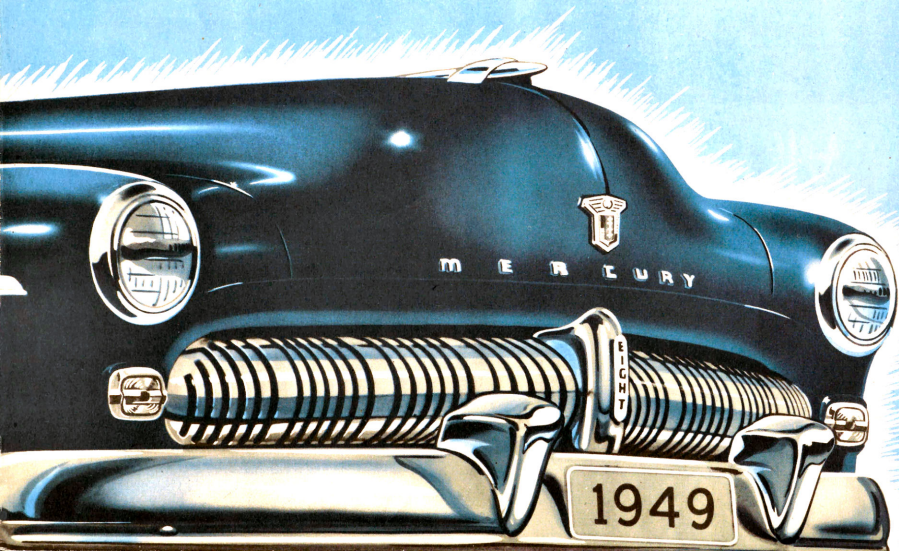
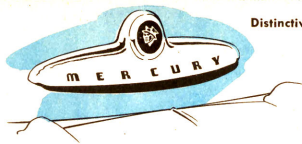


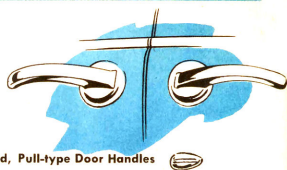
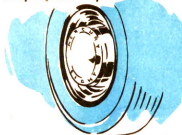
# All-New MERCURY



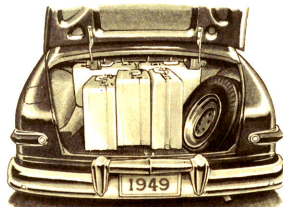
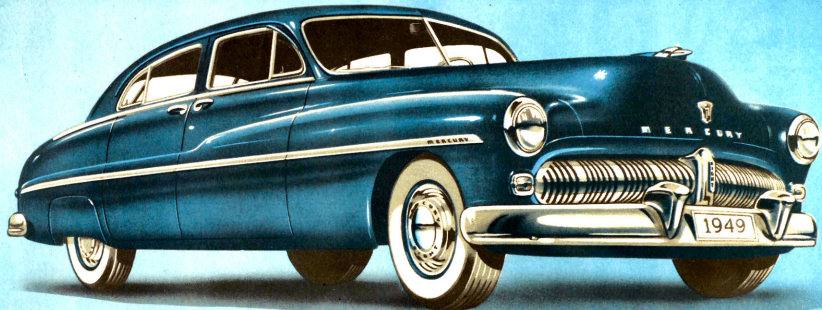


Smart, Ornamented Deck Lid Handle

Distinctive, Drum-shaped, Hub Caps



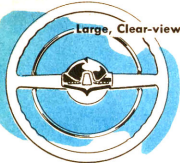
Rugged, Pull-type Door Handles



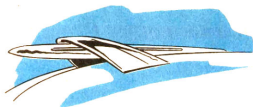
LUGGAGE COMPARTMENTS in the all-new Mercury are designed for surprising roominess. Counter-balanced deck lid easily raised or lowered.

## The All-New MERCURY SPORT SEDAN

A stunning four-door sedan for six, at home in town or country—bigger, heavier, more powerful, more beautifully appointed—the Mercury Sport Sedan. Body styling reflects true advancement in its long, low harmony of curves. Interiors are luxurious and inviting.

