



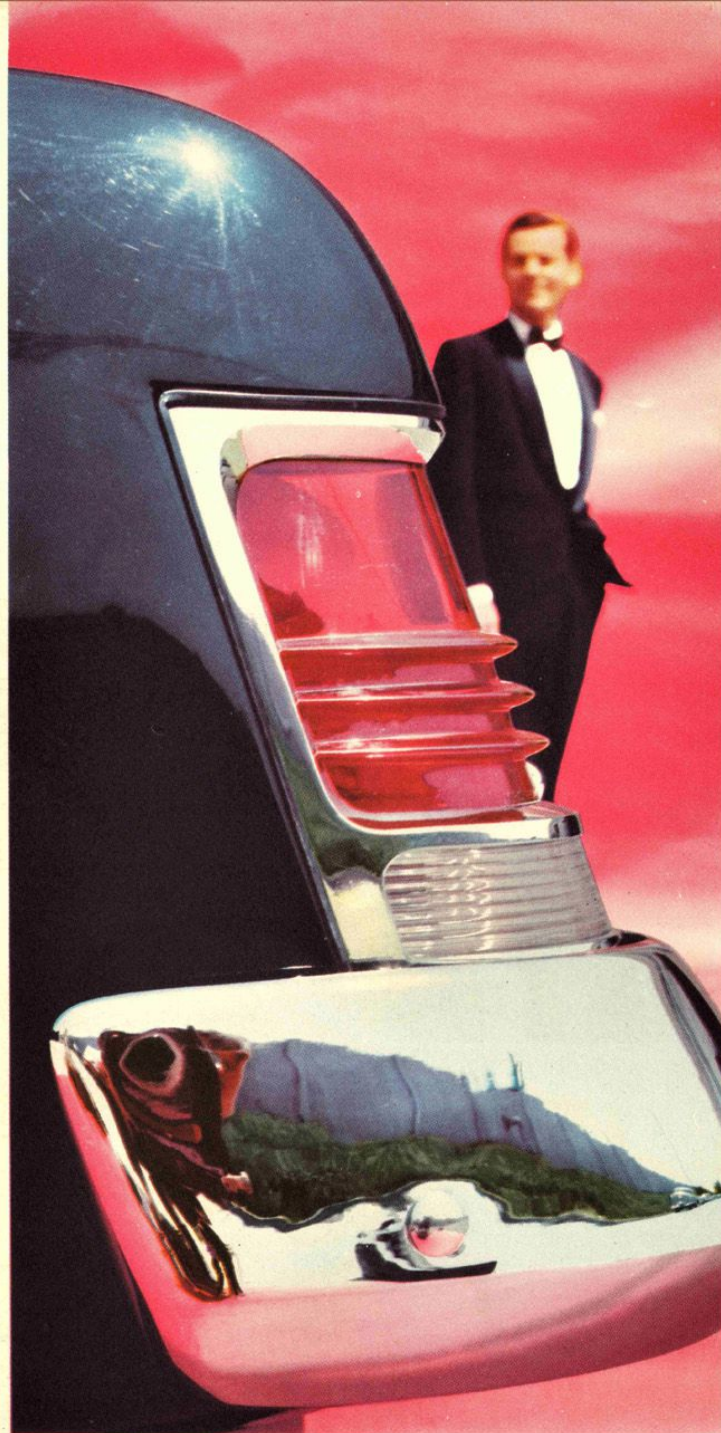
1954 MERCURY

CUSTOM *series*

new

in style... in power...

in ride



Viewed from any angle, Mercury styling presents a new concept of modern elegance. Long flowing body lines are perfectly climaxed by the striking magnificence of Mercury's rear-end treatment.

'54 MERCURY

POWER-KEYED TO MAKE ANY DRIVING EASIER

Here it is! The new-in-style, *power-keyed* Mercury Custom Series for 1954 with great new advancements that make any driving easier.

