

The greatest
line of
MERCURY
TRUCKS
ever built!



The Mighty
New 1952

MERCURY TRUCKS

Move it with
MERCURY
TRUCKS
for less!

4 MIGHTY POWERFUL ENGINES PAGE 6

ANNOUNCING

4

MIGHTY NEW

'52 MERCURY TRUCK

V-8 ENGINES with famous



"WORLD FAMOUS" 106 Hp. L-head V-8 ENGINE PAGE 6



"SUPER POWER" 120 Hp. L-head V-8 ENGINE PAGE 7

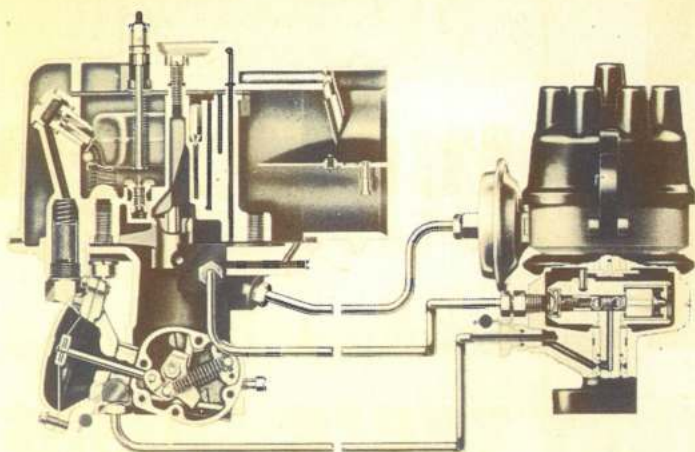


"CARGO KING" 145 Hp. Overhead Valve V-8 ENGINE . PAGE 8



"CARGO KING" 155 Hp. Overhead Valve V-8 ENGINE . PAGE 9

the most power from the least fuel



Mercury's improved "Loadomatic" economy gives you more power from a precise measure of gasoline! Fuel is automatically measured, automatically fired at the precise second for peak performance under varying speed, load and power demands.

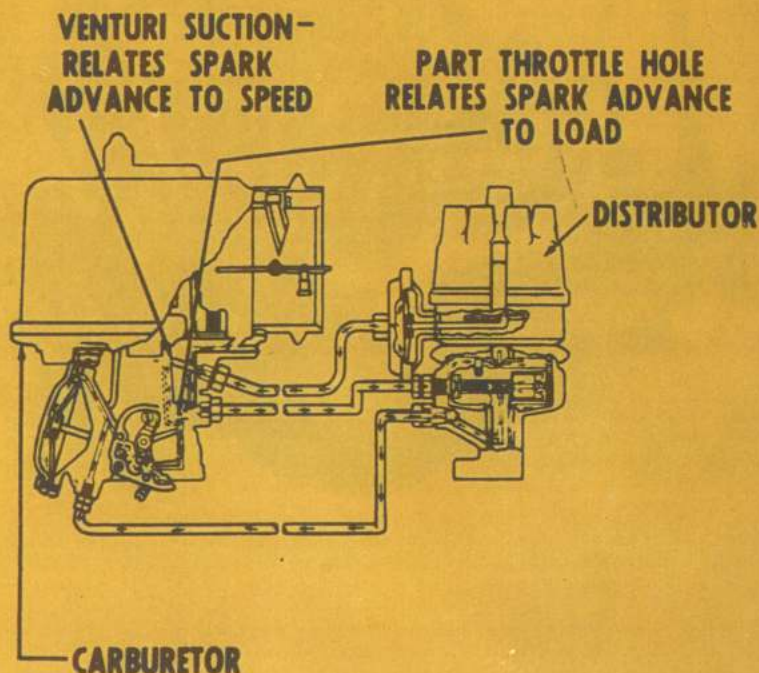
Mercury's "Loadomatic" economy combines carburetor and distributor action synchronized to do two jobs with one automatic control! Spark advance is accurately timed—constantly crowds spark-knock point *without pinging* for better engine performance with less fuel.

"LOADOMATIC" ECONOMY

In stop-and-go city driving; for quick pickup; for fast getaway—Mercury's "Loadomatic" Economy adjusts engine performance to the speed and load demands. Fuel is precisely measured—fired precisely at the right second! *The most power from the least fuel.*

For fast hill climbing, under any load conditions, Mercury's "Loadomatic" Economy gives top engine performance without *pinging*. Even with the accelerator nudging the floor there's no spark-knock—no loss of power due to inaccurate ignition timing! No waste of fuel. *The most power from the least fuel.*

On rough roads or smooth; down hill or straight-away—Mercury's "Loadomatic" Economy is sensitive to performance demands. Carburetor and distributor are teamed in one control to do two jobs. You get more power—better power when you need it—*automatically!* *The most power from the least fuel.*



NEW POWER...NEW PERFORMANCE...NEW ECONOMY!

"WORLD FAMOUS"

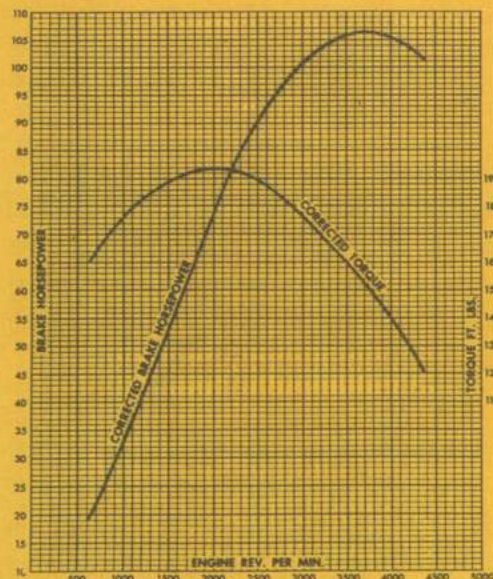
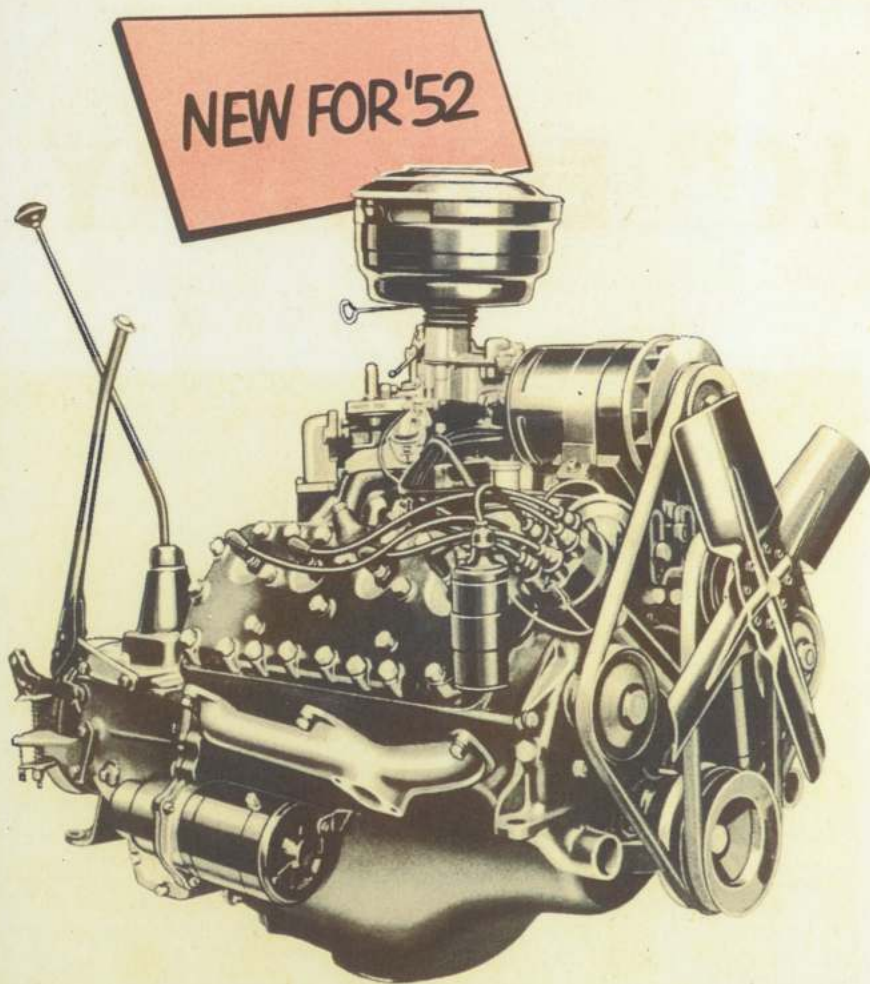
106 Hp. L-Head V-8

MERCURY TRUCK ENGINE



FOR SERIES M-1, M-3, M-4

Mercury offers a new power, a new performance in this "World Famous" 106 Hp., L-head, V-8 engine! There's 239 cubic inch piston displacement . . . 194 foot pounds torque at 1900-2100 r.p.m. . . compression ratio of 6.8:1! There are new advancements in this power-packed engine . . . self-cleaning, self-turning valves . . . waterproof ignition . . . "Loadomatic" economy . . . full-pressure lubrication and Series-flow cooling! Standard in the Mercury M-1, M-3 and M-4. (Note: Steering column gear shift is standard equipment on M-1.)



NEW EXCLUSIVE HEAVY-DUTY CHAMPION OF CANADA!

"SUPER POWER"

120 Hp. L-Head V-8

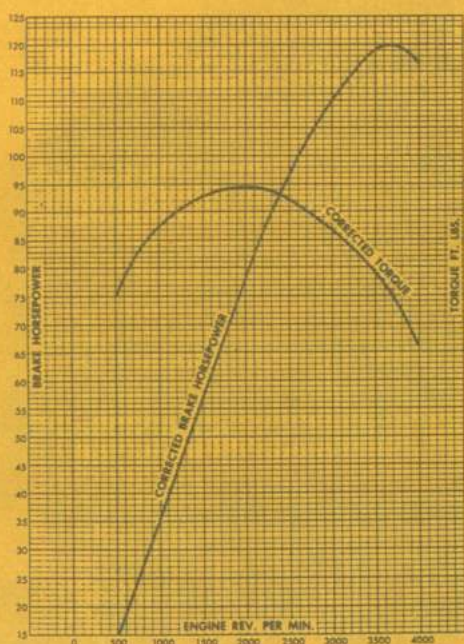
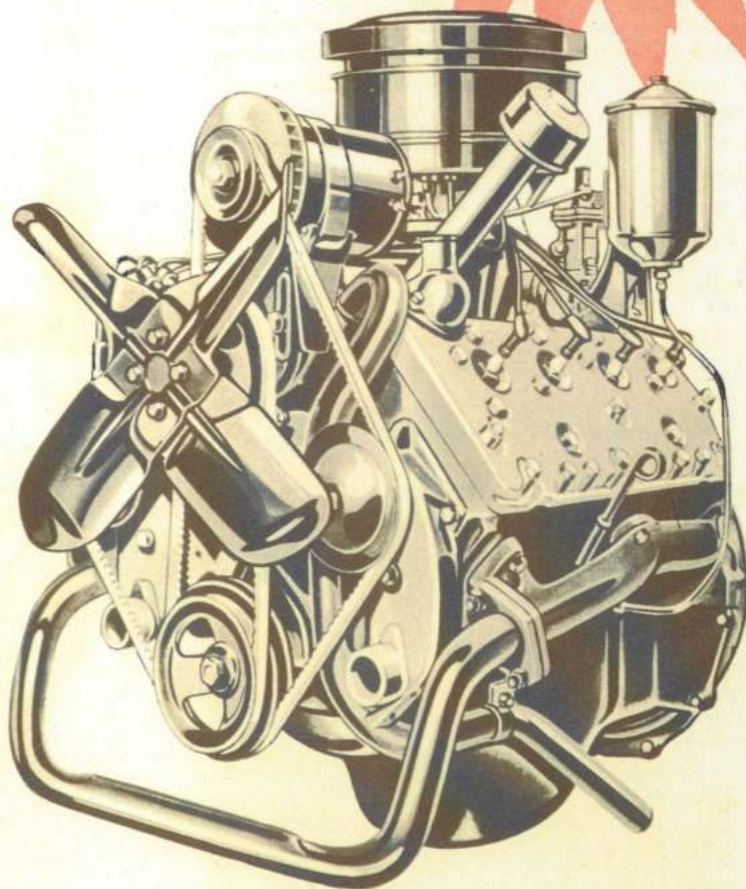
MERCURY TRUCK ENGINE



FOR SERIES M-5, M-6, M-5 C.O.E., M-6 C.O.E.

Here's the newest Mercury Truck Engine for '52—and it's a MERCURY TRUCK exclusive—the "Super Power" 120 Hp., L-head V-8 engine!—Canada's Heavy-Duty Champion! This powerful L-head engine develops 120 Hp. at 3600 r.p.m. . . . 204 foot pounds torque at 1500-2000 r.p.m. . . . has a piston displacement of 255 cubic inches and a compression ratio of 6.8:1. Truck-engineered, truck-built—it is the most powerful engine in its class. Available in the Mercury M-5 and M-6 conventional and M-5 and M-6 Cab-Over-Engine Models.

NEW FOR '52
STAR PERFORMER
IN ITS
FIELD!



MOST POWERFUL ENGINE OF ITS CLASS!

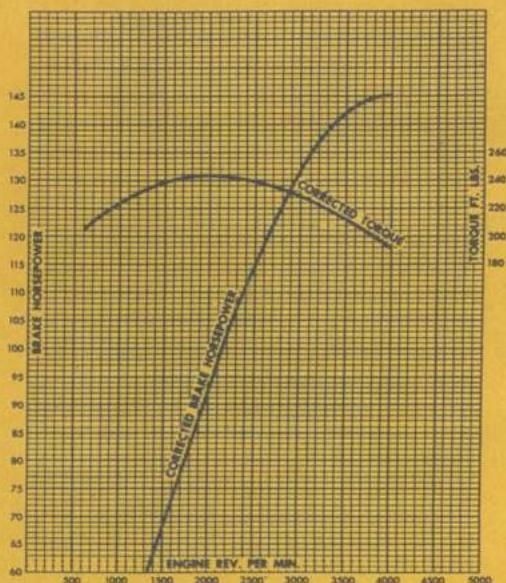
"CARGO KING"

145 Hp. Overhead Valve V-8

MERCURY TRUCK ENGINE

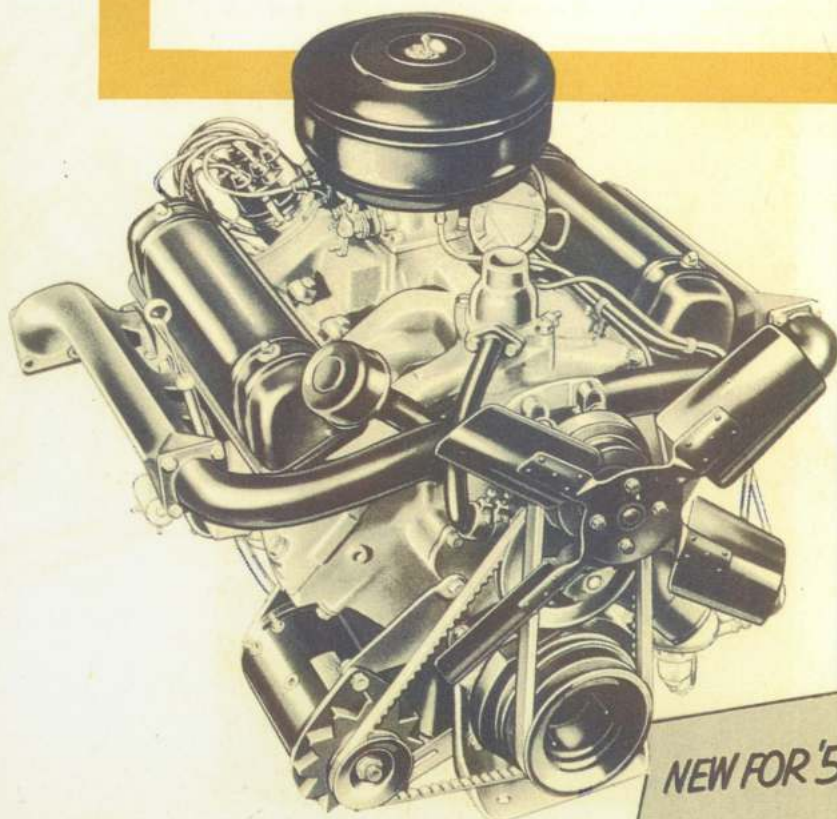
8 FOR SERIES M-7 BIG JOB

Designed expressly for the Mercury M-7, this all-new 145 Hp., Overhead Valve, V-8 engine is the most powerful, per cubic inch displacement, of any of the 10 leading truck makes! 279 cubic inches of piston displacement with a bore/stroke ratio of nearly one-to-one . . . a compression ratio of 7.0:1 . . . developing 244 foot pounds torque at 1900-2100 r.p.m.! Piston travel is reduced by 20%—there is less friction drag, less friction heat, less friction wear! New overhead valve High Compression—Low Friction "Short-stroke" design saves up to 1 gallon in every 7! Available only in the Mercury M-7.



GREATEST ADVANCE IN YEARS

**2 HIGH COMPRESSION
LOW FRICTION ENGINES**



NEW FOR '52

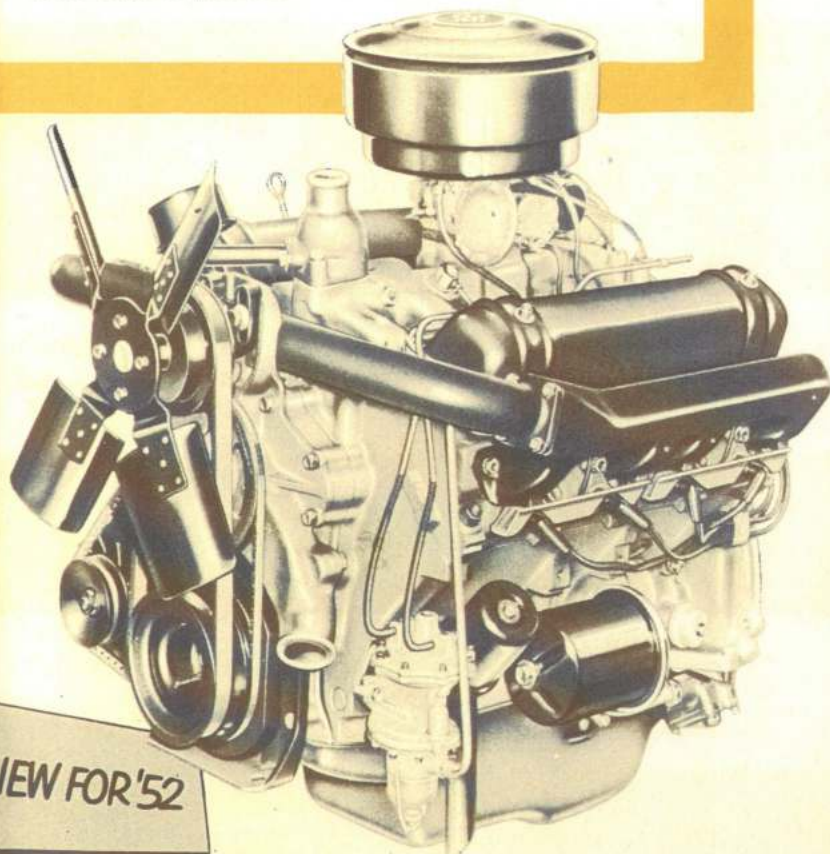
MOST POWERFUL MERCURY ENGINE EVER BUILT!

"CARGO KING"

155 Hp. Overhead Valve V-8

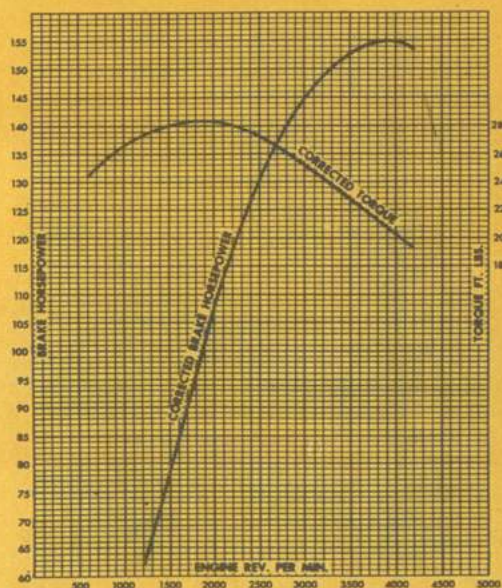
MERCURY TRUCK ENGINE

For modern speed hauling, '52 Mercury Trucks introduce TWO completely new "Cargo King" engines. Specific advantages are: High compression with regular gas; Overhead Valves for deeper, direct "breathing"; Short-stroke piston design cuts piston travel up to 20%, resulting in less friction drag. Low friction releases 39% more power and saves up to 14% on gasoline.



