

**NEW 1956**

**PAYLOAD-ENGINEERED**

# **MERCURY TRUCKS**

**FULL  
LINE**

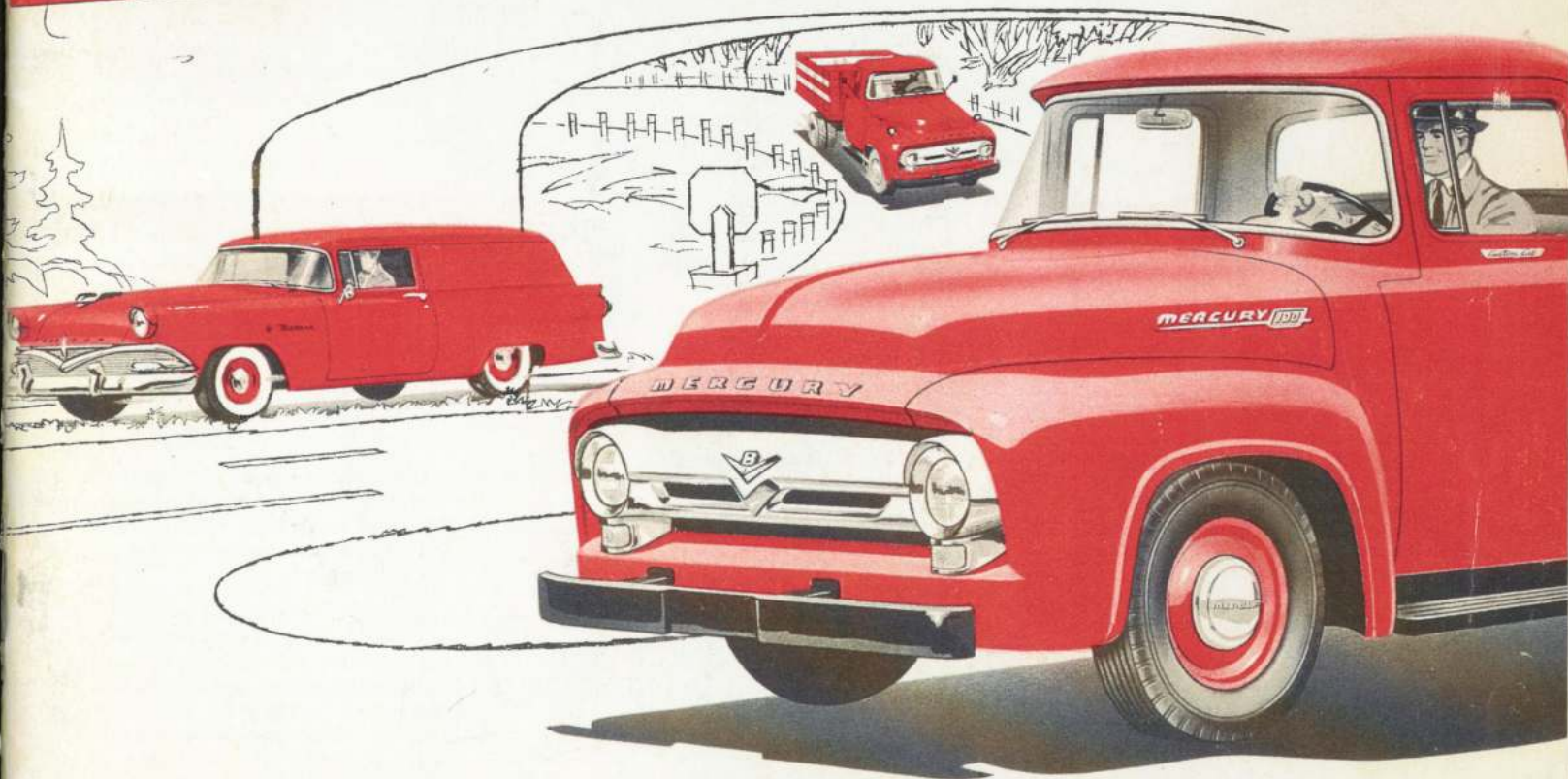
FROM

**4,600**

LBS. G.V.W. TO

**42,000**

LBS. G.V.W.



**Greatest line in Mercury Truck history**

**8 all-new modern short-stroke V-8 gas-saving engines**

**New wrap-around windshield—New safety features**

**MOVE IT WITH MERCURY .... FOR LESS!**



# '56 Mercury Truck's all-new short forges far ahead with new

HD "POWER KING  
SPECIAL"  
168 Hp. V-8

"CARGO KING"  
175 Hp. V-8

HEAVY DUTY  
"POWER KING"  
158 Hp. V-8

"CARGO KING  
SPECIAL"  
186 Hp. V-8

"POWER KING"  
167 Hp. V-8

"TORQUE KING"  
190 Hp. V-8

176 Hp.  
METEOR V-8

"TORQUE KING  
SPECIAL"  
200 Hp. V-8



**FUEL SAVINGS**—New carburetor metering system results in better fuel atomization, greater fuel economy throughout the entire speed range.

**LONGER-LASTING, FREE-TURN TYPE VALVES**—Sodium-cooled exhaust valves run up to 225° cooler than solid-stem valves.

Solid tungsten-cobalt alloy exhaust valve seat inserts are all but impervious to heat and wear.

Self-sealing intake valves conform to their seats under extreme heat conditions, stay on the job.

**SEALED-IN COMPRESSION**—Top piston ring is plated with long-wearing chrome which adapts itself to cylinder walls for tighter seal. Extends life of all rings!

**EXTRA STRENGTH**—New, more rigid, deep engine block construction gives Mercury engines the highest structural strength of any engine line! Main bearings get full 240° support instead of usual 180°, resulting in longer bearing life smoother engine performance.

**ADDED SMOOTHNESS**—All engines are now equipped with a rubber-floated crankshaft vibration damper. A quality feature found only on the biggest engines of many trucks!

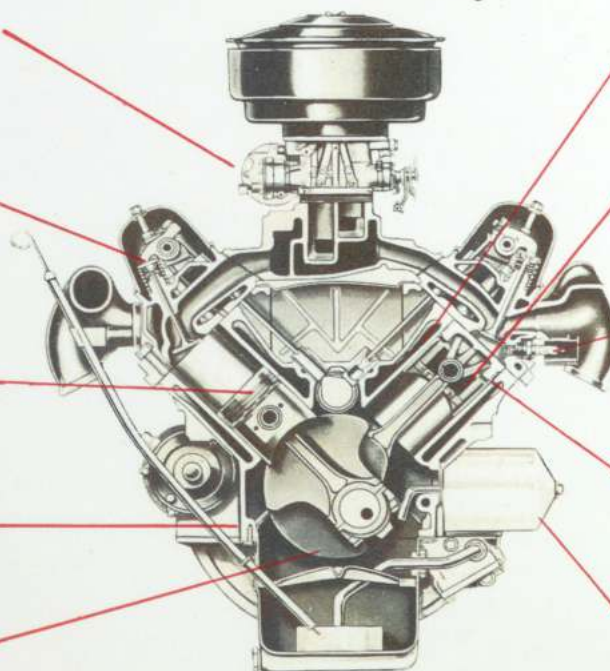
**IMPROVED COOLING**—New freer flow of water in cylinder heads provides more uniform cooling, added engine protection.

**BETTER PERFORMANCE**—Steel struts in auto-thermic pistons control expansion for precise fit. New, thicker piston skirts and heads provide added durability for severe conditions.

**ANTI-FOULING TURBO-ACTION SPARK PLUGS**—resist deposits up to 3 times longer than ordinary 14 mm. plugs, prolong peak engine efficiency. New long-life electrodes!

