASE



extra acceleration when needed

Extra acceleration is always at your command— instantly available when needed to overtake another car, move ahead quickly in traffic, or pull out of tight places in a hurry. Simply press the gas pedal to the floor and, at any speed below approximately 60 miles-per-hour, Merc-O-Matic will immediately “down-shift” to its more powerful intermediate gear to give you the extra acceleration you need. When your power needs are satisfied, Merc-O-Matic will automatically return to cruising gear.



This selector lever and easy-to-read dial—which takes the place of the conventional gearshift—has the drive positions arranged for simpler, safer driving. *Neutral “N”* is in the center, between *Reverse “R”* and *Drive “Dr.”* with *Parking “P”* at one end and *Low “Lo”* at the other. Thus, to go forward, the lever is pulled down—just as you would normally do with a standard gearshift. And for reverse, the lever is pushed up. You can go directly into *Reverse* or *Drive* from *Neutral*—without having to go through other drive positions.

instant response

No matter what the driving conditions—downtown traffic, stop-and-go, highway traveling—you’ll be amazed and delighted at the smooth, easy way Merc-O-Matic instantly responds to your every command. There’s no lag, halt or hesitation—no ride-marring gear changes—no “mushiness” or waiting for the engine power to take effect. Power is immediately available—whenever you want it.



MERCURY **MERC-O-MATIC Drive**

gives you

GREATER DRIVING COMFORT

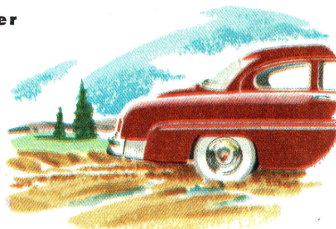
fluid smooth

You enjoy all the advantages of fluid power transmission with Merc-O-Matic Drive—smoother starts, smoother stops, smoother cruising. There is no mechanical connection between the engine and the drive shaft. Power is transmitted entirely through fluid.

Driving comfort takes on an entirely new meaning with Merc-O-Matic! You experience an almost unbelievable smoothness for *every* driving condition! There are no gear shiftings to mar your ride—no clashing gears—no jerky starts—no sudden stallings. You go with a liquid smoothness that's wonderfully easy on you and your car.

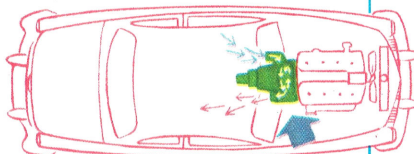
cushioned power

The fluid connection between the engine and drive shaft "cushions" power impulses and absorbs driving shock—thus smooths out the ride. Also, it eliminates rear wheel "jerkiness" caused by variations in power delivery to wheels when traveling over rough roads.



better cooling

Simple, efficient air-cooling system keeps Merc-O-Matic Drive cool running, even in hot weather on long, hard pulls. There's no possibility of the unit "heating-up" the front compartment. Driver and front seat passengers enjoy comfortable motoring at all times.

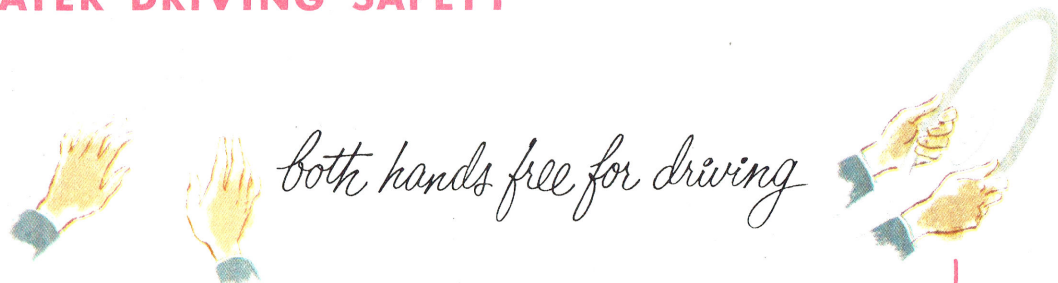


quieter operation

You enjoy quieter operation with Merc-O-Matic Drive. There is no gear clashing, because gears never shift. And there is no racing engine sensation, because Merc-O-Matic is designed for most effective operation at lower engine speeds.