FOR SERIES M-8 BIG JOB

Mercury 317 cubic inch, 155 Hp. "Cargo King" Overhead Valve, V-8 engine is the most powerful Mercury Truck engine ever built! Designed for the M-8, the new "Cargo King" V-8 engine is engineered for faster acceleration—for greater pulling power—for economical hauling! A compression ratio of 7.0 to 1, B.H.P. of 155 at 3900 r.p.m. . . . developing 284 foot pounds torque at 1700-2000 r.p.m.! The new High Compression, Low Friction design results in greater speed with even greater load hauling ability than ever before! "Short-stroke" piston design saves up to 14% on gas through friction reduction! Available only in the Mercury M-8.



MERCURY TRUCK M-1

Clutch—10 in. semi-centrifugal, gyro-grip type. Plate pressure at 3000 r.p.m.—1669 lbs.

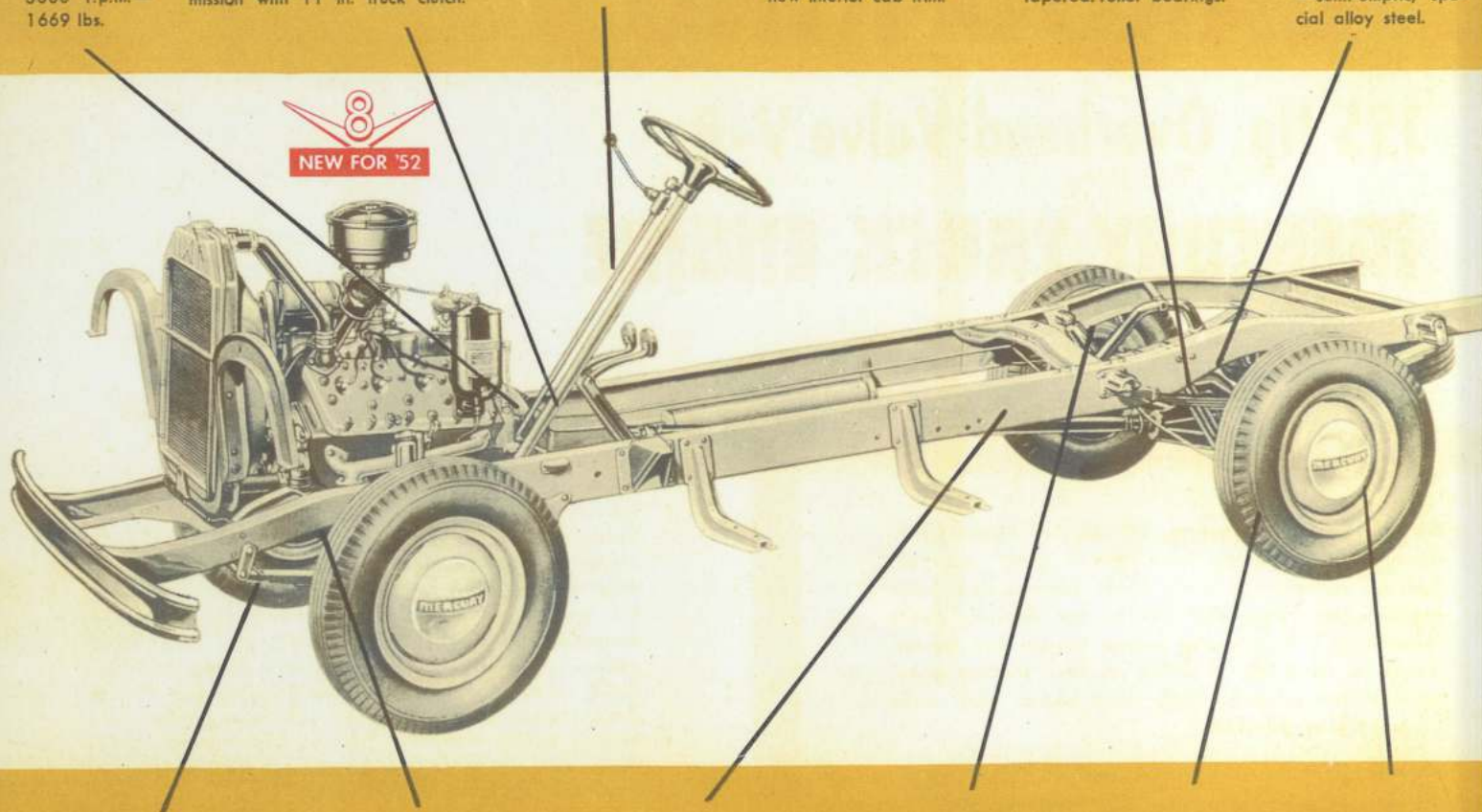
Transmission—3-speed synchro-mesh, helical gears Standard. Optional at extra cost for extra strength and durability—heavy duty 3-speed synchro-mesh transmission with 11 in. truck clutch.

Steering—worm and needle bearing roller type with a ratio of 18.2 to 1. Turning radius, Right—21 feet, left—22.5 feet.

NEW Features—convenient steering column gear shift—dual windshield wipers—throttle mounted on the instrument panel—new interior cab trim.

Rear Axle—capacity 3000 lbs. Standard ratio 3.92 to 1; optional—4.27 to 1. Type—semi-floating with 2-pinion differential and tapered roller bearings.

Rear Springs—Capacity 1350 lbs. per spring; 10 leaf (9 leaf on Panel)—size 45 x 2 inches. Type—semi-elliptic, special alloy steel.



Front Springs—Special alloy steel, semi-elliptic 8 leaf with dimensions of 36 x 1.75 inches. Capacity—850 lbs. per spring

Front Axle—Capacity 2500 lbs. Size—2.29 x 1.6 x 0.25". Alloy steel modified I-beam. Dual opposed, adjustable, tapered roller wheel bearings.

Drive Line—Hotchkiss straight line drive. Diameter propeller shaft—3.5 inches. Two needle roller bearing universal joints.

Brakes—Hydraulic. Two shoe self-energizing. Lining area—178 square inches. Demountable brake drums. Cable controlled rear wheel hand brake.

Tires—Five 6.50 x 16 6-ply (Standard including spare) 6-ply tires optional at extra cost.

Wheels—Five 16 inch steel discs—16 x 4.5 K drop centre rim. 5.5 inch diameter bolt circle.

chassis

1/2 ton

Direct double action, front and rear, telescopic shock absorbers. Chrome hubcaps standard. Body payload space (Panel)—160.3 cubic feet; (Pickup)—45 cubic feet, level load.

wheelbase

114"

Wheelbase 114"
"CA" Measurement 40.06"
Length of Frame Back of Cab 75.87"
Overall Length 185.57"

engine

106 H.P.

"World Famous" L-head V-type, 8-cylinder engine developing 106 Hp. at 3500 r.p.m., 194 foot pounds torque at 1900—2100 r.p.m. Engine displacement 239 cu. in., compression ratio 6.8:1.

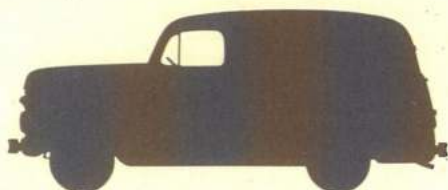
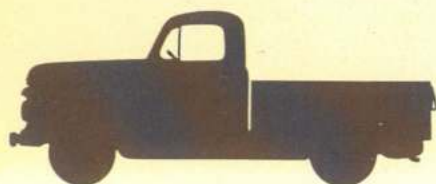
max. g.v.w.

4700 lbs.

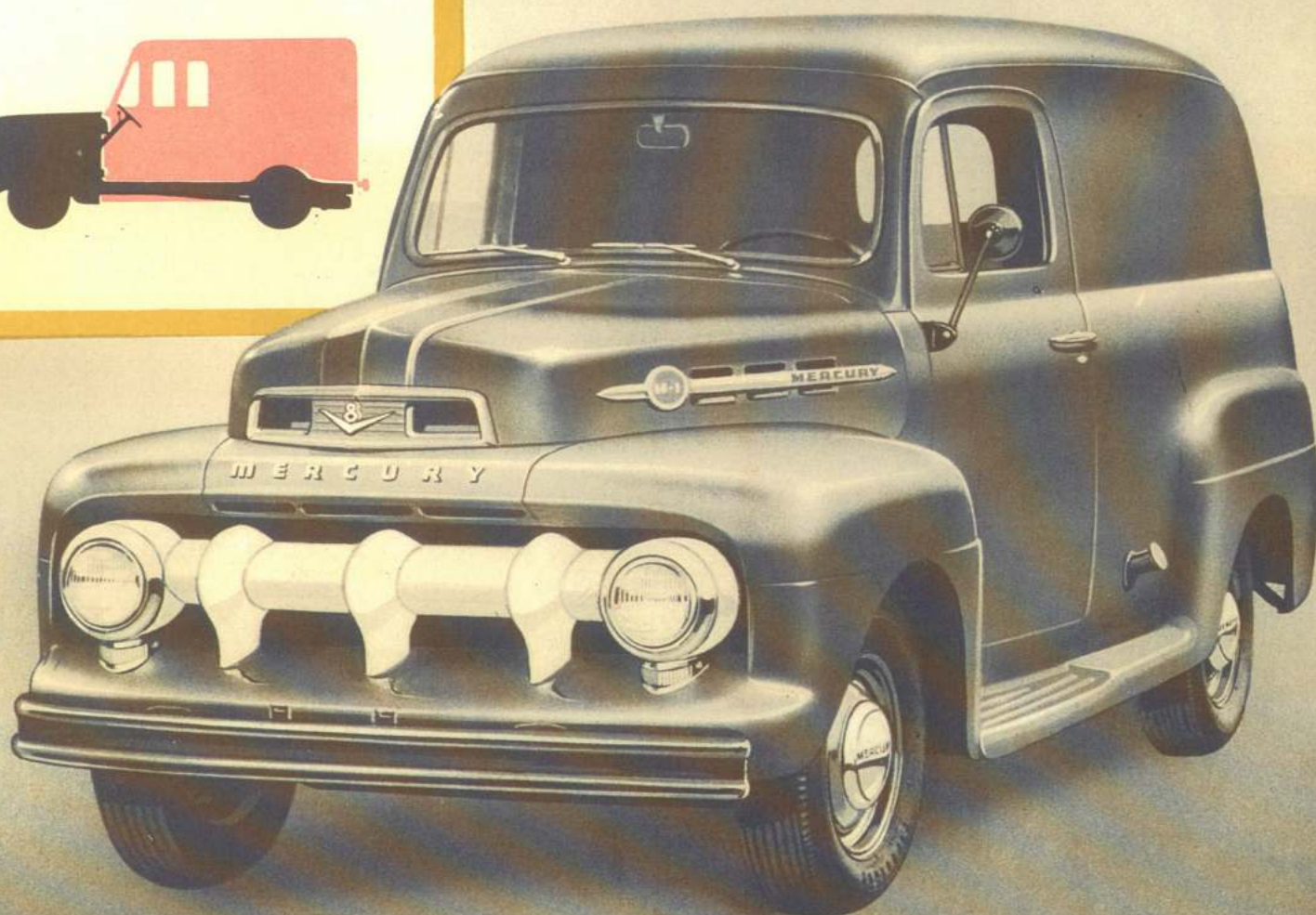
Approximate basic curb weight—(Pickup) 3130 lbs., (Panel) 3315 lbs., (Chassis and cab) 2790 lbs., (Chassis Low Cowl) 2370 lbs.

CANADA'S NO. 1 CHOICE FOR ECONOMY...FOR VALUE!

M - 1 MODELS



Mercury M-1 Trucks are specially designed for light-duty work. They're fast, powerful, good-looking, economical! They're comfortable to drive, easy to handle in traffic or on the highway. They're used extensively as an all-purpose pickup. They make an ideal panel delivery job. You'll see them used extensively in milk and bakery delivery fleets. They have steering-column gearshift, dual windshield-wipers, chrome hub-caps. To sum up, they have the speed, strength, comfort and appearance required for profitable light-duty delivery work.



MERCURY TRUCK M-3

Rear Axle—capacity 5000 lbs. Standard ratio—4.86 to 1; optional—4.11 to 1. Type—spiral bevel full floating with 4-pinion differential and tapered roller bearings.

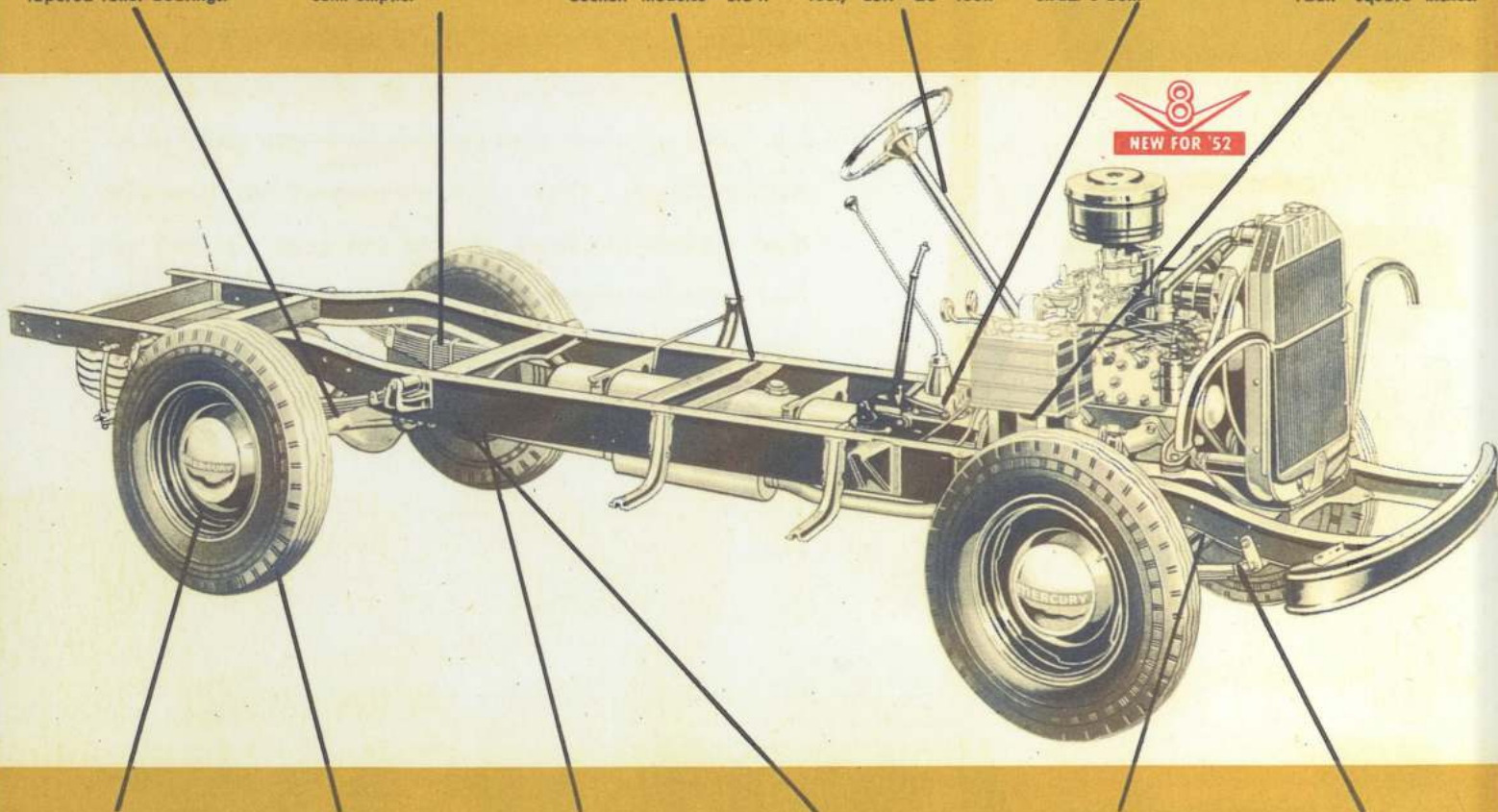
Rear Springs—capacity 3000 lbs. per spring. Construction—14 leaf; size—45 x 2.25 inches. Type—special alloy steel semi-elliptic.

Frame—tapered channel section. Size—6.0 x 2.25 x 0.19 inches. Six cross members for strength and rigidity. Section modulus—3.34.

Steering—worm and needle bearing roller type with a ratio of 18.2 to 1. Turning radius—Right—22 feet, Left—23 feet.

Transmission—4-speed truck type transmission with selective sliding spur gear. Power Take-Off opening on the right side. S.A.E. 6 bolt.

Clutch—11 inch, semi-centrifugal, gyro-grip type. Plate pressure at 3000 r.p.m.—1439 lbs. Friction area—123.7 square inches.



Wheels—Five 17-inch tapered steel discs with 17 x 5.5, RH 5° two-piece advanced rims. Bolt diameter circle—6.5 inches.

Tires—Five 7.00 x 17 6-ply tires all around including spare tire. Optional at extra cost—7.50 x 17 8-ply tires.

Brakes—Hydraulic. Two-shoe independently anchored. Lining area—196 sq. ins. Demountable brake drums. Drum and spring loaded contracting band type drive line hand brake.

Drive Line—Hotchkiss straight line drive. Diameter of propeller shaft—2.0 inches. Three needle roller bearing universal joints.

Front Axle—capacity 2500 lbs. Size—2.29 x 1.6 x 0.25 inches. Alloy steel forging modified I-beam. Dual opposed adjustable tapered roller wheel bearings.

Front Springs—Capacity 1025 lbs. per spring. Special alloy steel, semi-elliptic. 8 leaf construction with dimensions of 36 x 1.75 inches.

chassis

1 ton

Standard direct double-acting telescopic shock absorbers on front wheels. Express Box load space capacity—62.43 cubic feet.

wheelbase

122"

Wheelbase

122"

"CA" Measurement

48.06"

Length of Frame Back of Cab

96.06"

Overall Length (Chassis and Cab)

205.76"

engine

106 H.P.

"World Famous" L-head V-type, 8-cylinder engine developing 106 Hp. at 3500 r.p.m., 194 foot pounds torque at 1900—2100 r.p.m. Engine displacement 239 cu. in., compression ratio 6.8:1.

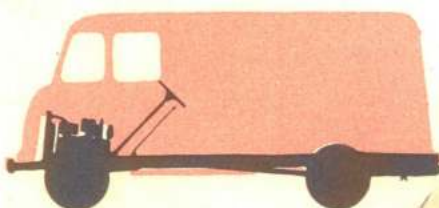
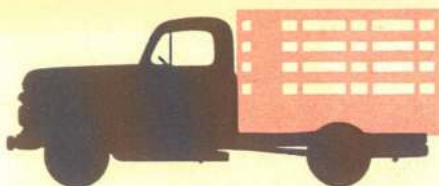
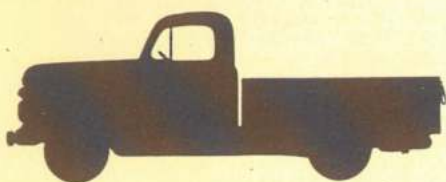
max. g.v.w.

6800 lbs.

Approximate basic curb weights with standard tire equipment—(Express) 3969 lbs., (Chassis and cab) 3469 lbs., (Chassis Low Cowl) 2959 lbs.

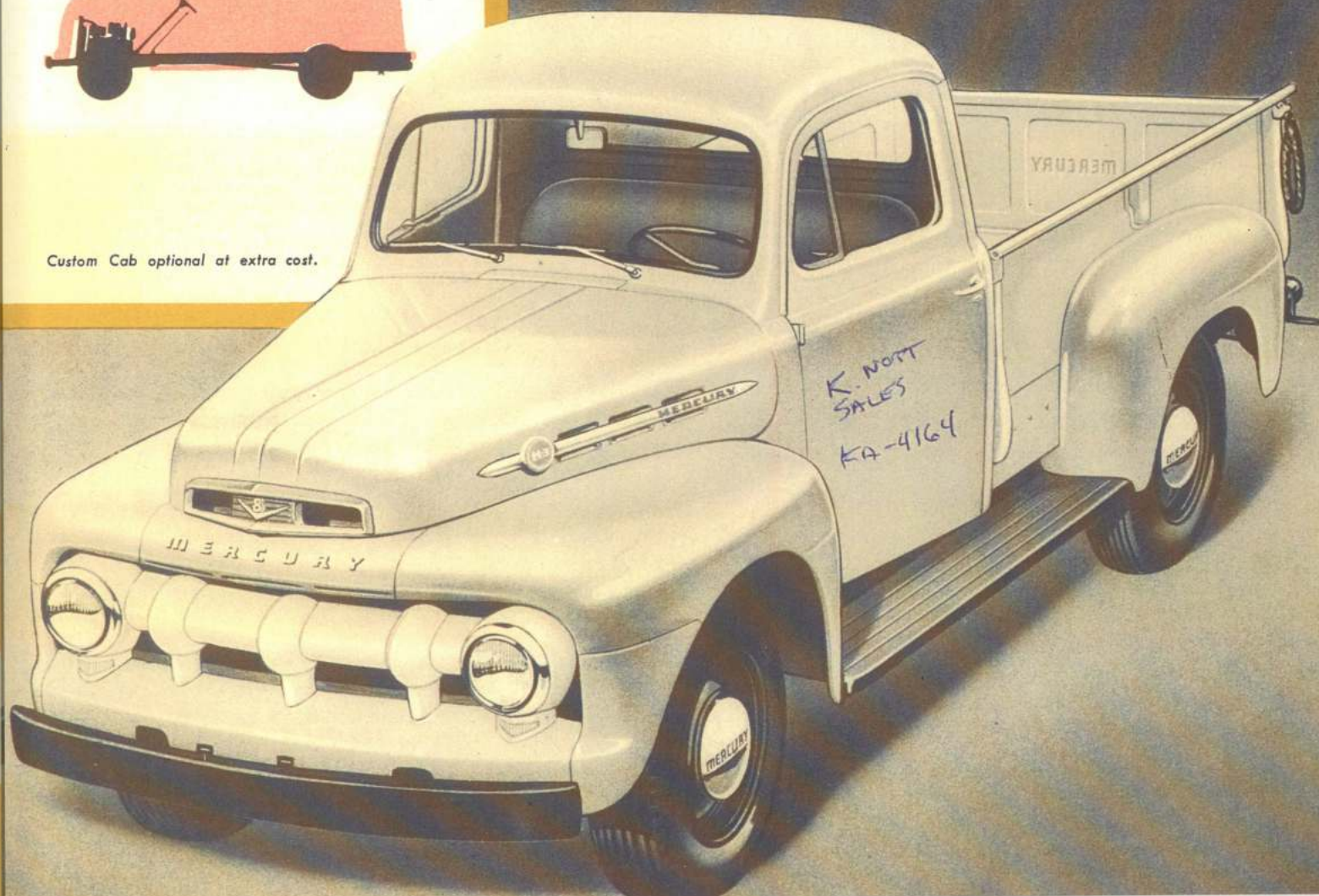
DISTINGUISHED FOR LOAD CAPACITY AND STRENGTH!