**TOP OIL ECONOMY**—Dual oil rings (new chromed, triple-seal ring on "Power King" V-8's) give greater oil control, cut oil consumption.

**REDUCED WEAR**—Full-flow oil filter cleans every drop of oil before it reaches vital engine parts. Up to 66% more effective in reducing wear than ordinary part-time filter!



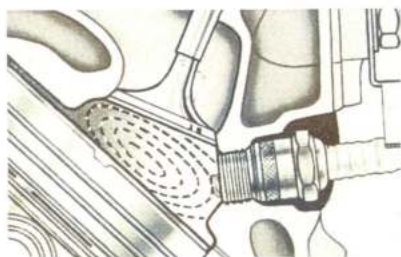


# Short-stroke power Truck economy and performance

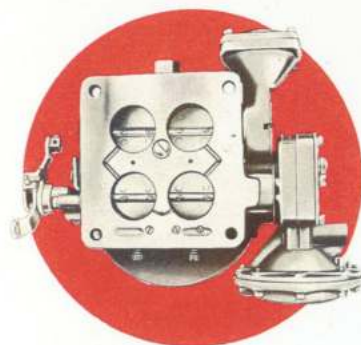
## Short-stroke design gives up to 25% more power with new long-life economy

Mercury Truck's short-stroke V-8 engines deliver up to 25% more power to slash job time and bring new economy to your hauling. Thanks to proved short-stroke design, pistons travel a shorter distance, at slower speeds—resulting in less wear, less power-wasting friction, more usable power at the wheels from every drop of gas. In addition, moving parts last longer to keep operating costs low.

**HEAVY-DUTY ENGINEERING BEATS ROUGHEST, TOUGHEST HAULING JOBS!** Here's why: Stress-relieved cylinder heads fight distortion from heat—assure tighter closing valves, longer valve and gasket life. Sodium-cooled exhaust valves run up to 225° cooler than solid stem valves. Solid tungsten-cobalt exhaust valve facings are all but impervious to heat and wear. Self-sealing intake valves seal in compression in spite of extreme heat. Heavy-duty copper-lead bearings stand up longer in hard service for lower hauling costs.



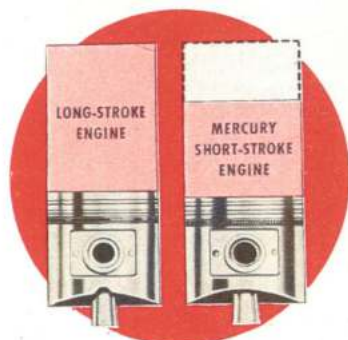
**NEW HIGH-TURBULENCE COMBUSTION CHAMBERS** swirl fuel air mixture into virtual tornado for fast, smooth, more complete burning, to get the last ounce of power from gas.



**NEW 4-BARREL CARBURETOR** on "SPECIAL" V-8's—delivers faster acceleration, extra pull for hills and hard going and safer passing of slower vehicles. Second 2 barrels come in approximately at 1,600 r.p.m.—almost "full" throttle demand—for maximum operating economy.



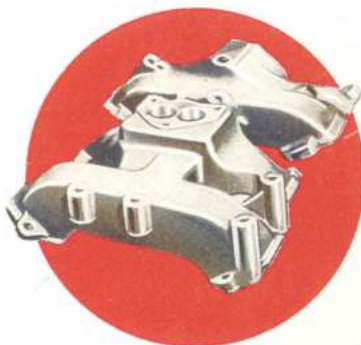
**NEW, 12-VOLT IGNITION SYSTEM** delivers positive, stronger spark for more efficient combustion—faster cold-weather starts—increased reserve capacity for all electrical demands.



**SHORT-STROKE PISTONS TRAVEL INCHES LESS** every time the engine turns over. This is important—in an average year's hauling, it amounts to thousands of miles less travel per piston—every mile saved is money saved.



**TURBO-ACTION SPARK PLUGS** resist fouling up to 3 times as long as conventional plugs. New, protective spark plug cap resists dampness and reduces formation of efficiency-robbing deposits.



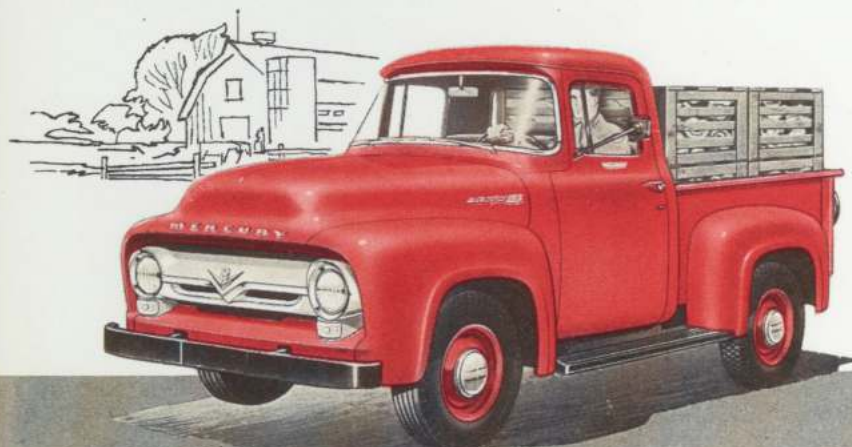
**PROVEN SHORT-REACH MANIFOLDS** deliver fuel quickly on intake. Large, efficient exhaust manifolds remove burned gases fast. Proven exhaust heat control valve is very durable, promotes really fast warm-up.



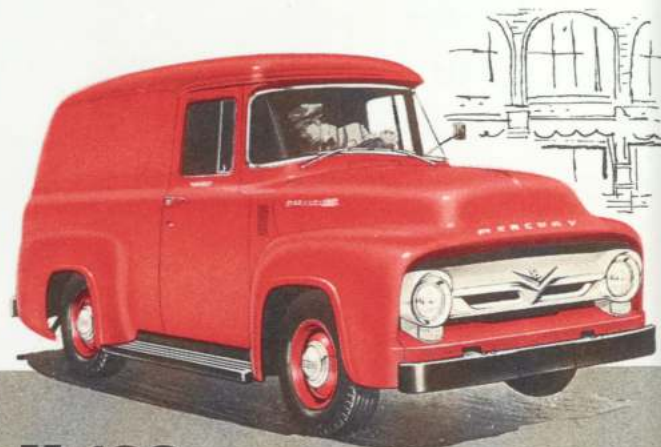
**HIGH CAPACITY OIL PUMP** is efficient gear-type for positive discharge, quiet operation and long life. Pump picks up oil from sump and discharges it into a short drilled passage that leads to the oil filter.



# Light Duty '56 Mercury Trucks are short-stroke powered to do more



**M-100**  
6 1/2 FT. PICKUP

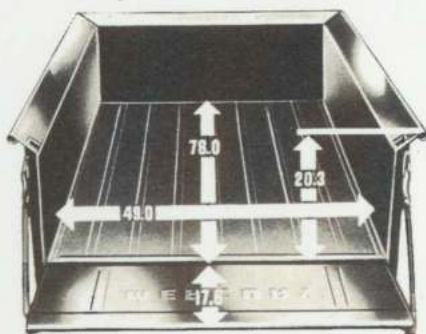


**M-100**  
8 FT. PANEL

**POPULAR LIGHT-DUTY HAULER**—M-100 6 1/2 Ft. PICKUP. 110" wheelbase—G.V.W. 5000 lbs. Also NEW 8 FT. "SPECIAL" EXPRESS—118" wheelbase. Fast and powerful, extensively used for all-purpose light duty hauling . . . has steering column gearshift and is available with FULLY Automatic Drive. Powered with all-new short-stroke 167 Hp. "Power King" Overhead-valve V-8 engine.