... GREATER DRIVING SAFETY



Driving is safer with Merc-O-Matic Drive. Since you don't have to shift gears or operate a clutch pedal, you can devote all of your attention to the road. And with both hands free for driving, you have safer, more complete control of the car at all times.

slippery roads

Merc-O-Matic permits smoother, more gradual application of power—thus helps to eliminate dangerous wheel spinning.



starting

For your safety, the engine starts only in *Neutral*—eliminates possibility of car accidentally lurching ahead or to the rear.

downhill braking

Safe, effective downhill "engine braking" can be obtained simply and quickly by moving the selector lever to *Lo* position.

gear lock for parking

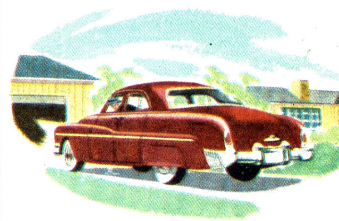
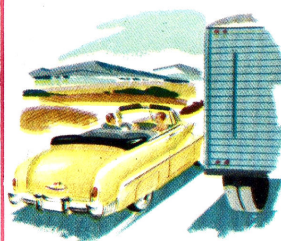
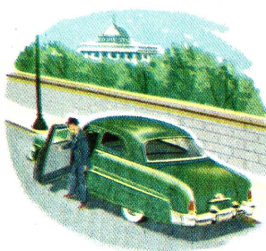
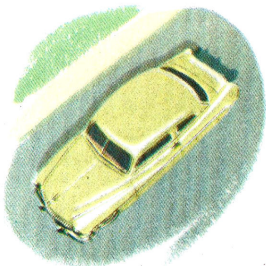
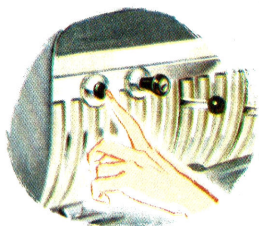
Safer parking! *Parking* position of selector lever locks transmission gears. Rear wheels can't possibly roll when lock is engaged.

extra acceleration

Gas-pedal controlled "downshift" gives you extra acceleration for emergencies—passing, pulling out of tight places in a hurry.

backing

Safe, simple arrangement of selector dial eliminates possibility of car lurching ahead dangerously when going from *Drive* to *Reverse*.



