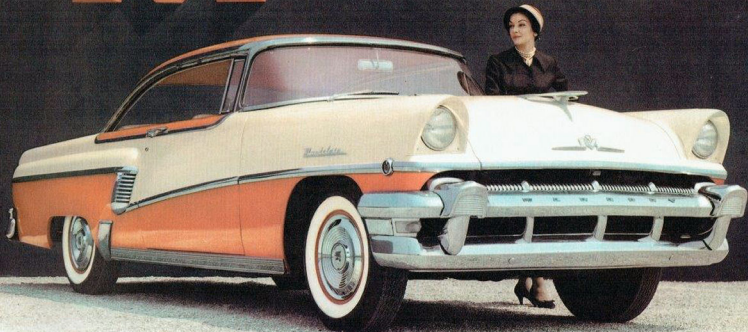


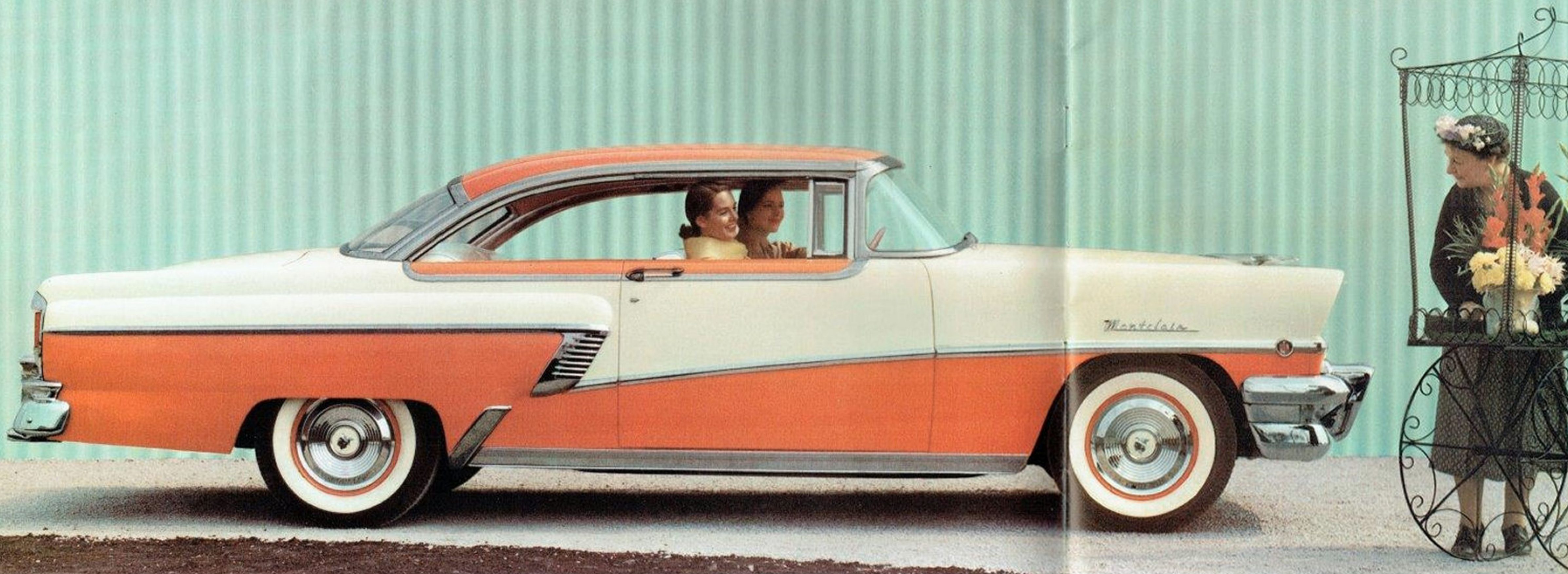
THE BIG



Mercury for 1956



three great series: Montclair • Monterey • Custom



1956 Mercury Montclair

Exciting new Flo-Tone color styling, a new 225-hp

Safety-Surge V-8 engine make the new Montclair greater than ever

In one year, the Montclair became America's most discussed car. And now, Mercury is proud to present three big, new 1956 Montclairs—even more advanced in styling and power. One look at this new beauty tells you that here is the finest Mercury ever built. The sweeping lines are long and low — accented by a slash-molding of bright metal and dressed in Mercury's new Flo-Tone color styling. On the front of the hood, you'll note the symbol of Mercury greatness for 1956—the Big M.

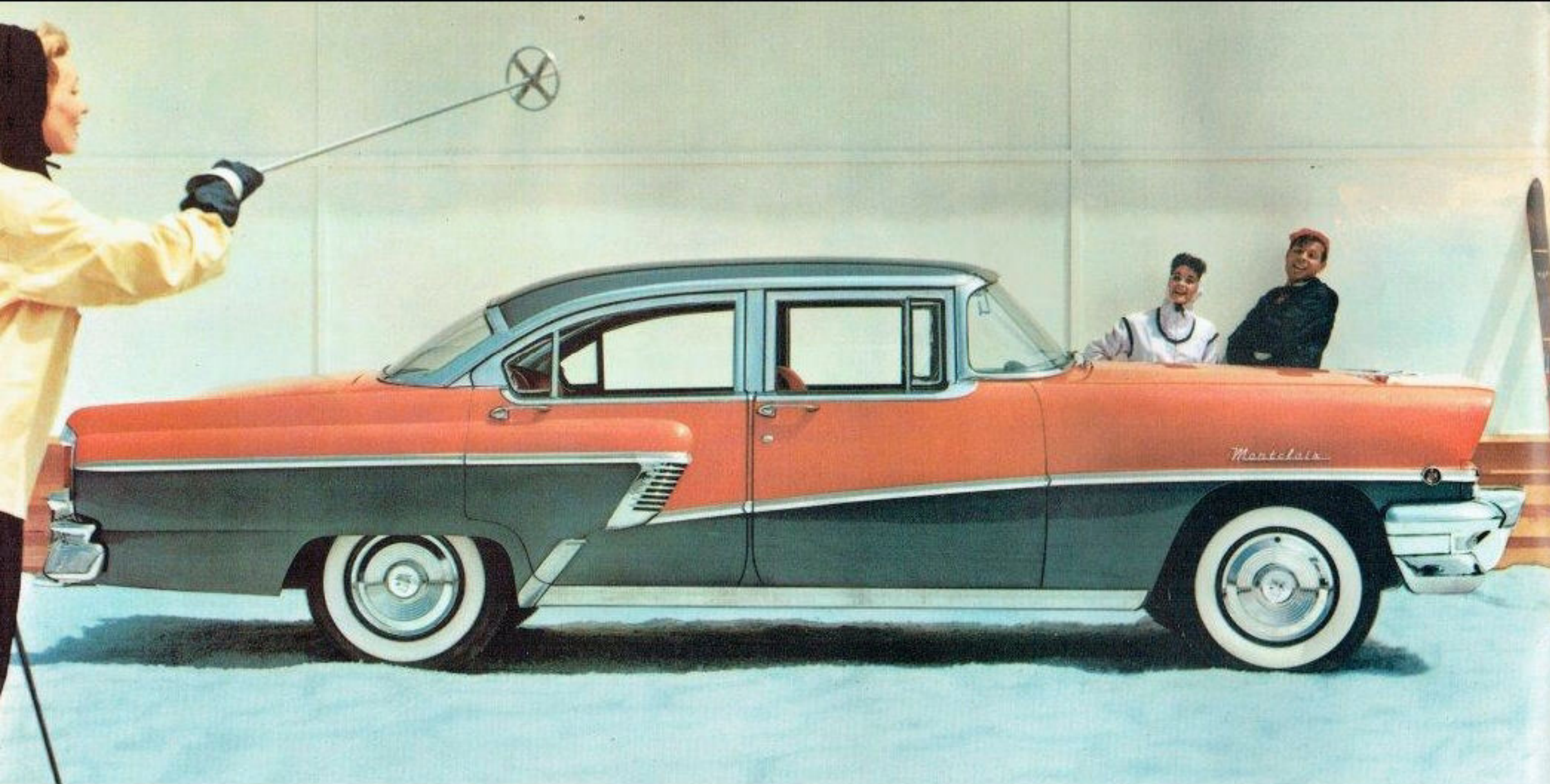
And, under the hood, you'll find the great new SAFETY-SURGE V-8 engine that develops 225 horsepower — power delivered to you smoothly and efficiently through improved Merc-O-Matic Drive. In this new Montclair, you enjoy the performance you've always wanted: instant response, a quick, eager surge of power to carry you out front, and a smooth steady flow of power to keep you there. Mercury's power is big, *usable* power. You'll find this new Montclair a car you'll be proud to own.

Mercury Montclair Coupe

Style leader of Mercury's fleet of hardtops for 1956 is the striking low-silhouette Montclair Coupe shown at the left. Flo-Tone color styling is in new Persimmon and Classic White.

Below is the smart interior, tailored in matching shades of attractive vinyl. Appointments are of bright metal. Instrument panel blends gracefully with the interior design — all controls are conveniently grouped within easy reach.





Mercury Montclair 4-door Sport Sedan

All the dash of a hardtop, all the pleasant convenience of a comfortable family sedan are yours in the smart, new Montclair 4-door Sport Sedan. Only 58½ inches high, with new Flo-Tone color styling in Persimmon and London Gray.

At left you will find a few of the many smart vinyls and nylons available for the interior of this Montclair.



Mercury Montclair Convertible

For bright, sun-filled days, soft moonlit nights, the striking Montclair Convertible — finished in Tuxedo Black and Saffron Yellow. And should the weather threaten, a touch of your hand raises the top, giving you a snug retreat.

