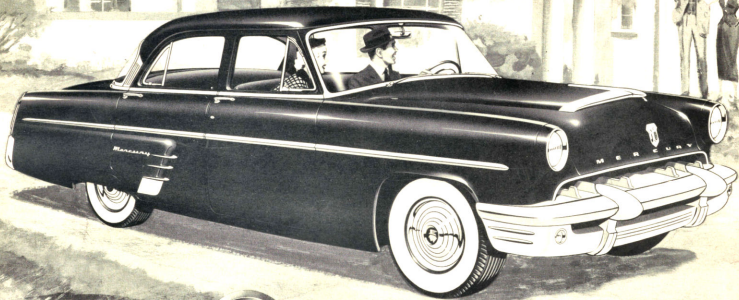


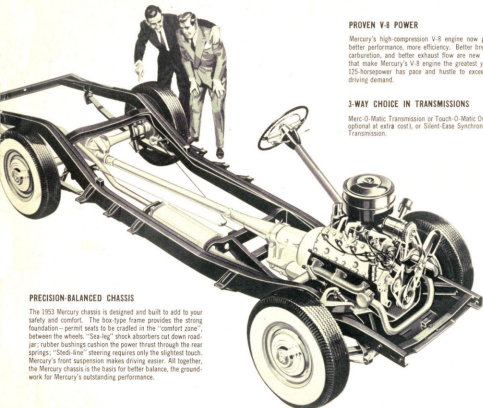
the new 1953

MERCURY



...the greatest yet !

unified **design** means balanced performance



PRECISION-BALANCED CHASSIS

The 1953 Mercury chassis is designed and built to add to your safety and comfort. The box-type frame provides the strong foundation—permit seats to be cradled in the "comfort zone," between the wheels. "Sea-leg" shock absorbers cut down roadjar; rubber bushings cushion the power thrust through the rear springs; "Stedi-line" steering requires only the slightest touch. Mercury's front suspension makes driving easier. All together, the Mercury chassis is the basis for better balance, the groundwork for Mercury's outstanding performance.

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

PROVEN V-8 POWER

Mercury's high-compression V-8 engine now gives you still better performance, more efficiency. Better breathing, better carburetion, and better exhaust flow are new improvements that make Mercury's V-8 engine the greatest yet. Mercury's 125-horsepower has pace and hustle to exceed your every driving demand.

3-WAY CHOICE IN TRANSMISSIONS

Merc-O-Matic Transmission or Touch-O-Matic Overdrive (both optional at extra cost), or Silent-Ease Synchronized Standard Transmission.

'53 MERCURY SPECIFICATIONS

ENGINE SPECIFICATIONS

TYPE: The 1953 Mercury engine is an L-head, V-eight, developing 125 Hp. at 3700 r.p.m. and 211 ft.-lb. torque at 1900-2300 r.p.m. Bore, 3 1/4 in.; stroke, 4 in. Displacement, 255.4 cu. in. Compression ratio, 7.2 to 1. Three-point rubber mountings. Counterbalanced crankshaft with 3 main bearings. Aluminum-alloy pistons. Two compression and two oil rings. Rotating type valves for smoother, quieter engine operation and longer valve life.

LUBRICATION: Pressure lubrication to all main, connecting rod and camshaft bearings. Gear type oil pump. Heavy duty oil filter*. Positive crankcase ventilation. Oil capacity, 7 pints. Oil capacity, 7 pints.

COOLING SYSTEM: Full-flow cooling system with two high-velocity water pumps. Full length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity (without heater), 19 quarts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner. Automatic idling control. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 15.5 gallons.

IGNITION: High-speed, single breaker-arm distributor with full-pressure type automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 118 in. Over-all length, 205.38 in. (with accessory bumper guards). Over-all height, 62.2 in. Over-all width, 54.0 in. Tread, 58.0 in. front, 54.0 in. rear.

CONSTRUCTION: All-steel welded body with heavy, reinforced floor and dash. Insulated with glass fiber pads and other materials against heat, cold, noise and dirt. Counterbalanced hood and deck lids. Two-step front doors.