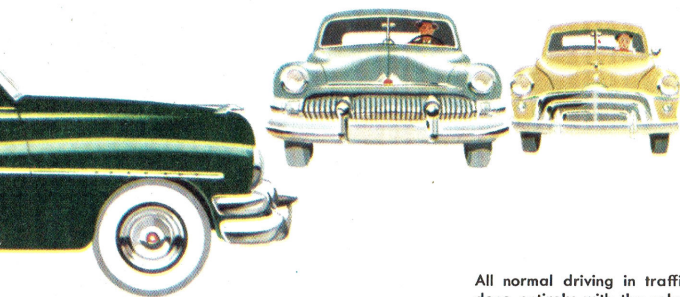
MERCURY

MERC-O-MATIC Drive

IS RIGHT

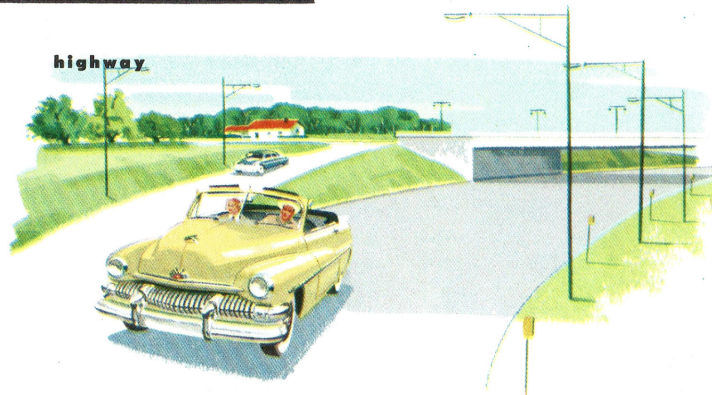


traffic



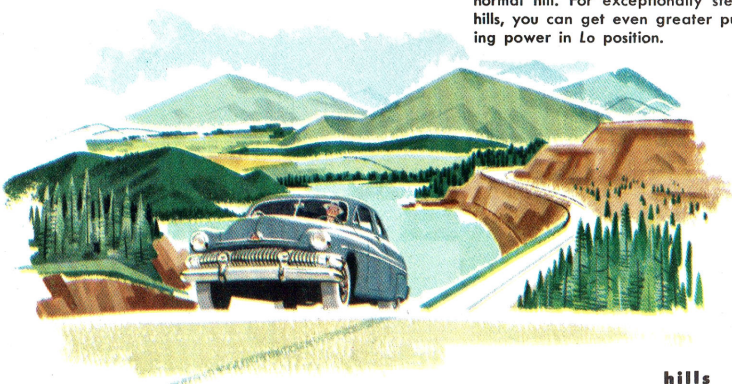
All normal driving in traffic can be done entirely with the selector lever in *Drive*. You can come to a stop, start up again without having to move the lever from this position.

highway



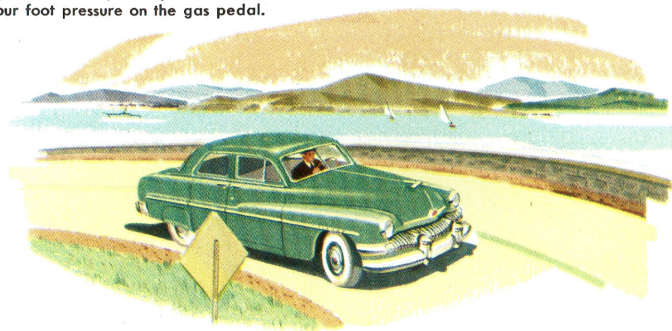
For highway traveling, leave the selector lever in *Drive*. Merc-O-Matic will deliver, automatically, the exact amount of power you need for all normal driving conditions.

In *Drive* position, Merc-O-Matic will give you ample power to climb any normal hill. For exceptionally steep hills, you can get even greater pulling power in *Lo* position.



hills

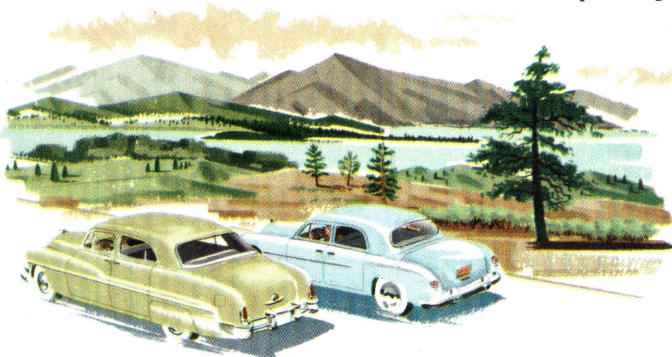
Merc-O-Matic's smooth flexibility gives you positive, safe control on curves and turns. You can get just the right amount of power you need with your foot pressure on the gas pedal.