At left is a sampling of the colorful variety of rich, durable vinyls used in Montclair Convertible interiors.





1956 Mercury Monterey

Mercury's brilliant combination of low-silhouette beauty and outstanding performance

A beautiful blend of glamour and "go" — this is the 1956 Mercury Monterey in four new models. There's a new richness of design, from newly styled front bumper-grille, along low, flowing lines to the gentle taper of the rear deck.

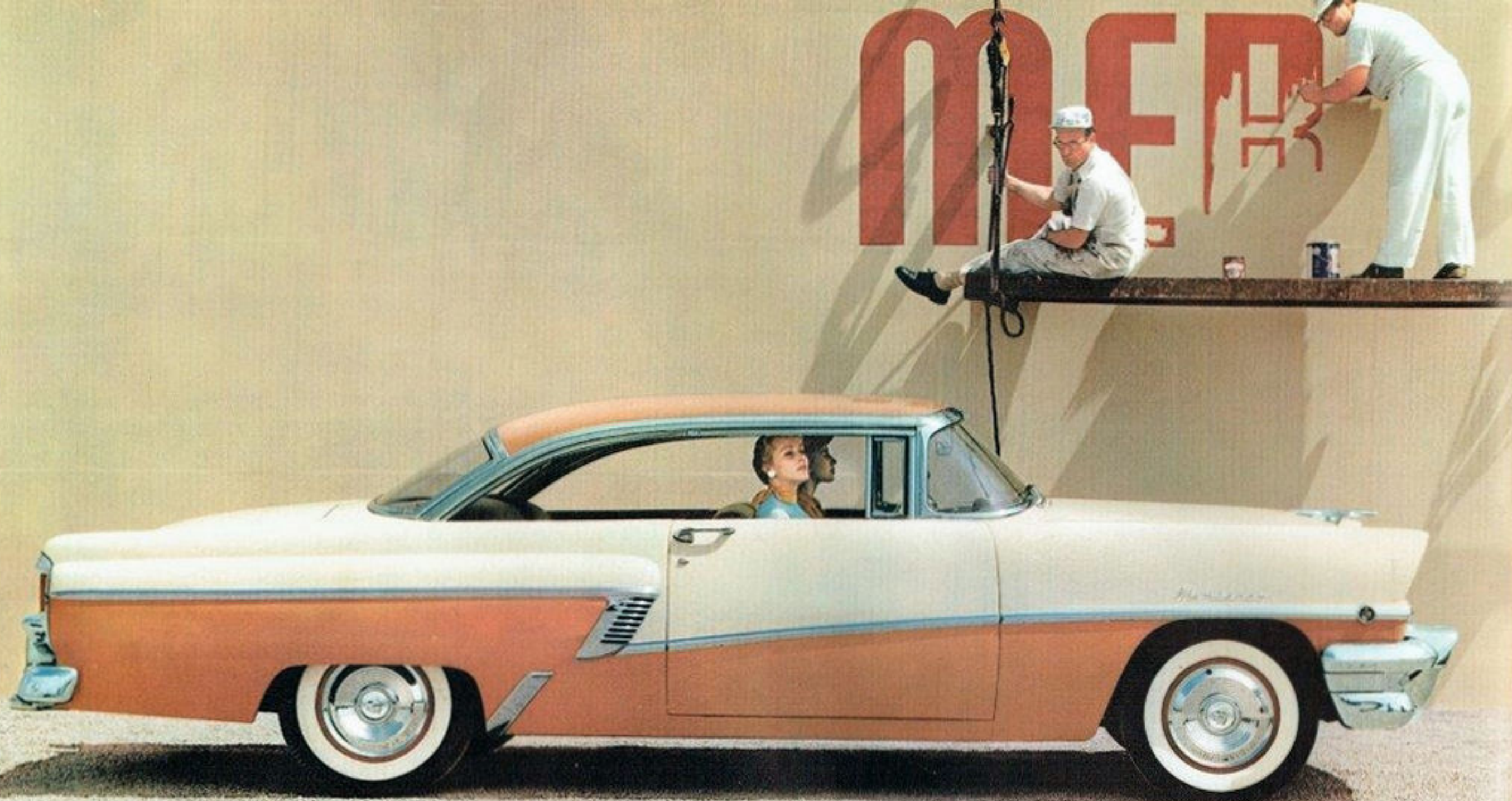
And the "go" in this Monterey begins with the new SAFETY-SURGE V-8 engine that responds just the way you want it to—in a smooth, steady flow of power for cruising, or in swift surges for take-off, hill climbing or passing. The going is great in a Monterey.

Mercury Monterey 4-door Sport Sedan

Smart and modern in appearance, but with all the traditional sedan comfort and convenience — this is the new Monterey 4-door Sport Sedan, featuring Mercury's famous low silhouette styling. This sedan is less than five feet from road to roof. Flo-Tone color styled in Niagara and Lauderdale Blues.

Displayed below are some of the rich, new Contemporaire fabrics.





Mercury Monterey Coupe

The fresh, carefree spirit of this Monterey Coupe is colorfully expressed in its Flo-Tone color treatment of Glamour Tan and Classic White. You feel this spirit the first moment you take the wheel, for — like all Mercurys — this coupe gives you a new kind of performance in every driving range. It's fun to drive a Mercury.

Fabrics shown at left are vinyls and Contemporaire materials available in Monterey Coupe interiors.

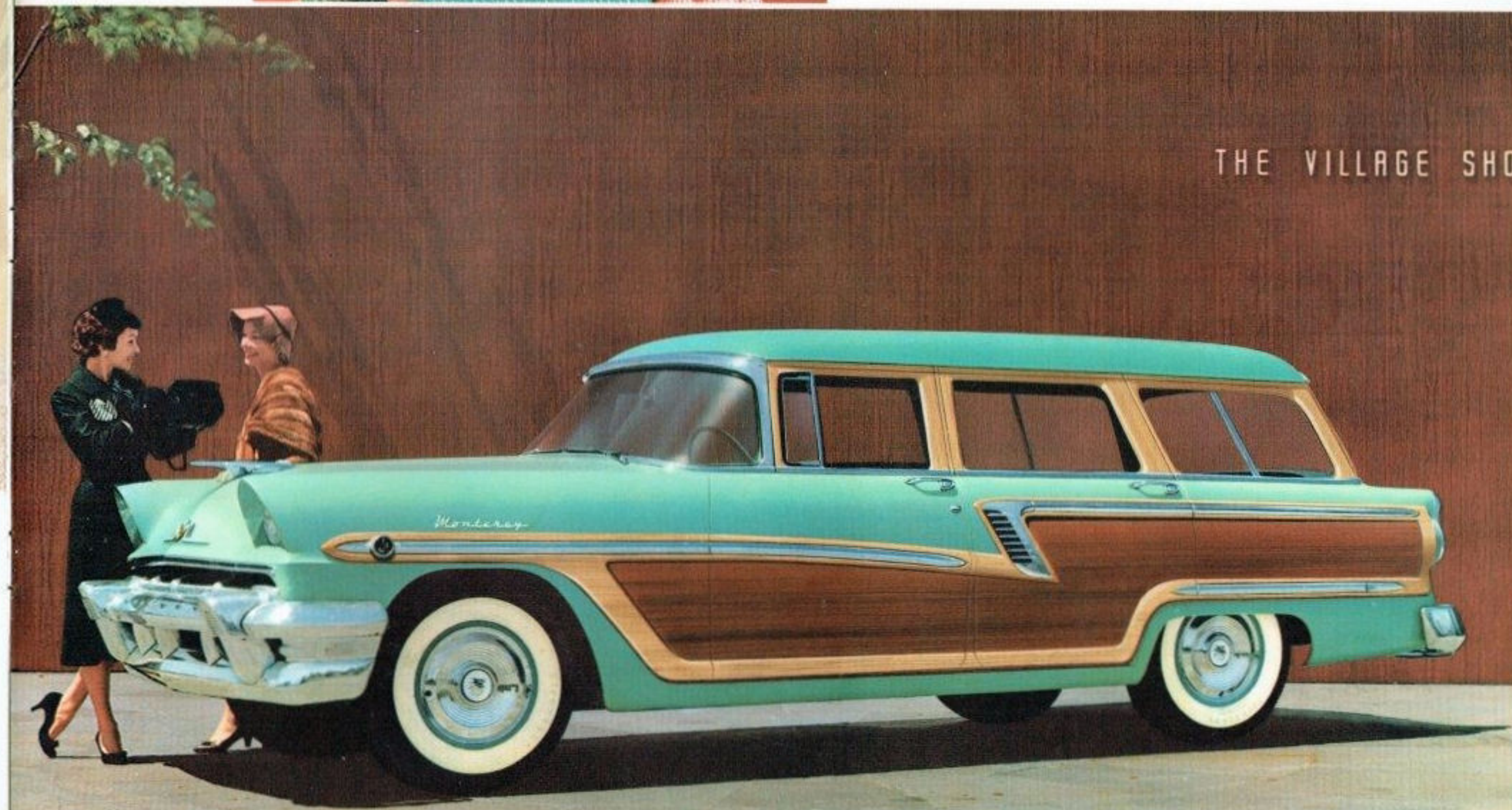


Mercury Monterey Station Wagon

For those who want versatility, Mercury offers the new Monterey 8-passenger Station Wagon — the model that blends luxury and utility. As a family car, it has distinctive grace and style for all motoring situations. As a utility car, it can carry up to half a ton in 32½ square feet of load space.

The station wagon shown below is finished in Heath Green. Side panels are mahogany-grained steel. Frames are of durable plastic, finished to simulate light wood.

Fabrics shown are vinyl and woven plastic with metallic thread — exclusive interiors for Monterey Station Wagons.