M - 3 MODELS



Mercury M-3 Trucks are distinguished by a truly remarkable load capacity, great ruggedness and strength, plus speed and ease of handling. They are built and used for hard work. They combine the comfort and appearance features of the light delivery series with the ruggedness and capacity needed to carry profitable payloads. They have an extremely strong transmission and axle, heavy-duty springs, powerful brakes. Used extensively on the farm and in the city for carrying good-sized payloads profitably, speedily, and safely.

Custom Cab optional at extra cost.



MERCURY TRUCK M-4

Clutch—11 inch, semi-centrifugal, gyro-grip single plate type. Plate pressure at 3000 r.p.m.—1439 lbs. Pedal pressure at 3000 r.p.m.—36 lbs. Friction area—123.7 square inches.

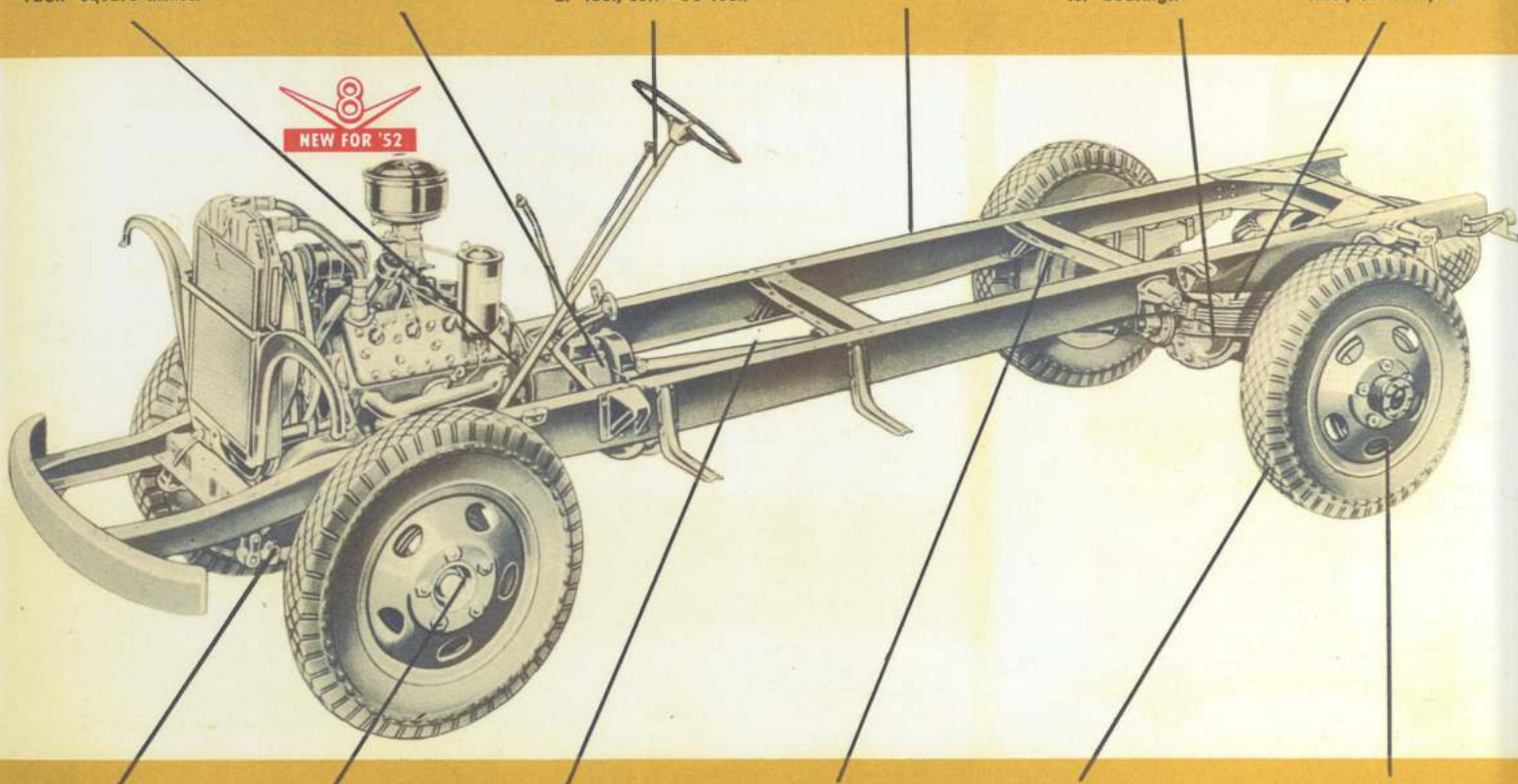
Transmission—4-speed truck type transmission with selective sliding spur gears and one piece case design. Lubricant capacity $4\frac{1}{4}$ pints. Power Take Off opening on the right side. S.A.E. 6 bolt.

Steering—worm and needle bearing roller type with a ratio of 20.4 to 1. Turning radius (134" wheelbase) Right—23.5 feet, Left—25.5 feet. (158" wheelbase) Right—27 feet, Left—30 feet.

Frame—tapered channel section. Size—7.0 x 2.75 x 0.21 inches. Cross members (134 inch wheelbase) five—(158 inch wheelbase) six. Section modulus (134") 5.23, (158") 7.63.

Rear Axle—capacity 10,800 lbs. Standard ratio—5.83 to 1; optional—6.67 to 1. Type—spiral bevel full floating with 4-pinion differential and tapered roller bearings.

Rear Springs—capacity 4300 lbs. per spring. Deflection rate—1075 lbs. per in. Construction—12 leaf, size—45 x 2.5 inches. Type—special alloy steel, semi-elliptic.



Front Springs—Capacity—1375 lbs. per spring. Special alloy steel, semi-elliptic. Construction—11 leaf, size—36 x 2 inches. Deflection rate—673 lbs. per in.

Front Axle—capacity 4500 lbs. Size—2.5 x 2.0 x 0.33 inches. Alloy steel forging modified I-beam. Dual opposed adjustable tapered roller wheel bearings.

Drive Line—Hotchkiss straight line drive. Two tubular, forged steel ends, propeller shafts—diameter 2.5 inches. Three needle roller bearing universal joints. Rubber encased ball type centre bearing.

Brakes—Hydraulic. Two-shoe independently anchored. Lining area—302 square inches. Demountable brake drums. Drum and spring loaded, contracting band type drive line hand brake.

Tires—front—two 6.50 x 20 8-ply tires. Single rear and spare—three 7.50 x 20 10-ply tires. Optional at extra cost up to seven 7.00 x 20—10-ply all around, dual rear and spare.

Wheels—front—20 inch tapered steel discs with 4.75 inch dish. Rear—20 inch tapered steel disc with 3.12 inch dish. Bolt diameter circle—8 inches. Front rim 20x5.0 RH 5° 2 piece. Rear rim 20 x 6.00 S 2 piece.

chassis

1½ ton

wheelbases

**134"
158"**

engine

106 H.P.

max. g.v.w.

10,000 lbs.

on 158" wheelbase frame, channel reinforcement is standard. Size—6.58 x 2.21 x 0.125 inches. Channel type bumper attached directly to frame for impact strength and frame rigidity.

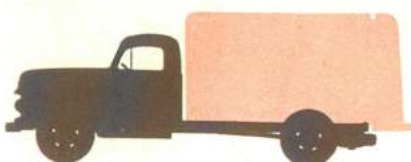
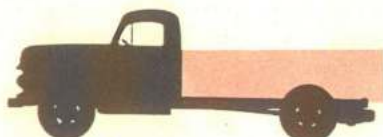
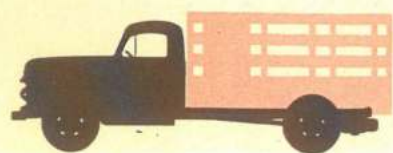
Wheelbases	134"	158"
"CA" Measurement	60.06"	84.06"
Length of Frame Back of Cab	98.56"	122.56"
Overall Length	210.44"	234.44"

"World Famous" L-head V-type, 8-cylinder engine developing 106 Hp. at 3500 r.p.m., 194 foot pounds torque at 1900—2100 r.p.m. Engine displacement 239 cu. in., compression ratio 6.8:1.

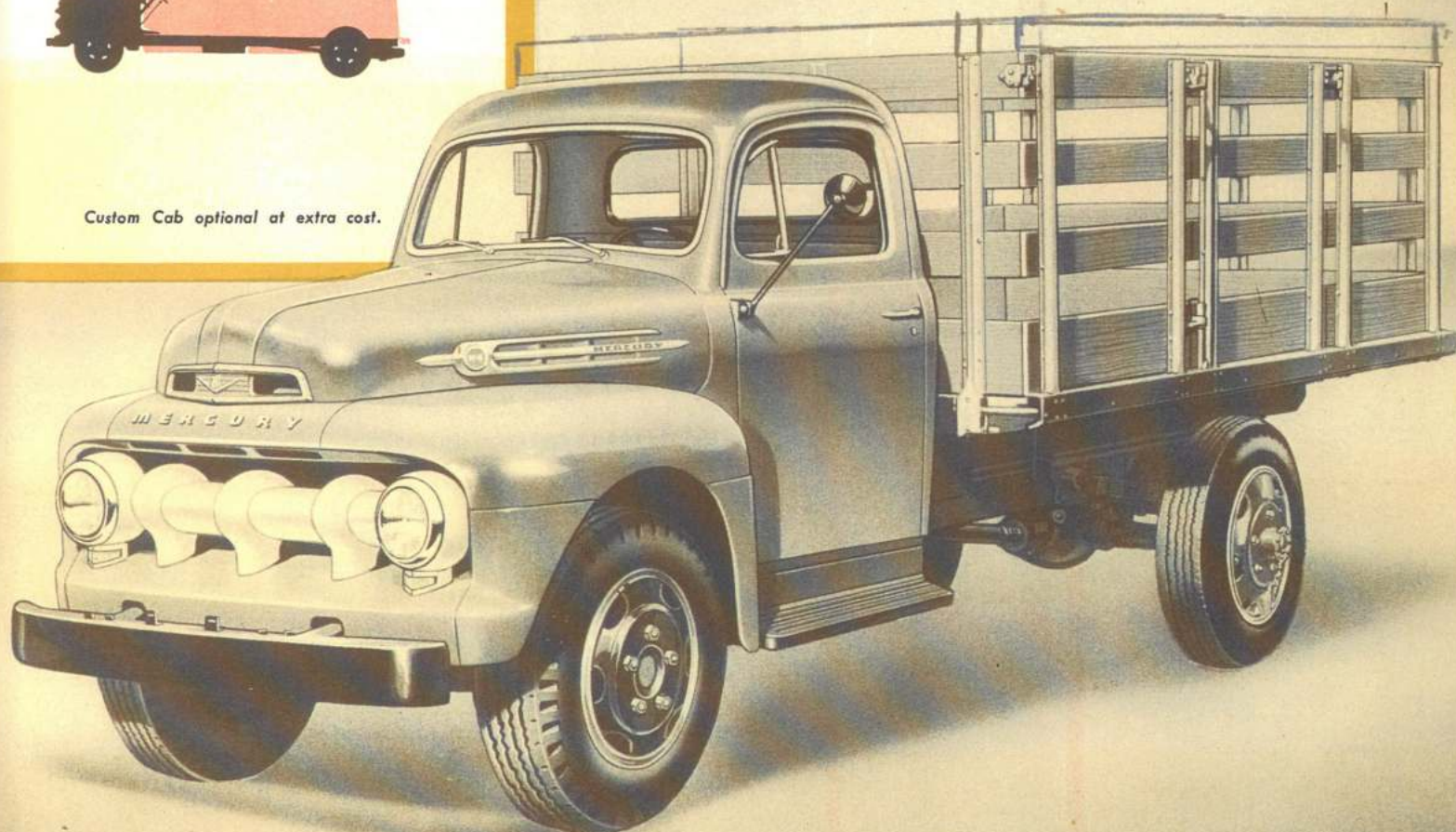
Approximate basic curb weights with standard tire equipment—(Chassis and cab) 134" . . . 4090 lbs., 158" . . . 4180 lbs. (Chassis Low Cowl) 134" . . . 3735 lbs., 158" . . . 3825 lbs.

POPULAR AND PRACTICAL...DESIGNED FOR ECONOMY!

M - 4 MODELS



Custom Cab optional at extra cost.



Mercury M-4 Trucks are extremely popular for a wide number of uses. They can carry a payload of well over two tons and are particularly suited to large bulky loads. With single rear wheels they're used extensively for city trucking because of their ease of handling in traffic and narrow driveways. Either with or without dual rear wheels they make a popular truck on the farm. With stake or platform body they can carry cattle, produce, or general merchandise. Low initial cost, low up-keep, low operating costs make Mercury M-4 Trucks among the most practical and economical on the road today.

MERCURY TRUCK M-5

Clutch—heavy duty truck type, 11" semi-centrifugal, gyro-grip, single plate clutch. Plate pressure at 3000 r.p.m.—1619 lbs. Pedal pressure at 3000 r.p.m.—38 lbs. Frictional area—123.7 sq. ins.

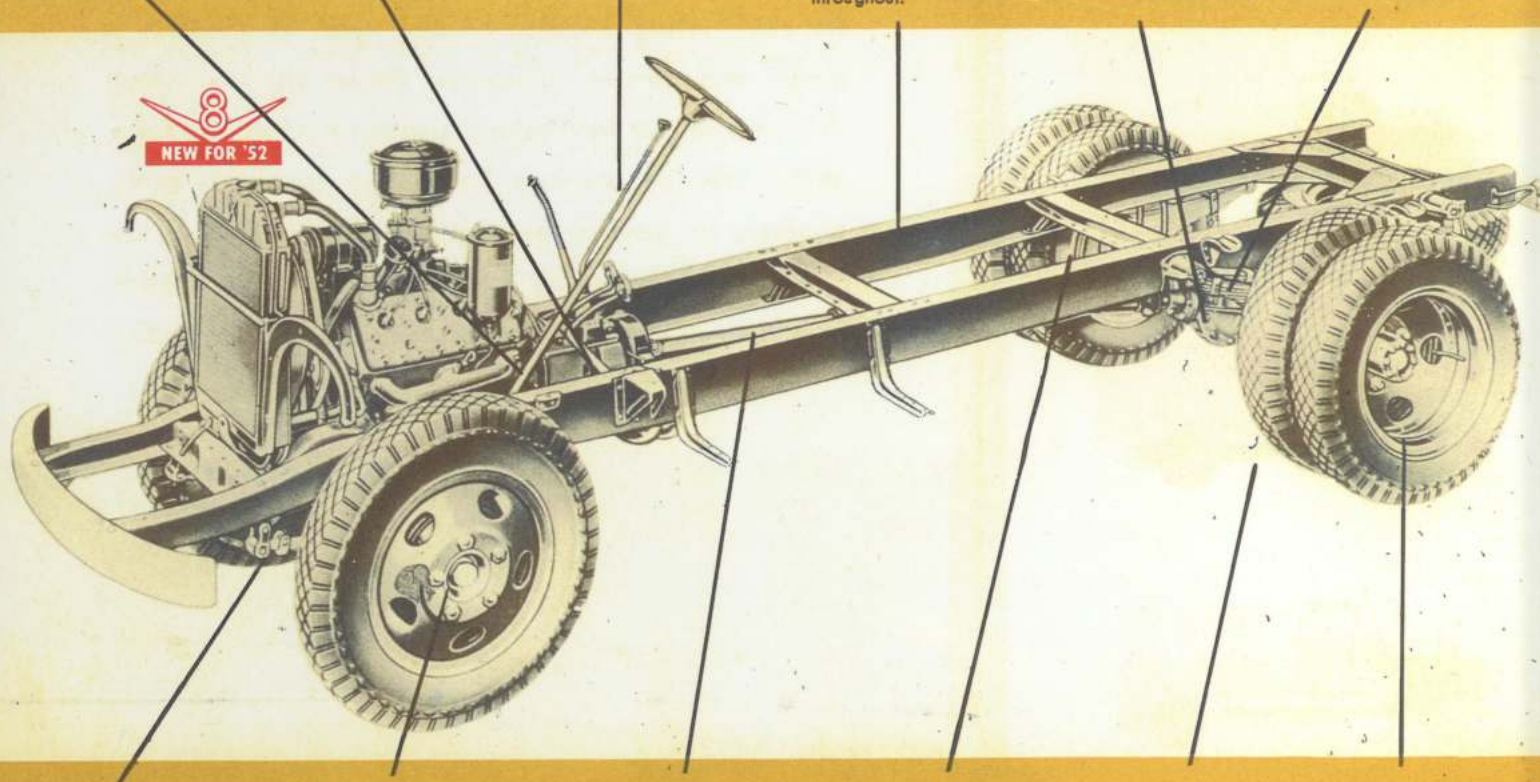
Transmission—4-speed truck type transmission with selective sliding spur gears and one piece case design. Power Take Off opening on the right side. S.A.E. 6 bolt. Lubricant capacity—4¼ pints.

Steering—worm and needle bearing roller type with a ratio of 20.4 to 1. Turning radius 134" wheelbase—Right, 23.5 ft.; Left, 25.5 ft. 158" wheelbase—Right, 27 ft.; Left, 30 ft. 176" wheelbase—Right, 26 ft.; Left, 28 ft.

Frame—134" and 158" wheelbase frame, size—7.0 x 2.75 x 0.21 inches; section modulus—7.63. 176" wheelbase frame size—7.08 x 2.79 x 0.25 inches; section modulus—8.65. Channel reinforcements throughout.

Rear Axle—capacity 10,800 lbs. Standard ratio—6.67 to 1; optional—5.83 to 1. Type—spiral bevel full floating with 4-pinion differential and tapered roller bearings.

Rear Springs—Total capacity 5650 lbs. per spring. Construction—12 leaf size—45 x 2.5 inches (capacity 4300 lbs. per spring) and 5 leaf auxiliary, size—32.5 x 2.5 inches (capacity 1350 lbs. per spring).



Front Springs—capacity 1375 lbs. per spring. Construction—11 leaf, size—36 x 2 inches. 176" wheelbase—12 leaf, size—36 x 2 inches; capacity 2000 lbs. per spring; deflection rate—1090 lbs. per inch.

Front Axle—capacity 4500 lbs. 134"-158" size—2.5 x 2.0 x 0.33 inches. Alloy steel forging, modified I-beam. Dual opposed adjustable tapered roller wheel bearings. (176" wheelbase size—2.62 x 2.0 x 0.38 inches).

Drive Line—Hotchkiss straight line drive. 134"-158", two tubular forged steel ends, propeller shafts—diameter 2.5 inches 3 needle roller bearing universal joints. 176" wheelbase—3 tubular propeller shafts, 4 universal joints.

Brakes—Hydraulic. Two-shoe independently anchored. Lining area—302 square inches. Demountable brake drums. Drum and spring loaded, contracting band type drive line hand brake.

Tires—front, two 7.00 x 20 8-ply. Dual rear and spare, five 7.00 x 20 10-ply tires. Optional at extra cost up to seven 8.25 x 20 10-ply tires all around, dual rear and spare.