curves

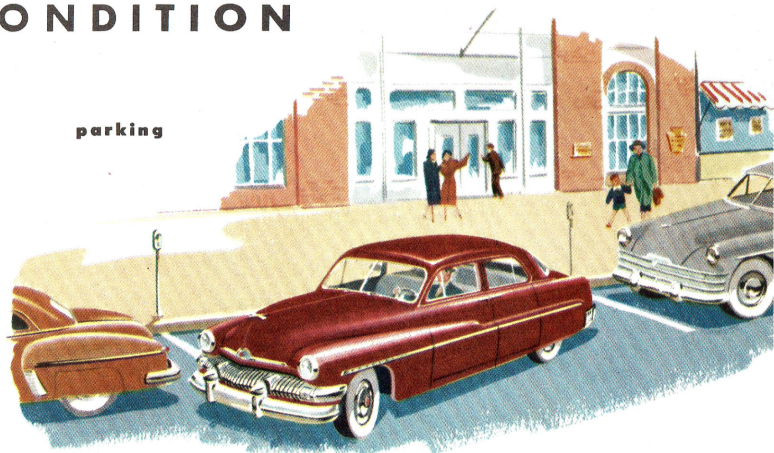
FOR EVERY DRIVING CONDITION

passing



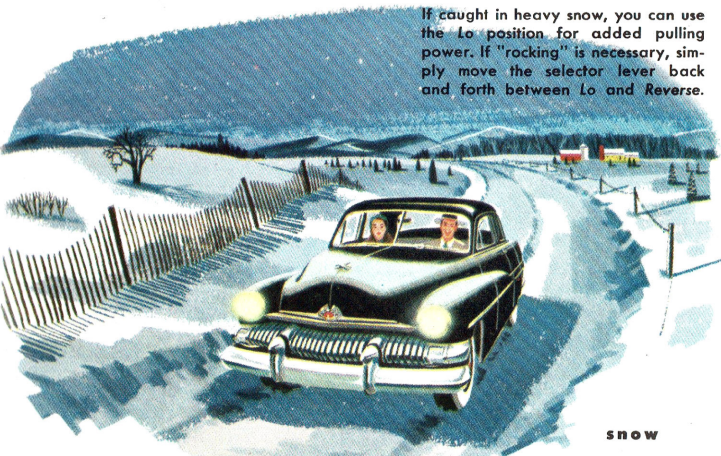
Flashing acceleration is instantly available! Push the gas pedal to the floor and at speeds below 60 miles-per-hour, Merc-O-Matic gives you the added power of intermediate gear.

parking



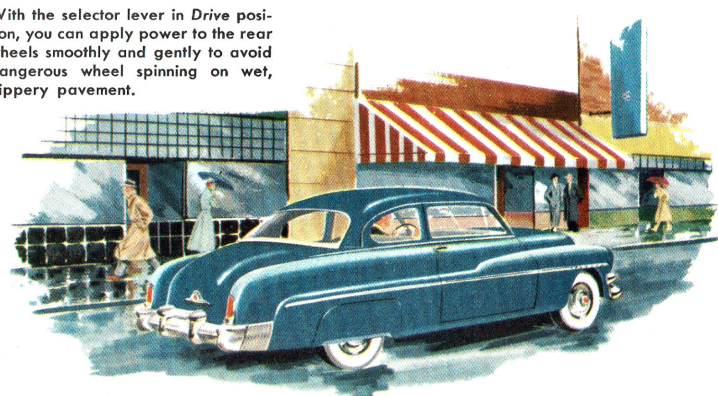
Simpler, safer, easier parking! From *Neutral*, you can go directly into either *Reverse* or *Drive*. And the positive gear lock in *Parking* position keeps your rear wheels from rolling.

If caught in heavy snow, you can use the *Lo* position for added pulling power. If "rocking" is necessary, simply move the selector lever back and forth between *Lo* and *Reverse*.



snow

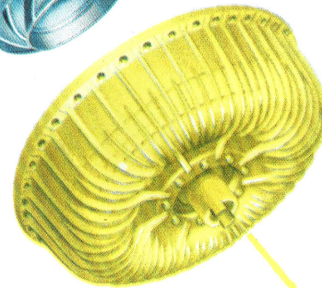
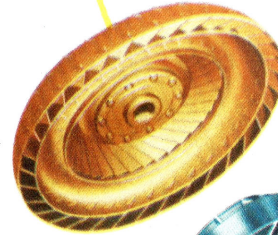
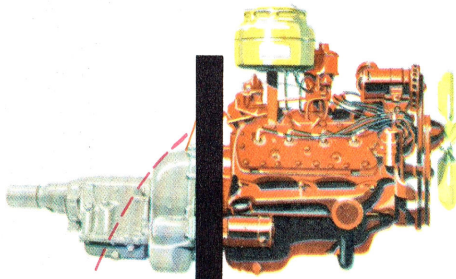
With the selector lever in *Drive* position, you can apply power to the rear wheels smoothly and gently to avoid dangerous wheel spinning on wet, slippery pavement.



rain

HERE IS WHAT

MERCURY



ADVANCE-DESIGN TORQUE CONVERTER

The advance-design torque converter of Merc-O-Matic Drive consists of two vaned discs—a *pump* and a *turbine*, which are shaped like the halves of a grapefruit—and a smaller, vaned member, called a *stator*. These three parts are enclosed in a housing filled with oil.