It's a new kind of car with a new kind of power . . . a new kind of ride. Mercury's completely new Overhead Valve 161 Hp. V-8 engine—latest, greatest of all modern V-8 engines—provides new worlds of power, smoothest-ever performance, thrilling responsiveness and acceleration . . . brilliant new economy of operation that brings new lustre to Mercury's famous award-winning reputation. All-new Ball-joint Front Suspension introduces you to the safest, most road-hugging ride ever devised, and never before featured in a medium-price car. And for your final assurance of the easiest driving you've ever known, Mercury offers Merc-O-Matic Drive*, Power Steering*, Power Brakes*, and the superb convenience of a 4-way Power Seat*, all available on '54 Mercury Custom models.

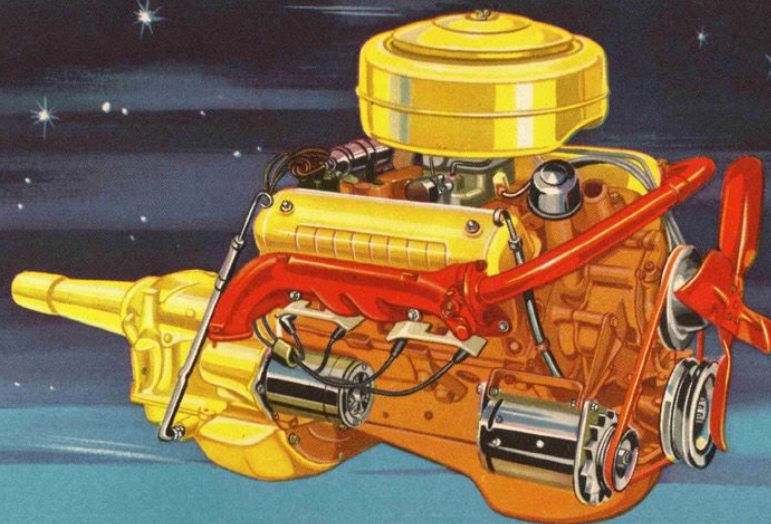
Both the Custom Four-door Sedan and Custom Two-door Sedan are styled and powered to give you all the things you want most in a car. In every way, carefully-conceived advancements make 1954 Mercury the car for today—with a flair for tomorrow.

*Optional on Mercury Custom models at extra cost.



NEW IN STYLE

A host of completely new style refinements complement one another to produce an appearance of truly fine beauty. Mercury's all-new instrument panel displays instruments horizontally for easier reading. Everything is within easy reach of the driver. There's a new key-turn starter. You simply turn the key beyond "on" position to start the engine. Mercury makes all driving easier.

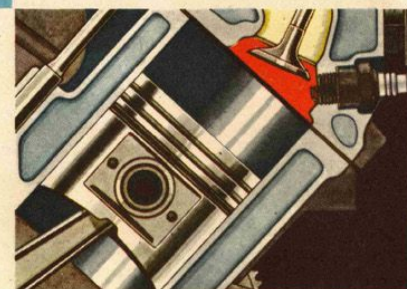


**NEW
IN
POWER**

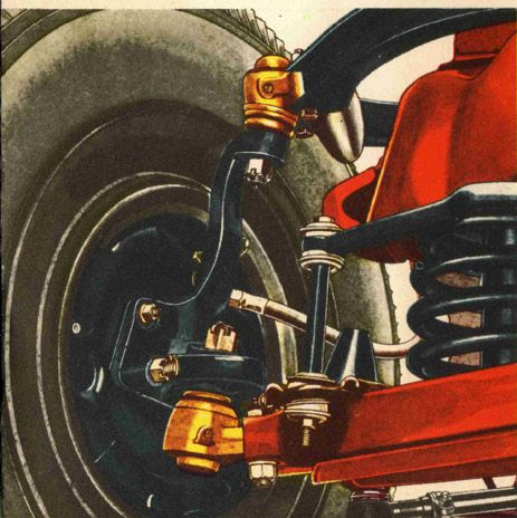
Presenting the great new overhead valve 161 Hp. **MERCURY V-8 ENGINE**

New 1954 Mercury is powered as never before for easy driving all the time. The spirited, responsive Mercury Overhead Valve 161 Hp. V-8 engine is completely new with greater power, economy, smoothness of operation, flexibility, and longer life. Revolutionary new engineering advancements—such as the kidney-shaped

"twin tornado" combustion chamber and four-barrel carburetor—provide a new kind of power that sparks all phases of engine performance. Shorter piston stroke enables the new Mercury to go *29% farther with an equal amount of piston travel*—for less engine wear, and longer, more efficient operation.