Mercury Monterey 4-door Sedan

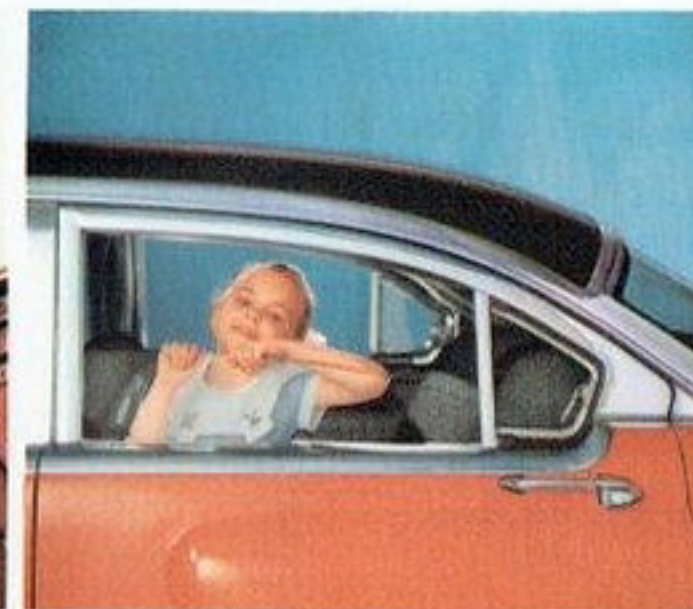
If you prefer the conventional sedan, this smart Monterey 4-door is the car for you. There is plenty of soft comfort, real stretch-out room, and the luxury of Mercury's ride. And, if you wish, you can make your driving easier, more comfortable than ever by selecting optional power steering to take the work out of handling; power brakes for easy, straight-line stops; power window lifts; 4-way power seat that adjusts to your favorite driving position; and Multi-Luber, Mercury's power lubrication that gives your car a "just lubricated ride" simply by pressing a button on the instrument panel.

Flo-Tone color styling of the Monterey shown above is Lauderdale Blue and Classic White.

Mercury Safety-Engineered Features bring you a new kind of motoring safety



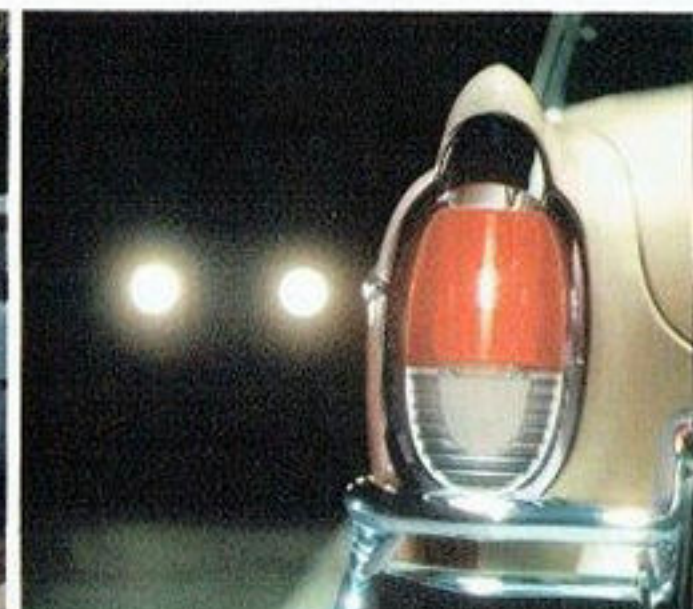
NEW MERCURY IMPACT-ABSORBING STEERING WHEEL OFFERS 2-WAY PROTECTION. This new Safety-Engineered feature has a deeply recessed hub—6 inches. Wheel rim is designed to absorb more impact, thereby giving the driver greater protection in case of sudden stops. This wheel is also designed for easier, surer control, and positioned to provide even better forward visibility.



ADDED SECURITY WITH MERCURY'S NEW SAFETY DOOR LOCKS. A new steel plate covering the lock rotor gives extra protection against doors springing open. These locks are standard equipment on all Mercurys. Another safety feature is an optional safety locking device on rear doors of 4-door sedans which prevents raising of lock buttons until driver-controlled catch is released.



MORE SAFETY-VISION WITH MERCURY'S FULL-SCOPE WINDSHIELD — UP TO 1098 SQUARE INCHES OF VIEWING AREA. Practically unlimited forward visibility is yours, and the corners — critical viewing areas — are swept back to provide an additional safety factor. A new safety-glass, full-swivel SAFETY REARVIEW MIRROR adds still more security to your viewing.



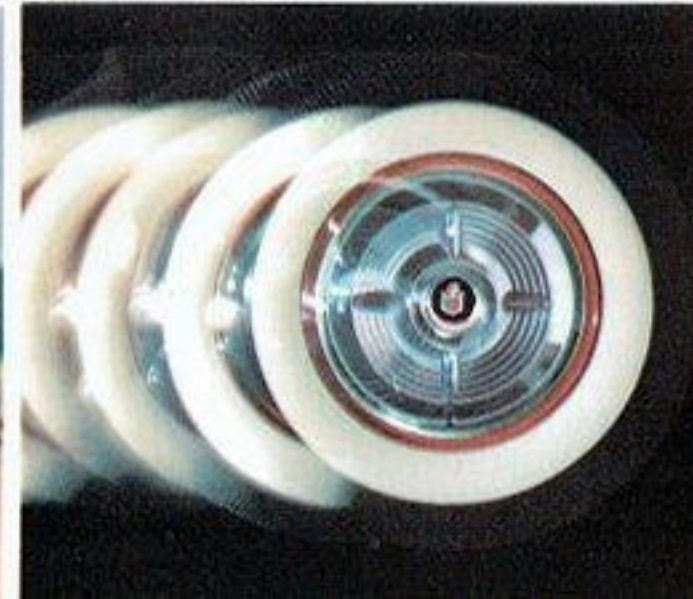
UP TO 80 FEET MORE EFFECTIVE SEEING DISTANCE WITH NEW MERCURY SAFETY-BEAM HIGHWAY LIGHTS. New sealed beam design provides light intensity ahead and to the right where pedestrians may be. A new filament cap prevents stray light upward — protects oncoming drivers from glare. This same feature improves your visibility in dust storms, snow, fog, or rain.

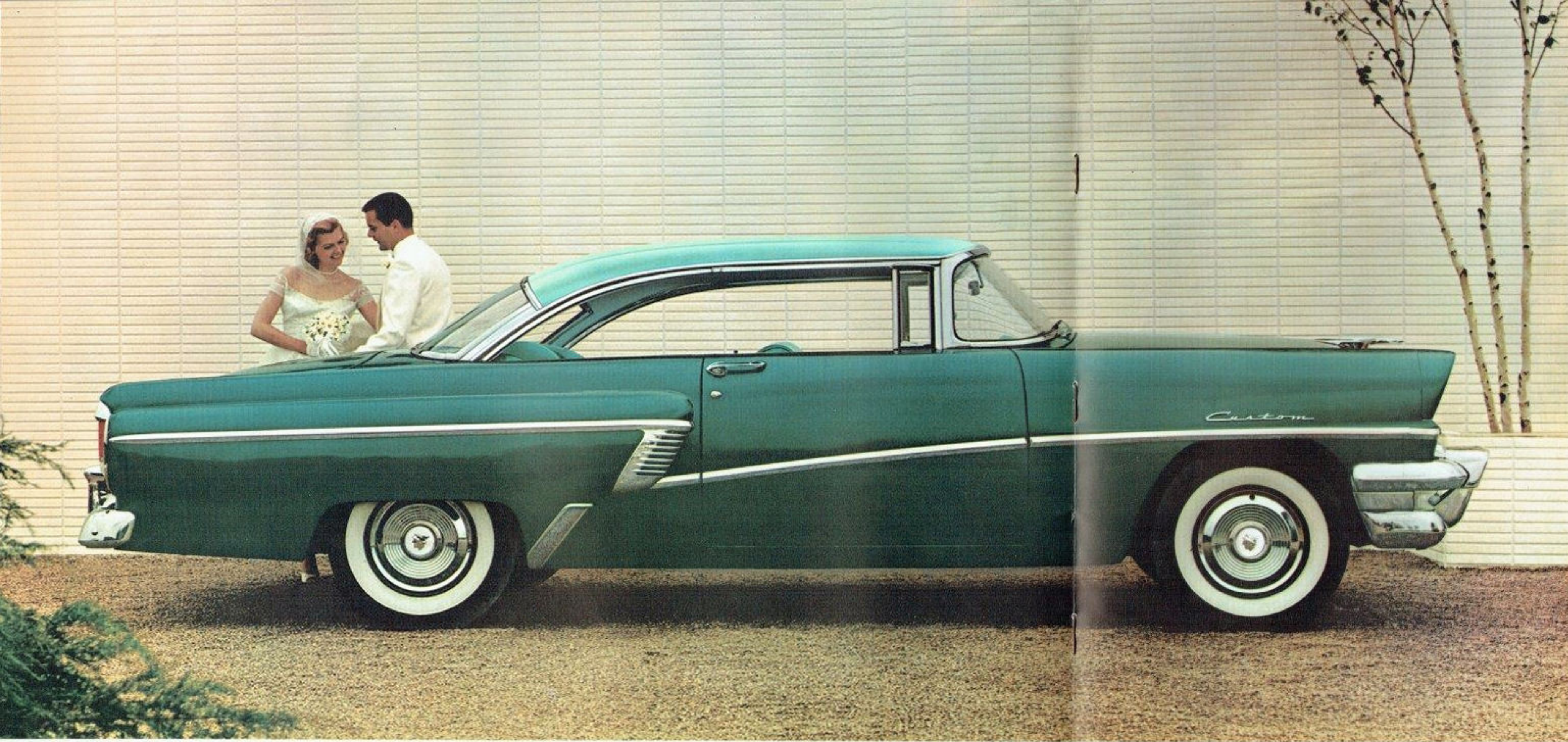
IMPROVED, BIG, SAFETY-GRIP BRAKES FOR SURE STOPPING POWER. Quick, smooth action; long dependable life; quiet operation and a suspended pedal requiring less foot pressure are the features that add up to more safety for your stopping in a Mercury. New single-anchor feature means easier and less frequent adjustments. Self-energizing, they have a total braking area of 190.9 sq. in.