The pump is connected to the engine crankshaft; the turbine is joined to the *transmission* shaft; and the stator is mounted between the pump and the turbine. The engine drives the pump which forces oil against the vanes of the turbine to cause it to rotate, which drives the rear wheels.

When added power for starting up or accelerating is needed, the *stator* instantly and automatically comes into operation and boosts the torque output of the converter by the exact amount needed.

A simple, efficient air-cooling system is built into the torque converter to assure cool operation under all driving conditions. This consists of cooling fins on the pump housing. As the pump rotates, it draws in cool, outside air through a screened opening—circulates it around the torque converter—and exhausts it at the bottom.

MERC-O-MATIC Drive

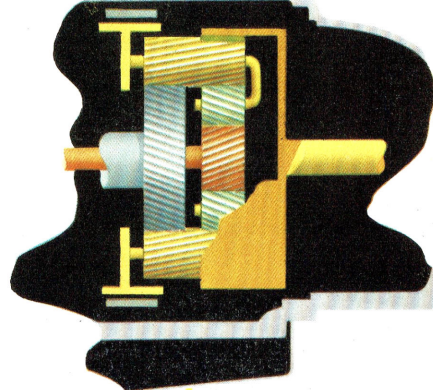
IS!

Merc-O-Matic Drive is a remarkable, new fully automatic transmission that combines the *best* features of the *best* tried-and-proved methods of automatic drive.

Basically, Merc-O-Matic Drive consists of two simple units—an advance-design hydraulic torque converter, and a three-speed planetary gear set. The torque converter serves both as a fluid connection between the engine and drive shaft, and as a hydraulic device for multiplying or increasing engine torque (the twisting force that drives the rear wheels). The planetary gear set also serves as a torque multiplier for starting out and accelerating, and—in addition—provides an emergency low gear and a reverse gear.

TORQUE CONVERTER + GEAR SET =

It's the combination that counts with Merc-O-Matic Drive—the combination of an advance-design torque converter and a simple, yet highly efficient three-speed gear set. These two units operate in conjunction with each other—each contributing to Merc-O-Matic Drive basic advantages that the other doesn't possess. Together, they provide an amazingly smooth, fully-automatic drive with exceptional performance, good economy, and outstanding safety.

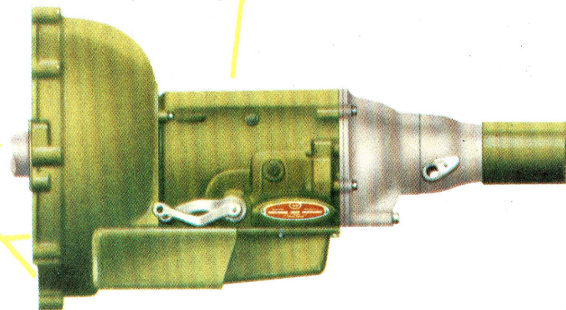


EFFICIENT PLANETARY GEAR SET

Operating in combination with the torque converter is an efficient planetary gear set. This provides two automatic forward-speed gears—intermediate and high—plus emergency low and reverse. Intermediate and high are obtained with the lever in *Drive* position.

The gear set automatically starts out in intermediate. Then, after the car gets under way, it automatically changes to high gear. This occurs at any speed between 17 and 65 miles-per-hour, depending on the car speed and throttle position. At full throttle—when maximum acceleration is desired—it occurs at higher car speed. When the car speed drops below 6 miles-per-hour, the gear set automatically changes back to intermediate.