Wheels—seven 20" tapered steel discs with 4.75" dish. 5 hole, 8" diameter bolt circle with wedged type wheel nuts. Rims—20 x 5.0, RH 5° two piece advanced.

chassis

2 ton

Channel type bumper attached directly to frame for impact strength and frame rigidity. Reinforcements extend from rear brackets of front springs to front brackets of rear springs.

wheelbases

**134"
158"
176"**

Wheelbases	134"	158"	176"
"CA" Measurement	60.06"	84.06"	102.27"
Length of Frame Back of Cab	98.56"	122.56"	162.27"
Overall Length	210.44"	234.44"	274.15"

engine

120 H.P.

"Super Power" L-head V-type 8-cylinder engine developing 120 Hp. at 3600 r.p.m., 204 foot pounds torque at 1500-2000 r.p.m. Engine displacement 255 cu. in., compression ratio 6.8:1.

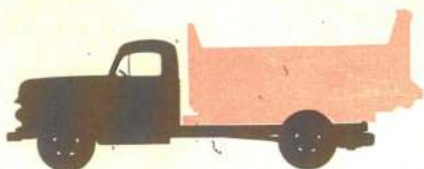
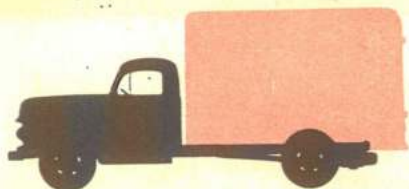
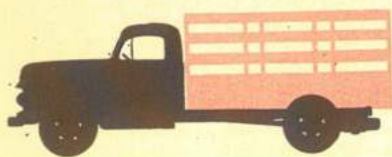
max. g.v.w.

14,000 lbs.

Approximate basic curb weights with standard tire equipment. (Chassis and cab)—134", 4390 lbs.; 158", 4490 lbs.; 176", 4900 lbs.

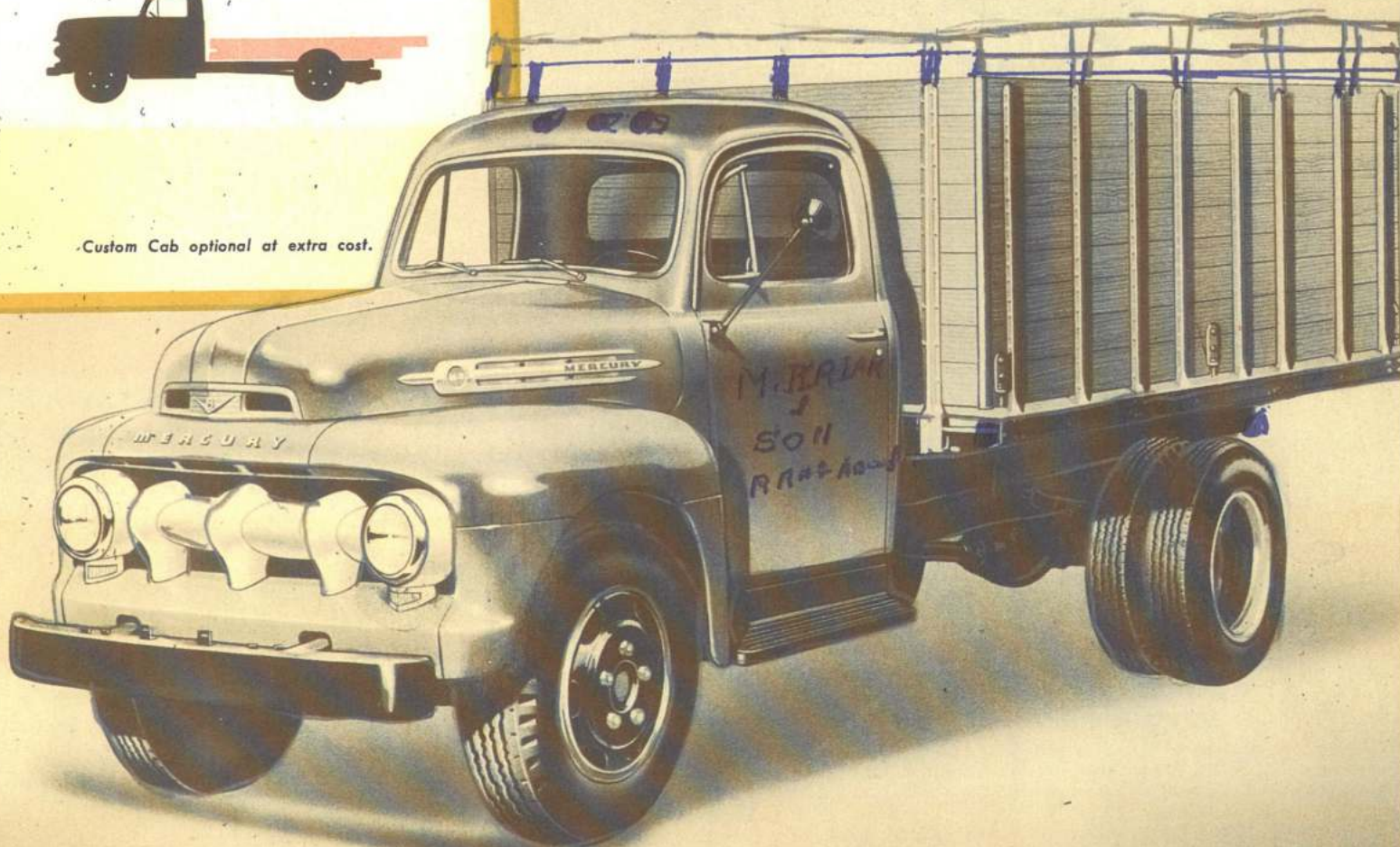
TREMENDOUS POWER AND LOW-COST OPERATION!

M - 5 MODELS



Mercury M-5 conventional Trucks will carry all but the heaviest loads. They're used extensively for coal and grain delivery, and for carrying any load that is both heavy and bulky. They're available in three wheelbases for a variety of body lengths up to 14 feet. They have a new, exclusive 120 Hp., L-head, V-8 engine that is well worthy of the name "Super Power"! They're available with two axle ratios, have an extremely rugged frame with channel reinforcements, and a 5-leaf auxiliary rear spring. Priced with the lowest in the field, their extra strength and reserve power means low cost, trouble-free operation.

Custom Cab optional at extra cost.



MERCURY TRUCK M-6

Clutch—heavy duty truck type, 11" semi-centrifugal, gyro-grip, single plate clutch. Plate pressure at 3,000 r.p.m.—1,619 lbs. Pedal pressure at 3,000 r.p.m.—38 lbs. Frictional area—123.7 sq. inches.

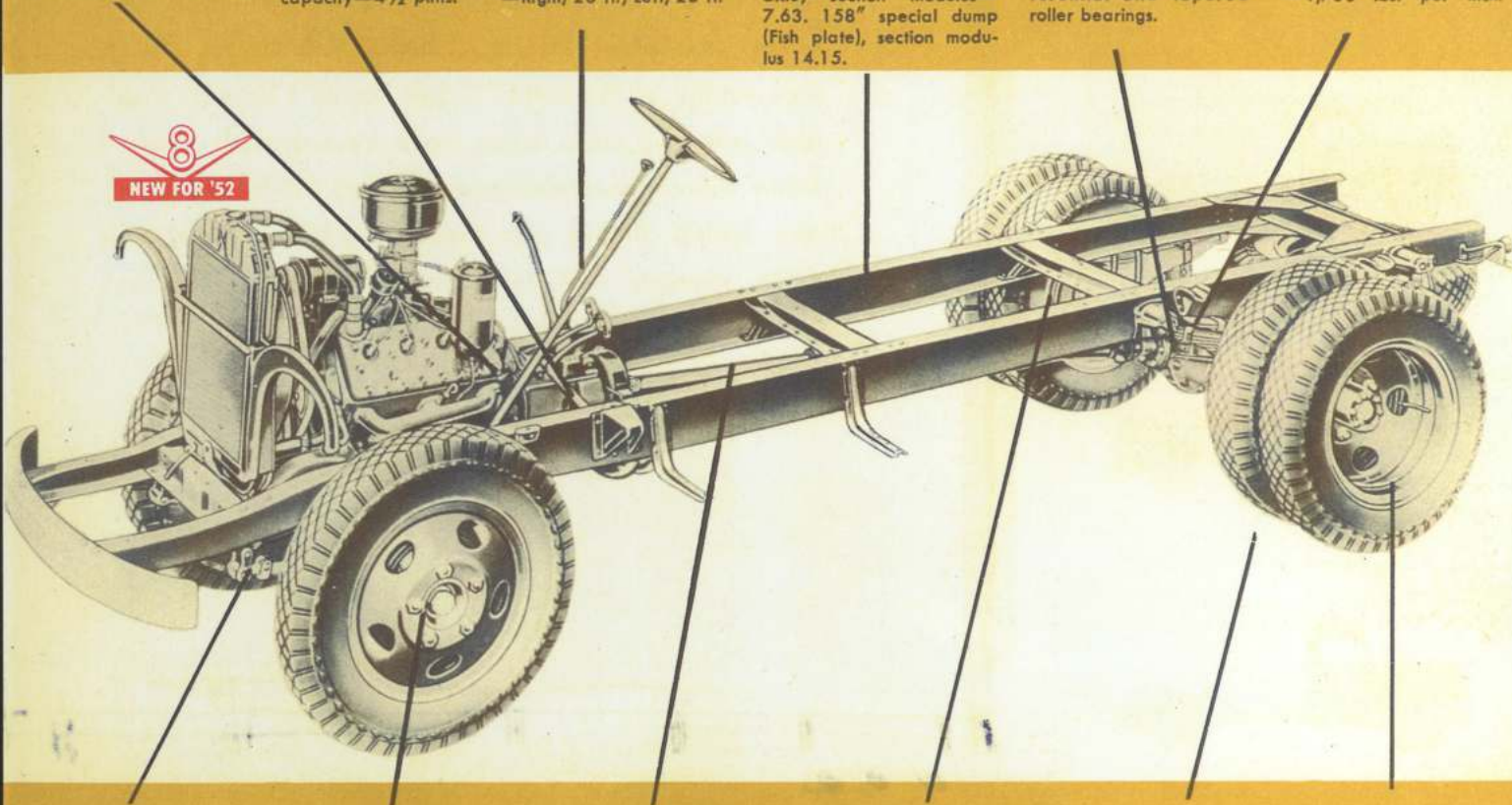
Transmission—4 speed truck type transmission with selective sliding spur gears and one-piece case design. Power Take Off opening on the right side. S.A.E. 6 bolt. Lubricant capacity—4½ pints.

Steering—worm and needle bearing roller type with a ratio of 20.4 to 1. Turning radius 134" wheelbase—Right, 23.5 ft.; Left, 25.5 ft. 158" wheelbase—Right, 27 ft.; Left, 30 ft. 176" wheelbase—Right, 26 ft.; Left, 28 ft.

Frame—134" and 158" wb. frame, size 7.0 x 2.75 x 0.21 inches; section modulus—7.63. 176" wb. frame size—7.08 x 2.79 x 0.25 inches; section modulus—8.65. 134" tractor dump has extra deep section over axle; section modulus—7.63. 158" special dump (Fish plate), section modulus 14.15.

Rear Axle—capacity 13,000 lbs. Standard ratios—High, 6.33 to 1; Low, 8.81 to 1. (Optional at no extra charge—High, 5.83 to 1; Low, 8.11 to 1.) Type—two speed full floating with 4-pinion differential and tapered roller bearings.

Rear Springs—Total capacity 7,000 lbs. per spring. Construction—12 leaf; size—45 x 2.5 inches (capacity 4,300 lbs. per spring) and 7 leaf auxiliary—capacity 2,700 lbs. per spring; deflection rate—1,730 lbs. per inch.



Front Springs—capacity 1,375 lbs. per spring. Construction—11 leaf; size—36 x 2", 176" and 134"-158" Dump—12 leaf; size 36 x 2"—capacity 2,000 lbs. per spring; deflection rate—1090 per inch.

Front Axle—capacity 4,500 lbs. Size—2.5 x 2.0 x 0.33". Alloy steel forging, modified I-beam. Dual opposed adjustable tapered roller wheel bearings. (176" and 134"-158" Dump wheelbase size—2.62 x 2.0 x 0.38").

Drive Line—Hotchkiss straight line drive. Two tubular forged steel ends, propeller shafts—diameter 3". Three needle roller bearing universal joints. 176" wheelbase—3 tubular propeller shafts, 4 universal joints.

Brakes—Hydraulic. Two shoe independently anchored. Lining area—302 sq. in. Demountable brake drums. Vacuum power operated booster with 6¾" diameter single piston. Drum and spring loaded, contracting band type drive line hand brake.

Tires—front, two 7.50 x 20 8-ply. Dual rear and spare, five 7.50 x 20 10-ply tires. Optional at extra cost up to seven 8.25 x 20 12-ply tires all around, dual rear and spare.

Wheels—Seven 20" tapered steel discs with 5.5" dish. 5 hole, 8" diameter bolt circle with wedged type wheel nuts. Rims—20 x 6.0 RH 5° two piece advanced.

chassis

3 ton

wheelbases

134"
158"
176"

engine

120 H.P.

max. g.v.w.

16,000 lbs.

max. g.c.w.

28,000 lbs.

Special 158" chassis and cab Dump with an extra long, 98" reinforcement extending to rear of frame. A 9" fish plate also strengthens frame increasing section modulus from standard 7.63 to 14.15. Equipped with heavy-duty 12 leaf front springs and wide tread front axle.

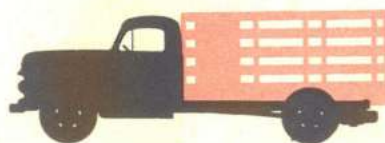
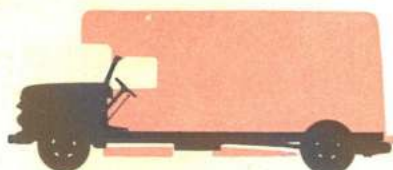
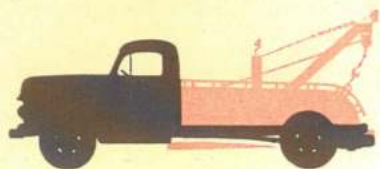
Wheelbases	134"	158"	176"
"CA" Measurement	60.06"	84.06"	102.27"
Length of Frame Back of Cab	98.56"	122.56"	162.27"
Overall Length	210.44"	234.44"	274.15"

"Super Power" L-head V-type 8-cylinder engine developing 120 Hp. at 3600 r.p.m., 204 foot pounds torque at 1500-2000 r.p.m. Engine displacement 255 cu. in., compression ratio 6.8:1.

Approximate basic curb weights with standard tire equipment: (Chassis and cab)—134", 4720 lbs.; 158", 4820 lbs.; 176", 5060 lbs.

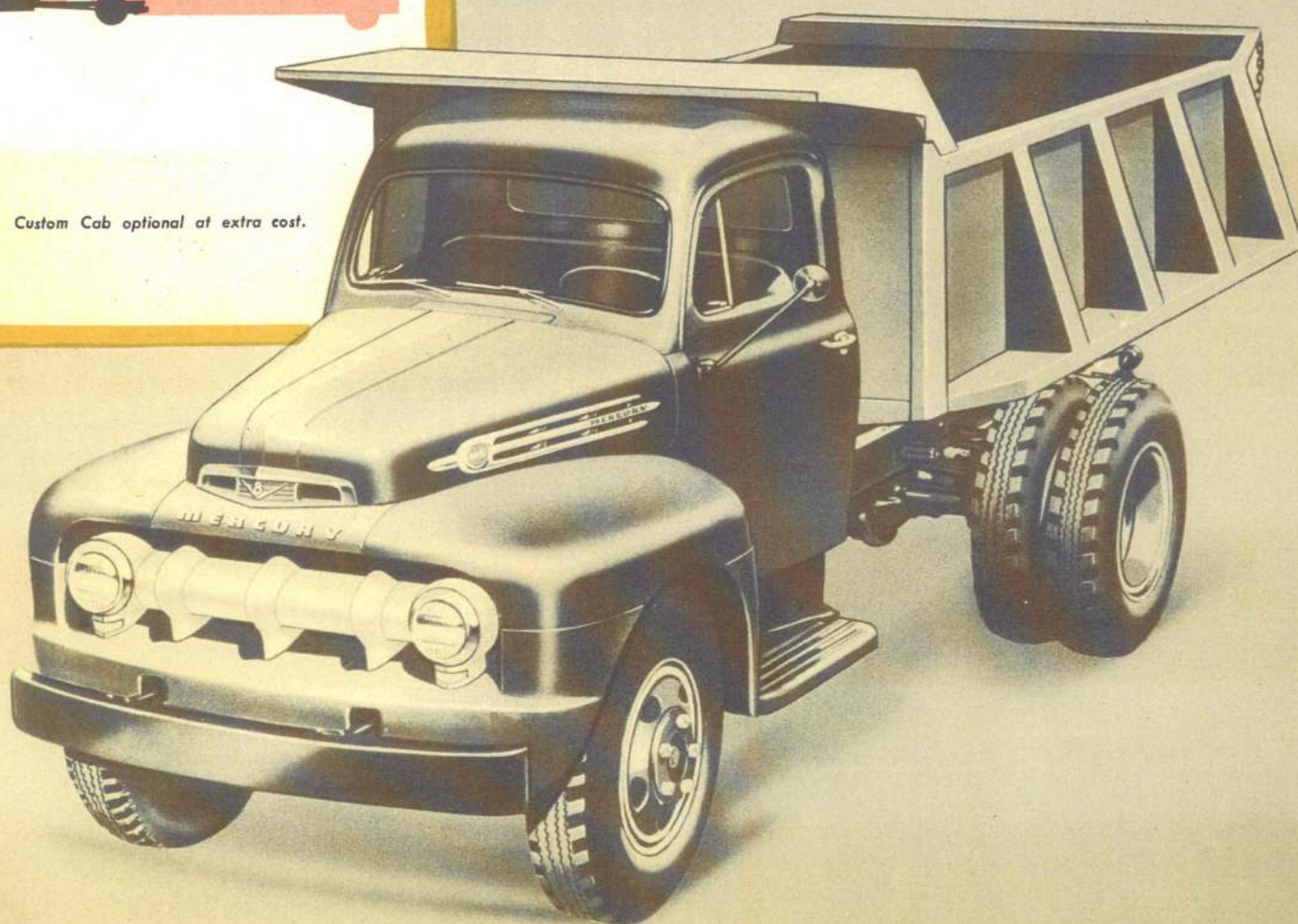
THE HEAVY-DUTY TRUCK CHAMPION OF CANADA!

M - 6 MODELS



Mercury M-6 conventional Trucks are remarkable in many ways. They're exceptionally powerful, tremendously strong. Rated at 3 tons they can carry over 5 tons with ease and safety. They have a low initial cost yet have as standard equipment many features such as a two-speed axle not usually found on other trucks in their field. They have heavy, reinforced frames, vacuum power brakes, heavy-duty springs and axles. Available in three wheelbases they're ideal for heavy farm work, moving vans, fire-engines, towing trucks. In addition there are two specially designed and strengthened dump chassis . . . one for an 8 or 9 ft. body and the other for an 11 ft. body. Powered with the new, exclusive 120 Hp., L-head, V-8 engine they are Canada's Heavy-Duty Truck Champions!

Custom Cab optional at extra cost.



MERCURY TRUCKS M-5 and M-6 C.O.E.

Rear Axle—M-5—capacity 10,800 lbs. Standard ratio—6.67 to 1. (Optional at no extra cost—ratio 5.83 to 1.) M-6—capacity—13,000 lbs. Standard ratio—7.2 to 1. (Optional at extra cost—two speed, full floating.)