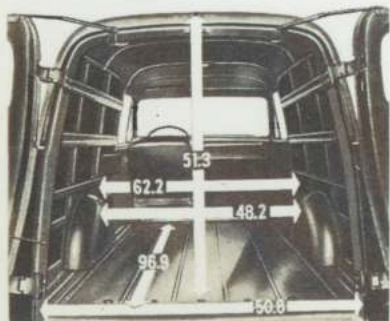
**HANDSOME PROTECTOR OF PAYLOADS**—M-100 8 FT. PANEL—110" wheelbase. G.V.W. 5000 lbs. This handsome, economical panel is comfortable to drive and easy to handle. It has the longest load-space and the widest transmission range in Mercury Truck history. New wrap-around windshield and deep side windows provide wider visibility—greater safety.

**ROOMY PAYLOAD SPACE**—M-100 6 1/2 Ft. Pickup carries 45 cu. ft. of payload. M-100 8 Ft. "Special" Express has 65.4 cu. ft. capacity. Smooth, heavy-gauge steel side panels give unobstructed load space. Four stake pockets in corners permit mounting of special bodies.



**M-250**  
8 FT. EXPRESS

**BIG-LOAD STYLE-LEADER**—M-100 8 Ft. Panel is designed with 155.8 cu. ft. of cargo space. Sides have steel paneling from floor to top of wheelbase, for extra load protection. Wide doors have modern 2-stop door checks, double latches.



**LIGHT-DUTY "BIG-LOAD" HAULER**—M-250 8 Ft. EXPRESS—118" wheelbase, NEW G.V.W. 7400 lbs. Distinguished by a truly remarkable load capacity—65.4 cu. ft. Wide choice of transmissions—3 speed Heavy Duty with steering column gearshift is standard; 4-speed transmission with floor gearshift and FULLY Automatic transmission are available at extra cost. It's powered with a "short-stroke" performance leader—the gas-saving 167 Hp. "Power King" Overhead-valve V-8 engine.



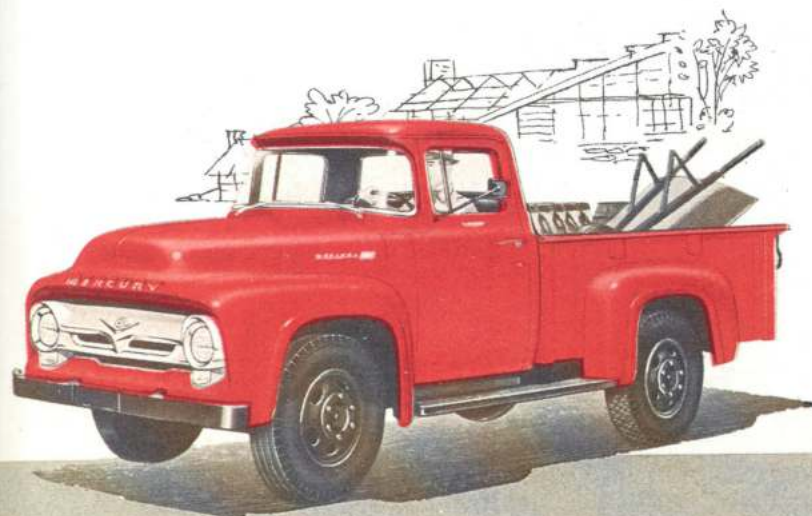
# Trucks

## and save more

### METEOR SEDAN DELIVERY



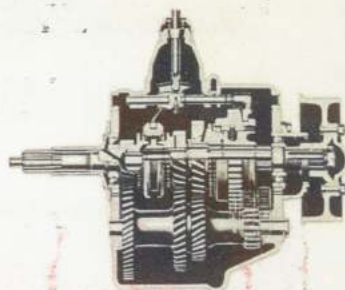
**SMART, SLEEK STYLING**—METEOR SEDAN DELIVERY—115.5" wheel-base. G.V.W. 4600 lbs. Combines utility with distinctive styling. It offers maximum loadspace plus ease of handling, loading and unloading. New, wide, wrap-around windshield; roomy driver's compartment; adjustable bucket seat—all add up to driving comfort. With Merc-O-Matic Drive, it is powered with a new 176 Hp. Overhead-valve V-8 engine—the biggest ever built for Meteor Sedan Delivery. New 173 Hp. V-8 with Touch-O-Matic Overdrive or standard transmission.



**M-350**  
**9 FT. EXPRESS**

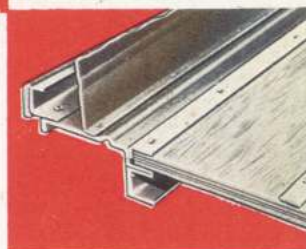
**BIG, TOUGH AND HANDSOME**—M-350 9 FT. EXPRESS—130" wheel-base. G.V.W. 8000 lbs., over 1½ ton payload capacity. For rugged all-purpose hauling. Three transmissions—3-speed Heavy Duty Synchro-Silent Transmission with steering column shift is standard—4-speed with floor shift or FULLY Automatic Transmissions are available. Powered as never before, with an all-new short-stroke 167 Hp. "Power King" Overhead-valve V-8 engine. Finer performance, lower costs!

**EASY SHIFTING! "EXTRA" PULL!** 4-speed Synchro-Silent transmission provides greater operating flexibility. It is ideal for farm or special work where "extra" pull is often needed. Synchronizers in 2nd, 3rd and 4th gears for faster, quieter shifting with extra ease.



**HIGH PLATE PRESSURE! LOW-PEDAL PRESSURE!** Gyro-Grip clutch design uses centrifugal force to multiply clutch plate pressure. Permits unusually low pedal pressure. Heavy duty clutches available for all Light Duty models at extra cost.

**DUST-TIGHT, FUME-TIGHT, WATER-TIGHT FLOOR!** Sealed, impregnated plywood floor provides dust-tight, fume-tight, water-tight load protection. Steel skid strips reduce wear. Body sealed tight at wheelhouse joints, strips and side panels.