MERC-O-MATIC Drive



MERCURY

MERC-O-MATIC Drive

IS ECONOMICAL

SIMPLE DESIGN MEANS SERVICE SAVINGS

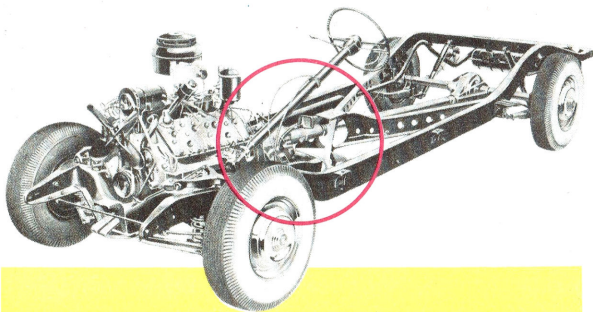
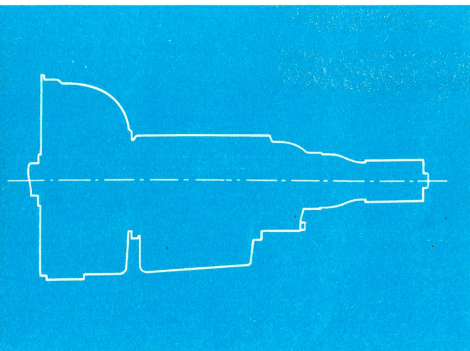
Because of its simplicity of design and construction, Merc-O-Matic Drive gives substantial savings in service and maintenance. Merc-O-Matic has comparatively few working parts, with no "extras" to complicate the design. For ease in inspecting the planetary gear set and hydraulic controls, the transmission case has a bottom oil pan that can be quickly removed. The torque converter requires no adjustments or servicing of any kind except for periodic inspections, and oil changes (every 15,000 miles).

SAVES WEAR AND TEAR ON MOVING PARTS

The fluid torque converter acts as a liquid "shock absorber" between the engine and rear wheels—thus saves wear and tear on moving parts in engine and chassis. It cushions rear-wheel jolts and road shock—absorbs engine vibration—smooths out variations and irregularities in power flow—and prevents torsional vibration from being transferred to the drive shaft. Also, Merc-O-Matic saves wear and tear on tires because it permits gentler and more gradual application of power to rear wheels—gives smoother starts with less wheel spinning.

SAVES ON GASOLINE

Merc-O-Matic Drive gives gasoline economy comparable to that obtained with a standard transmission. No sacrifice in gasoline economy is necessary with Merc-O-Matic.



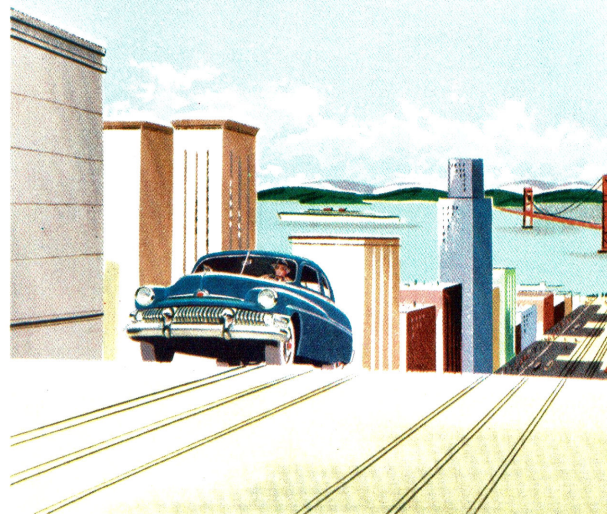
... AND IT IS TESTED AND PROVED

"OPERATION FILBERT"

Merc-O-Matic Drive represents the newest, latest, and most advanced automatic transmission ever designed. However, actual development work on this remarkable no-shift drive was started more than five years ago! Cloaked in secrecy from the very beginning, its basic design was conceived by the automotive industries' leading transmission experts shortly after the end of the war. Years of research followed, because Ford Motor Company engineers, in co-operation with Borg-Warner engineers, would accept no compromise with their ultimate goal of simplicity, economy, safety, and outstanding performance. Finally, in 1949, their design work was completed. And then there began one of the most extensive test projects on record.