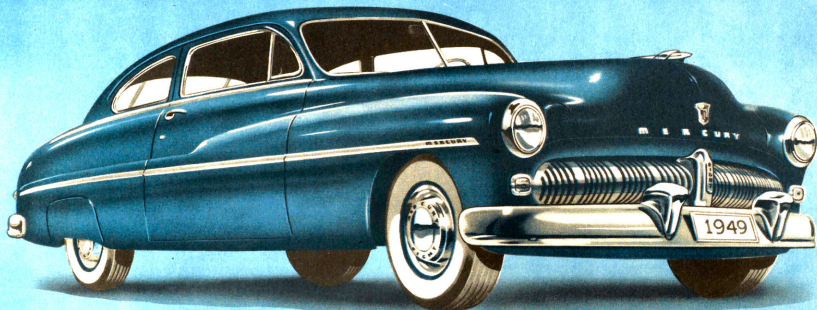
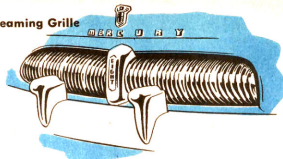


Large, Clear-view Steering Wheel



Stylish, Streamline Hood Ornament

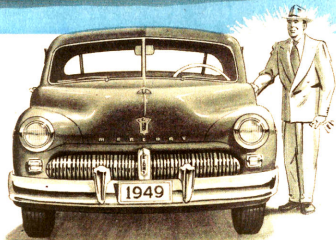
Massive, Gleaming Grille



## The All-New MERCURY 6-PASSENGER COUPE

Handsome, practical, "personal"—the all-new Mercury 6-Passenger Coupe offers comfortable seating for six adults. Wide doors permit easy access to full-width rear seat. Ample headroom and legroom. Picture-window visibility in all directions.

**IT'S REALLY LOW!** The all-new Mercury stands only five feet three inches. Lower centre of gravity gives new road-hugging stability.







# The All-New MERCURY

## S P E C I F I C A T I O N S

### ENGINE

**RATING**—The new Mercury 8-cylinder, V-type, L-head engine develops 110 h.p. at 3,600 r.p.m. Maximum torque: 200 foot pounds at 2,000 r.p.m. Bore,  $3\frac{3}{16}$  in.; stroke 4 in.; total displacement, 255.4 cubic in.; taxable horsepower, 32.5. Three-point rubber mounting. Aluminum cylinder heads. Compression ratio, 7.2 to 1. Counter-balanced crankshaft with three wide bearings. Heat-treated aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel exhaust valve seat inserts for long life. One-piece valve guides.

**LUBRICATION SYSTEM**—Gear-type oil pump. Force feed to all main, connecting-rod, and camshaft bearings. Oil filter. Positive crankcase ventilation to reduce oil contamination and engine sludging. Oil capacity, 5 quarts.

**FUEL SYSTEM**—New dual, concentric-float, down-draft carburetor virtually eliminates vapour lock, saves fuel. Fuel tank capacity, 15½ gallons. Camshaft driven, diaphragm-type fuel pump. Automatic choke. Oil-bath air cleaner.

**COOLING SYSTEM**—New full-flow system circulates all coolant all the way through block and cylinder heads, for uniform cooling and longer life. Two high-velocity water pumps. Long water jacket warms oil in cold weather—cools oil on long drives. Coolant capacity, 17 quarts.

**ELECTRICAL SYSTEM**—Air-cooled, shunt-wound, high-capacity generator. Voltage control. Battery, 17 plate, 100-ampere hour. Loadomatic distributor with vacuum-controlled automatic spark advance—single-breaker design.

### CHASSIS

**FRAME**—Heavy steel, cold-riveted and welded. X-member frame with "K" reinforcements, provides great rigidity and strength, thus relieving body chassis strains.

**FRONT SUSPENSION**—Independent coil-springs. Direct-acting airplane-type telescopic shock absorbers mounted inside front springs. Stabilizer bar to reduce body lean.

**REAR SUSPENSION**—Has long, longitudinal, semi-elliptic leaf springs, with full length liners which require no lubrication. Telescopic, "seal-leg" mounted, hydraulic shock absorbers reduce vertical shock and side-sway.

**BRAKES**—Duo-servo type, four-wheel hydraulic brakes. Self-energizing action requires less pedal pressure. Quick, straight-line stops. Cable-operated parking brakes on rear wheels.

**STEERING**—A worm and roller with an idler cross shaft linkage—provides balanced steering and avoids road shock. Gear ratio is 18.2 to 1. Steering wheel 18 inches in diameter. Turning radius 23 feet 3 inches.

**CLUTCH**—Single, dry-plate clutch. Throw-out bearing and pilot bearing permanently lubricated. Low pedal pressure.

**TRANSMISSION**—Three-speed type, equipped with silent-type helical gears. Block-type synchronizers provide smooth, quiet shifting. Shifting is made easier by rubber-bushed linkage actuated by concentric-type gearshift.

**POWER DRIVE**—Hotchkiss-type rear drive. Semi-floating rear axle with hypoid-type ring gear and

pinion. Hub flange and axle shaft are integral. Wheel bearings permanently lubricated. Axle ratio 3.9 to 1. Optional axle ratio 4.27 to 1.

**TIRES**—Big 7.10 x 15 low pressure tires are mounted on pressed-steel wheels with wide-base rims for safety and greatly improved riding comfort. (Optional at extra cost: 7.10 x 15 6-ply; 7.10 x 15 4-ply whitewall.)