MORE PROTECTION AGAINST BLOWOUTS WITH MERCURY'S TUBELESS TIRES. Mercury tubeless tires provide an added measure of safety because they normally retain air longer in case of puncture, resulting in a slower letdown. They are long wearing and run cooler than ordinary tires. New tire treads are designed for better traction, and cornering squeal has been virtually eliminated.

ANOTHER IMPORTANT SAFETY-ENGINEERED FEATURE IS MERCURY'S PADDED INSTRUMENT PANEL COVER. This pad, available as an option, covers the horizontal portion of the instrument panel and the eyebrow over the instruments. Material is expanded plastic with excellent protective qualities. This same protection is yours in the new optional PADDED SUN VISORS.

NEW MERCURY SAFETY SEAT BELTS OFFER MORE PROTECTION FOR YOUR DRIVING. Belts are of nylon webbing with a special clasp designed for easy one-handed adjustment. Belts are firmly fastened to floor supports. Optional equipment, these belts will hold driver and passengers securely at the waist. They also add to riding comfort on rough roads by reducing jounce.





1956 Mercury Custom

Distinctive Mercury styling, power, and value at low cost

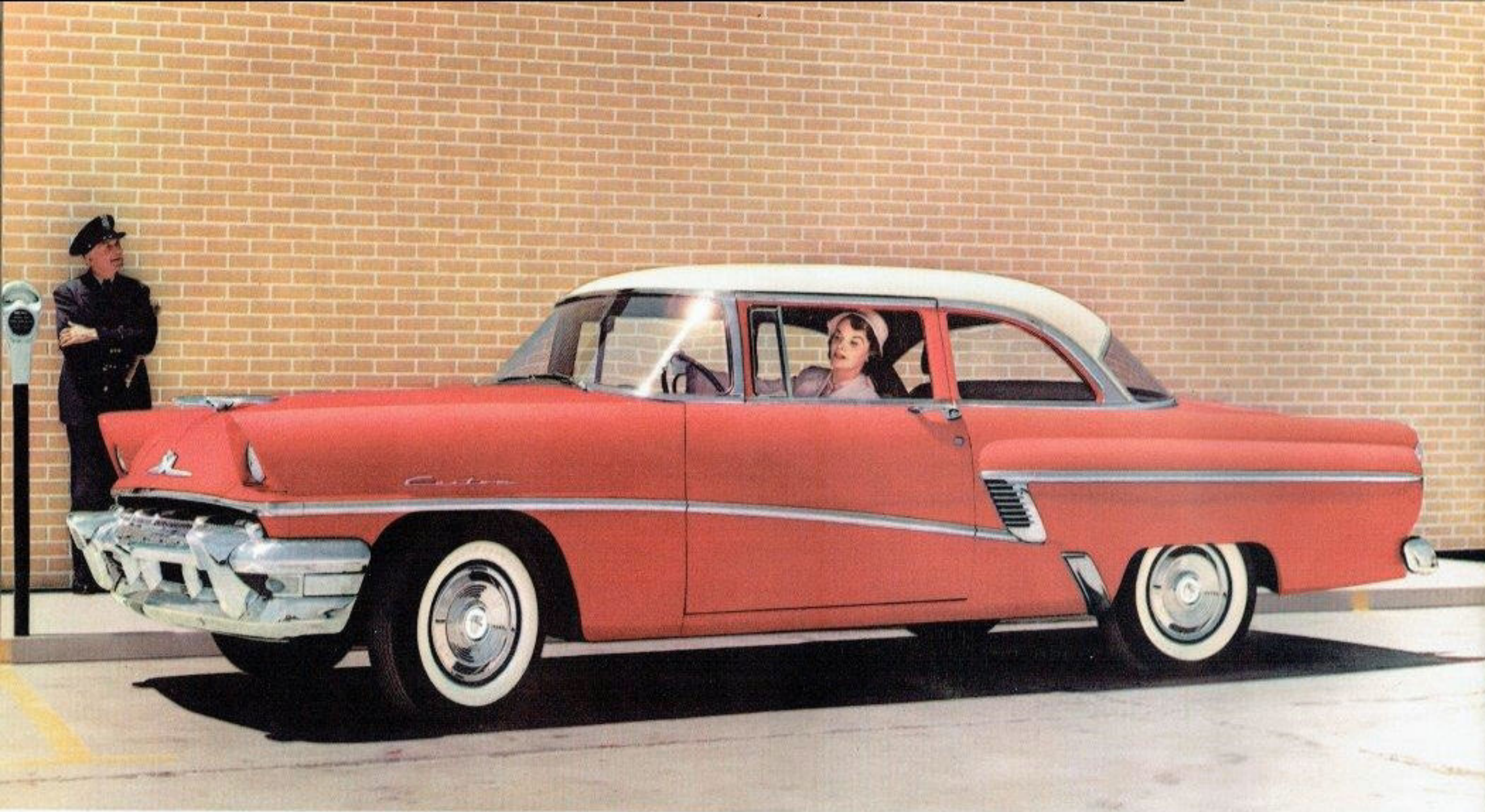
For those who want Mercury's outstanding features at low cost, Mercury presents five new Custom models. Here is clean-lined beauty, and new 210-hp SAFETY-SURGE V-8 power. The Custom, like all Mercurys, offers new 12-volt electrical system for quicker starts, 4-barrel carburetor for efficient performance in all driving ranges, exclusive-in-its-field ball-joint front suspension for easier handling, and traditional Mercury operating economy and stamina (9 out of 10 Mercurys ever built are still going strong).

Mercury Custom Coupe

This long, luxurious coupe carries Mercury's famous low-silhouette styling (58½ inches high) into the Custom line. Two-tone exterior is finished in Pinewood and Verona Greens.

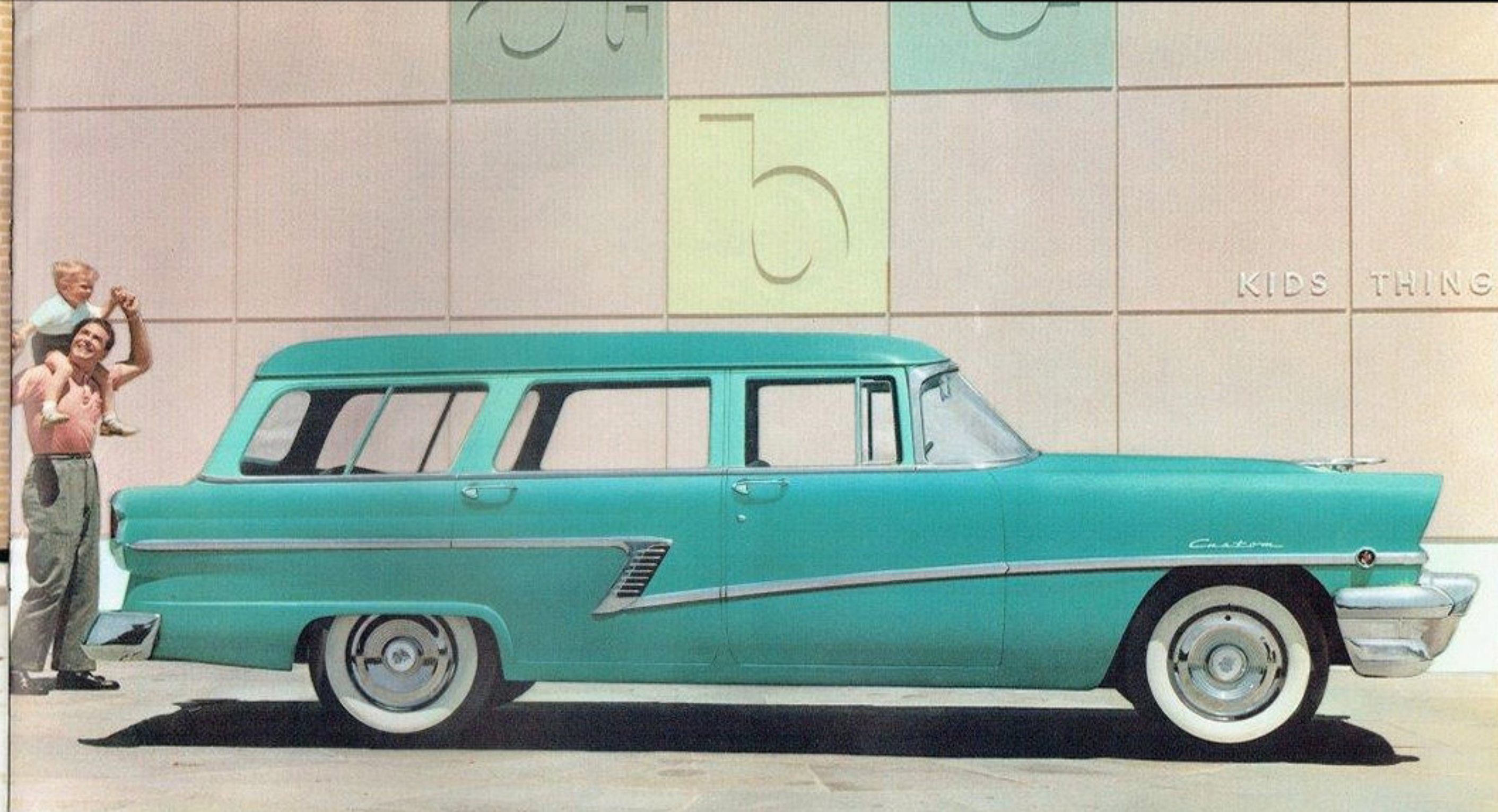
Below is a selection of attractive interior vinyls and smart woven-shell fabrics available in the Custom Coupe.