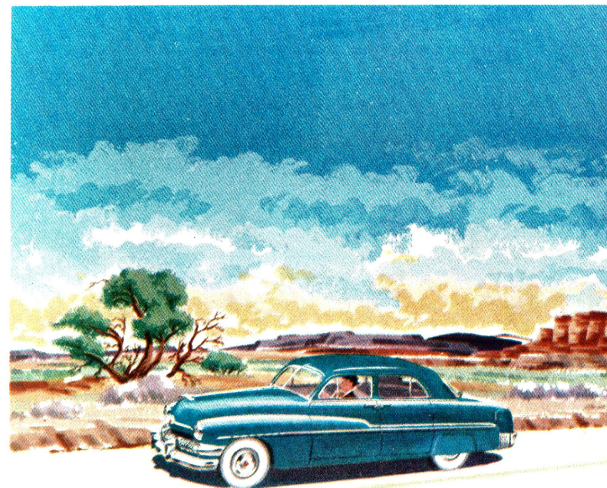
Called "Operation Filbert" by the automatic transmission specialists who developed Merc-O-Matic Drive, this gigantic testing project lasted for many months and extended over thousands of miles of the country's more severe roads in the most extreme climatic conditions. For example, the new Merc-O-Matic Drive was installed in a 1950 Mercury, and driven at a terrific pace back and forth across the hot Arizona desert. It was tested extensively in city traffic—up and down the steepest hills of San Francisco, including the famous Filbert Street hill. It was subjected to grueling mountain climbing—exhaustive miles of cross-country traveling.

Only after the most rigorous tests had been successfully completed—after Merc-O-Matic Drive had met and passed the most strenuous driving requirements ever imposed on an automatic transmission—were the test engineers satisfied with Merc-O-Matic Drive. "Operation Filbert" came to an end. Ford Motor Company engineers gave Merc-O-Matic Drive their stamp of approval—"Tested and Proved"—assuring future Mercury owners everywhere of lasting satisfaction.



SAN FRANCISCO. *Merc-O-Matic Drive was thoroughly tested on the steepest hills in San Francisco, including the famed Filbert Street hill.*

DESERT. *Extensive road tests on the hottest desert roads were used to prove Merc-O-Matic Drive's unique air cooling system.*



MERCURY

MERC-O-MATIC Drive

IS

SUPERIOR TO CONVENTIONAL TRANSMISSIONS

extra acceleration

Automatic "down-shift" makes extra acceleration available for emergencies—passing, pulling ahead, etc. You get this simply by pressing the gas pedal to the floor.

more responsive

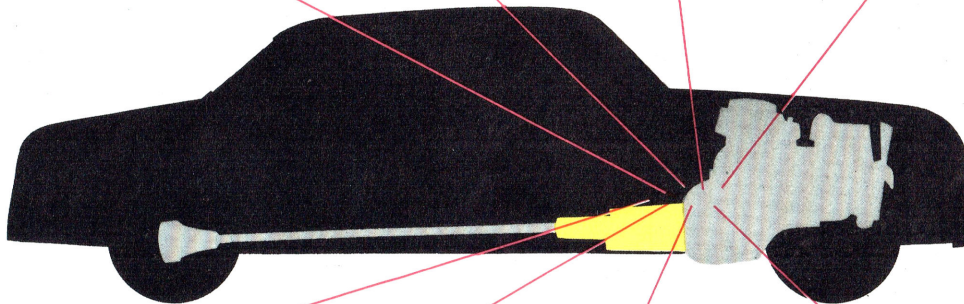
Swift, smooth acceleration is instantly available. Merc-O-Matic responds quickly to your every demand—giving you automatically just the amount of power you need.

smoother driving

There are no ride-marring gear shiftings with Merc-O-Matic—no jerky starts—no sudden stallings. You get liquid-smooth power transmission under all driving conditions.

no gear shifting

Simpler, easier driving! Merc-O-Matic Drive eliminates all gear shifting for normal forward driving. All you do is steer, press the gas pedal, and step on the brake.



no clutch pedal

Merc-O-Matic does away entirely with the clutch pedal! None is necessary, since Merc-O-Matic automatically performs the functions of the conventional clutch.

safer driving

Since no gear shifting is necessary with Merc-O-Matic, both hands are free for driving. You can devote more of your attention to the road for safer control.

protects engine and chassis

Cushion of oil between engine and rear wheels serves as a liquid "shock absorber." It protects power train against driving jolts—reduces strain on engine.

less tire wear

Fluid torque converter permits smoother stops and starts with less tendency for wheel spinning—thus reduces tire scuffing.