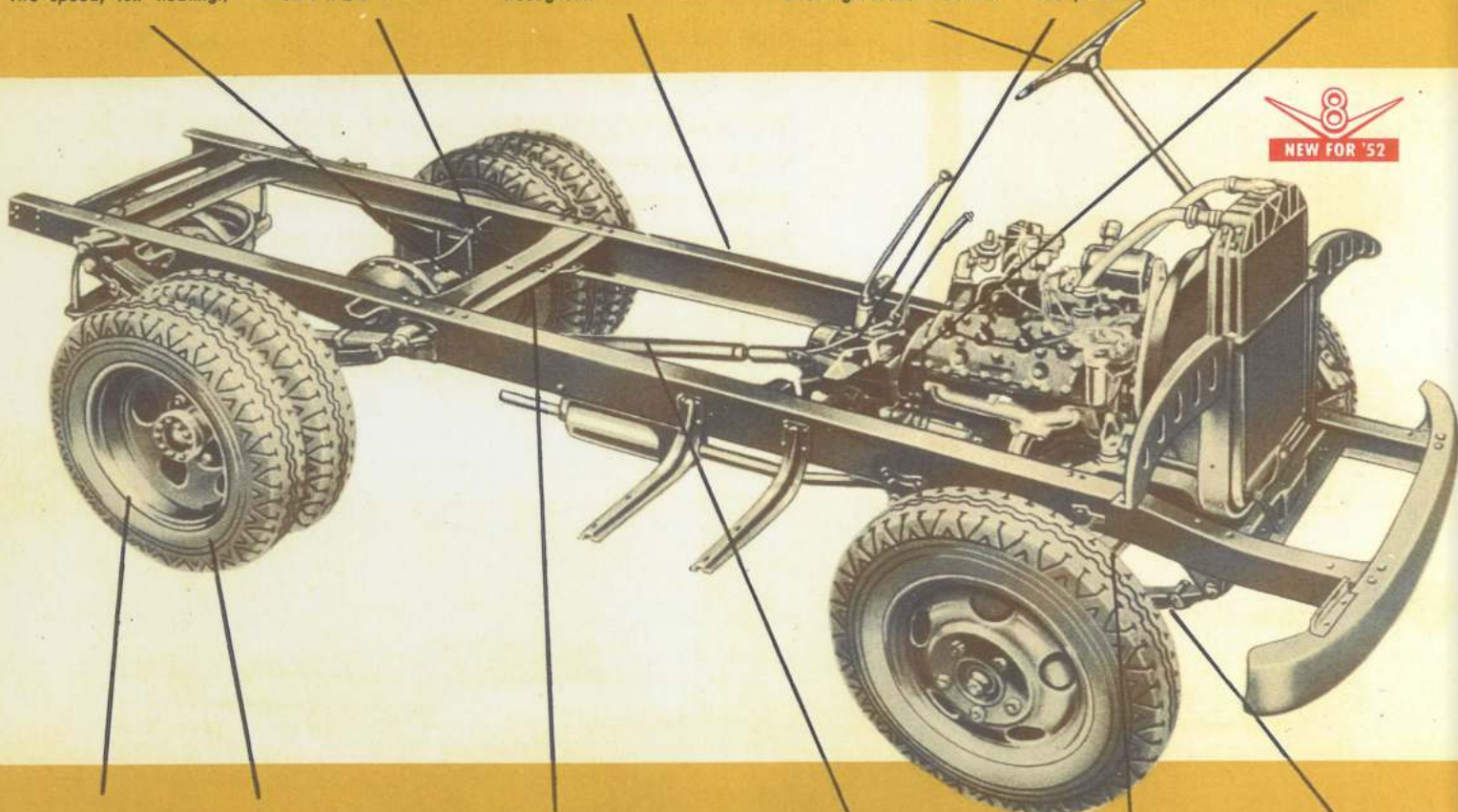
Rear Springs—M-5—capacity 4300 lbs. per spring. Construction—12 leaf; size—45 x 2.5". M-6—capacity 5650 lbs. per spring. Construction—12 leaf; size—45 x 2.5" with 5 leaf auxiliary size—32.5 x 2.5".

Frame M-5 and M-6—tapered channel section. 110" wheelbase frame size—7.0" x 2.75 x 0.21"; section modulus—7.63. 134" and 158" wheelbase size—7.08 x 2.79 x 0.25"; section modulus—8.65. Channel reinforcements throughout.

Steering—worm and needle bearing roller type with a ratio of 20.4 to 1. Turning radius M-5 and M-6—110" wheelbase Right or Left—19.75 ft. 134" wheelbase Right or Left—23 ft. 158" wheelbase Right or Left—26.5 ft.

Transmission—4 speed truck type transmission with selective sliding spur gears and one piece case design. Power Take Off opening on the right side. Lubricant capacity—4 1/4 pints.

Clutch—11" semi-centrifugal, gyro-grip, single plate type. Plate pressure at 3000 r.p.m.—1439 lbs. Pedal pressure at 3000 r.p.m.—36 lbs. Friction area—123.7 sq. inches.



Wheels—M-5—seven 20" tapered steel discs with 4.75" dish. Rims—20 x 5 RH 5° two piece advanced. M-6—20" disc with 5.5" dish. Rims—20 x 6 RH 5° two piece advanced.

Tires—M-5—seven 6.50 x 20 6-ply all around, dual rear and spare. M-6—seven 7.50 x 20 8-ply all around, dual rear and spare.

Brakes—M-5 and M-6—hydraulic, two shoe independently anchored. Lining area—302 sq. in. Demountable brake drums. Drum and spring loaded, contracting band type drive line hand brake. M-6—vacuum power operated booster with 7 1/2" diameter Diaphragm.

Drive Line—M-5 and M-6—Hotchkiss straight line drive. M-5 & 6—110" one tubular forged steel end propeller shaft. M-5 & 6—134"-158" two propeller shafts.

Front Axle—M-5 and M-6—capacity 4500 lbs. Size—2.67 x 2.06 x 0.41". Alloy steel forging, modified I-beam. Dual opposed adjustable tapered roller wheel bearings.

Front Springs—M-5 and M-6—capacity, 110"—1825 lbs. per spring, 134" and 158"—2050 lbs. per spring. Construction—13 leaf; size 38 x 2.25". M-5—5 leaf (auxiliary). M-6—7 leaf (auxiliary).

chassis

C.O.E.

wheelbases

110"
134"
158"

engine

120 H.P.

max. g.v.w.
max. g.c.w.

M-5—14,000 lbs.
M-6—16,000 lbs.
M-5—24,000 lbs.
M-6—28,000 lbs.

On both models, all controls (brake, clutch, accelerator pedals and the gear shift lever) have been moved forward and the steering gear assembly has been mounted ahead of the front axle. Provides more chassis payload space.

Wheelbases	110"	134"	158"
"CA" Measurement	60.06"	84.06"	108.06"
Length of frame back of cab	98.56"	122.56"	146.56"
Overall Length	186.58"	210.58"	234.58"

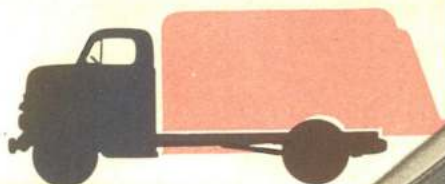
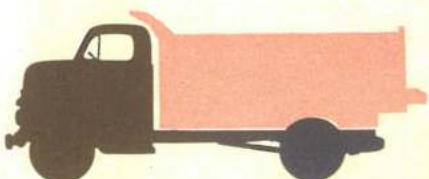
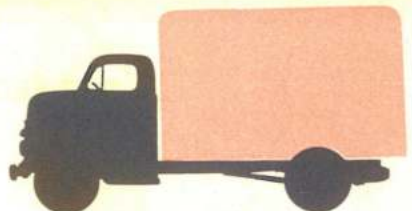
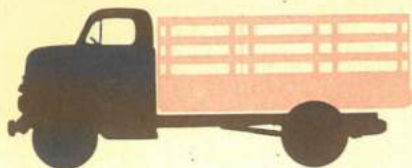
"Super Power" L-head V-type 8-cylinder engine developing 120 Hp. at 3600 r.p.m., 204 foot pounds torque at 1500-2000 r.p.m. Engine displacement 255 cu. in., compression ratio 6.8:1.

Approximate basic curb weights with standard tire equipment:

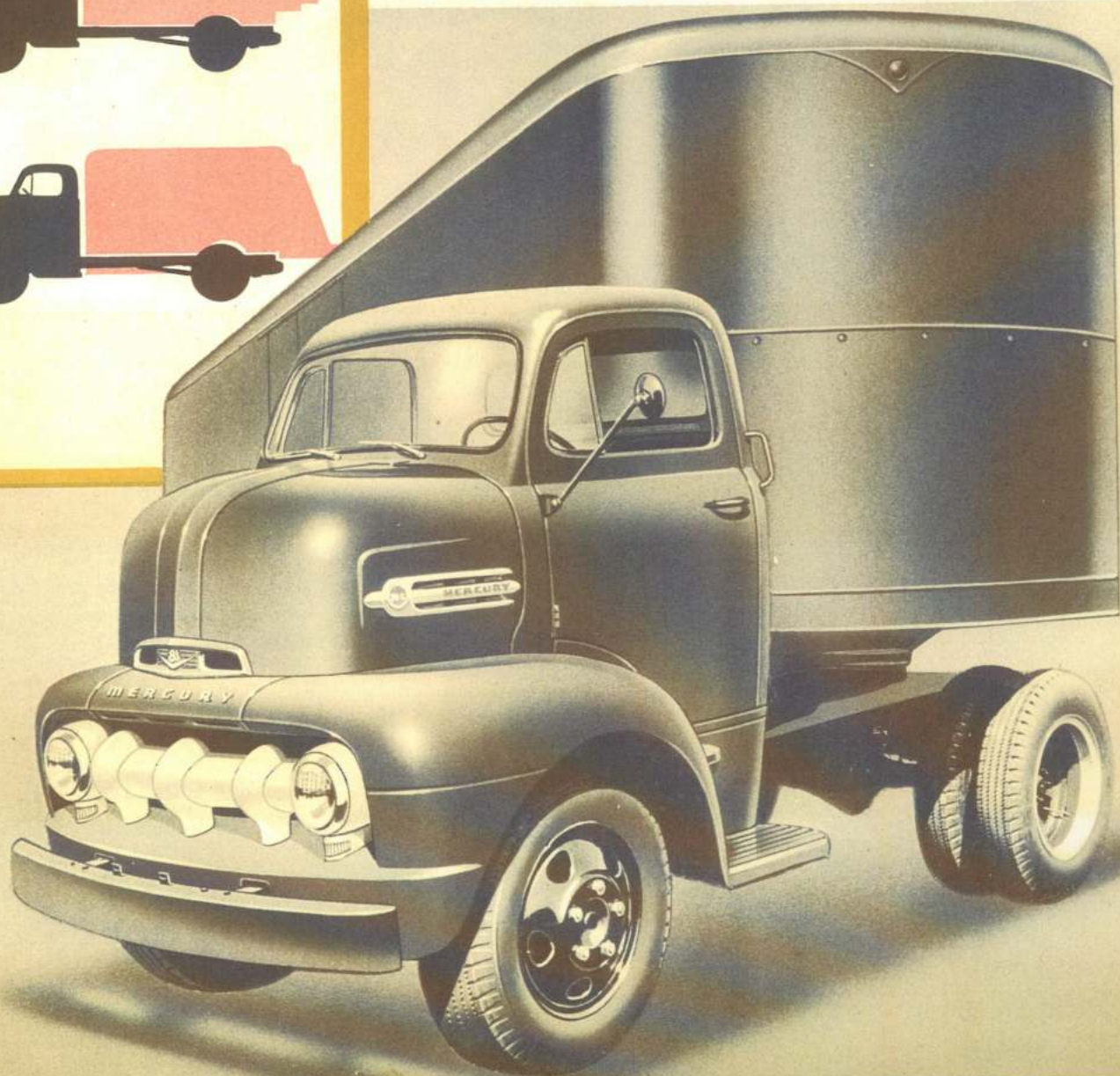
Wheelbases	110"	134"	158"
M-5	4454 lbs.	4584 lbs.	4654 lbs.
M-6	4747 lbs.	4877 lbs.	4947 lbs.

DESIGNED FOR PROFITABLE, COMFORTABLE HAULING!

M-5, M-6 C.O.E. MODELS



Mercury Cab-Over-Engine Trucks have specific advantages for certain types of work. When used as a tractor-trailer they offer the longest possible trailer length within the legal length limits. With the regular stake or platform body they give increased load space behind the cab which, of course, increases the payload area and the profits. Because the driver sits higher up than in conventional cabs he gets better visibility. Cab-Over-Engine Trucks also have a shorter turning radius which is valuable in city work. A special feature of the Mercury cab is the driver's seat which is adjustable to the size and weight of the driver, and which has its own hydraulic shock absorber to give maximum riding comfort at all times. M-5 and M-6 C.O.E.'s have the further advantage of being powered by the exclusive Mercury Truck 120 Hp., L-head, V-8 engine—the Star Performer in its field!



MERCURY TRUCK M-7

Rear Axle—capacity 14,000 lbs. Standard ratio—7.20:1. Type—hypoid, full floating with 4-pinion differential and tapered roller bearings. (Optional at extra cost—two speed High, 6.50; Low, 9.04 to 1.)

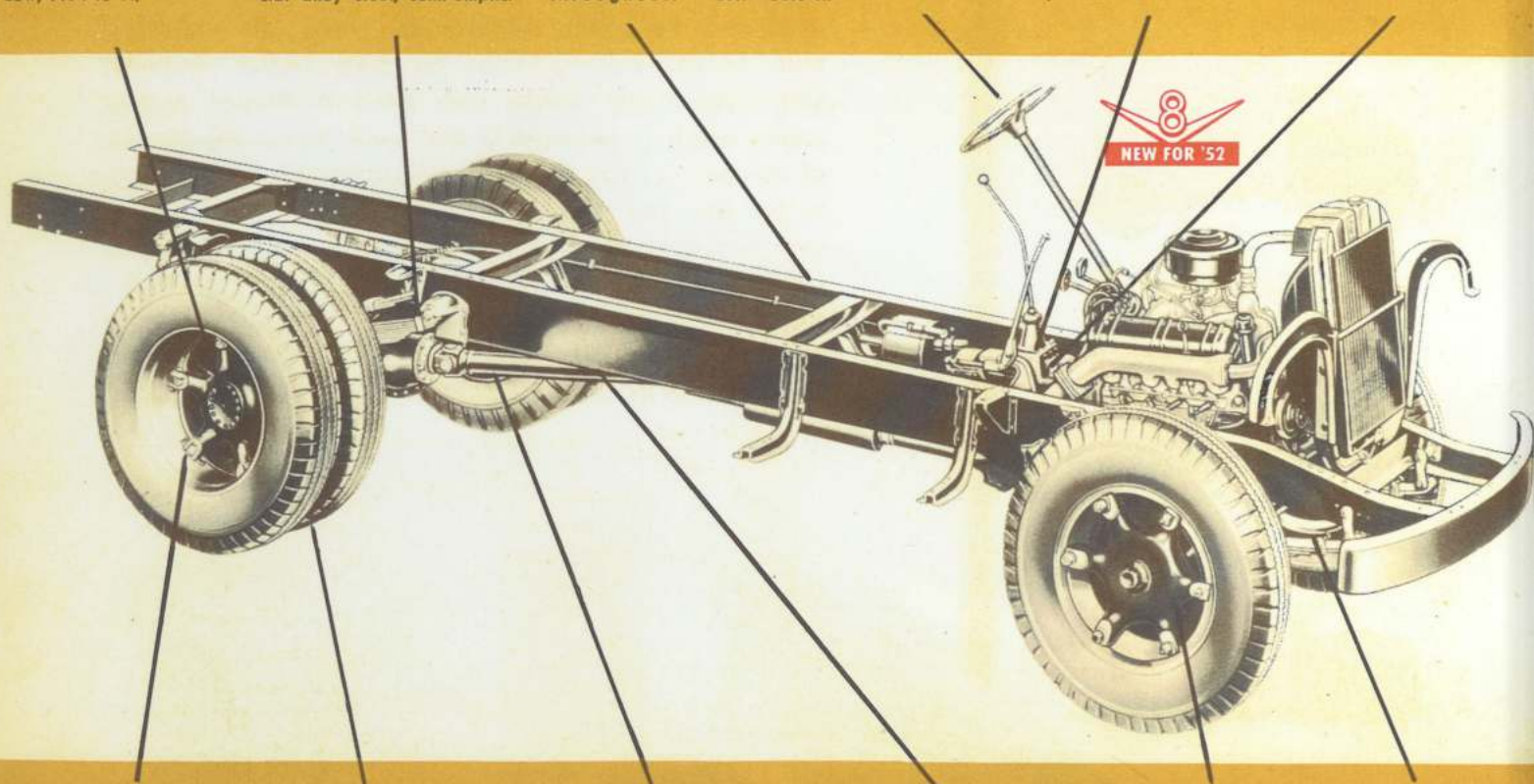
Rear Springs—capacity 6,800 lbs. per spring. Construction—13 leaf main; size—52 x 3" and 7 leaf auxiliary; size—37.5 x 3". (Optional at extra cost—14 leaf main increasing capacity to 7,800 lbs. per spring.) Type—special alloy steel, semi-elliptic.

Frame—Tapered channel section. Size—9 x 3 x 0.25". Section modulus—13.83. Channel reinforcements throughout.

Steering—worm and needle bearing roller type with ratio of 20.5 to 1. Turning radius—135", Right—24 ft.; Left—26.5 ft. 147", Right—26 ft.; Left—29 ft. 159", Right—27.5 ft.; Left—30.5 ft. 178", Right—30.75 ft.; Left—34 ft. 195", Right—32 ft.; Left—35.5 ft.

Transmission—5-speed overdrive with helical constant mesh in top three gears. Overdrive fifth gear ratio is 0.80 to 1. Power Take Off opening right and left sides. S.A.E. 6 bolt. (Optional at no extra cost, 5 speed direct drive.)

Clutch—Extra heavy-duty truck type, 12" semi-centrifugal, gyro-grip, single plate clutch. Plate pressure at 3,000 r.p.m.—2,208 lbs. Pedal pressure at 3,000 r.p.m.—50 lbs. Frictional area—149.2 sq. in.



Wheels—seven cast spoke wheels with 7 demountable 6.5", 3 piece rims. Optional at no extra cost—seven 8-stud steel disc wheels with a 10" diameter bolt circle. RH 5° 2 piece advanced rims.)

Tires—seven 8.25 x 20 10-ply all around, dual rear and spare. (Optional at extra cost up to seven 9.00 x 20 12-ply tires all around, dual rear and spare.)

Brakes—Vacuum power operated, two shoe. Front—independently anchored. Rear—self-centring, double action shoes. Lining area—444 sq. inches. Demountable brake drums. 9½" diameter booster piston. Drive line hand brake lining area—89 sq. in.

Drive Line—Hotchkiss straight line drive. Two tubular, 3" diameter, propeller shafts (except on 178" wheelbase—Front, 3.5"; Rear—3.0". 195" wheelbase—front and rear, 3.5"). Three needle bearing universal joints.

Front Axle—capacity 5,500 lbs. Size—3.0 x 2.5 x 0.50". Alloy steel forging, modified I-beam. Dual opposed adjustable tapered roller wheel bearings.

Front Springs—capacity 2,250 lbs. per spring. Special alloy steel semi-elliptic. Construction—12 leaf; size—46 x 2.5; deflection rate—860 lbs. per in.

chassis

4 ton

wheelbases

135" 147"
159" 178"
195"

engine

145 H.P.

max. g.v.w.
max. g.c.w.

19,000 lbs.
38,000 lbs.

New (optional at extra cost) 2-speed planet type rear axle, with new electric shift and gearshift-lever control button, available for greater operating flexibility, more economy.

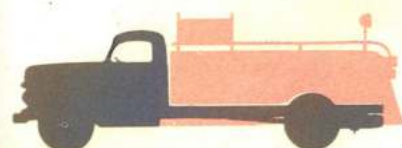
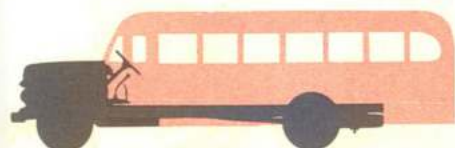
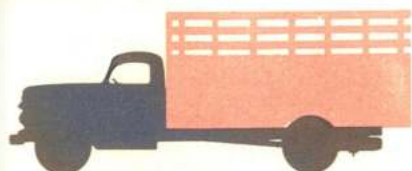
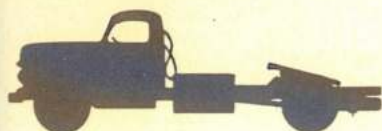
Wheelbases	135"	147"	159"	178"	195"
"CA" Measurement	61.06"	73.06"	85.06"	104.06"	121.06"
Length, frame back of cab	112.3"	124.3"	136.3"	164.06"	181.06"
Overall Length	224.96"	236.96"	248.96"	276.72"	293.72"

"Cargo King" Overhead Valve, V-type, 8-cylinder engine developing 145 Hp. at 3800 r.p.m., 244 foot pounds torque at 1900-2100 r.p.m. Engine displacement 279 cu. in., compression ratio 7.0:1.

Approximate basic curb weights with standard tire equipment: (Chassis and cab)—135", 6053 lbs.; 147", 6157 lbs.; 159", 6277 lbs.; 178", 6377 lbs.; 195", 6437 lbs.