Mercury Custom 2-door Sedan

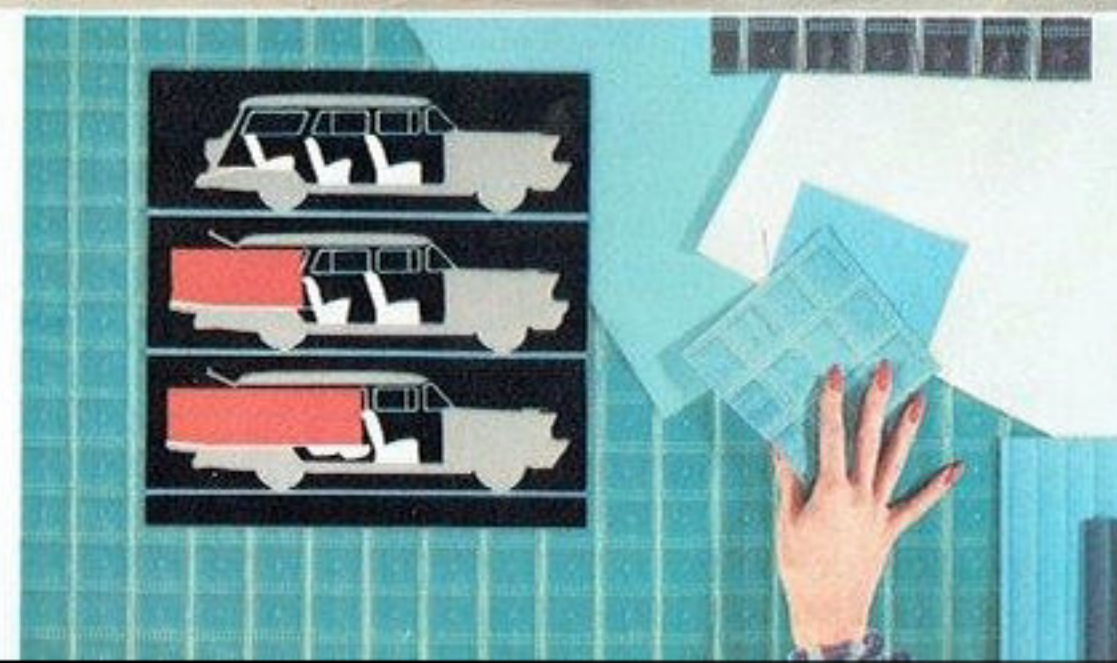
Here is the car for those who prefer 2-door safety *plus* big, roomy comfort — the beautiful new Mercury Custom 2-door Sedan, two-toned in Carousel Red and Classic White. And this six-passenger sedan, like all Mercurys, has Safety-Engineered features that include a new impact-absorbing steering wheel with recessed hub; safety door locks; big, safety-grip brakes; tubeless tires for extra protection against blowouts; and safety-beam headlights as standard equipment.



Mercury Custom Station Wagon

For 1956, Mercury's all-metal Custom Station Wagon is available in two versions: the 8-passenger 4-door, and the 6-passenger 4-door. Both are big, roomy, all-purpose cars — both handsome in every detail. Shown above is the 8-passenger model finished in Heath Green.

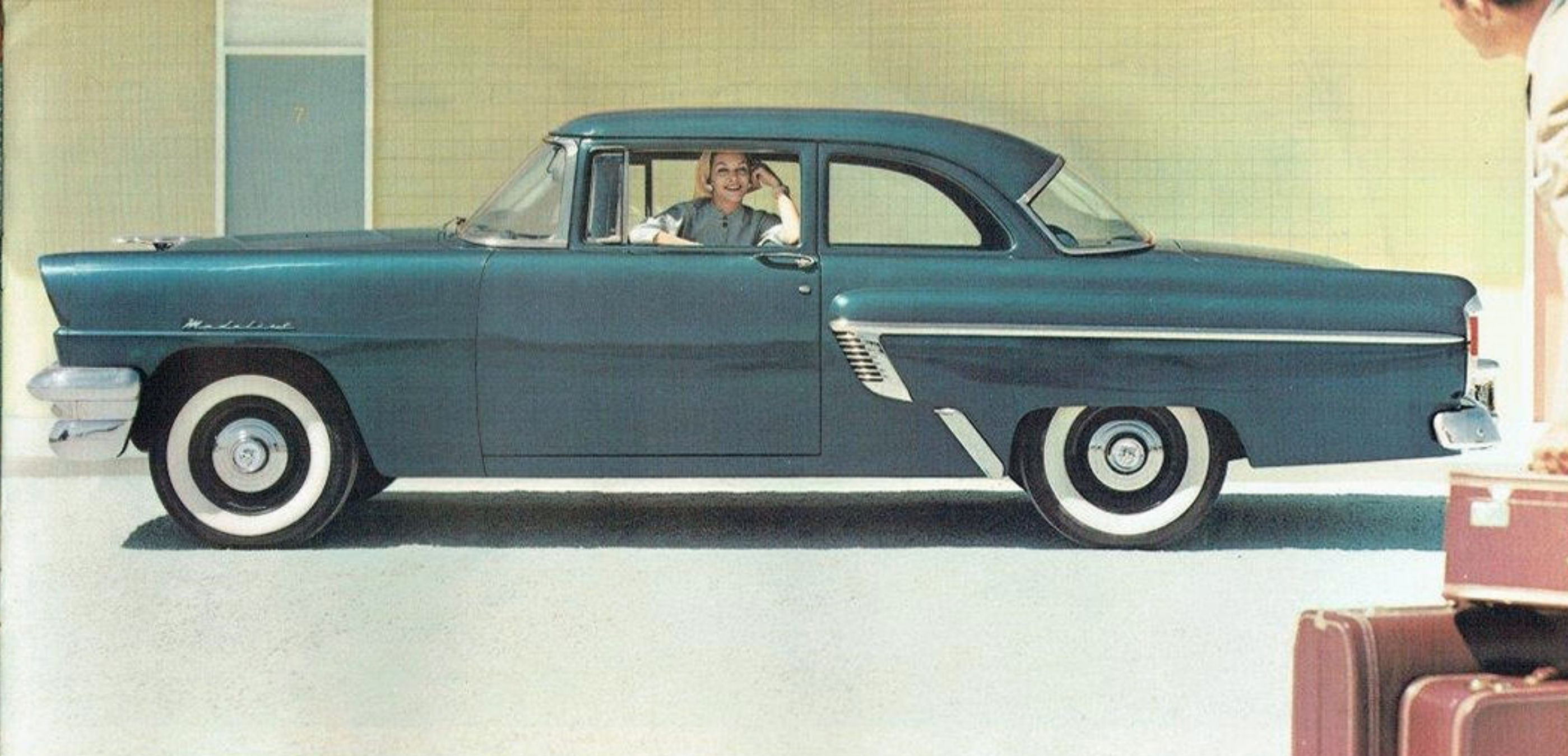
At left are some of the smart, durable, Station Wagon interior materials, and a diagram of three seating and load arrangements: first, the 8-passenger arrangement, all seats in place; second, the 6-passenger model, or 8-passenger model with rear seat removed, with load area in red; third, either model with center seat folded and maximum load area in red — 39.3 square feet.





Mercury Custom 4-door Sedan

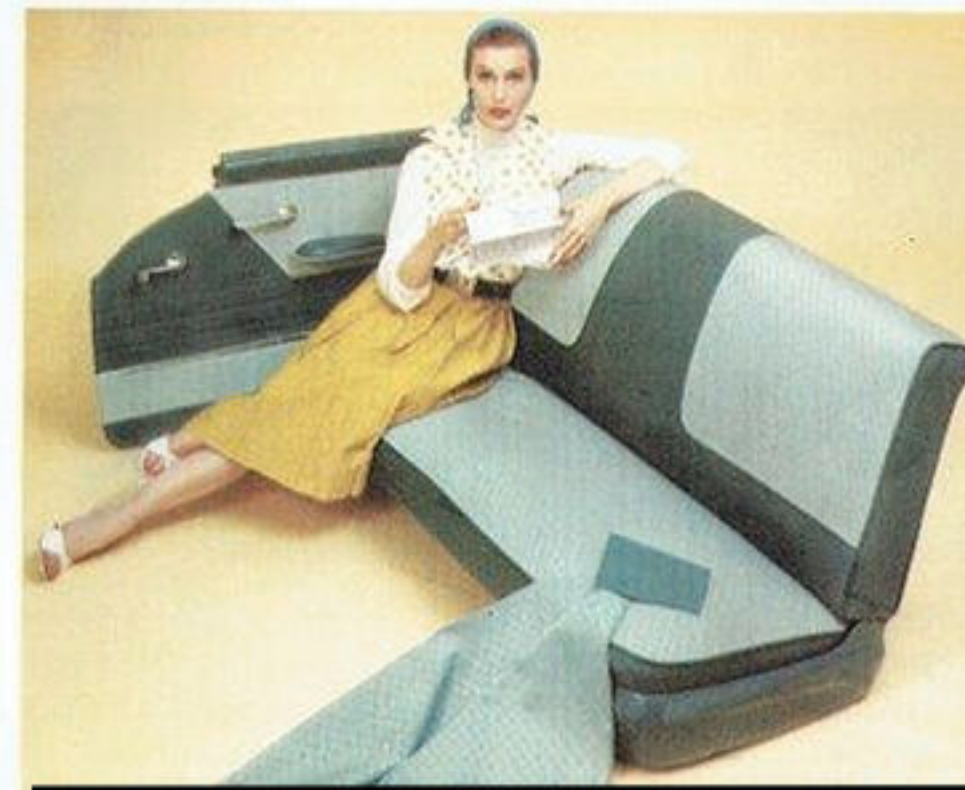
More people in America drive 4-door sedans than any other model, and in 1956, more people than ever will be driving new Mercury Custom 4-door Sedans. For here's a luxurious new sedan with all the power and handling ease you expect of a Mercury. And with all the style and color that has made Mercury so popular. The Custom 4-door Sedan illustrated is two-toned in Saffron Yellow and Tuxedo Black. Rich interior combinations to match or contrast are available.