BETTER IN EVERY WAY

SUPERIOR TO OTHER TYPES OF AUTOMATIC TRANSMISSIONS

simpler design

Merc-O-Matic's simple, sturdy design has comparatively few working parts—which means lower initial cost and lower maintenance costs.

quiet operation

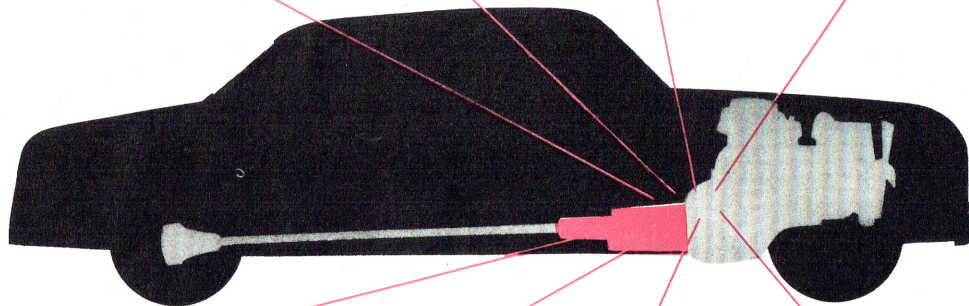
There's no "racing" engine sensation with Merc-O-Matic Drive. It is designed for peak performance at lower, quieter, more efficient engine speeds.

easier servicing

Merc-O-Matic is designed for easy servicing. A removable pan on the bottom of the transmission provides easy accessibility to planetary gears and controls.

instant response

There's no waiting for gears to shift with Merc-O-Matic. You get smooth, swift acceleration from standstill to cruising—without lag, halt or hesitation.



gas economy

Merc-O-Matic's advance-design torque converter, efficient planetary gear set, and low engine speed all combine to give unusually good gasoline economy.

no extras

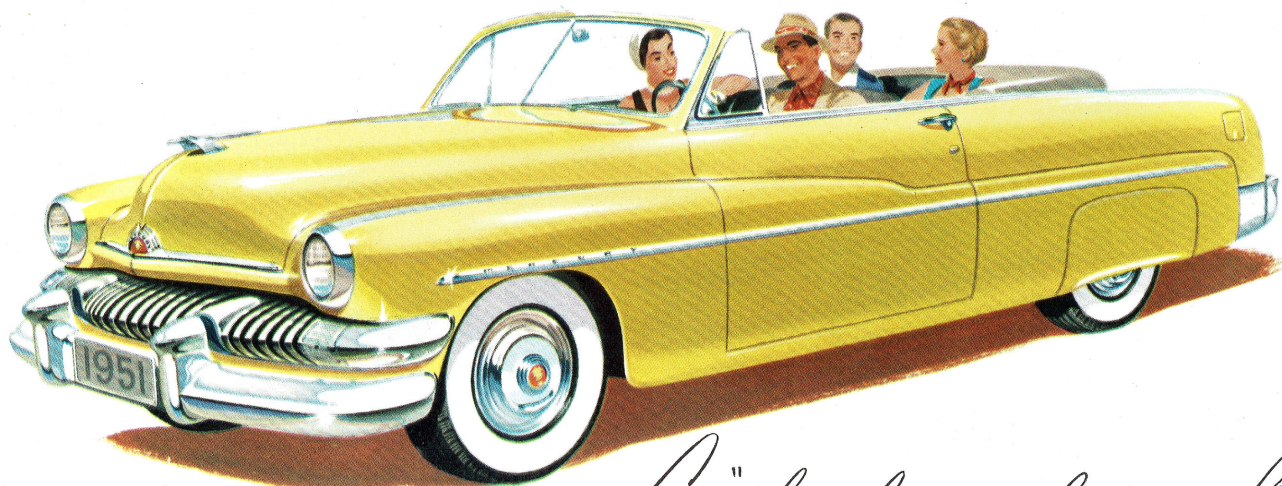
There are no complicated "extras" or gadgets on Merc-O-Matic Drive. Its simple, exclusive design makes possible the elimination of such unnecessary devices.

simple dial

Easy-to-read selector dial arrangement—with *Neutral* located in the center between *Reverse* and *Drive*—provides safer operation and simpler driving.

air cooled

Simple, efficient air-cooling system assures adequate cooling for all driving conditions. There is no complicated, bulky oil cooler used with Merc-O-Matic Drive.



for "the drive of your life"

try

MERCURY

with

MERC-O-MATIC Drive

Merc-O-Matic Drive, white side-wall tires, and fender shields are optional equipment at extra cost.

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