VENTILATION: Dual air-duct ventilation system with separate controls for driver. Full-length defroster vent. Front ventilating windows in all models. Four-door has rear ventilating window as well.

ELECTRICAL: Long-life, 15-plate, 100-ampere-hour battery. High-capacity 35-ampere generator with automatic current and voltage control. Bendix "In-Line" type starter for cars equipped with Merc-O-Matic Transmission. Starter to flywheel ratio—18.0 to 1.

CHASSIS SPECIFICATIONS

FRAME: Heavy steel, cold-rolled and welded ladder-type frame with double-channel box-section side rails and 5 cross-members. Sport Coupe has additional reinforcing for extra rigidity. Monterey Convertible has X-member frame with heavy reinforcing.

SUSPENSION: Independent front wheel suspension with coil springs. Double-acting shock absorbers mounted inside the springs. Torsional stabilizer bar to reduce roll. Longitudinal, semi-elliptic leaf springs in rear, with full-length liners for permanent lubrication. Double-acting rear shock absorbers mounted "sea-leg" fashion to reduce ride-sway.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

DRIVE: Hotchkiss drive with tubular propeller shaft. Carrier type rear axle with hypoid ring gear and pinion. Rear wheel bearings permanently lubricated.

BRAKES: "Duo-servo" type hydraulic brakes. Self-energizing action decreases pedal pressure required for quick straight-line stops. Cable-type hand parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible) on pressed-steel wheels with extra-wide rims for greater safety, more traction. Rim width 5 1/2 inches.

* Optional equipment at extra cost.



AD-371



MERCURY - LINCOLN - METEOR
FORD MOTOR COMPANY OF CANADA, LIMITED
WINDSOR, ONTARIO



COMBINATION TAIL LAMPS . . . provide housing for all rearward lights, including optional turn indicator and back-up lights. Tail lamps and bumper combine in a Unified Design feature.

REAR DECK CONTOUR . . . serves functional purpose and adds style in Unified Design. Provides up to as much as 30 cubic feet trunk capacity.

VARIABLE-RATE SPRINGS . . . for better riding over any road, springs stiffen under heavy loads, and return to normal softness when bump is passed.

ONE-PIECE REAR WINDOW . . . wraps around sides to give better rear view visibility plus modern style. Sedan rear window measures 1153 sq. in.

PACKAGE TRAY . . . carries rear deck contour into interior. A feature of Unified Design that lends an indoor-outdoor feeling, the smart, modern look.

SPACE-PLANNED INTERIORS . . . seats placed far forward in "comfort zone" for best riding. Plenty of leg room, head room, elbow room for stretch-out relaxation.

SAFETY-STEEL TOP . . . Fashionable flat contour with continuous drip rail above windshield. Narrow roof overhang permits larger windows and doors.

INSTRUMENT PANEL . . . is continuation of head line which carries through to inside of car in Mercury's Unified Design. There's not an unnecessary line or contour on the Mercury.

ONE-PIECE WINDSHIELD . . . gracefully curved for wide visibility and with no centre bar to limit vision. Slender windshield posts permit better vision too.

CUSHION-COIL SPRINGS . . . team with double-acting hydraulic shock absorbers in the front suspension and co-ordinate with rear springs for smoother ride.

BUMPER-GRILLE . . . combined in single unit gives better protection, finer appearance. Narrow airslits emphasize width and lowness . . . provide air intakes for radiator, engine, interior vent ducts.

DOWN SWEEP HOOD . . . a Unified Design feature possible with Mercury's compact V-8 engine design. Gives better, safer forward visibility.

STEEL-LINE STEERING . . . better weight distribution and precision-designed steering mean easier, better control. Responsive 25.4 to 1 steering ratio.