Mercury Medalist

For 1956, Mercury introduces a brand-new model—the new Medalist. This is a 2-door, 6-passenger sedan designed to bring Mercury value to more people than ever before. With all of Mercury's fine-car features and new 210-hp SAFETY-SURGE V-8, the Medalist is priced among the models of the low-price field.

The Medalist shown above is finished in Delta Blue. At left, a distinctive Medalist interior decor in textured gray vinyl.



Mercury is consistently FIRST in its price class with the features you want most



CENTER-FILL GAS TANK lets you drive to either side of the pump—no hoses scratching the trunk lid or fenders of your Mercury. Unsightly filler-cap is hidden behind hinged license plate.

DUAL EXHAUSTS AS STANDARD EQUIPMENT on all Montclair and Monterey models and Custom Station Wagon. Optional on other Custom models. Contributes to smoother performance and economy.

SLEEK, LONG, LOW-SILHOUETTE STYLING distinguishes Mercury from all other cars. Many Mercury models are only 58½ inches high. And this long, low Mercury is easier to handle, smoother to ride in.

COMBINATION BUMPER-GRILLE is a wide, massive unit both rugged and graceful. Styled to blend with Mercury's over-all design, it emphasizes the distinctive long, low look of Mercury.



COMPLETE POWER FEATURES as optional equipment. Available are power steering, power brakes, power windows, power lubrication (Multi-Luber), 4-way power seat and Merc-O-Matic Drive.



TWO-STOP FRONT DOORS provide safer, more convenient positioning at half-open and full-open.



SUSPENDED BRAKE PEDAL reduces pressure needed for stopping. Positioned for most convenient operation.



EXCLUSIVE V-8 HISTORY—engines made by the producer of more V-8's than all other manufacturers combined.

LARGE-BORE, SHORT-STROKE DESIGN produces more usable power by reducing piston travel friction. High-turbulence combustion chambers make burning even—mean added economy.

4-BARREL CARBURETOR is standard equipment on all Mercury models—another Mercury exclusive. Secondary barrels are vacuum controlled, cut in automatically when you need them.

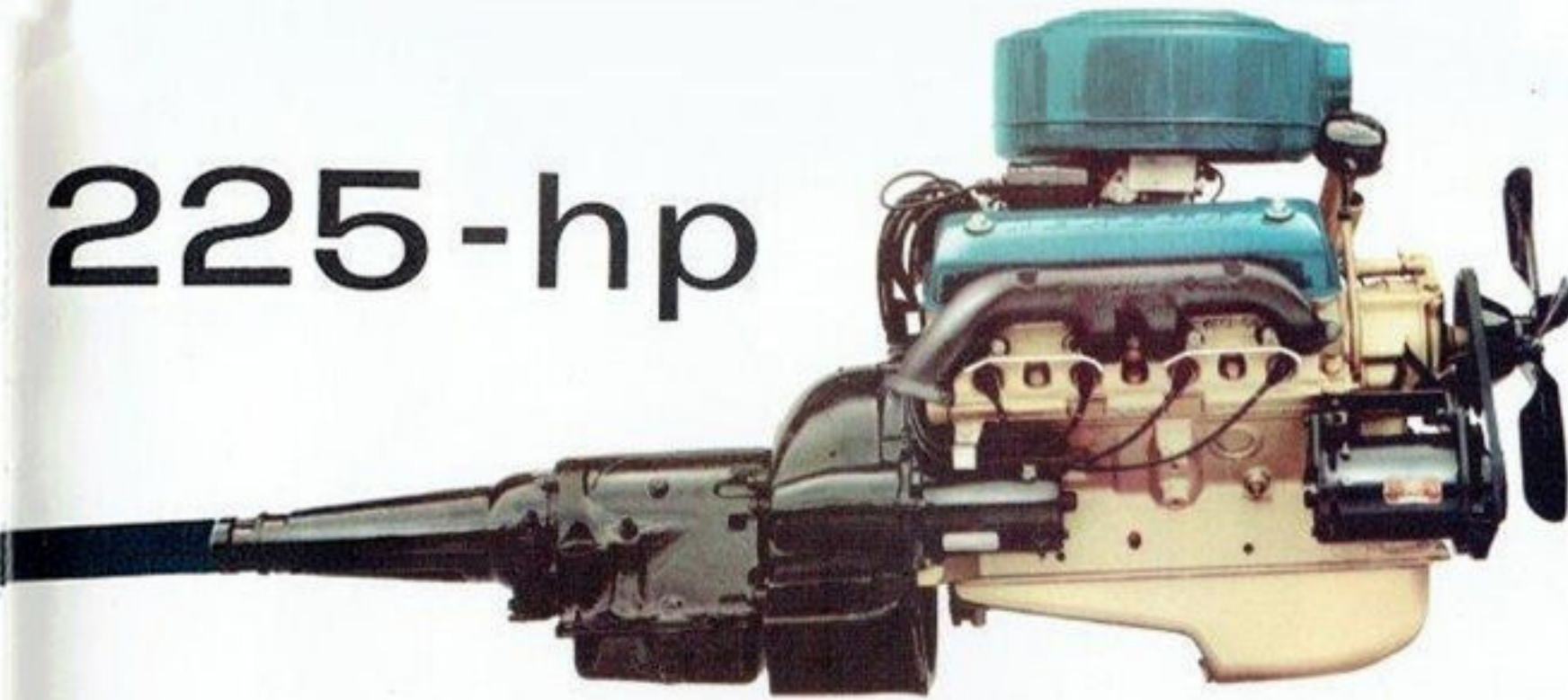
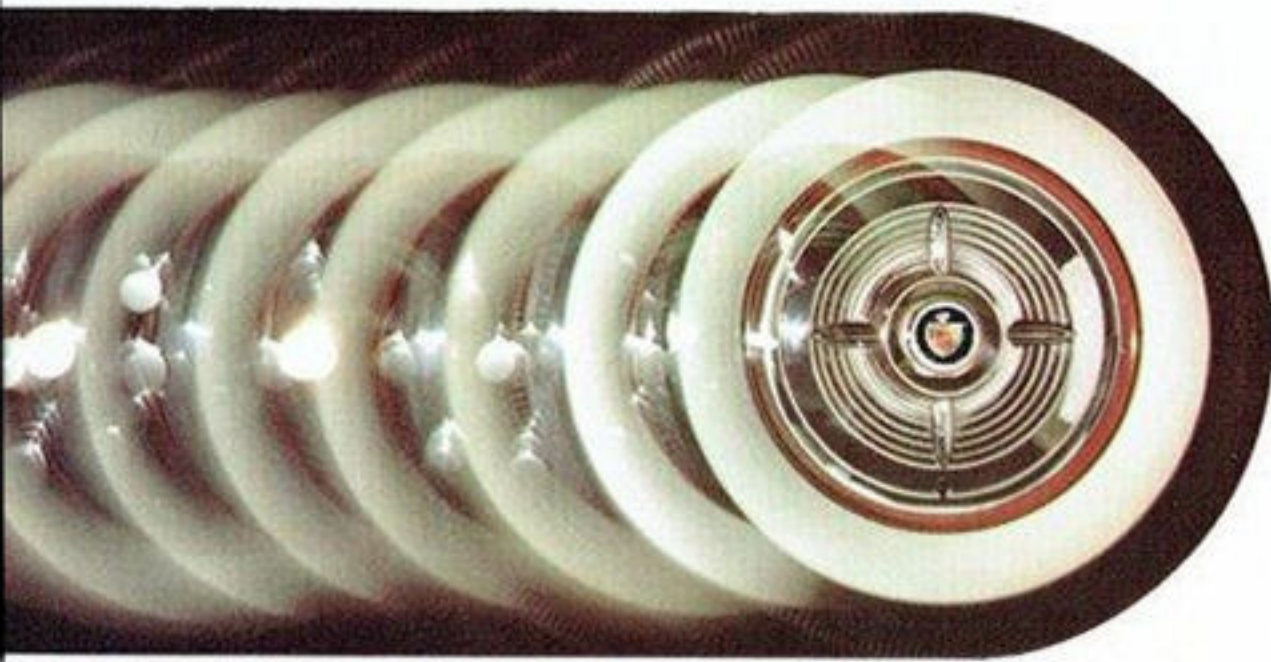
FULL-VACUUM SPARK CONTROL contributes to better performance in low speed ranges. The engine, through this control, selects its own timing to match the load, speed and throttle position.