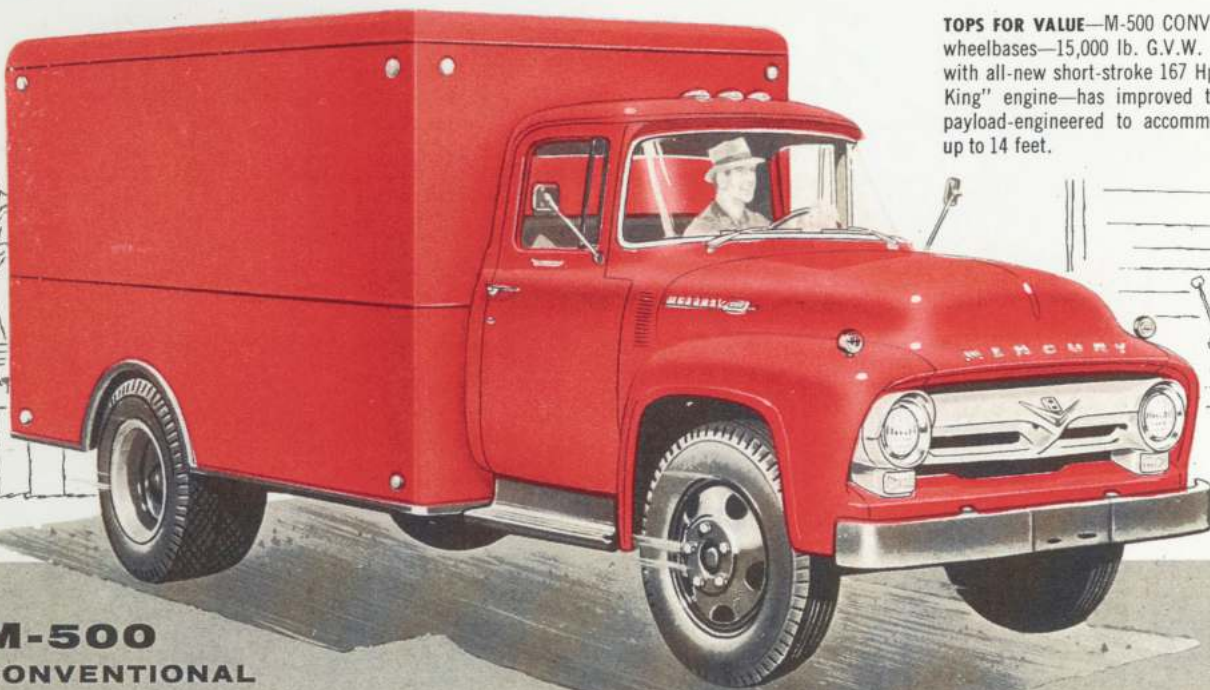


**M-350**  
**CONVENTIONAL**

**BULKY-LOAD SAVER**—M-350 CONVENTIONAL, CHASSIS-CAB, 130" wheelbase. New G.V.W. 9800 lbs. With dual rear wheels is made to order for many special-purpose bodies, including multi-duty Platform-Stake, as illustrated. It provides 60 sq. ft. of sturdy platform area. New Driver-engineered Cab features wrap-around windshield, Safeguard Steering Wheel and Safeguard Door Latches—for new standards of convenience and safety.



# Heavy Duty '56 Mercury Trucks . . . new short-stroke power bring



**M-500  
CONVENTIONAL**

**TOPS FOR VALUE**—M-500 CONVENTIONAL—130", 154", 172" wheelbases—15,000 lb. G.V.W. It's powered as never before with all-new short-stroke 167 Hp. Overhead-valve V-8 "Power King" engine—has improved transmissions, too. M-500 is payload-engineered to accommodate special-purpose bodies up to 14 feet.

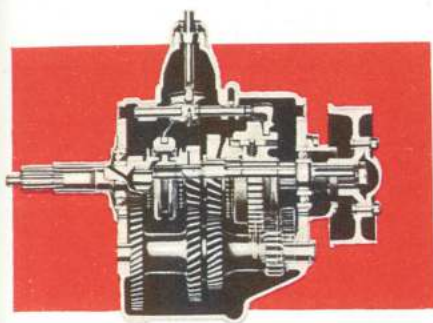


**M-600  
CONVENTIONAL**

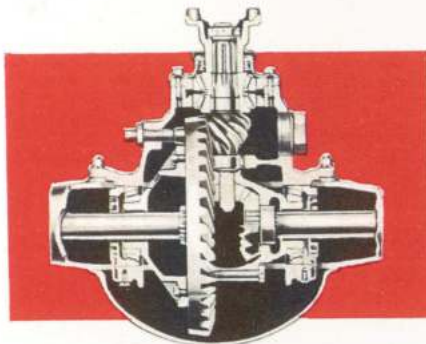
**MOST VERSATILE TRUCK IN ITS CLASS**—M-600 CONVENTIONAL—130", 154", 172" wheelbases—18,000 lb. maximum G.V.W. Offers choice of 3 transmissions, 4 axles and 3 engines. Is short-stroke powered with a new 167 Hp. "Power King" Overhead-valve V-8 engine. New, Heavy Duty "Power King" 158 Hp. and HD "Power King Special" 168 Hp. are available at extra cost. Special strength-engineered dump chassis has section modulus of 15.9". M-600 is ideal for 7½' to 16' bodies.



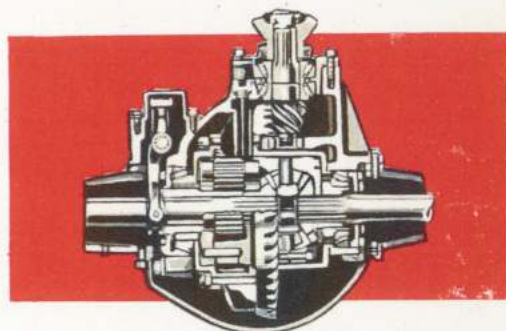
# new payload-engineering plus bedrock economy to your hauling job



**QUIET, EASY SHIFTING—4-SPEED SYNCHRO-SILENT TRANSMISSION**—standard on M-500 and M-600, is engineered for quiet operation, longer life. Eliminates "double clutching", provides more safety in "down-shifting". New one-piece clutch and flywheel housing provides extra strength, extra stamina.



**LONG SERVICE THAT SAVES—FULL FLOATING, RUGGED SINGLE SPEED AXLE**—ratios 6.2:1 standard, 6.8:1 available. Banjo housing has great strength, reduces stress on axle shaft. Big hypoid pinion spreads power-load over a large tooth-area for quieter running and longer life.

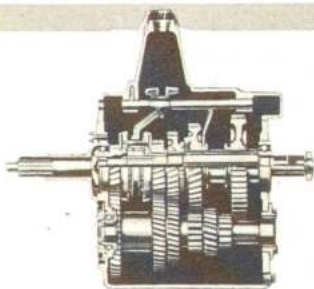


**2-SPEED PLANET-TYPE REAR AXLE** gives greater operating versatility. High-speed range saves fuel. Low-speed range excels when extra pull is in demand. Ratios—5.83/8.11:1 and 6.33/8.81:1. Optional at extra cost—available with either 4-speed or 5-speed Synchro-Silent Transmissions.



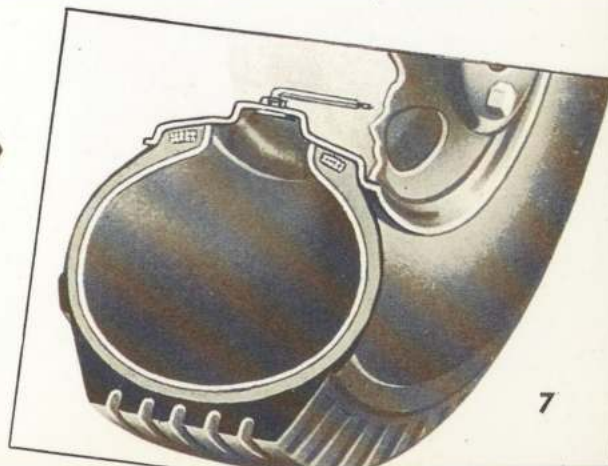
**NEW FROM THE GROUND UP, M-600 "SPECIAL"**—130", 154", 172" wheelbases—NEW 18,000 lb. G.V.W. Here's a heavy-duty hauler that features extra hauling capacities, extra-high torque rating, extra strength, and extra pulling power. "SPECIAL" M-600 offers a wide choice of short-stroke V-8 power, Synchro-Silent Transmissions and tailored axles for the right truck for your job.

**M-600  
SPECIAL**



**5-SPEED SYNCHRO-SILENT TRANSMISSIONS** for easy shifting and long-term endurance in extra-heavy operation. Light and Medium Duty Direct Drive gives greater performance at lower speeds for fast acceleration, hill climbing and off-the-road work.