'53

MERCURY

the smart buy
for driving pleasure

new 1953

MERCURY

... the greatest yet

introduces

**unified
design**

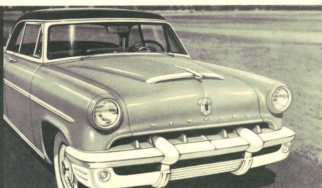
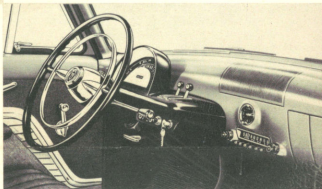
**to put you years ahead in style,
performance and economy**

unified design **distinctive styling**
better visibility • **easier handling**
smoother riding • **greater safety**
extra convenience • **livelier performance**
proven economy



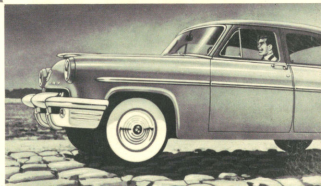
'53 MERCURY INTRODUCES UNIFIED DESIGN that serves a double purpose for styling and utility. Every line . . . every contoured panel flows smoothly together producing smart, functional beauty. Mercury's sweeping vision — front and back, over the hood and to each fender — affords greater driving safety, extra comfort and relaxation. Mercury's big windows, windshield and rear window provide 3210 square inches of safety vision area. Mercury is action-packed for lively go with positive road-hugging sureness.

MERCURY UNIFIED DESIGN INTERIORS — Built out "Interceptor" instrument panel brings instruments and controls closer for convenient, easy use. Foot pedals suspended from above provide easier, more convenient operation of pendant brake and clutch pedals. Mercury's luxurious "Space-Planned" interiors are generously spacious—to provide room for the most pleasant kind of riding. There's a wide selection of upholstery to harmonize with any of the solid body colour or two-tone combinations you choose.



MERCURY'S FRONT IS UNIFIED, TOO—Combination bumper-grille provides extra double bumper-bar protection and airslots for radiator, engine compartment and passenger compartment vents. Long narrow airslots and new 1953 styling accent width and lowness. There's a sweep of Unified Design to the "Jet-Scoop" hood. It favours you, too! Never before has a car of Mercury's size offered such "down-front" visibility . . . giving a safety-clear view of the road ahead.

MERCURY PERFORMANCE THE GREATEST YET. You'll discover how Mercury's better balanced chassis and safety-steel body ride smoothly over rough roads. Big shock absorbers and co-ordinated springs smooth the way. Mercury delivers livelier performance with the high-compression V-8 125-Hp. engine. Mercury's better balanced, stepped-up and efficient Unified Design without excess weight means unmatched performance on any road. American Automobile Association sponsored Economy Runs proved Mercury best in its class for economy for three consecutive years, twice winning the grand Sweepstakes award.



UNIFIED DESIGN REAR BEAUTY—License plate light is centralized for added smartness and utility. Vertical tail-lamp fixtures house all tail lights . . . serve as dashing bright metal fender extensions. Large bumper end caps give wrap-around protection for rear fenders. The filler pipe for Mercury's centre-fill gas tank is concealed behind the license plate. Fill-up from either side without danger of chipping, scratching or staining finish. Mercury's trunk, up to 30 cubic feet capacity, serves many purposes.

...drive the greatest yet!

'53 MERCURY

with unified design

Lovely to look at... delightful to drive... the 1953 Mercury introduces Unified Design... a new concept in automotive engineering and styling.

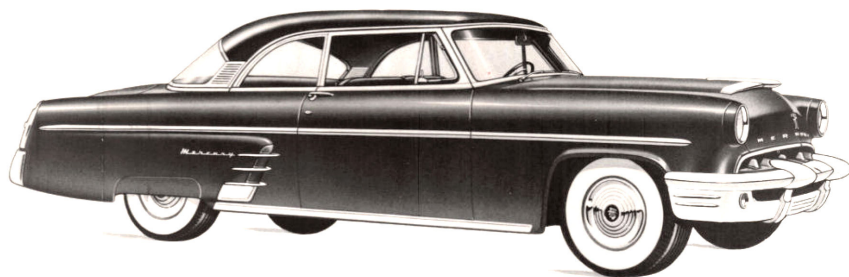
With Unified Design all lines flow smoothly together to give smart functional beauty.

But, Mercury's Unified Design means more than distinctive exterior lines. With Unified Design the "diver's steel" body, "better balance" chassis and "power performer" engine are unified into an efficient integral unit. Everything is co-ordinated to give better balance, smoother riding, lively performance and controlled roadability.