OTHER MERCURY FIRSTS INCLUDE:

- Impact-absorbing steering wheel
- Safety door locks
- Ball-joint front suspension
- Anti-fouling spark plugs
- Folo-thru starter drive
- Precision-molded crankshaft

Mercury is big in power —

225-hp



not just high horsepower, but more usable power in every driving range



For 1956, Mercury offers the big, powerful 225-hp SAFETY-SURGE V-8. Here is a new engine that will take you flashing along the highway, soaring up steep grades, or just loafing through traffic easily and smoothly. Engineers

gave the SAFETY-SURGE V-8 endurance tests and found it capable of taking more punishment than you would normally give it. They tested its acceleration and found it moved a Mercury faster than ever before.



They checked gasoline consumption and found that this V-8 can add more honors to Mercury's long history of economy. Most important, they found that this new V-8 offers you more *usable* power—power you

can put to work not just for high speeds but for 99% of your driving. Mercury's new SAFETY-SURGE V-8 engine is also available in a 210-horsepower version as standard equipment in Custom models.

NEW COMBUSTION CHAMBER DESIGN creates greater fuel turbulence for faster, more efficient burning. High-lift valves and larger ports improve intake and exhaust "breathing" for smoother all-speed operation.

NEW, LARGER 4-BARREL CARBURETOR features new fuel metering system for still greater economy. Automatic two-stage vacuum-linkage control provides better performance for every driving range.

NEW 18 MM SPARK PLUGS, especially designed for high-compression engines, combine anti-fouling features with new electrode composition—provide 100% longer life, much longer service between cleaning.

NEW FULL-VACUUM SPARK CONTROL provides double-diaphragm sensitivity to ignition timing needs of high-compression engines. New design permits instant adjustment to rapid acceleration, eliminates lag.

LARGE-BORE, SHORT-STROKE design of the new SAFETY-SURGE V-8 converts more of the engine's potential into usable power. Friction is greatly reduced and engine life is lengthened.

NEW CAMSHAFT. A new high-lift cam is designed to contribute to Mercury's new V-8 smoother idling, high torque in normal driving range you use most, and high performance at top engine speeds.

1956 Mercury Specifications

ENGINE

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep-skirt crankcase. Precision-machined crankshaft with 5 selectively fitted main bearings. Rubber-furled vibration damper. Wedge-shaped combustion chambers. Solid-shaft aluminum alloy pistons with embedded steel skirts. Two compression and one oil ring. Free-breathing intake and exhaust.

SIZE AND RATINGS: The Mercury V-8 is built in two 312 cubic inch versions, all with 3.80 in. bore and 3.44 in. stroke. These are: the 210-hp version with 8.0 to 1 (or 8.4 to 1) compression and 312 in.-lb torque; and the 225-hp ultra-high (9.0 to 1) compression version with 324 in.-lb torque.

FUEL SYSTEM: Four-barrel carburetor with vacuum-controlled secondary barrels. Low-restriction air cleaner. Automatic choke and idling control. Camshaft-driven diaphragm-type fuel pump. Fuel tank capacity 18 gallons except station wagons, 19 gallons. Flush fuel tank filter. Magnetic filter in fuel pump.

ELECTRICAL SYSTEM: 12-volt system. High-capacity 30-ampere generator with low cut-in speed and automatic current and voltage regulation. 66-plate battery with 50-ampere-hour rating. Ratchet type 40-throw starter.

IGNITION SYSTEM: High-speed, single breaker-arm distributor with full-vacuum control by dual diaphragm unit. Weatherproof ignition with high-tension wiring and anti-fouling (18 mm) spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow oil filter. Gear-type oil pump. Directed-flow crankcase ventilation. Oil capacity 5 quarts (refill).

OVERHEAD VALVES: Intake valve diameter, 1.775 in.; exhaust, 1.505 in. High-lift cams. Silent, chain-driven camshaft. Valve lift increased to .305" for intake and .304" for exhaust. Free-flying, rotary-type valves. Integral valve guides.

COOLING SYSTEM: Pressurized full-flow cooling system operating with up to 15 lb. pressure. Impeller-type high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed 4-blade silent fan. Coolant capacity, with optional heater: 20 quarts.

EXHAUST SYSTEM: Overhead exhaust manifolds with rear outlets. Dual exhaust on Mustang, Monterey, and station wagon models. Low-restriction single exhaust with Y-connector with flexible tube exhaust pipe insulator on Custom models.

POWER TRAIN

MERC-O-MATIC DRIVE: Combines turbine-driven fluid torque converter and 3-speed planetary gear set. Multiplies engine torque as much as 5.54 times. Fully automatic operation of all 3 forward gears in Drive range. Automatic "low gear" starts with full open throttle. Forced air cooling. Selector dial: P-R-N-D-L.

STANDARD TRANSMISSION: Selective gear type with 3 forward gears and reverse. All gears helical type. Constant mesh second gear.

TOUCH-O-MATIC OVERDRIVE: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (0.72 to 1 ratio).

CLUTCH: (With standard and overdrive transmissions): Dry, semi-centrifugal disk-type. Diameter clutch facing, 10 1/2 in. Suspended pedal.

REAR AXLE: Semi-floating type with hypoid gears. Gear ratios: Standard transmission—3.73 to 1, or 4.09 to 1, optional. Overdrive—4.09 to 1, or 3.73 to 1, optional; Merc-O-Matic Drive—3.15 to 1, or 3.54 to 1, optional.

CHASSIS

FRAME: Rigid ladder-type heavy-gauge steel frame with double-channel box-section side rails. Two tubular and three channel section cross-members. Hard-top model frames made with extra-heavy side rails. Mustang Convertible has X-member frame and extra-heavy side rails. Wheelbase 119 in., tread, 56 in. (f) and 59 in. (r). Station wagons: wheelbase 118 in., tread 56 in. (f) and 56.5 in. (r).

FRONT SUSPENSION: Independent ball-joint front suspension. Each wheel installed in pair of ball-and-socket joints. Upper and lower suspension arms cushioned with "swivel-disc" rubber bushings. Telescopic shock absorbers installed inside ball-joint end front springs. Steel-bar torsional stabilizer.

STEERING SYSTEM: Steer-line steering with equal-length tie rods. Worm and roller type steering gear. Overall steering ratio 25.4 to 1. Conical-type steering wheel of new impact-absorbing design.

REAR SUSPENSION: Long-leaf variable-rate rear spring with tension-type shackles that adjust springs to load. Wax-impregnated full-length spring lines. Telescopic "sea-lag" mounted shock absorbers. Hotchkiss drive propulsion.

BRAKES: New single-anchor brake for easier adjustment, precision manufacturing. Internal expanding, duo-servo type. Linings 2 1/2 in. wide (f), 2 in. (r). Total braking area 190.3 sq. in. Independent mechanical parking brake.

WHEELS AND TIRES: Welded steel wheels with wide (5.5 in.) rims. Tubeline tires with high-traction tread. Tire size, 7.10 x 15 in., or 7.60 x 15 in. on convertible and station wagons.

BODY

DIMENSIONS: Overall length (over npt. front bumper guards) 208.3 in. Height (hooded) coupes 58.6 in., Mustang hardtop sedan, 58.7 in., other sedans, 60.6 in. Overall width 76.4 in. Coupe seat room 40.6 in. (f), 52.5 in. (r). Sedan seat room 50.6 in. (f), 60.5 in. (r).

STRUCTURE: Welded steel body. Combination bumper-grille. Center-80 gas tank. Baked enamel finish. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-throw front doors. Unified tail lamp assemblies. One-piece windshield and rear window. Up to 1098 sq. in. windshield area, and up to 3409 sq. in. total window area.

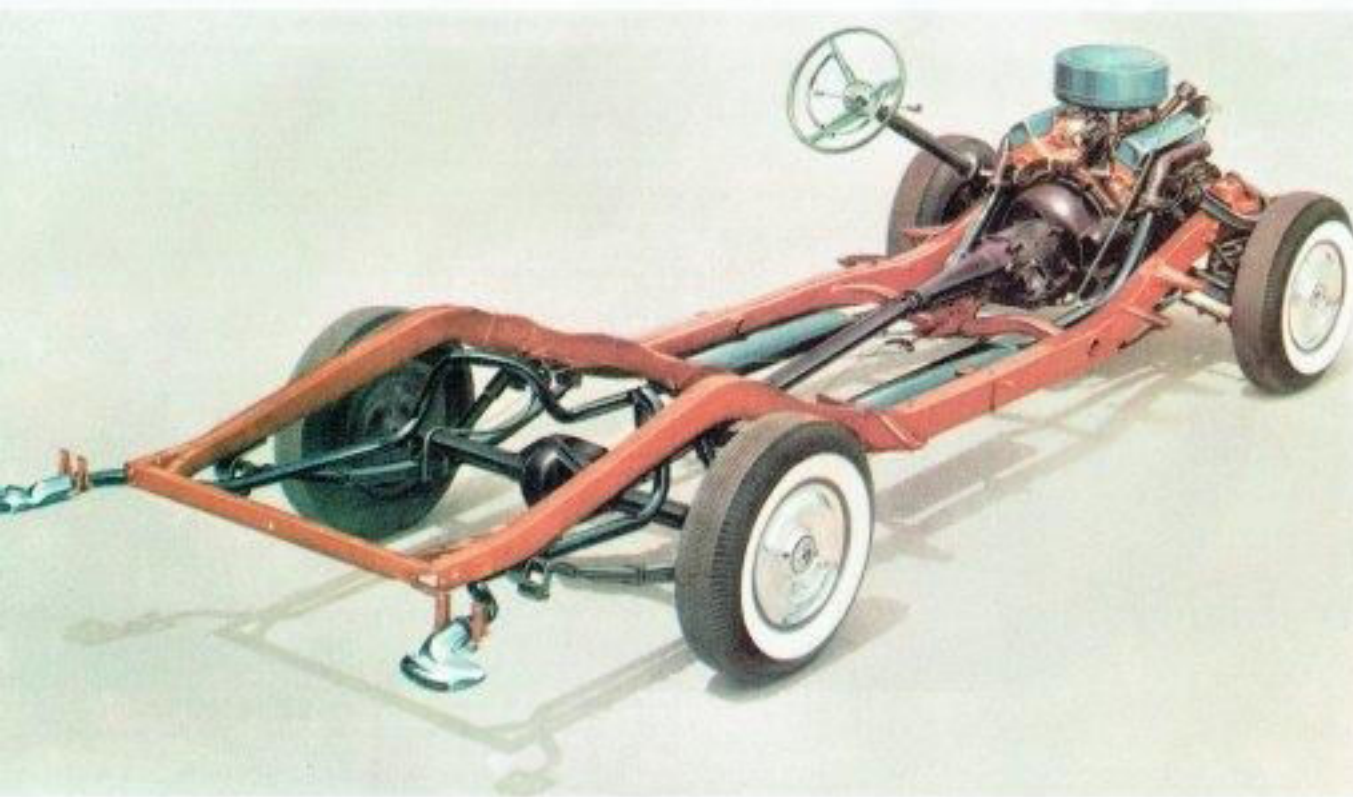
VENTILATION: Individually controlled dual front ventilators. Adjustable vent windows on all doors.

