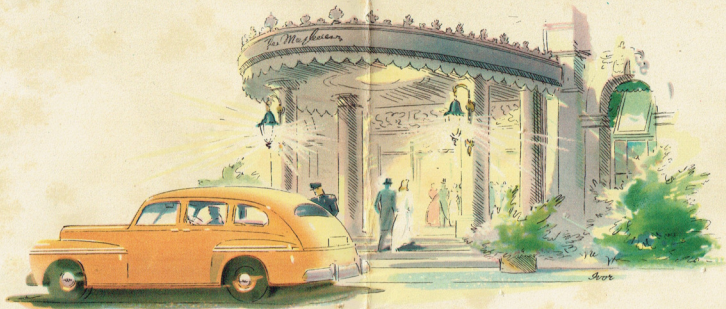


Leo's Norman

Mercury

A TRULY FINE CAR

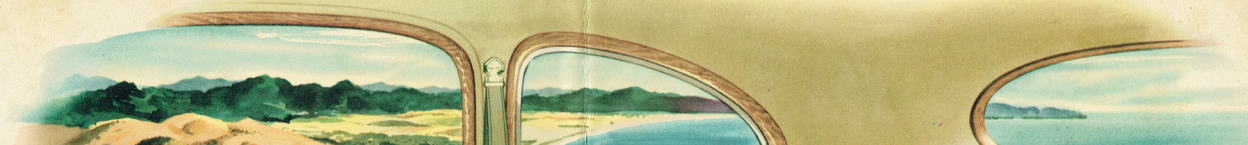


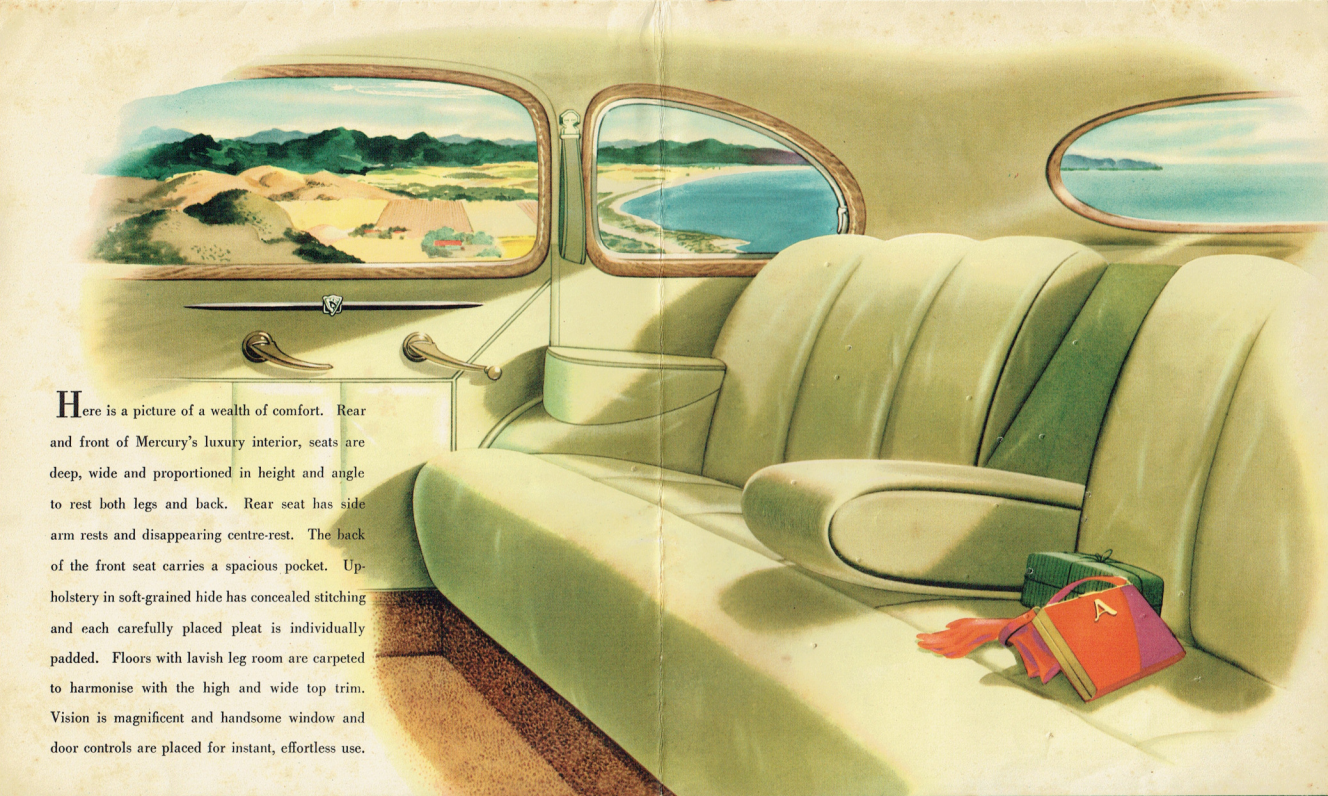
To have around one possessions which have perfection . . . that, surely, is part of living graciously.