**WHEELBASE**—118 inches. Overall length, 206.77 inches, height 62.95 inches, width 76.96 inches. Tread: front 58.5 inches; rear 60 inches. Maximum body width 76.56 inches. Approximate curb weight 3600 lbs. Road clearance, 7.74 inches (loaded).

### BODY

**CONSTRUCTION**—Rigid, heavily reinforced, all-steel body. Welded-steel floor lends added torsional strength. Insulated against noise, dust, heat and cold. Doors are double-panel construction with continuous flowline from fender to fender. Large, roomy trunk with counterbalanced lid.

**UPHOLSTERY**—Luxuriously upholstered in choice of three fabrics: Blue stripe broadcloth, Green check broadcloth, and Tan Bedford cord. (Leather at extra cost.)

**COLOURS**—Plain enamels: Black, Colony Blue, Canyon Blue, Birch Grey, Arabian Green, Sea-Mist Green. Metallic enamels: Biscay Blue, Midland Maroon, Berwick Green. Two-tone combinations (at extra cost): Canyon Blue and Birch Grey; Colony Blue and Canyon Blue; Arabian Green and Birch Grey; Arabian Green and Sea-Mist Green.

*Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.*



**MERCURY AND LINCOLN DIVISION**  
**FORD MOTOR COMPANY OF CANADA, LIMITED**  
**WINDSOR, ONTARIO**

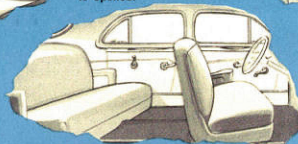




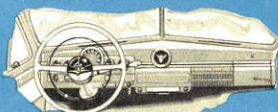
## All-New STYLING



REAR WINDOW is deeper and wider, curved to follow the stylish line of the new, low silhouette.



LUXURIOUS INTERIORS combine rich beauty and utmost convenience. A choice of rich fabrics with harmonizing trim. Interior lights go on when any door is opened.

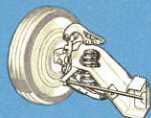


INSTRUMENT PANEL emphasizes real functional styling. Instrument group, radio control panel and speaker grille, ash receiver and two-shelf glove compartment efficiently arranged in balanced harmony.

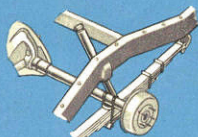
## All-New LULLABY RIDE



"COMFORT ZONE" seating, well forward between front and rear axles. Floor is low, giving plenty of headroom.



FRONT WHEELS are independently suspended on coil springs. Telescopic shock absorbers mounted and protected inside the coils. Stabilizer bar takes the "body lean" out of road curves.



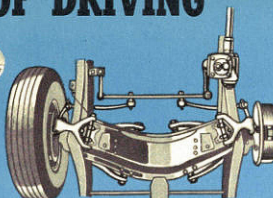
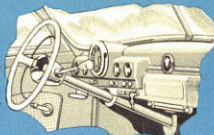
REAR SPRINGS are extra long. Controlled by soft-acting, telescopic shock absorbers, mounted "sea-leg" fashion.



NEW LOW-PRESSURE TIRES mounted on wide-base rims for maximum safety and riding comfort.

## All-New EASE OF DRIVING

STEERING WHEEL AND INSTRUMENT SETTING combine maximum convenience and usefulness with clean modern beauty. All instruments are grouped in a single housing which extends out from the main panel directly in front of the driver for instant reading.