MAJOR OPTIONS: Merc-O-Matic Drive, Touch-O-Matic Overdrive, power steering, power brakes, 4-way power seat, power windows, Multi-lube power lubrication, tinted windows, white sidewall tires, heater-defroster unit air conditioning, padded instrument panel and sun visors, and seat belts.

* Optional at extra cost.

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Rugged 1956 Chassis—basis for Mercury's new "Luxury" ride



The new Mercury chassis is skillfully engineered with features that add up to easier handling, better road stability and a new smoother ride. The extra-strength frame gives Mercury comforting solidity; long-leaf rear

springs adjust automatically to load tension; double-acting shock absorbers add new smoothness to ride; high ratio rear axles add greater fuel economy. In every respect, this new chassis is designed to give you a "luxury" ride.

Try this new Mercury on a rough road surface. Feel how it smooths out bumps and gives you smooth sailing. Take a Mercury into a tight turn and learn how easily it handles, how quickly and surely it responds to your touch

on the wheel. See how easily, effortlessly, you can park it. Try this new Mercury on long trips across the country or short jaunts through town and you'll find that here is the car to make your motoring a pleasure.



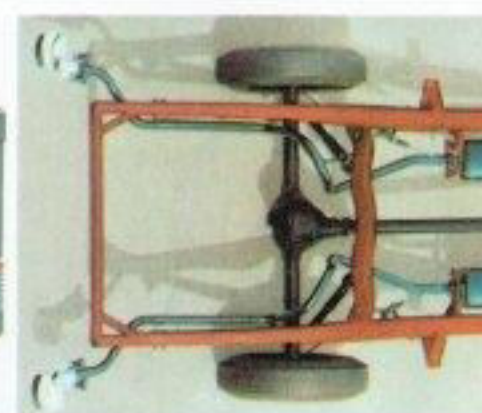
IMPROVED BALL-JOINT FRONT SUSPENSION—a Mercury exclusive in its field—is a major feature in Mercury's new smoother ride—means easier handling, surer control. Reduces grease fittings from 16 to 4.



3-WAY CHOICE OF TRANSMISSION. Improved Merc-O-Matic Drive for responsive new smoothness, or flexible Touch-O-Matic Overdrive as optional equipment, or quiet-operating three-speed standard transmission.



NEW 12-VOLT ELECTRICAL SYSTEM provides extra power for ignition, starting, lights and accessories. This more powerful system turns starter 80% faster for quick easy starting in all kinds of weather.



DUAL EXHAUSTS are standard equipment on all Montclair and Monterey models and Custom Station Wagons. Available as optional equipment on other Custom models. They add to performance and economy.



NEW SAFETY-GRIP BRAKES are designed for an extra margin of driving safety. They offer smooth, straight-line control. New single-anchor feature makes them easier to adjust. They have 190.9 square inches of grip area.



MULTI-LUBER—Power lubrication is an exclusive with Mercury in its field. Optional equipment, the Multi-Luber automatically lubricates all front suspension and steering points at the touch of a button.

For 1956, a new, full line of custom designed accessories

ADD STILL MORE BEAUTY, PLEASURE AND CONVENIENCE TO YOUR BIG MERCURY



① **HOODED REARVIEW MIRROR.** This highly practical aid to safe driving is handsomely styled and easy to adjust. The mirror is distortion-free plate glass, especially processed to minimize glare.

② **MULTI-LUBER.** To keep your Mercury freshly lubricated, you simply press a button on the instrument panel. Multi-Luber completely lubricates front suspension and steering points. You enjoy smooth handling and riding ease always.

③ **MAG-NU-MATIC WINDSHIELD WASHER.** Keep your windshield clear for safer viewing with this easy-to-use Mercury accessory. All you do is push the center button of the windshield wiper knob for a few seconds, release, and turn on wipers. Your windshield becomes free of all road scum, mud and dirt.

④ **ROAD LAMPS.** When rain, fog, snow or dust cut nighttime visibility, Mercury road lamps extend your range of safety vision. Set low in the bumper-grille unit, they blend with Mercury styling.

⑤ **FULL-DISC HUBCAPS.** New, flat-contoured "speed line" design gives your Mercury that final touch of "dress up" beauty. To make your Mercury even more personally distinctive, add new

HUBCAP SPINNERS. Inspired by sports car spinners, they create flashing highlights as wheels turn.

⑥ **SPECIAL SPOTLIGHT AND MIRROR.** Distinctively designed, the Mercury spotlight has an integral rearview mirror visible through Mercury's Full-Scope windshield. It's completely adjustable for use as spotlight and mirror from inside your Mercury.

⑦ **EXTERIOR VISOR.** This handsome accessory affords your Mercury all-weather protection. Styled to blend with Mercury design. No wind whistle to disturb your driving.

⑧ **WINDOW VENTS.** Smart awning-type window vents afford you protection against glare, and permit ventilation in rainy weather.

⑨ **TRAVEL-TUNER RADIO**—most complete car radio ever built. Signal-selecting station tuning picks up only powerful local stations when you're in town—and picks up all stations above a minimum strength when you're in the country—and does it automatically. Push-button or manual tuning. Full, rich tonal qualities.

⑩ **REAR SEAT SPEAKER** will add a stereophonic sound quality to make your listening even more pleasant.

⑪ **DOOR EDGE GUARDS.** Protect the door edges of your Mercury from nicks and chips in tight quarters of parking lots and garages with this handsome accessory.

⑫ **FENDER SHIELDS.** These shields emphasize Mercury's longer lines and lower silhouette, while giving your Mercury an extra touch of beauty.

⑬ **AIR CONDITIONING.** This custom-built air conditioner adds luxurious comfort to your Mercury. It lets you control the weather you want. A touch of your finger to the controls fills your Mercury with fresher, cooler air for the most relaxing motoring you've ever known. Your choice of factory or dealer installations.

⑭ **HEATER.** This is probably the most essential accessory to driving pleasure, and Mercury's heater system provides both heating and ventilating. Completely adjustable, you can select the degree of warmth you desire. You can vary the amount of warm air directed for defrosting, too. Controls are but a finger-tip away and blended into the beauty of the panel.

ALL ACCESSORY ITEMS SHOWN HERE ARE AVAILABLE AT EXTRA COST. SEE YOUR MERCURY DEALER FOR COMPLETE DETAILS.

OTHER ACCESSORIES INCLUDE: Rear Window Defroster • Rear Bumperettes • Curb Signals • Locking Gas Tank Cap • Tire Chains • Signal Viewer • Hand Brake Signal • Compass • Spotlights • Outside Rearview Mirror • Non-Glare Rearview Mirror • Engine Compartment Light • Curb Buffers • License Plate Frames • Vanity Mirror • Car Care Chemicals

Mercury offers the widest choice of Power Features in its price class to make your driving easier than ever

4-WAY POWER SEAT lets you choose the driving position that suits you best. Single, toggle-type control moves seat forward and back, up and down. With this optional seat, you have an almost unlimited choice of driving positions. A Mercury will fit every driver in your family.



POWER STEERING, one of Mercury's most popular optional features, takes the work out of turning and cornering. It makes your Mercury so easy to control that you will now park easily and smoothly in places you've always considered "too tight for comfort."



POWER BRAKES, optional, in a Mercury bring you to smooth, straight-line stops with 35% less foot pressure than required in ordinary braking. And the design of the suspended brake pedal lets you pivot from accelerator to brake without having to lift your foot.



POWER WINDOW LIFTS, optional in all Montclair and Montreys, make raising and lowering windows quick and effortless, and the driver has the safety-advantage of controlling all windows without having to take his eyes off the road. Will not operate when ignition key is in OFF position.



MULTI-LUBE is Mercury's exclusive-in-its-field optional power lubrication. You don't have to stop operating your Mercury while you have a simple grease job done. Now, you simply press a button on the instrument panel and your Mercury automatically gives you a freshly lubricated ride.



MERC-O-MATIC DRIVE, improved to match new SAFETY-SURGE power V-8, is optionally available on all models. A kick-down feature lets you shift down into "LO" by pressing the accelerator all the way to the floor. You can still kick-down into "INTERMEDIATE" for extra passing power, too.

The big move is to the big **M** —a magnificent value in the Ford Family of Fine Cars