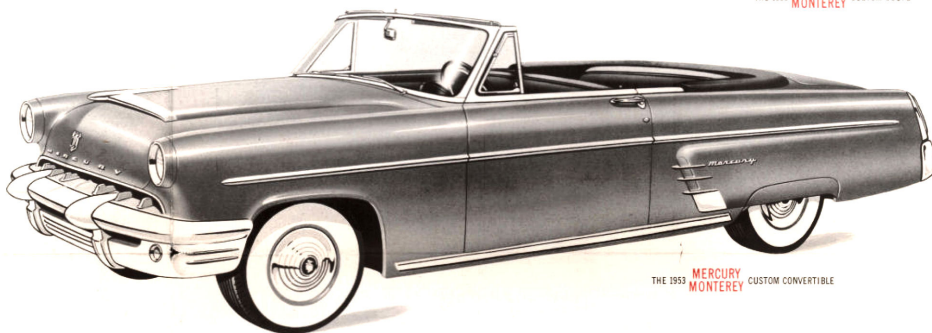
Mercury's economy-famous 125-Hp. V-8 engine stands far ahead of others for pace and hustle. It has what it takes to exceed every driving demand... anywhere, anytime.

Mercury's exclusive Unified Design is reflected too, in "Space-planned" interiors. Here, everything, yes everything, was created with "you" in mind.

Road Test a new 1953 Mercury... any model, on any road. Then and only then, will you know what Unified Design means with you at the wheel. You will realize that Mercury is engineered for safety... built for strength and powered for great performance. These are the sound underlying reasons—and there are many others—why '53 Mercury is in every way... the greatest yet!



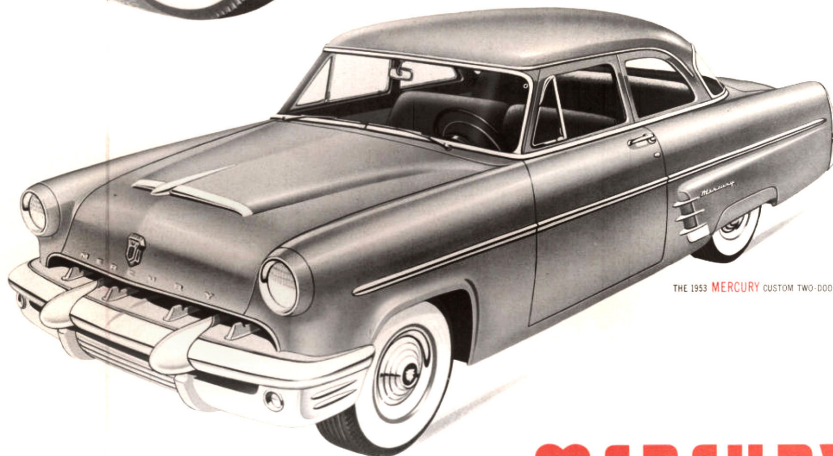
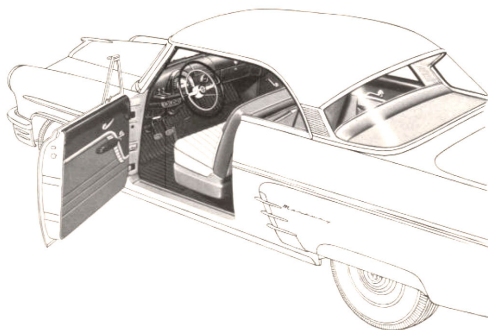
THE 1953 MERCURY MONTEREY CUSTOM COUPE



THE 1953 MERCURY MONTEREY CUSTOM CONVERTIBLE



THE 1953 MERCURY CUSTOM FOUR-DOOR SEDAN



THE 1953 MERCURY CUSTOM TWO-DOOR SEDAN

'53 Mercury "Space-planned" interiors are excitingly dramatic. A galaxy of "decorator-harmonized" color combinations... a wide selection of rich upholstery... superb comfort-styled appointments... all contribute rich accents to your customized Mercury.



smartest **buy** you can make - 1953

MERCURY

White wheelbarrow, rear fender shields, bumper grille guards, inner panel moldings are available at extra cost.