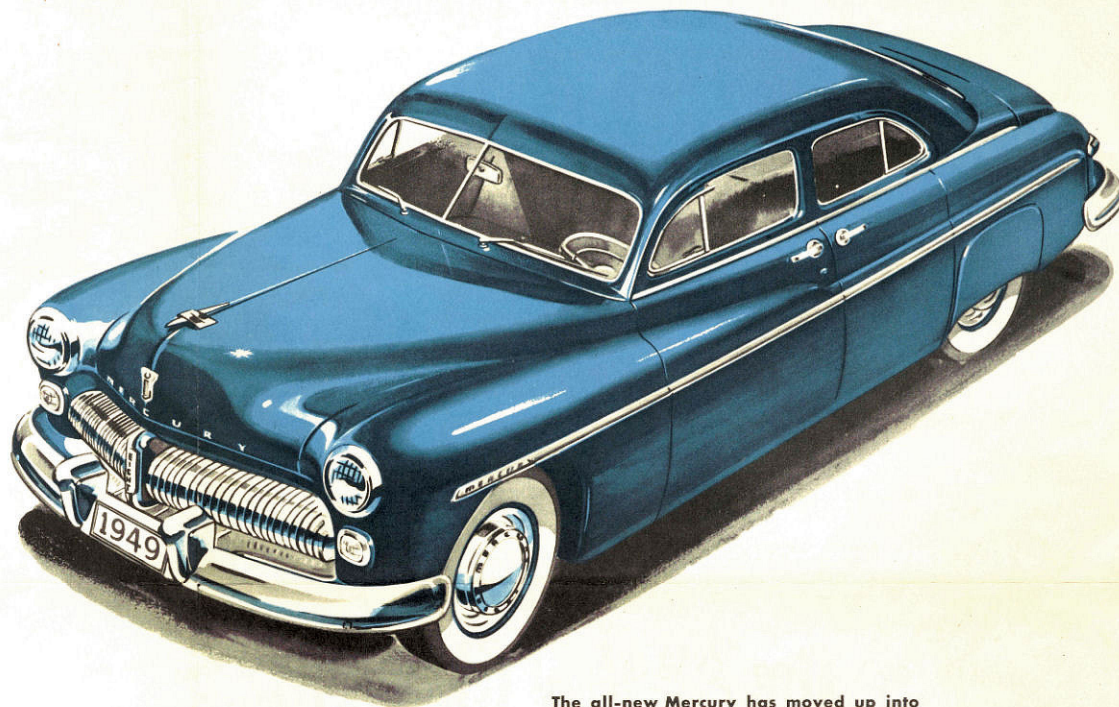


BUILT-IN VENTILATION prevents closed-car drowsiness. Screened air-scoops behind grille supply fresh air, easily regulated by dash controls. With a Mercury heater installed, system provides fresh, warm air.

BALANCED STEERING LINKAGE assures easier, more positive control. Soft-action, self-energizing hydraulic brakes permit quick straight-line stops with slight foot pressure.

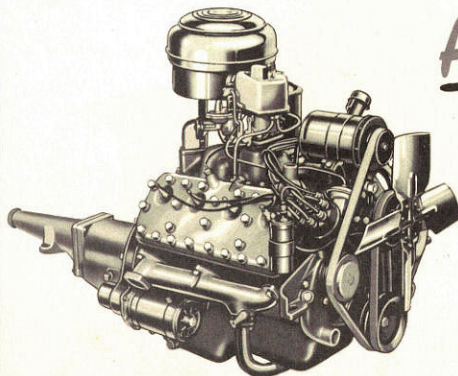


# The All-New MERCURY



The all-new Mercury has moved up into an entirely new class. In styling, in riding luxury, in engineering and in performance it has new distinction, new advancements everywhere you look. Here is a car for those who desire something extra in comfort, pleasure and prestige.

## All-New ENGINE



**ALL-NEW** powerful, Mercury V-type 8-cylinder engine—quiet as a whisper, smooth as a breeze—develops a potent 110 horsepower, providing plenty of reserve for flashing performance and quick getaway.

**ALL-NEW** positive crankcase ventilation carries away engine fumes and reduces moisture condensation.

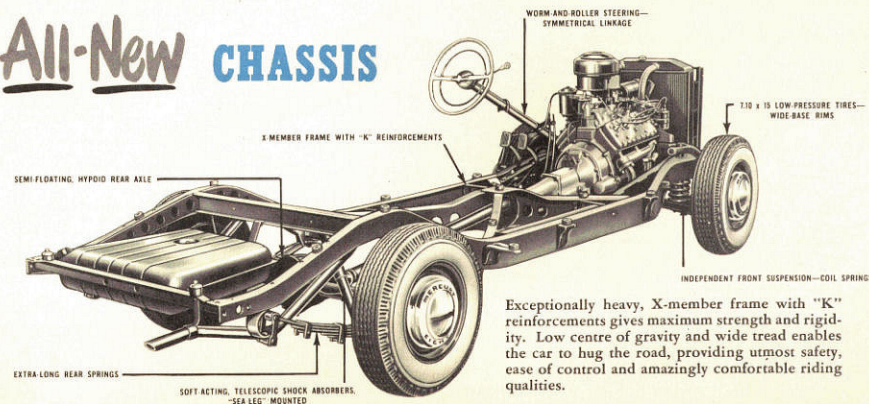
**ALL-NEW** full-flow cooling circulates the coolant through the full length of the block and back through the cylinder heads, giving uniform cooling. Built-in water by-passes for rapid warm-up and more uniform block temperatures.

**ALL-NEW** single-breaker distributor with new automatic vacuum control.

**ALL-NEW** dual downdraft, concentric carburetor with built-in automatic choke checks vapour lock, saves fuel.

**ALL-NEW** 3-point engine mounting on soft, rubber cushions.

## All-New CHASSIS



Exceptionally heavy, X-member frame with "K" reinforcements gives maximum strength and rigidity. Low centre of gravity and wide tread enables the car to hug the road, providing utmost safety, ease of control and amazingly comfortable riding qualities.