**HIGHER CAPACITY TUBELESS TIRES** IN EVERY MODEL—run cooler, give more miles of service. Their tough resistance to punctures and blow-outs helps defeat tire failure and down-time. Should repairs be needed, time is saved. Mercury Truck Tubeless Tires can be repaired in about one-fourth the time needed for tube-type tires.





# Extra Heavy Duty '56

Payload-engineered from the ground up -

**NEW STRENGTH! NEW CAPACITY! M-700 CONVENTIONAL**—132", 144", 156", 175" and 192" wheelbases. NEW 21,000 lb. G.V.W. Is payload-engineered with new stronger clutch and axles and longer lasting brake linings. Series M-700 is built to "take it" on off-the-road work, dump jobs, or wherever hauling is "rough going"—it's also a "natural" for long distance hauling. It's short-stroke powered with the new 158 Hp. Heavy Duty "Power King" Overhead-valve V-8 engine. New HD "Power King Special" 168 Hp. V-8 is available at extra cost.



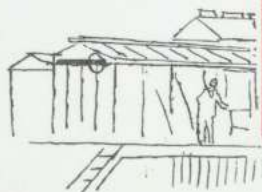
**M-700  
CONVENTIONAL**

**M-750  
CONVENTIONAL**



**BUILT and POWERED FOR TOUGH JOBS! M-750 CONVENTIONAL**—132", 144", 156", 175" and 192" wheelbases. Big, new 21,000 G.V.W., huskier than ever front and rear axles, long-life brakes. Power Steering available. Provides a body length range from 7½ to 19 ft. There's a wide choice of transmissions and axles for M-750. Powered with new 175 Hp. "Cargo-King" Overhead-valve V-8 engine of short-stroke design.

**PACKS NEW BRAUN and NEW POWER! M-800 CONVENTIONAL**—132", 144", 156", 175" and 192" wheelbases. Increased G.V.W. now 24,000 lbs. It features stronger clutch and new, long brake life. Choice of 5-speed Synchro-Silent Transmission, direct drive and single speed, 2-speed, or double reduction axles. It's short-stroke powered by the new 190 Hp. "Torque King" Overhead-valve V-8 engine. In every way—it packs the brawn and power to wheel huge cargoes cross-country.



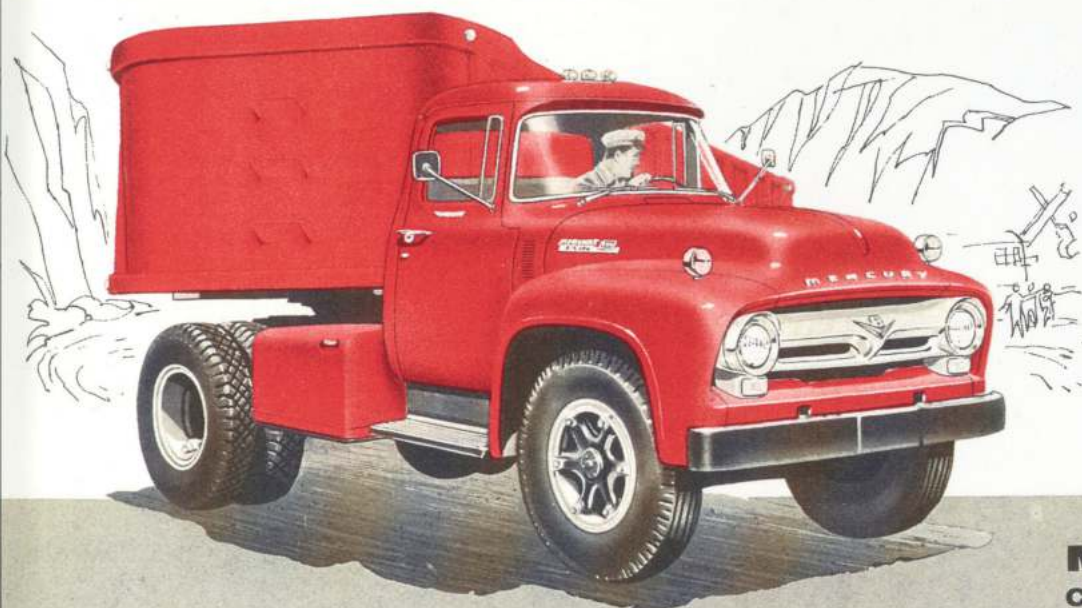
**M-800  
CONVENTIONAL**





# Mercury Trucks . . .

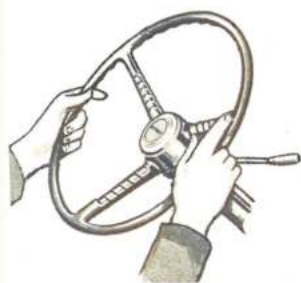
## Short-stroke powered to boost profits



**BIG BRUTE, FEATURES ECONOMY! M-900 CONVENTIONAL**—132", 144", 156", 175" and 192" wheelbases. New increased 29,000 G.V.W. New, more durable clutch and brakes. Series M-900 is powered with the new 190 Hp. "Torque King" Overhead-valve V-8 engine. Here's a combination of power, strength and economy to "beat" the most gruelling non-stop distance runs. Power Steering available to make steering up to 75% easier.

**M-900  
CONVENTIONAL**

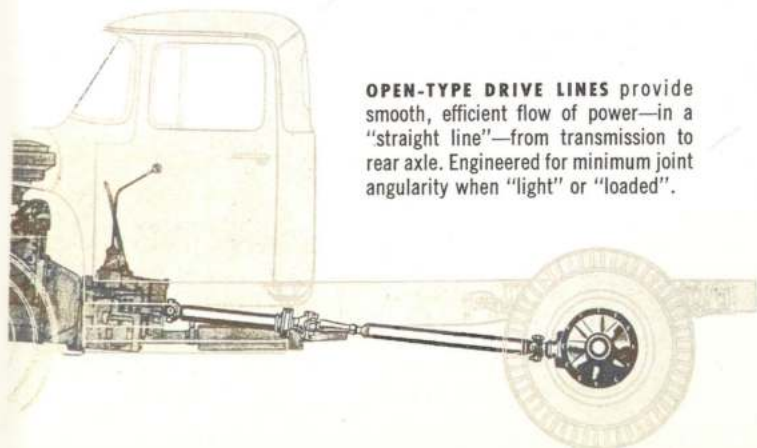
## Truck-Muscled Features for Economical, Long Truck Life



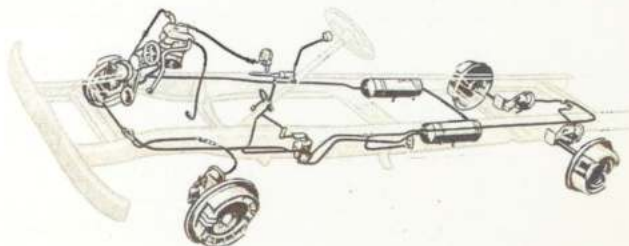
**MASTER-GUIDE POWER STEERING!** Available on all Series M-750, M-800 and M-900 trucks. Power Steering cuts turning effort as much as 75%, virtually frees steering wheel of road shocks! Even under full load on soft ground truck is easy to handle. Saves time and energy in parking, backing and/or driving in congested areas.



**HYDRAULIC REAR BRAKES** up to 16 x 6 inches are vacuum-power operated for safe, sure stopping control of rated loads. Double-cylinder, self-energizing type with high-torque self-centering action, both forward and reverse, for lighter pedal pressure, smooth, straight line stops. Independent drum-type parking brake, acting on drive-shaft, gives positive parking and extra braking safety in emergencies.