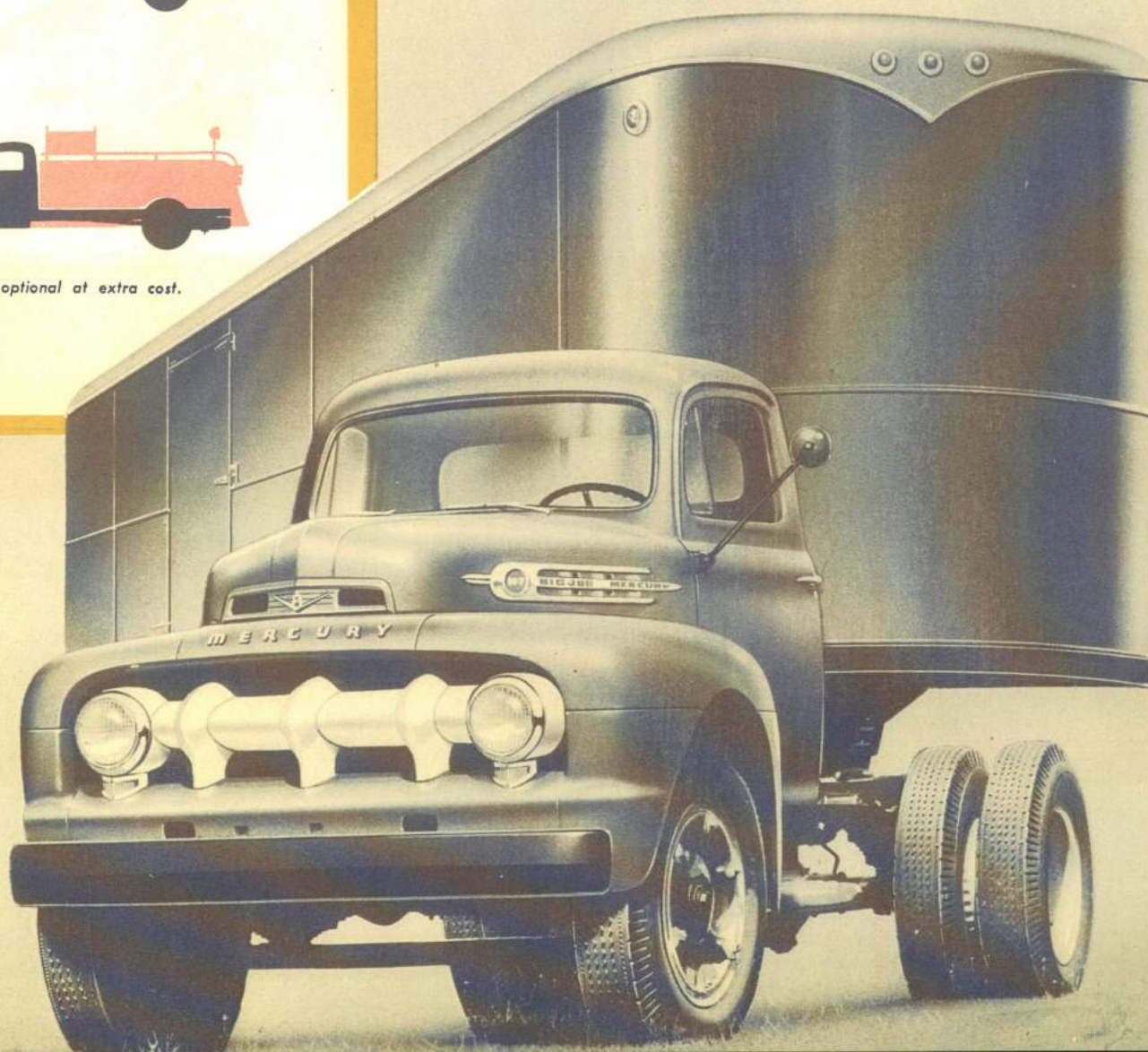
EXTRA STRONG, EXTRA POWERFUL FOR EXTRA-HEAVY-DUTY!

M - 7 MODEL



Custom Cab optional at extra cost.

Mercury M-7 Extra Heavy Duty Trucks have a number of outstanding features. First is the exceptionally powerful 244 torque 145 Hp. Overhead Valve V-8 truck engine with High Compression, Low Friction economy that saves 1 gallon in every 7. This mighty engine with either the single or the 2-speed axle, which is optional at extra cost, gives you an extremely wide operating range under all kinds of load, or road conditions. The M-7 trucks have a massive 9" reinforced frame, five wheel-bases to accommodate all body types from short tractor units to long moving vans. On the highway they're fast, safe, comfortable, easy to handle. They give excellent mileage, low operating costs. Calculated top road speed of the M-7, with 2-speed rear axle, pulling its 38,000 lbs. gross, is 49.5 m.p.h. Gradeability with full load is 1.9% in high gear, over 16% in low.



MERCURY TRUCK M-8

Rear Axle—capacity 17,000 lbs. Standard ratio—7.17 to 1. Type—single speed full floating with 4-pinion differential and tapered roller wheel bearing. (Optional at extra cost—two speed High, 6.5 to 1, Low, 8.87 to 1.)

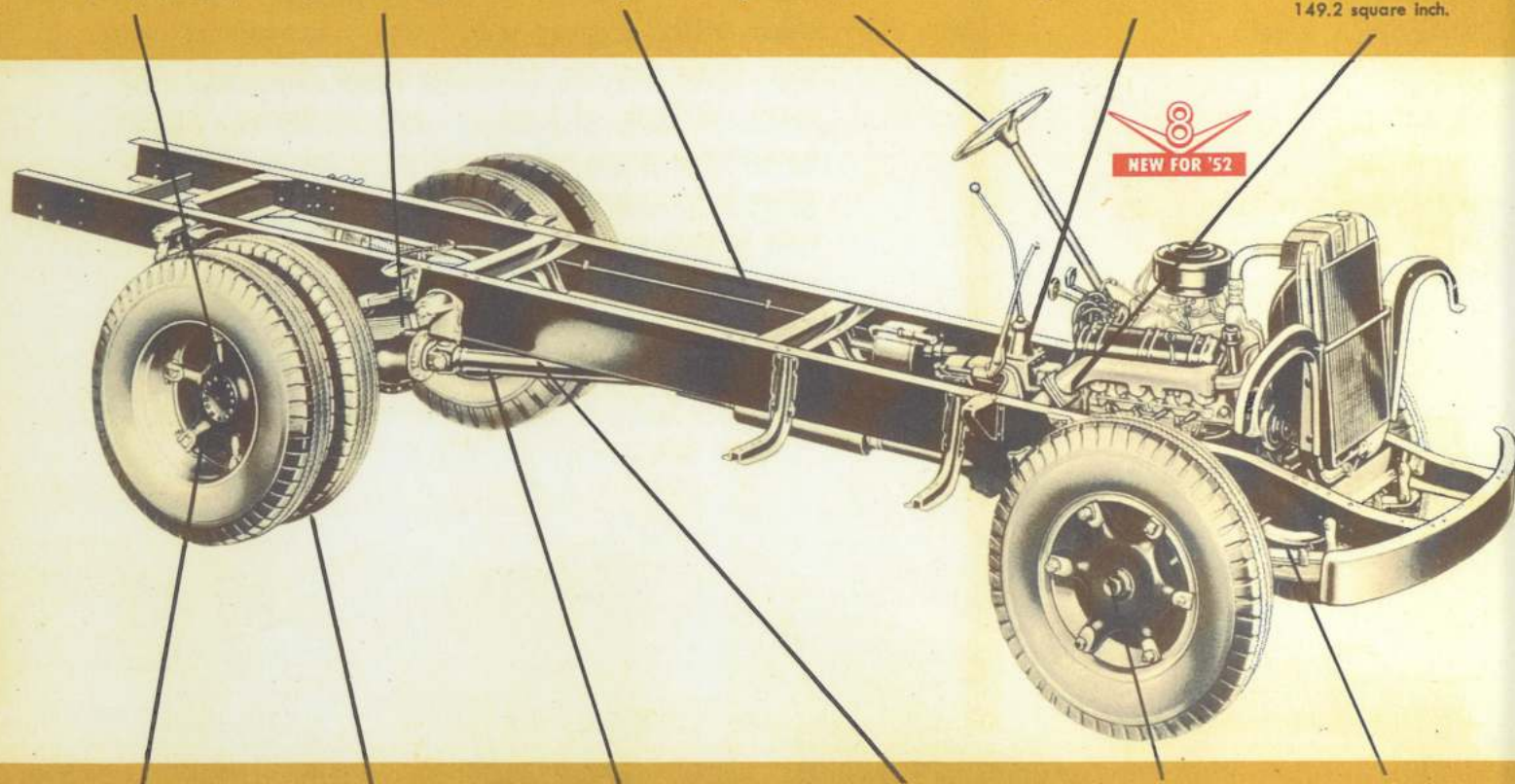
Rear Springs—capacity 7800 lbs. per spring. Construction—14 leaf main; size—52 x 3" and 7 leaf auxiliary; size—37.5 x 3". (Optional at extra cost—13 leaf main spring increasing capacity to 8700 lbs. per spring.) Type—special alloy steel semi-elliptic.

Frame—tapered channel section. Size—9 x 3 x 0.25". Section modulus—13.83. Channel reinforcements throughout.

Steering—worm and needle bearing roller type with ratio of 20.5 to 1. Turning radius—135", Right—26 ft.; Left—28.5 ft.; 147", Right—28.25 ft.; Left—31 ft.; 159", Right—29.5 ft.; Left—32.5 ft.; 178", Right—33 ft.; Left—36.25 ft.; 195", Right—34 ft.; Left—37.5 ft.

Transmission—5-speed direct drive with helical constant mesh in top three gears. Fifth gear ratio—1 to 1 (or direct.) Power Take Off opening right or left sides. S.A.E. 6 bolt. (Optional at no extra cost)—5 speed overdrive.

Clutch—heavy-duty truck type, 12" semi-centrifugal, gryo-grip, centrifugal, gryo-grip, single plate clutch. Plate pressure at 3000 r.p.m.—2208 lbs. Pedal pressure at 3000 r.p.m.—50 lbs. Frictional area—149.2 square inch.



Wheels—seven cast spoke wheels with seven demountable 7" three piece advanced rims. (Optional at no extra cost—seven 8-stud steel disc wheels with 10" diameter bolt circle. R 5° three piece advanced.)

Tires—seven 9.00 x 20 10-ply all around, dual rear and spare. (Optional at extra cost up to seven 10.00 x 20 12-ply tires all around, dual rear and spare.)

Brakes—vacuum power operated, two shoe. Front, double anchored. Rear—double cylinder Self-centering. Lining area—485 sq. in. Demountable brake drums. 9½" diameter booster piston. Drive line hand brake. (Optional at extra cost—full air brakes.)

Drive Line—Hotchkiss straight line drive. Two tubular, 3" diameter, propeller shafts—(except on 178" wheelbase—front, 3.5", rear—3.0". 195" wheelbase—front and rear, 3.5".) Three needle bearing universal joints.

Front Axle—capacity 5500 lbs. Size—3.0 x 2.5 x 0.50". Alloy steel forging, modified I-beam. Dual opposed adjustable tapered roller wheel bearings.

Front Springs—capacity 2250 lbs. per spring. Special alloy steel semi-elliptic. Construction—12 leaf; size—46 x 2.5; deflection rate—860 lbs. per in.

chassis

5 ton

New (optional at extra cost) 2-speed planet type rear axle, with new electric shift and gearshift-lever control button, available for greater operating flexibility, more economy.

wheelbases

135" 147"
159" 178"
195"

Wheelbases	135"	147"	159"	178"	195"
"CA" Measurement	61.06"	73.06"	85.06"	104.06"	121.06"
Length, frame back of cab	112.3"	124.3"	136.3"	164.06"	181.06"
Overall Length	224.96"	236.96"	248.96"	276.72"	293.72"

engine

155 H.P.

"Cargo King" Overhead Valve, V-type, 8-cylinder engine developing 155 Hp. at 3900 r.p.m., 284 foot pounds torque at 1700-2000 r.p.m. Engine displacement 317 cu. in., compression ratio 7.0:1.

max. g.v.w.

22,000 lbs.

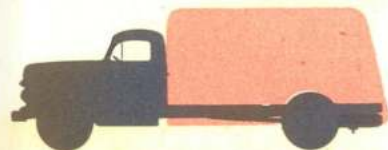
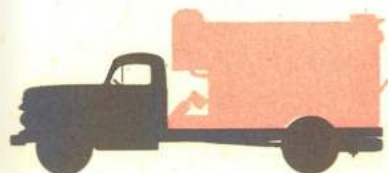
max. g.c.w.

41,000 lbs.

Approximate basic curb weights with standard tire equipment: (Chassis and cab) 135", 6531 lbs.; 147", 6651 lbs.; 159", 6791 lbs.; 178", 6891 lbs.; 195", 6951 lbs.

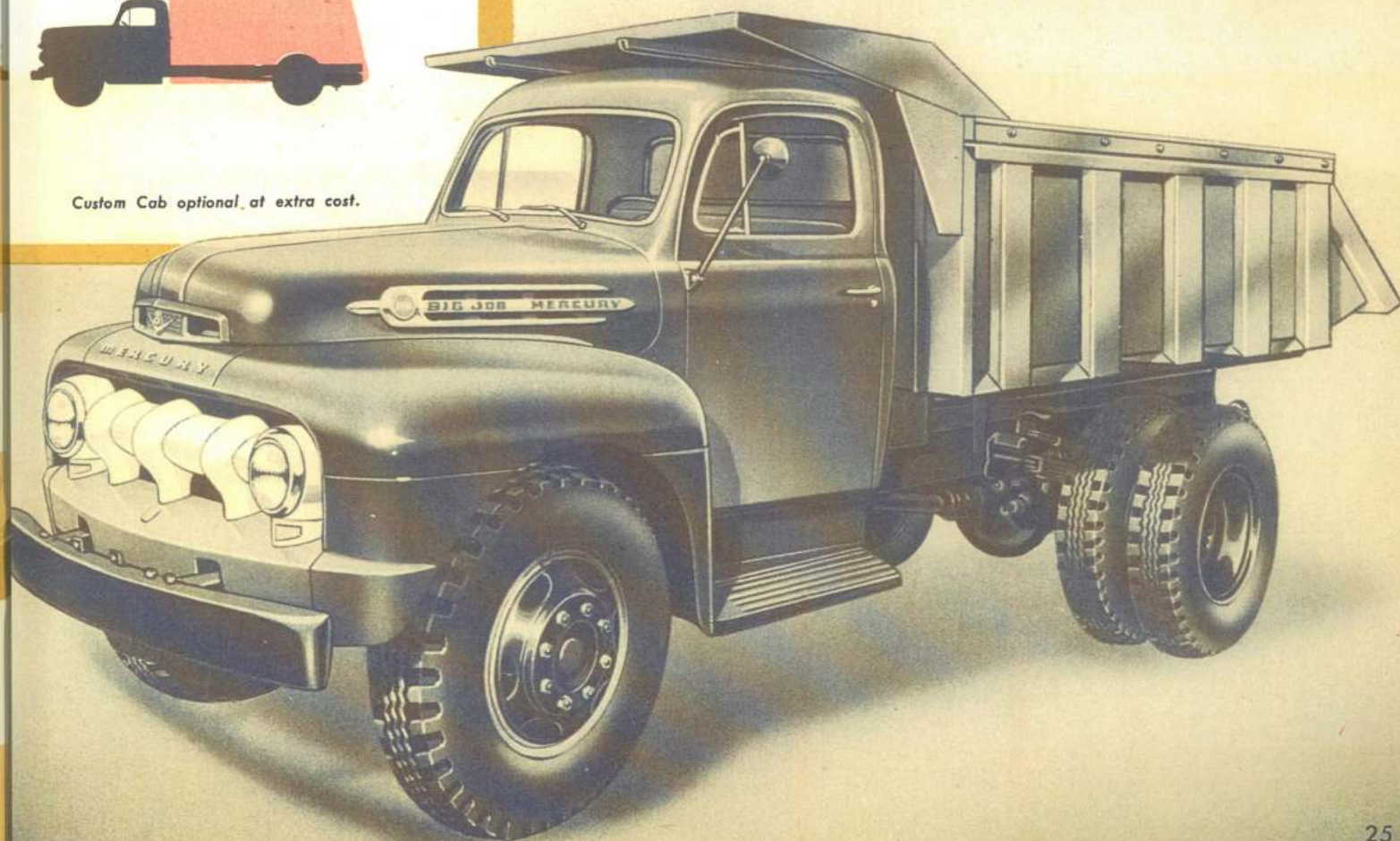
MASTER-HAULER OF THE EXTRA-HEAVY-DUTIES!

M - 8 MODELS

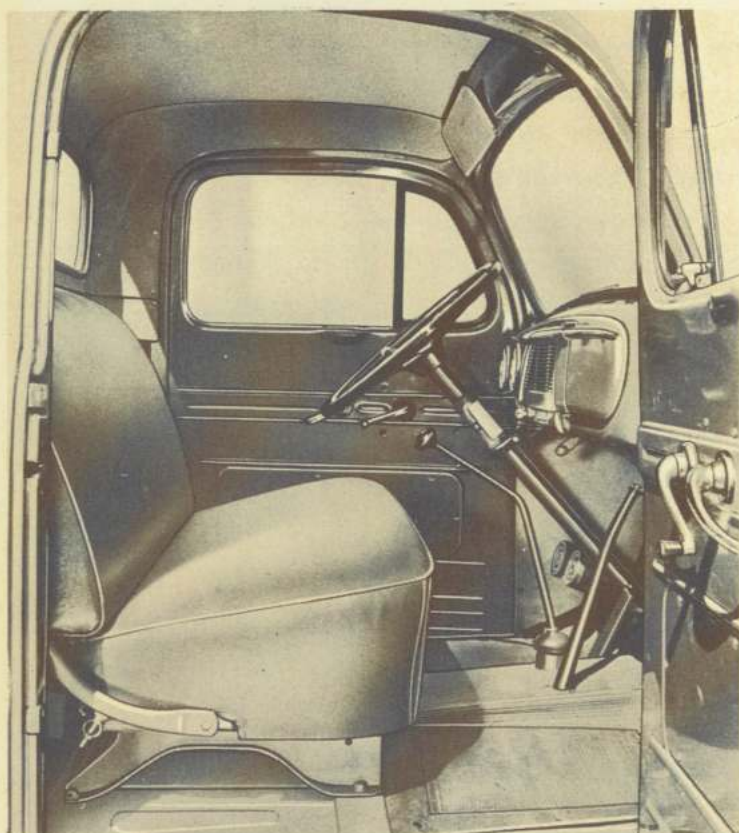


Custom Cab optional, at extra cost.

Mercury M-8 Extra Heavy Duty Trucks are built to take on the heaviest jobs. They're built for work on or off the highway, and built to withstand shock loads or just ordinary heavy slugging. They have the same basic features as the M-7 Mercury series but with bigger, stronger and tougher drive lines, axles, wheels, brakes, springs, and tires. Rated at a nominal 5 tons they'll carry over 7 tons with ease and safety—a remarkable payload capacity. In addition their powerful 284 torque 155 Hp. Overhead Valve V-8 Engine means you can move loads more quickly, more economically because of brilliant High Compression, Low Friction. Gas savings as high as 1 gallon in every 7! Calculated top road speed of the M-8, with 2-speed rear axle, pulling its 41,000 lbs. combination gross, is over 50 m.p.h. Gradeability in direct gear with full load is 2.1% in high gear, over 20% in low.



3 MERCURY TRUCK CABS— DESIGNED WITH THE DRIVER IN MIND!



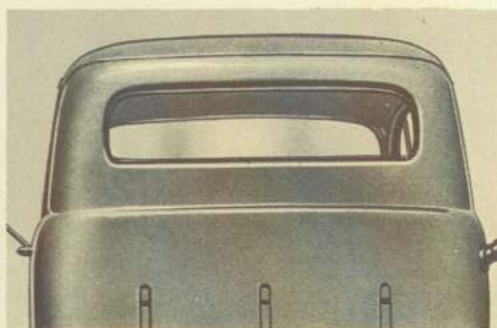
Mercury Trucks Standard Cabs have 3-way Air Control—pivoting type windows, cowl ventilator and (at extra cost) Magic Air Heater. There are wide, tall doors for easy access and a good-looking easy-to-read instrument cluster. Lots of head room inside the all-welded steel construction cab—smartly styled interiors with handy ash tray; dispatch box, sun visor and dual windshield wipers. A three foot rear window allows maximum rear vision for driver's convenience, safety.

MERCURY Standard Cab

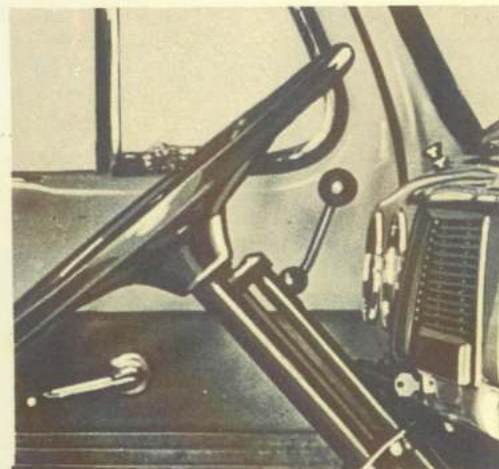
- ▶ NEW GRILLE
- ▶ NEW DUAL WINDSHIELD WIPERS
- ▶ NEW DOOR WEATHER-STRIPPING
- ▶ NEW RED VINYL SEAT TRIM
- ▶ NEW TWIN-MATCHED HORNS ON M-7 & M-8
- ▶ NEW FUME-TIGHT DESIGNED CAB
- ▶ PUSH BUTTON STARTER ON INSTRUMENT PANEL
- ▶ DRIVER'S SUN VISOR
- ▶ LEVEL ACTION CAB SUSPENSION
- ▶ 65 COIL SPRING SEAT CUSHION
- ▶ PIVOTING TYPE VENTILATING WINDOWS
- ▶ FULL VISION ONE PIECE WINDSHIELD
- ▶ WEATHER-STRIPPED COWL VENTILATOR



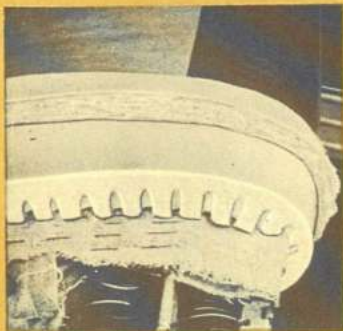
Throttle Control Rod mounted on instrument panel allows driver to devote all his attention to steering when backing up. Conveniently located control may be set at the desired engine speed and is especially valuable on the heavier duty models where power take off gearing is often required.