A fine motor car can suggest a man's way of life, reflect the good taste of those who are near and dear to him and indicate the comfort with which he is able to provide them. Mercury is such a car. ¶ Mercury achieves its complete worthiness without ostentation. There is pure beauty sweeping down its long,

newly-styled lines of grace. There is spaciousness, superbly furnished and deftly colour-harmonised, in its new interiors. In its deep-cushioned, carefully planned comfort there is an invitation to relax and be content. ¶ And, on the road, softly, effortlessly, Mercury moves to perform its miracle of post-war efficiency.

Quietly, smoothly, every component functions as part of a finely engineered, perfectly balanced mechanism. ¶ Built with quality as its standard, this post-war Mercury deserves, without any reservations, the description: "a truly fine car".





Here is a picture of a wealth of comfort. Rear and front of Mercury's luxury interior, seats are deep, wide and proportioned in height and angle to rest both legs and back. Rear seat has side arm rests and disappearing centre-rest. The back of the front seat carries a spacious pocket. Upholstery in soft-grained hide has concealed stitching and each carefully placed pleat is individually padded. Floors with lavish leg room are carpeted to harmonise with the high and wide top trim. Vision is magnificent and handsome window and door controls are placed for instant, effortless use.

Mercury

A TRULY FINE CAR

SPECIFICATIONS

A LOWER CAR WITH GREATER STABILITY . . . SUPERB RIDING COMFORT

Mercury combines road-hugging stability with soaring performance. Car height has been reduced, providing a lower centre of gravity without sacrifice of head room or ample road clearance. This engineering advancement, made possible by improvements in the design of front axle and chassis frame, brings you new, sleeker lines with increased comfort and stability. In addition, the spacing between wheels is now wider, broadening the "base" of the car on the road, and together with advancements in stabilization, gives unrivalled sure-footedness in rounding curves or driving on slippery roads. With Mercury's balanced weight distribution, torque tube drive, long springbase and improved springing you have a combination that results in a full-cushioned ride.

COMPLETE EQUIPMENT

Handsome jewel-like plastic steering wheel medallion including full horn ring; snap-out-type cigar lighter; electric clock; lock for glove compartment; twin electric air horns; two sun visors; arm rests on front doors; dual electric windscreen wipers; foot control for headlight beams; beam indicator on instrument panel; ashtray on instrument panel; two ashtrays in rear compartment; sealed-beam headlamps; radio speaker grille; rustless steel windscreen frame, ventilating and rear quarter window frames, rear window frames; dimming control for instrument lights; light in luggage compartment; two tail and stop lamps; bumpers with bumper guards; spare wheel, tyre and tube.

NEW MERCURY V8 ENGINE

Packed with numerous new engineering developments that will add to the established reputation Mercury has for spirited performance and flexibility. Incorporates high efficiency manifolds, higher capacity oil pump, and many

improvements affecting both performance and economy. Bore 3-3/16 inches; stroke 3-3/4 inches; taxable horsepower rating 32.5.

NEW ECONOMY

Higher engine efficiency is attained through improved manifolding, cooling and new balanced carburetion. Lightweight aluminium alloy pistons fitted with four rings instead of the usual three provide a better compression seal and further improves oil economy. Thermostatically controlled exhaust by-pass automatically regulates intake manifold temperature — speeds vapourization for better fuel economy.

DRIVING SAFETY

Big hydraulic brakes with new self-centering principle that applies pressure evenly over the entire brake lining surface results in smooth, quiet, straight line stops, with soft pedal pressure. Bodies 100% steel are welded into a single unit of great protective strength. Broad, deep windscreen and one-piece rear window are designed for maximum visibility.

NEW ELECTRICAL SYSTEM

Sealed-dry ignition distributor with water- and dust-proof plastic wiring jacket; new oil- and heat-resistant ignition wiring. Full automatic spark advance with vacuum control for best over-all economy and performance. New long-life voltage regulator automatically controls generator charging rate to maintain battery in a charged condition.

CHASSIS DIMENSIONS

Wheelbase, 118 inches; over-all length, 202.36 inches. Wheel tread — front, 58 inches; rear, 60 inches.

Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply, to change specifications and prices at any time without notice or incurring liability to purchasers.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INC. IN VIC.). REG. OFFICE: GEELONG, VICTORIA