**OPEN-TYPE DRIVE LINES** provide smooth, efficient flow of power—in a "straight line"—from transmission to rear axle. Engineered for minimum joint angularity when "light" or "loaded".



**FULL AIR BRAKES** (with warning buzzer) give smooth, instant braking power for maximum safety. Heavy two-shoe type with slack adjusters. Treadle-type pedal with quick release valve for positive control. Trailer air connections can be made easily. Available at extra cost. Air-Over Hydraulic System also available.





**MC-500**  
CAB FORWARD

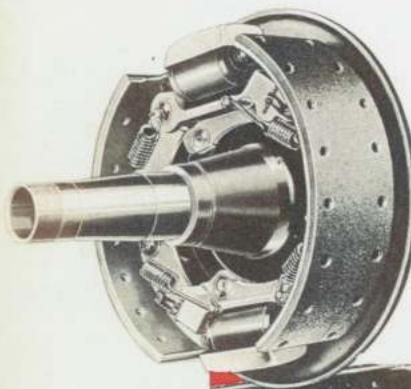


**MC-600**  
CAB FORWARD

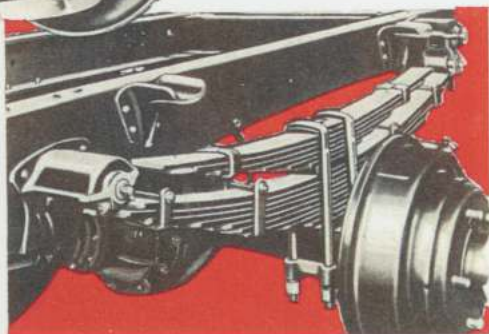
**STAMINA-PACKED "SHORTY" THAT SAVES! MC-500 CAB FORWARD**—110", 134", and 158" wheelbases—15,000 lb. G.V.W. plus new, stronger 4-speed Synchro-Silent transmission. Can accommodate special purpose bodies from 7½ to 17 ft. Short overall length makes it a "cinch" to handle in traffic and in congested areas. Powered with all-new 167 Hp. "Power King" Overhead-valve V-8 engine—short-stroke design will hold down costs and prolong engine life.

**THRIFTY, FLEET-FOOTED WORKER—MC-600 CAB FORWARD**—110", 134", and 158" wheelbases—G.V.W. 18,000 lbs. Offers choice of 5 transmissions, 4 axles and 3 engines. It has powerful, longer-lasting brakes, full-floating hypoid rear axle and standard 4-speed Synchro-Silent transmission. It is powered as never before with an all-new 167 Hp. "Power King" Overhead-valve V-8 engine. New, Heavy-Duty "Power King" 158 Hp. and HD "Power King Special" 168 Hp. are available at extra cost.

## '56 Mercury Truck Cab Forwards and "tight spots" while saving



**DOUBLE-CYLINDER REAR BRAKES**—are powerful self-energizing hydraulic type for smooth, safe stopping with light pedal pressures. Self-centering action, both forward and reverse, applies equalized pressure over entire lining, reduces wear. Non-scoring brake drums are demountable for easy servicing.



**WIDE-SPAN SPRINGS**—provide an easy cushioned ride. Springs with lower deflection rate, improve riding qualities while adding to life of truck. Double wrap on the fixed eye of front spring for greater safety. Longer 6-leaf auxiliary, standard on MC-600, available on MC-500.



**MC-750**  
CAB FORWARD

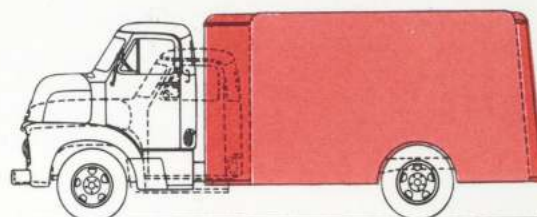
**BUILT AND POWERED FOR HIGHWAY HAULING—MC-750 CAB FORWARD**—116", 132" and 156" wheelbases—increased G.V.W. now 21,000 lbs. New, thicker brake linings extend service life, save maintenance. Series MC-750 Cab Forward is powered with new 175 Hp. "Cargo King" Overhead-valve V-8 engine of short stroke, low-friction design. New "Cargo King Special" 186 Hp. V-8 is available at extra cost. Either of these mighty engines with the standard single or 2-speed axle (optional at extra cost) gives an extremely wide operating range.





**MC-700  
CAB FORWARD**

**EASY MAINTENANCE** with convenient engine accessibility. Engine is positioned forward to provide roomy space so that nearly all engine servicing can be performed under the hood. Demountable brake drums, removable axle shafts, and other features to speed maintenance.



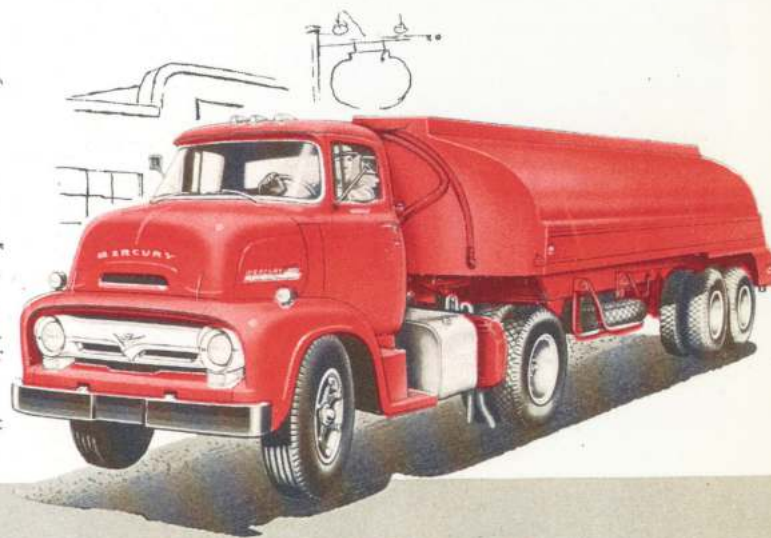
**PROVEN DOLLAR-SAVER ON LONG HAULS—MC-700 CAB FORWARD**—116", 132", and 156" wheelbases. New 21,000 lb. G.V.W. This snub-nose dollar-saver will accommodate any kind of special-purpose body from 8 to 16½ ft. Short-stroke 158 Hp. Heavy Duty "Power King" Overhead-valve V-8 engine provides instant response at all speeds. New H.D. "Power King Special" 168 Hp. V-8 is optional at extra cost.

**"CLOSE-COUPLED" FOR MORE LOAD SPACE—GREATER SAFETY**—Mercury Cab Forward Trucks provide up to 3 ft. more payload space than conventional models of same wheelbase without adding extra weight on rear axle. Cab Forwards are easier to handle in traffic or "tight spots". Driver rides "up-high", has a commanding view of all around and "close-in" visibility down front for increased safety.

## move easily through traffic gas with new short-stroke power



**MC-800  
CAB FORWARD**



**MC-900  
CAB FORWARD**

**EXTRA PAYLOADS! EXTRA PROFITS! MC-800 CAB FORWARD**—116", 132", and 156" wheelbases. New 24,000 lb. G.V.W. stronger clutch, longer lasting brakes. "Close-coupled" chassis-cab handles longer trailers within legal limitations. New 190 Hp. "Torque King" Overhead-valve V-8 engine of short-stroke design pulls extra heavy loads with ease. New 200 Hp. "Torque King Special" V-8 is available at extra cost.