New 50% Bigger Rear Window is 3 feet wide—visibility is greater than ever before! This increased vision adds to driver convenience—permits easier truck manoeuvrability.



Steering Column Gear Shift is a new feature on the M-1 models. This convenient arrangement allows more floor loading space—provides additional room for passengers.



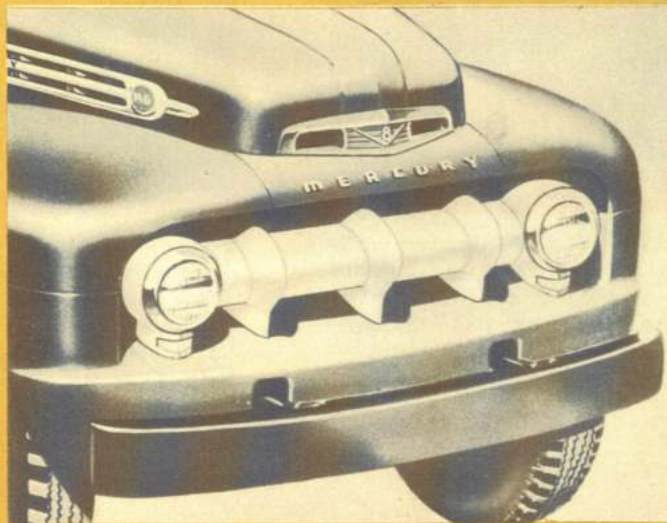
Foam Rubber seat cushion is a soft, resilient pad designed to support driver in correct driving position. Seat has fore and aft adjustment of 3 inches for precise positioning. Seat back may be inclined independently to suit individual preference.



Custom Cab Insulation and sound proofing is made especially effective by 1½ inches of padded glass wool insulation on new headlining. Further sound deadening has been added to the door, floor and rear cab panels providing all-weather protection, and an efficient noise control.

MERCURY Custom Cab

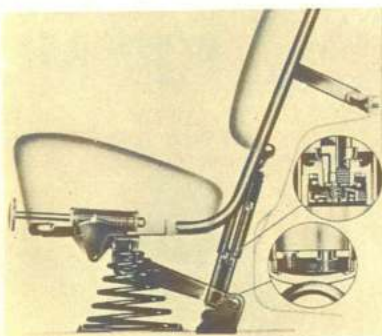
Custom Cab Grille is new and massive with a rich finish of argent (silver). Three pylons on a strong, bold band give a new importance to Mercury Custom front end treatment. Hood trim is distinctively new—windshield moulding is gleaming chrome. Pivoting-type ventilating windows are now chromed and add to new styling.



Custom Interior cab features are highlighted by striking two-tone gray and red vinyl trim. Appointments include: dome light with door jam switches, glove compartment lock, illuminated cigarette lighter, twin-matched electric horns (standard on M-7, M-8), dual sun visors, door arm rests and chrome interior door and window handles. Door trim panel blends with interior trim and serves to insulate door.

MERCURY Cab-Over-Engine

The new Mercury C.O.E. cab is designed for maximum driving comfort and visibility. Level Action cab suspension, adjustable driver's seat with ample foot and elbow room, contribute to ease of driving and heavy traffic handling. Ventilating windows and all-weather insulation in headlining help maintain peak interior comfort. Easy, two-step entry and big, wide doors increase driver efficiency, reducing "in-and-out" fatigue. Colourful, interior trim is designed to complement the chrome interior fittings. C.O.E. cab construction allows maximum engine accessibility for easy servicing.

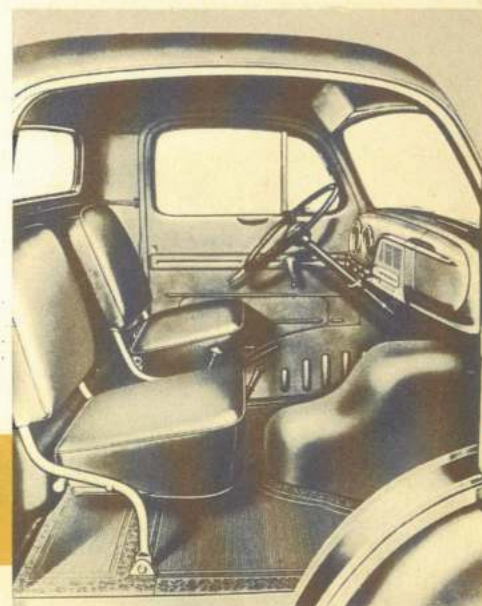


Driver's Seat rides on a variable-rate spiral coil spring which may be adjusted for individual weight. Seat is controlled by a hydraulic shock absorber.

SPECIAL C.O.E. FEATURES CONTRIBUTING TO COMFORT . . . SAFETY . . . CONVENIENCE

Front end is big, wide and strong with rugged I-beam axle, large spindles, wide tread. Spring loaded tie rod ends are designed to take up wear. Release of four latches opens the engine cover. Maintenance of engine is simplified and convenient—seat on rider's side folds up to increase work space.

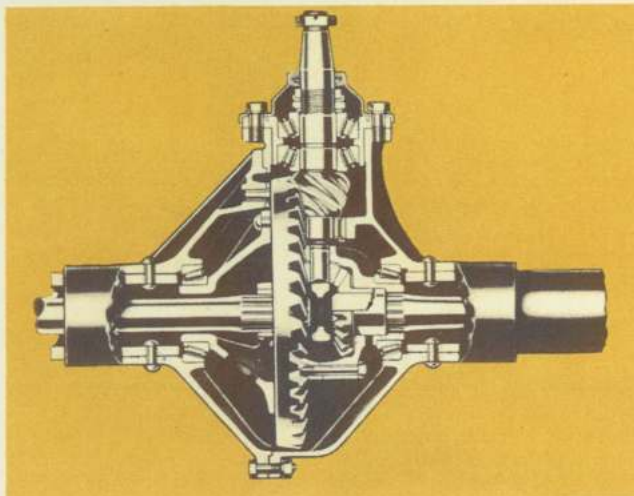
Rider's seat folds out of the way on the right side of the cab making entry or exit easier, more convenient.



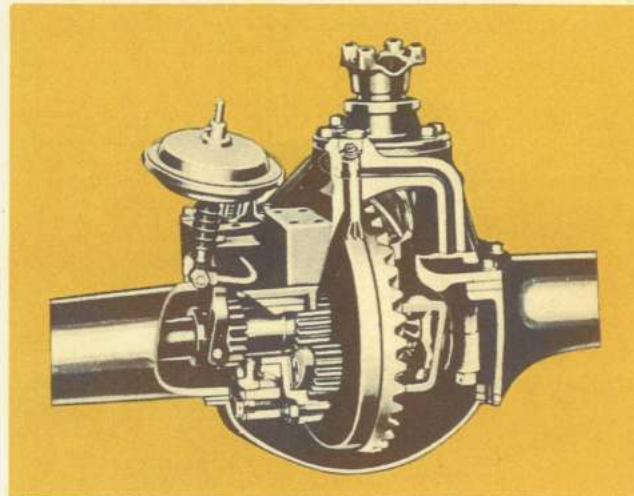
Easy access to many engine accessories is possible with lift-up hood. Radiator cap, generator, fan, distributor, oil filler tube, oil filter, thermostats, air cleaner, voltage regulator and ignition coil are easy to reach.

The Battery is mounted in a special carrier designed to fit securely on the running board for greater convenience in servicing . . . cover protects battery from all-weather conditions insuring longer life.

MERCURY QUADRAX REAR AXLES...



Standard Mercury Quadrax—With full-floating axle shaft. Dual opposed tapered roller bearings front, straight roller bearing rear. Tough manganese steel axle shafts with forged driving flanges. (Standard on M-3, M-4, M-5, M-5 C.O.E.).



2-Speed Mercury Quadrax—Provides versatility of performance. Single reduction high speed range saves on gas, oil, and engine maintenance. Where extra pulling ability is needed, the double reduction low speed range can be used. (Standard on M-6, Optional on M-5 and M-6 C.O.E., M-7, M-8).

The 4 strong points of QUADRAX

To bear the brunt of heavy trucking burdens, Mercury Quadrax rear axles are built four-square on the solid foundation of four notable features:

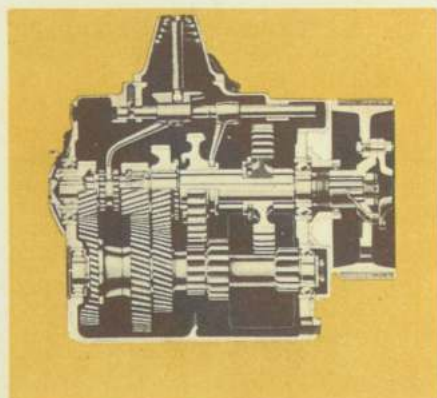
Full-Floating Axle Shaft gets work relief in Quadrax design. It's the axle housing, not the axle shaft that carries the weight-load. Sole function of the shaft is to transmit power to wheels.

Straddle-Mounted Pinion rides between bearings which counteract a natural tendency for the pinion to climb out of alignment. Result: better gear contact; longer gear life.

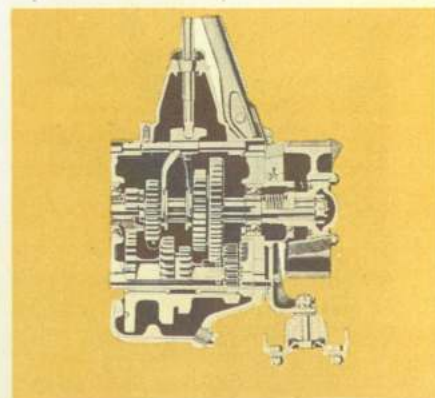
Four-Pinion Differential spreads the power load evenly, with lower tooth stresses, for greater axle reliability and endurance.

Roller Bearings Throughout because of their unexcelled ability to handle big loads . . . truck-size loads. Roller bearings are "naturals" for tough truck service.

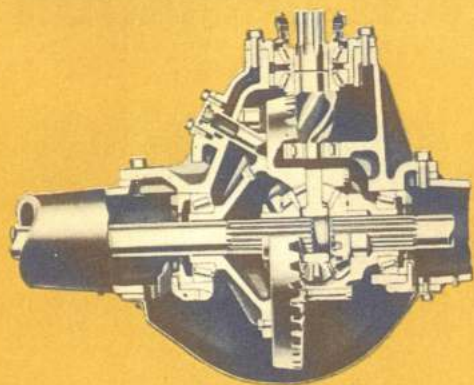
MERCURY TRANSMISSIONS...FOR MORE



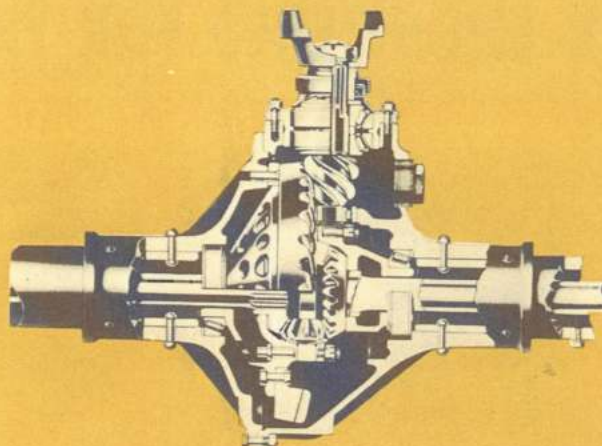
5-Speed Transmissions for Series M-7 and M-8 are engineered for easy shifting. Constant mesh helical gears in top 3 speeds engaged by sliding gear collars. Overdrive Transmissions standard on M-7; Direct Drive 5-speed standard on M-8. Difference in two transmissions is in gear ratios. 6-bolt power take-off openings on both left and right sides.



GREATER CAPACITY FOR LIFETIME ECONOMY!



Super Quadrax Standard Rear Axle—The biggest of the Mercury Truck axles—built and engineered to match the performance of the Mercury M-8. Full-floating, single reduction, spiral bevel power drive. Capacity — 16,500 lbs. (Standard on M-8).



Mercury Hypoid Quadrax—One of the most rugged full-floating axles in the 16,000 G.V.W. range. Big, strong hypoid pinion spreads ring-gear load over greater area. Dual opposed tapered roller bearings, front—straight roller bearing at rear. (Standard on M-6 C.O.E. Optional on M-6 conventional)

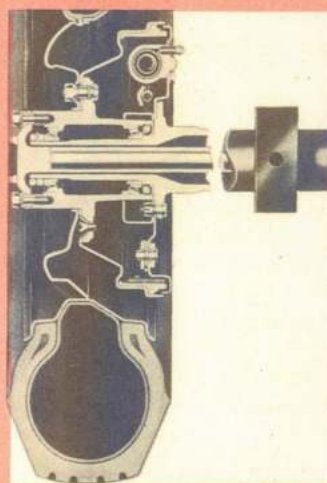
SPIRAL BEVEL and HYPOID REAR AXLES



HYPOID rear axle design (M-1) allows use of bigger drive pinion, held firmly by two tapered roller bearings. Thus torque is spread over greater tooth area for quiet operation, longer life.

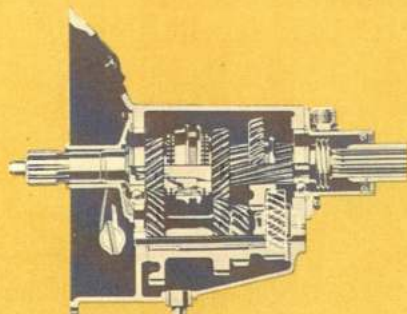
HYPOID REAR AXLE (M-1), semi-floating design, features integral type housing. Maintenance is quick and easy because inspection and adjustments can be made without removing housing or disturbing brake line connections; axle shafts are removable from wheel end.

SPIRAL BEVEL REAR AXLES for M-2, M-3, M-3 Parcel Delivery and M-4 are full-floating type with axle housing carrying the load. Load stresses centered between dual roller bearings for uniform support of hub on axle housing. Axle shafts are removable from wheel end for easy servicing.



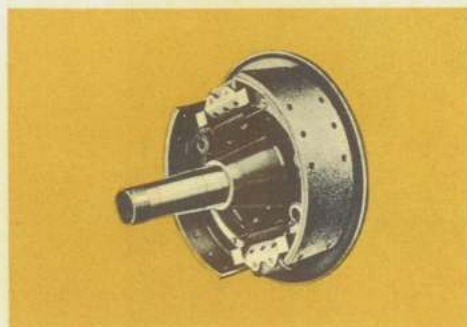
EFFICIENT POWER TRANSMISSION!

4-Speed Transmissions for Series M-3, M-4, M-5 and M-6 conventional and C.O.E. have ball and roller bearings in all forward speeds. All gears and sliding shafts are forged from heat-treated alloy steel. Power take-off opening on right side. Optional on Series M-1.



3-Speed Synchro-Silent Transmission standard on Series M-1 offers quiet, easy shifting. Gears are wide contact helical type. Thrust washers take countershaft thrust and wear. Ball and roller bearings in all forward speeds. (M-1 has gear shift lever on steering column.)

SPECIAL MERCURY CHASSIS FEATURES • TRUCK-BUILT, TRUCK-ENGINEERED FOR TROUBLE-FREE OPERATION!



Double Cylinder Brakes on rear, two-shoe, double anchor on front. Booster power cylinder 9½" diameter. Lining area M-7, 444 sq. in. — M-8, 485 sq. in.



Full Air Brakes — available for series M-8. Combines smooth flexibility with instant positive action. Trailer connection easily made. (Optional at extra cost)



Duo-Servo Brakes—for true and easy stopping. Requiring less pedal effort. Demountable brake drums permit easier maintenance and low replacement cost.

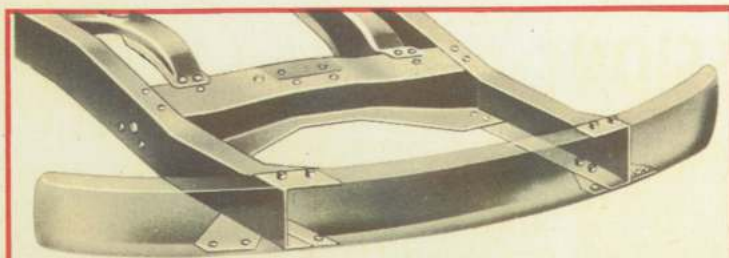
11-Inch Gyro Grip Clutch multiplies grip as speed increases. Cushion disc construction reduces tendency to grab. Throwout ball bearing is sealed, pre-lubricated. Fly-wheel housing is separable from oil pan and engine block for easier maintenance.



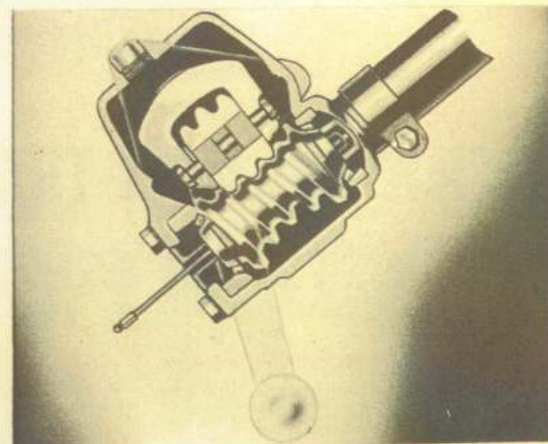
Tubular Drive Shafts are large diameter, non-whipping type with a torque resistance capacity that is much greater than the full load stress of the unit in high or low gear.

Springs—high tensile steel with inter-changeable shackle pins. Designed to handle full capacity loads.

Muffler—straight through design cuts down resistance and back pressure improving engine performance and gasoline economy.

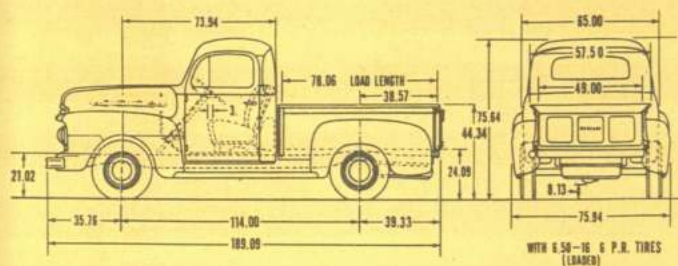


Channel Bumper is attached directly to extended frame for greater protection; acts as an additional cross member for extra frame reinforcement.



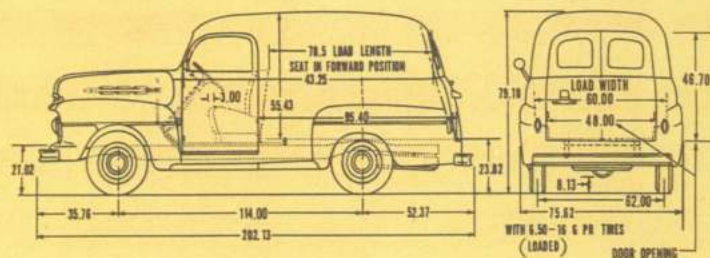
Steering—an adjustable, roll-action steering gear with needle bearings supporting steering roller, reducing steering friction, increasing driving ease and comfort.