**BUILT-IN BRAWN, SAVES BY THE MILE—MC-900 CAB FORWARD**—116", 132" and 156" wheelbases—big new 29,000 lb. G.V.W. Here's a thrift-minded giant on a short wheelbase. Big in capacity, big in performance, MC-900 is powered with the mightiest engines in Mercury Truck history. A 190 Hp. "Torque King" Overhead-valve V-8 engine, engineered to short-stroke design is standard. The new 200 Hp. "Torque King Special" V-8 is available at extra cost.





**MT-700**  
TANDEM REAR AXLE

**LOW-COST, STRONG, FLEXIBLE GIANT—MT-700 TANDEM REAR AXLE—144", 156", 175" wheelbases.** New, 28,000 lb. G.V.W. Series MT-700 is a saver on such jobs as 3½ yd. concrete mixer, 5-6 yd. dump, 2,500-gal. tank, etc. It is powered with new 158 Hp. Heavy Duty "Power King" Overhead-valve V-8 engine. If greater power is desired, the 168 Hp. HD "Power King Special" V-8—the 175 Hp. "Cargo King" V-8 and the 186 Hp. "Cargo King Special" V-8 are available at extra cost.



**MT-750**  
TANDEM REAR AXLE

**BRAND-NEW DOLLAR SAVER WITH PLUS BRAWN—MT-750 TANDEM REAR AXLE—144", 156", 175", 192" wheelbases.** Maximum G.V.W. 36,000 lbs.—28,000 lbs. bogie. Power Steering is standard in all wheelbases. Series MT-750 is "at home" anywhere there's a tough hauling job. It is powered with an all-new 190 Hp. "Torque King" Overhead-valve V-8 engine of short-stroke design. New 200 Hp. "Torque King Special" V-8 is available at extra cost.

## TANDEM REAR AXLE MODELS

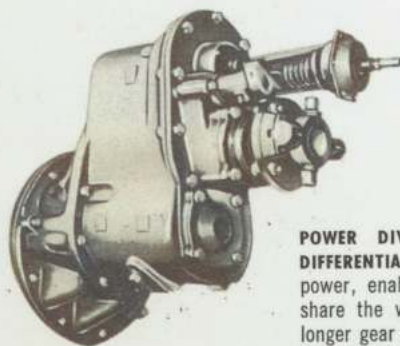


**MORE FLOTATION** is provided by eight rear tires, which keep truck buoyant in soft road beds . . . permit driving in sand or mud, where single rear-axle trucks would get stuck. Walking action of the two levels off humps by 50% . . . and equalizing beam construction maintains perfect axle alignment, keeps wheels parallel to frame.



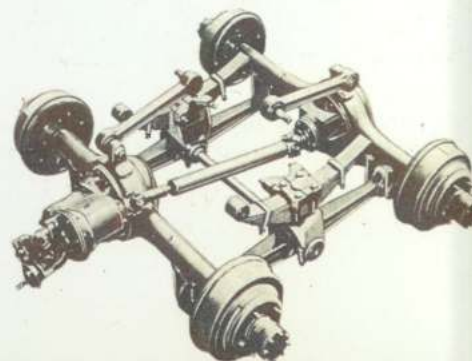
**MT-800**  
TANDEM REAR AXLE

**EASY TO HANDLE, RUGGED GIANT—MT-800 TANDEM REAR AXLE—144", 156", 175", 192" wheelbases.** New 42,000 lbs. G.V.W. Power Steering is standard in all wheelbases. Series MT-800 accommodates special-purpose bodies up to 19 ft. Ideal for extra-heavy tank or logging service. It is powered with the ALL-NEW Mercury Truck engine—190 Hp. "Torque King" Overhead-valve V-8 engine. As an option, at extra cost, the mightiest Mercury Truck engine, the new 200 Hp. "Torque King Special" V-8 is available.



**POWER DIVIDER WITH 3RD DIFFERENTIAL** equalizes driving power, enabling rear axles to share the work uniformly for longer gear and tire life. Third differential, located in power divider, eliminates "axle fight" that could produce severe stresses in power train.

**DIFFERENTIAL LOCKOUT** is controlled by a button in the cab. Red warning light reminds driver that lockout is in operation. By locking out normal, highway-travelling, third differential action, the same positive traction for both axles is achieved as "straight-thru" drive for off-road service.







**MB-500**  
SCHOOL BUS CHASSIS

**MB-600**  
SCHOOL BUS CHASSIS

**SAFETY-ENGINEERED GAS-SAVER—MB-500 SCHOOL BUS CHASSIS**—154" wheelbase for bus bodies up to 36-passenger capacity. G.V.W. 13,000 lbs. New stronger 4-speed transmission. Powered with 167 Hp. "Power King" Overhead-valve V-8 engine—short-stroke design saves gas.

**STRENGTH-PROVEN PENNY-PINCHER—MB-600 SCHOOL BUS CHASSIS**—for 48-passenger bodies on 192" wheelbase; 55-passenger bodies on 220" wheelbase. Maximum G.V.W. 18,000 lbs. All-new 167 Hp. "Power King" Overhead-valve V-8 engine. A 158 Hp. Heavy Duty "Power King" V-8 and a 168 Hp. HD "Power King Special" 168 Hp. V-8 engines are available at extra cost.

**models have V-8 power—  
assures longer life**

**SAFETY-  
ENGINEERED  
SCHOOL  
BUS  
CHASSIS**



**MB-700**  
SCHOOL BUS CHASSIS

**MB-750**  
SCHOOL BUS CHASSIS

**ECONOMY-TESTED GIANT—MB-700 SCHOOL BUS CHASSIS**—new 245" wheelbase for bus bodies up to 66-passenger capacity. New 21,000 lb. G.V.W. It has new sturdier axles, longer-lasting brakes and is powered with new 158 Hp. Heavy Duty "Power King" Overhead-valve V-8 engine. A new HD "Power King Special" 168 Hp. V-8 is optional at extra cost.

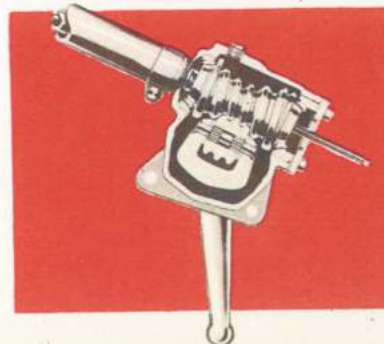
**EXTRA STAMINA, EXTRA LONG LIFE—MB-750 SCHOOL BUS CHASSIS**—new 245" wheelbase, new 21,000 lb. G.V.W.—for up to 66-passenger bus bodies. It is powered with the new, mighty 175 Hp. "Cargo King" Overhead-valve V-8 engine.

**Track-tested — road-tested for safety, stamina and economy**

**POWERFUL HYDRAULIC BRAKES**—for smooth and safe stops. Rear brakes are double-cylinder type with high-torque self-centering action for lighter pedal pressures, and minimum service adjustment. Vacuum booster—standard on all School Bus models—multiplies braking power over 100%

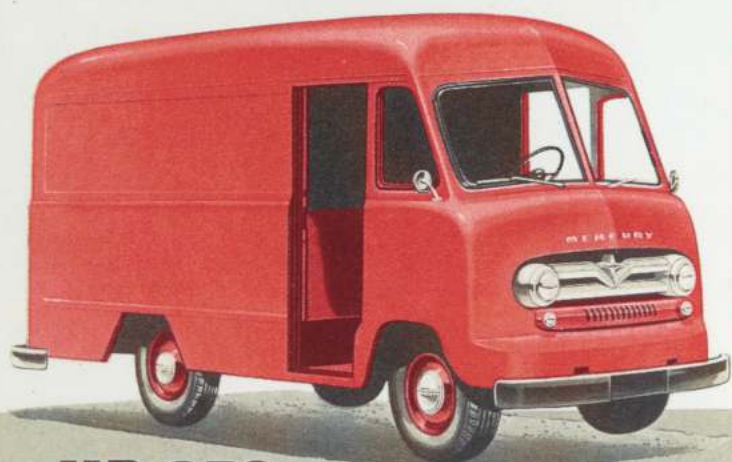


**NEW HANDLING EASE**—Roll-action steering reduces friction for easy turning. Wide steering angles with wide tread provides quick response and better steering control for improved manoeuvrability and safety under all conditions.