IMPORTANT DIMENSIONS IN INCHES OF THE MIGHTY NEW '52 MERCURY TRUCKS



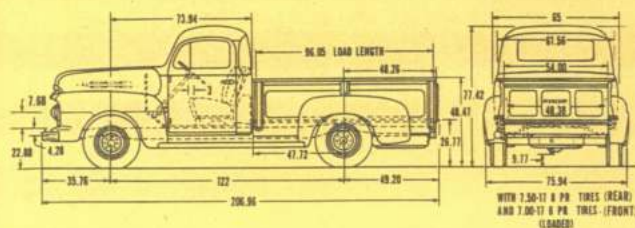
M-1 Pickup

1-6



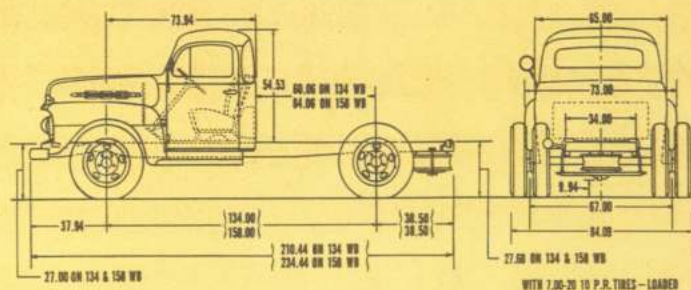
M-1 Panel

1-8



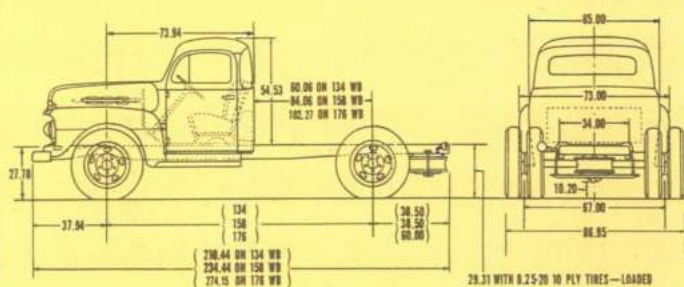
M-3 Express

1-32



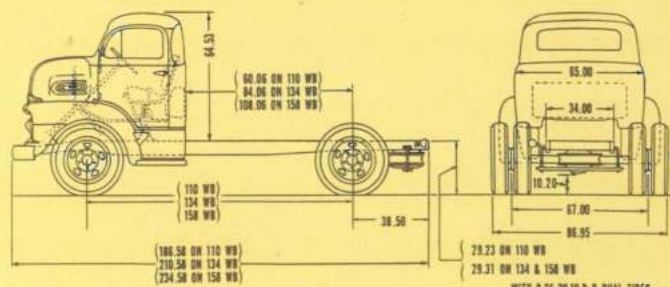
M-4

1-55



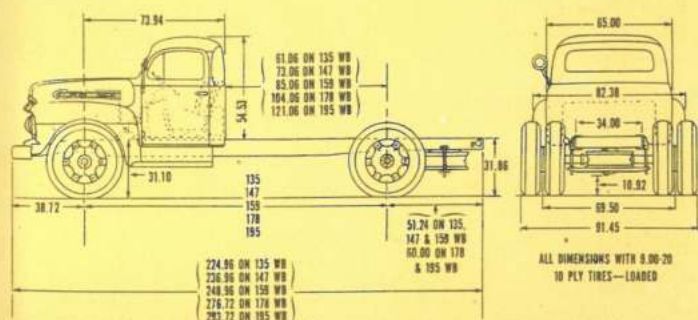
M-5 and M-6

1-65



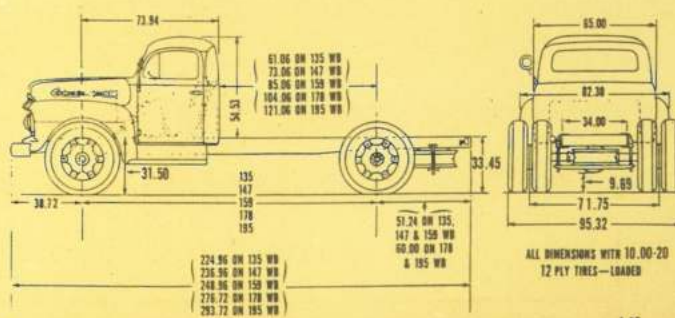
M-5 and M-6 C.O.E.

1-97



M-7

1-83



M-8

1-85

'52 MERCURY TRUCKS ENGINE SPECIFICATIONS

	M-1—M-3—M-4	M-5—M-6 CONV'L . . . C.O.E.
TYPE	8 cyl. V-type 90° L-head	8 cylinder V-type 90° L-head
BORE	3 $\frac{3}{16}$ "	3.19"
STROKE	3 $\frac{3}{4}$ "	4.0"
DISPLACEMENT	239 cu. in.	255 cu. in.
MAX. B.H.P. @ R.P.M.	106 @ 3500	120 @ 3600
MAX. TORQUE @ R.P.M.	194 @ 1900-2100	204 @ 1500-2000
COMPRESSION RATIO	6.8:1	6.8:1
BLOCK	Cylinders and upper crankcase one-piece, alloy iron	Cylinders and upper crankcase one-piece, alloy iron
CYLINDERS	Controlled quality micro-finish for uniform oil film	Controlled quality micro-finish for uniform oil film
HEADS	Turbulent type high compression	Turbulent type high compression
CRANKSHAFT	3-bearing, full-counterbalanced 90° throws	3-bearing, full counter balanced 90° throws
MATERIAL	Special cast alloy steel	Special cast alloy steel
MAIN BEARINGS	Three	Three
TYPE	Large diameter, steel-backed locked-in, precision, replaceable	Large diameter, steel-backed locked-in, precision, replaceable
LINER MATERIAL	High lead babbit	Special alloy steel backed, copper-lead with lead-tin overlay
AREA	38.955 sq. in.	38.955 sq. in.
CONNECTING RODS	I-beam, heat treated steel forgings with locked-in replaceable liners	I-beam, heat treated steel forgings with locked-in replaceable liners
BEARINGS	Precision, steel-backed copper-lead with lead-tin overlay	Precision, steel-backed, copper-lead with lead-tin overlay
PISTONS	Aluminum alloy, cam ground, oval type, dome head	Aluminum alloy, cam ground, oval type dome head
FINISH	Tin plated	Tin plated
RINGS	Two compression, two oil control	Two compression, two oil control
PINS	Full floating in rod and piston with retainer rings	Full floating in rod and piston with retainer rings
CAMSHAFT	Special cast alloy iron, driven direct from crankshaft	Special cast alloy iron, driven direct from crankshaft
TIMING GEAR	Precision-machined aluminum	Precision-machined aluminum
VALVES		
INTAKE	High chrome nickel alloy	High chrome nickel alloy
EXHAUST	High chrome nickel alloy	High chrome nickel alloy, stellite faced
LIFTERS	Pre-set hollow steel	Pre-set hollow steel
SEAT INSERTS—EXHAUST	Molybdenum, chrome tungsten steel	Molybdenum, chrome tungsten steel
INTAKE MANIFOLD	Dual integral valve cover, level intake passages	Dual integral valve cover, level intake passages
CARBURETOR	Dual Downdraft	Dual downdraft
AIR CLEANER	Heavy Duty oil bath—one quart capacity	Heavy duty oil bath—one quart capacity
FUEL PUMP	Diaphragm type with integral glass—settling bowl and strainer	Diaphragm type with integral glass—settling bowl and strainer
DISTRIBUTOR	Angle mounted for accessibility, single points, automatic spark advance	Angle mounted for accessibility, single points, automatic spark advance
BATTERY—TRUCKS	Heavy duty 17 plate 90 ampere hour—M-1, M-3; 100 ampere hour—M-4	Heavy-duty—17 plate 100 ampere hour—6 volt
GENERATOR	35 amp.—250 watts	35 amp.—250 watts
STARTER	High torque, automatic engagement, solenoid switch, push button control	High torque, automatic engagement, solenoid switch, push button control
LUBRICATION	Full pressure to main camshaft and connecting rod bearings	Full pressure to main camshaft and connecting rod bearings
OIL PUMP	Gear type	Gear type
NORMAL OIL PRESSURE	60 lbs. per sq. in. @ 2000 engine r.p.m.	60 lbs. per sq. in. @ 2000 engine r.p.m.
CRANKCASE CAPACITY	8 imp. pts.—12 pts. with oil filter	8 imp. pts.—12 pts. with oil filter
OIL PAN CLEAN-OUT	Large removable plate	Large removable plate
OIL FILTER	Replaceable cartridge type	Replaceable cartridge type
COOLING	"Series Flow" full-length water jackets, thermostatic temp. control	"Series Flow" full-length water jackets, thermostatic temp. control
FAN	4 blade, 18 $\frac{1}{2}$ in. diam.	4 blade, 18 $\frac{1}{2}$ in. diam.
WATER PUMPS	Two	Two
MOUNTING	3 point, cushion-type rubber suspension	3-point, cushion-type rubber suspension
GOVERNOR	Optional	Optional

M-7**M-8**

8-cylinder V-type overhead valve

8-cylinder V-type overhead valve

39 $\frac{1}{16}$ "

3.8"

3.5"

3.5"

279 cu. in.

317 cu. in.

145 @ 3800

155 @ 3900

244 @ 1900-2100

284 @ 1700-2000

7.0:1

7.0:1

One-piece block and crankcase 90° V-8, overhead valves

Controlled quality micro-finish for uniform oil film

Turbulent type high compression

5-bearing, full-counterbalanced 90° throws

Nodular iron

Five

Large diameter, copper-lead alloy, steel backed locked-in, replaceable

Special alloy, steel backed, copper-lead with lead-tin overlay

I-beam, heat treated steel forgings with locked-in precision, replaceable liners

Precision, steel-backed copper-lead with lead-tin overlay

Aluminum alloy, autothermic slipper type, cam ground, flat head

Tin plated

Two compression and one oil control

Full floating in rod and piston with retainer rings

Special cast alloy iron, driven by silent chain

Silent chain sprocket

High chrome nickel alloy

High chrome nickel alloy, stellite faced exhaust

Pre-set hollow steel

Molybdenum, chrome tungsten steel

Dual integral valve cover, level intake passages

Dual downdraft

Heavy duty oil

Diaphragm type with integral glass—settling bowl and strainer

Angle mounted at rear, single points, automatic spark control

Heavy duty 17 plate 120 ampere hour—6 volt

40 amp.—280 watts

High torque, automatic engagement, solenoid switch, push button control

Full pressure to main camshaft and connecting rod bearings

Gear type

60 lbs. per sq. in. @ 2000 engine r.p.m.

14 imp. pts.—refill; 16 pts. dry.

None

Full flow oil filter—replaceable cartridge

New series-flow cooling, high efficiency, full length water jacket
thermostatic control4 blade, 18 $\frac{1}{2}$ in. diam.

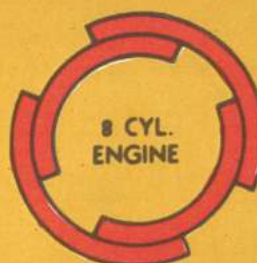
One

3 point, cushion-type rubber suspension

Optional

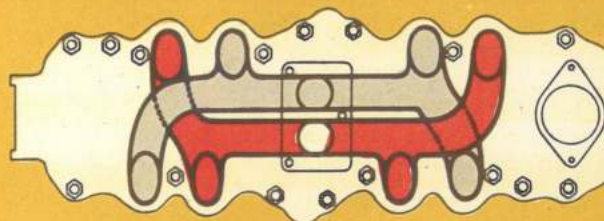
ADVANTAGES OF MERCURY TRUCK V-8 ENGINES

V-8 BLOCK is shorter, more rigid, and less subject to distortion. Main bearings and cylinders are held in precise alignment—resulting in longer engine life, economical operation!



OVERLAPPING POWER IMPULSES

in the V-8 engine give greater smoothness of power response. Four power impulses per revolution are given the crankshaft as compared to the 3 impulses in six-cylinder engines.



SHORT-REACH MANIFOLDS give uniform, straight-from-the-carburetor delivery of the fuel and air mixture. Every cylinder in the two banks of four receives an identical and precise measure of gasoline and air!

'52 MERCURY TRUCKS CHASSIS SPECIFICATIONS

SERIES		M-1	M-3	M-4	M-5 CONV'L . . . C.O.E.
WHEELBASE		114"	122"	134"-158"	134"-158"-176" 110"-134" 158" C.O.E.
MAXIMUM G.V.W.		4,700	6,800	10,000	14,000
MAXIMUM G.C.W.					
AXLES:	Front, capacity	2,500 lbs.	2,500 lbs.	4,500 lbs.	4,500 lbs.
	Rear, capacity	3,000 lbs.	5,000 lbs.	10,800 lbs.	10,800 lbs.
	Type	Hypoid(s)	Single	Single	Single
	Ratio, standard	3.92:1	4.86:1	5.83:1	6.67:1
BRAKES:	Front, service	11" x 2"	12" x 2"	14" x 2"	14" x 2"
	Rear, service	11" x 1.75"	12" x 2"	15" x 3½"	15" x 3½"
	Area, sq. in.	178	196	302	302
	Hand Brake	Cable with Equalizer Link to Rear Brake Drums		Drum and Contracting Band—Drive Shaft Type	
	Area, sq. in.	Same as Rear	49.24	61.5	61.5
CLUTCH:	Diameter and (area sq. in.)	10"-85.5	11"-123.7	11"-123.7	11"-H.D.-123.7
DRIVE SHAFT:	Type	Hotchkiss, Straight-Line Drive, Open Tubular Propeller Shafts and Needle Bearing Universal Joints			
ENGINES:	Maximum b.h.p. @ r.p.m.	106 @ 3500	106 @ 3500	106 @ 3500	120 @ 3600
	Maximum torque @ r.p.m.	194 @ 1900-2100	194 @ 1900-2100	194 @ 1900-2100	204 @ 1500-2000
	Compression ratio	6.8:1	6.8:1	6.8:1	6.8:1
	Cooling System, quarts	18.5	18.5	18.5	18.5
FRAME: Maximum Side Rail Specification		5.92" x 2.25" x 0.15"	6.0" x 2.25" x 0.19"	7.0" x 2.75" x 0.21"	110" C.O.E. 134"-158" WB. 7.0" x 2.75" x 0.21" 134"-158" C.O.E., 176" WB. 7.08" x 2.79" x 0.25"
Section Modulus (includes frame reinforcement) *(Not reinforced)		*2.65	*3.34	*134"-158" WB. 5.23-7.63	134"-158"-176" WB. 7.63-8.65
FUEL TANKS:	Cab Tank, gallons	16½	16½	16½	16½
	Frame Tank, gallons	14	14	20	20 C.O.E.-None
SPRINGS:	Front	8-36" x 1.75"	8-36" x 1.75"	11-36" x 2.0"	†11-36" x 2.0" Std. 12-36" x 2.0"-176" WB.
	Rear	10-45" x 2.0" Std. 9-45" x 2.0" Panel	14-45" x 2.25"	12-45" x 2.5"	12-45" x 2.50"
	Auxiliary				*5-32.5" x 2.5"
STEERING RATIO		18.2:1	18.2:1	20.4:1	20.4:1
TRANSMISSION:	Ratio —1st	2.819	6.40	6.40	6.40
	2nd	1.604	3.09	3.09	3.09
	3rd	1.00	1.69	1.69	1.69
	4th	—	1.00	1.00	1.00
	5th	—	—	—	—
	Rev.	3.625	7.83	7.83	7.83
WHEEL SIZE:	Front	16 x 4.5 K	17 x 5.5	20 x 5.0	20 x 5.0
	Rear	16 x 4.5 K	17 x 5.5	20 x 6.0	20 x 5.0
	Optional	None	None	20 x 5.0 Rear	20 x 6.0
TIRES:	Front	6.00 x 16 4-ply	7.00 x 17 6-ply	6.50 x 20 8-ply	†7.00 x 20 8-ply
	Rear (s) Single, (d) Dual	6.00 x 16 6-ply (s)	7.00 x 17 6-ply (s)	7.50 x 20 10-ply (s)	†7.00 x 20 10-ply (d)
	Rear for maximum G.V.W.	6.50 x 16 6-ply (s)	7.50 x 17 8-ply (s)	6.50 x 20 8-ply (d)	7.50 x 20 8-ply (d)
		† 13-38 x 2.25 M-5-M-6 C.O.E.	† Std. Tires M-5 C.O.E.	6.50 x 20 6-ply (d)	

M-6 CONV'L . . . C.O.E	M-6 TRACTOR DUMP	M-6 SPECIAL DUMP	M-7	M-8
134"-158"-176" 110"-134"-158"-C.O.E.	134"	158"	135"-147"-159" 178"-195"	135"-147"-159" 178"-195"
16,000	16,000	16,000	19,000	22,000
28,000	28,000	28,000	38,000	41,000
4,500 lbs. 13,000 lbs. Conv'l-2 Spd. C.O.E.-Single 6.33/8.81:1 7.20:1	4,500 lbs. 13,000 lbs. 2-Speed 6.33/8.81:1	4,500 lbs. 13,000 lbs. 2-Speed 6.33/8.81:1	5,500 lbs. 14,000 lbs. Hypoid(s) 7.20:1	5,500 lbs. 17,000 lbs. Eaton(s) 7.17:1
14" x 2" 15" x 3½" 302	14" x 2" 15" x 3½" 302	14" x 2" 15" x 3½" 302	16" x 2¼" 15" x 5.0" 444	16" x 2¼" 16" x 5" 485
Drum and Contracting Band —Drive Shaft Type				
61.5	61.5	61.5	90	90
11"-H.D.-123.7	11"-H.D.-123.7	11"-H.D.-123.7	12"-149.2	12"-149.2
Centre Bearing except M-1				
120 @ 3600 204 @ 1500-2000 6.8:1 18.5	120 @ 3600 204 @ 1500-2000 6.8:1 18.5	120 @ 3600 204 @ 1500-2000 6.8:1 18.5	145 @ 3800 244 @ 1900-2100 7.0:1 20.5	155 @ 3900 284 @ 1700-2000 7.0:1 20.5
110"-134"-158" WB. 7.0" x 2.75" x 0.21" 134"-158" C.O.E. 176" WB. 7.08" x 2.79" x 0.25"	134" WB. 7.0" x 2.75" x 0.21" Extra Deep Section Over Rear Axle	158" WB. 7.08" x 2.79" x 0.25" Inner Reinf. Extending to Rear End of Frame Outer Reinf. (Fish Plate)	9.0" x 3.0" x 0.25"	9.0" x 3.0" x 0.25"
134"-158"-176" WB. 7.63 8.65	7.63	14.15	All 13.83	All 13.83
16½ 20 C.O.E.-None	16½ Special Options	16½ Special Options	16½ 20	16½ 20
†11-36" x 2.0" Std. 12-36" x 2.0"-176" WB. 12-45" x 2.50"	12-36" x 2.0" 12-45" x 2.50"	12-36" x 2.0" 12-45" x 2.50"	12-46" x 2.5" 13-52" x 3.0"	12-46" x 2.5" 14-52" x 3.0"
7-32.5" x 2.5"	7-32.5" x 2.5"	7-32.5" x 2.5"	7-37.5" x 3.0"	7-37.5" x 3.0"
20.4:1	20.4:1	20.4:1	20.5:1	20.5:1
6.40 3.09 1.69 1.00 — 7.83	6.40 3.09 1.69 1.00 — 7.83	6.40 3.09 1.69 1.00 — 7.83	Overdrive 6.06 3.50 1.80 1.00 .799 6.00	Direct 7.53 4.38 2.40 1.48 1.00 7.51
20 x 6.0 20 x 6.0 None	20 x 6.0 20 x 6.0 None	20 x 6.0 20 x 6.0 None	20 x 6.5 RH5° 20 x 6.5 RH5° None	20 x 7.0 RH5° 20 x 7.0 RH5° None
7.50 x 20 8-ply \$7.50 x 20 10-ply (d) 8.25 x 20 10-ply (d) \$M-6 C.O.E.-7.50 x 20 8-ply (d)	7.50 x 20 8-ply 7.50 x 20 10-ply (d) 8.25 x 20 10-ply (d)	7.50 x 20 8-ply 7.50 x 20 10-ply (d) 8.25 x 20 10-ply (d)	8.25 x 20 10-ply 8.25 x 20 10-ply (d) 9.00 x 20 10-ply (d)	9.00 x 20 10-ply 9.00 x 20 10-ply (d) 10.00 x 20 12-ply (d)

The Mighty New 1952 MERCURY TRUCKS

The information you'll need in selecting the right truck can be found in this catalogue. But no matter how complete, how simple a manual is—the final choice of the right truck for the job should be arrived at in consultation with the men who know Mercury Trucks best . . . your Mercury Truck Dealer.

Mercury Truck Dealers have specialists on their staff who know the capabilities of Mercury Trucks—who understand your trucking needs. Given the proper information on your problems these men can be of genuine assistance in making sure you get exactly the right truck for your job . . . making sure you get the performance and economy demanded by today's trucking.

These specifications were in effect at the time this catalogue was approved for printing. Ford Motor Company of Canada, Limited, Windsor, Ontario, whose policy is one of continuous improvement, reserves the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation.



MERCURY-LINCOLN-METEOR

FORD MOTOR COMPANY OF CANADA, LIMITED • WINDSOR, ONTARIO

index

Introduction	Page 2
How to select a truck	Page 3
4 Mighty-powerful new engines	Page 4
"Loadomatic" Economy	Page 5
"World Famous" 106 Hp. V-8	Page 6
"Super Power" 120 Hp. V-8	Page 7
"Cargo King" 145 Hp. V-8	Page 8
"Cargo King" 155 Hp. V-8	Page 9
Mercury M-1 Truck	Page 10
Mercury M-3 Truck	Page 12
Mercury M-4 Truck	Page 14
Mercury M-5 Truck	Page 16
Mercury M-6 Truck	Page 18
Mercury M-5 and M-6 C.O.E. Trucks	Page 20
Mercury M-7 Truck	Page 22
Mercury M-8 Truck	Page 24
3 Mercury Truck Cabs	Page 26
Mercury Quadrax Rear Axles	Page 28
Mercury Transmissions	Page 28
Special Mercury Chassis Features	Page 30
Mercury Trucks: Important Dimensions	Page 31
Mercury Truck: Engine Specifications	Page 32
V-8 Engine Advantages	Page 33
Mercury Truck: Chassis Specifications	Page 34



AD. 280