# '56 Mercury Truck **Parcel Delivery** chassis— cut costs, save labour and trips every day!



**MP-350**  
PARCEL DELIVERY CHASSIS



**MP-500**  
PARCEL DELIVERY CHASSIS

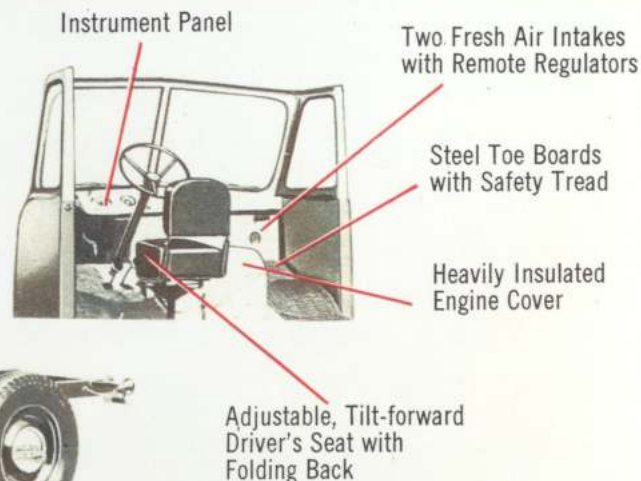
**FOR EXTRA CAPACITY, MULTI-STOP SERVICE—MP-350 PARCEL DELIVERY CHASSIS**—available in two wheelbases—104" wheelbase for 7 to 9 ft. bodies, 122" wheelbase for 9½ to 11½ ft. bodies. New 8,000 lb. G.V.W. Powered with Mercury short-stroke 133 Hp. SPECIAL SIX. FULLY Automatic Transmission optional at extra cost.

**ENGINEERED TO SAVE TRIPS—MP-500 PARCEL DELIVERY CHASSIS**—130" wheelbase—new 15,000 lb. G.V.W.—accommodates 10½ to 12½ ft. bodies with up to 450 cu. ft. capacity. Positive action hand brake lever standard. Short-stroke powered with Mercury 133 Hp. SPECIAL SIX. FULLY Automatic Transmission optional at extra cost.

**Mercury provides  
16 extra features for  
easier, more economical  
body building**

**You select the body style  
best suited to your business**

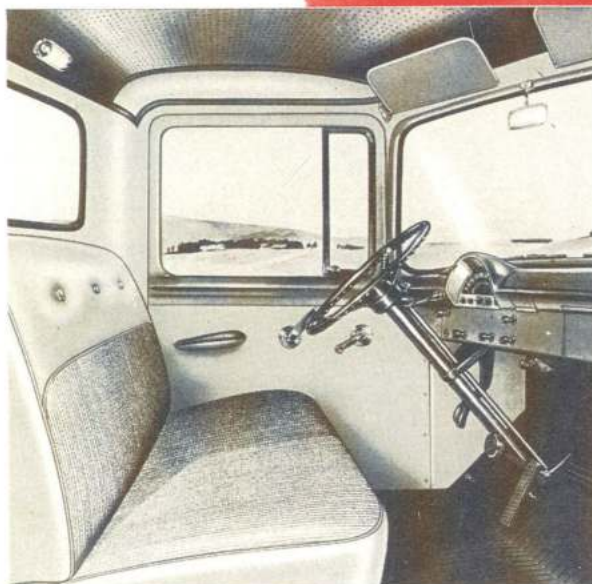
Mercury does not set body specifications. Choose your own body style from a body builder you select. There are many body builders capable of meeting your specific requirements of design, load space, doors, shelving and in every other detail. No alterations are necessary to the Mercury Parcel Delivery Chassis. When analysing your requirements the Mercury Truck dealer can assist you. He can help you select the "just right" body for your needs.





# New all-the-way! "DRIVER-ENGINEERED" CABS

New see-ability—New safety—New convenience—New comfort!



**NEW WRAP-AROUND WINDSHIELD**—almost 1,000 square inches of see-ability, that stimulates confidence, and relieves driving strain. Wide positioning of posts and deep side windows also improve view. New, smart, built-in windshield visor reduces glare and contributes to distinctive style-leading appearance.

**KING-SIZE INTERIOR, BUILT TO "TAKE IT"!** Mercury's "Driver-engineered" Cabs—Custom or Standard—are built to help drivers get more done with less effort. Here's real ease of entry—large doors let "big fellows" step inside without a squeeze—doors open a full 70°, as much as 25° wider than most other trucks. There's cool, free-breathing woven plastic upholstery on 3-man-wide seats. Seats also feature "shock-snubbers" and independent 2-way adjustment. New, high-dial instrument panel with shielded indirectly-lighted instrument cluster. Air Wing vents and cowl ventilators contribute to driving convenience.

**"DRIVER-ENGINEERED" CUSTOM CABS** have a host of "customized" extras including Custom identification plate; bright metal grille; matched key locks on both doors. Here indeed is everything needed to bring even more comfort, convenience and safety to the driver.



**NEW SAFETY! SAFEGUARD STEERING WHEEL** brings new safety to driving. Deep-centre design helps protect against contact with steering column in case of accident.



**NEW SECURITY-SAFEGUARD DOOR LATCHES!** Patented, unique new double-grip type latches, resist jarring open on impact—help keep cab doors firmly closed, even under unusual strain.



**NEW COMFORT! FULL FOAM RUBBER CUSHIONING** in Custom Cabs, 5 inches deep on seat, 3 inches on seat back—bring new comfort and new ease to driver. Helps fight fatigue.



**Payload-engineered  
to do more  
and save more  
... more safely!**



**OVER 125  
PAYLOAD-ENGINEERED  
MODELS**

Every model is payload-engineered in load-moving power plant—in "Driver-engineered" Cabs—and in load-carrying capacity.



**MORE  
PAYLOAD-ENGINEERED  
SHORT-STROKE V-8 POWER**

Completely-new, low-friction, high-compression SHORT-STROKE V-8 engines with higher horse-power ratings, increased torque, new 12-volt ignition, new advancements throughout to liberate more usable power from less fuel.



**MORE  
PAYLOAD-ENGINEERED  
SAFETY FEATURES**

Driver-engineered Cabs reduce fatigue, lessen tension with new wrap-around windshield for greatly increased visibility, new Safeguard Steering Wheel, new Safeguard Door Latches, and a host of other advanced features.



**PAYLOAD-ENGINEERED  
HAULING  
CAPACITIES**

Strength-engineered chassis and exceptionally wide choice of transmissions and axles make it easy to tailor a power train exactly right for your job. New Mercury Truck Tubeless Tires on every model—offering greater load-carrying capacities.

**There's a**

# **MERCURY TRUCK**

**built for your business**



**MERCURY-LINCOLN-METEOR DIVISION**  
**FORD MOTOR COMPANY OF CANADA, LIMITED**

Mercury Truck specifications shown were in effect at time of printing. Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right, however, to discontinue models or change at any time, specifications, design or prices without notice and without incurring any obligation to purchasers.