New "twin tornado" combustion chamber takes full advantage of Overhead Valve efficiency. Kidney-shaped, it helps produce an extremely high turbulence that mixes fuel and air thoroughly, so that flame from the spark spreads rapidly. The result is more power—better fuel economy.



NEW IN RIDE

Completely new Mercury Ball-joint Front Suspension utilizes long-lasting massive ball-joint sockets, which combine turning with up-and-down springing movement. Operating in conjunction with Mercury's new front springs and shock absorbers, Ball-joint Front Suspension gives the softest, easiest, safest ride you've ever enjoyed. Mercury's balanced chassis smooths out the bumps. Rugged variable-rate rear springs make riding softer.

NEW "TWIN TORNADO" COMBUSTION CHAMBER

NEW "FOUR-BARREL" CARBURETOR

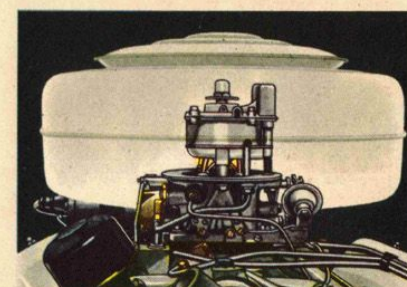
NEW "POWER CHARGE" INTAKE MANIFOLD

NEW EXCLUSIVE "SUPER-STRUCTURE" CRANKSHAFT

NEW "PRECISION POWER" CHAIN CAMSHAFT DRIVE

NEW "POWER STROKE" CONNECTING RODS

NEW "POWER MOUNT" TRANSMISSION ATTACHMENT



New four-barrel carburetor gives smoother performance. At normal driving speeds, two barrels furnish the fuel-air mixture; at high speeds all four barrels are in operation. New advancements throughout help produce more, smoother power with outstanding economy of operation.



MERCURY CUSTOM FOUR-DOOR SEDAN

Comfort and convenience power-keyed for moderns

An impressive, longer, lower look sets the styling keynote of this handsome Mercury Custom Four-door Sedan. Thick foam-rubber seats afford luxury comfort for six in the "Space-planned" interior. Slender windshield posts leave the driver's view unobstructed, while expansive side windows and wrap-around rear window provide exceptional visibility for everyone. Two-tone interior upholstery and trim combinations are available to perfectly complement the superb appointments of this car. Here is everything you need for today's easiest-going performance—a new kind of proud driving every mile of the way.

new

in style...in power

...in ride



MERCURY CUSTOM TWO-DOOR SEDAN

The car for the family with a future

Picture yourself at the wheel of this handsome new Mercury. Its two-door design is alive with dash and sparkle that's completely up-to-the-minute. Mercury's great new performance features make it ideal for business or pleasure. There's extra space in the roomy luggage compartment. Mothers will be quick to appreciate the absence of rear doors when children are aboard. Power-keyed for effortless performance, Mercury Custom models have a built-in Heater and Ventilating System to assure all-weather comfort. Truly, this is the car for the family with a future.

'54 MERCURY IS COMPLETELY POWERED

Power Steering*

Hydraulic power amplifies your touch on the wheel into full, sure, steering control. You can pilot your car with scarcely one-fourth the effort ordinarily required. Parking, wheeling through traffic or around curves becomes extremely easy. Power Steering lets you retain the vital "feel" in steering. The hydraulic system absorbs road shocks, lets you drive relaxed.



EASIER STEERING WITH COMPLETE SAFETY

Power Brakes*

You'll enjoy the easiest, safest braking ever with Mercury Power Brakes. The weight of your foot alone is sufficient to safely "stop and hold" the car on a sharply graded street. On level roads the lightest touch of your toe assures a smooth, straight-line stop. Slowing down is faster and safer. Tiring leg work is eliminated. Tension and strain are reduced.



SAFEST, EASIEST BRAKING EVER

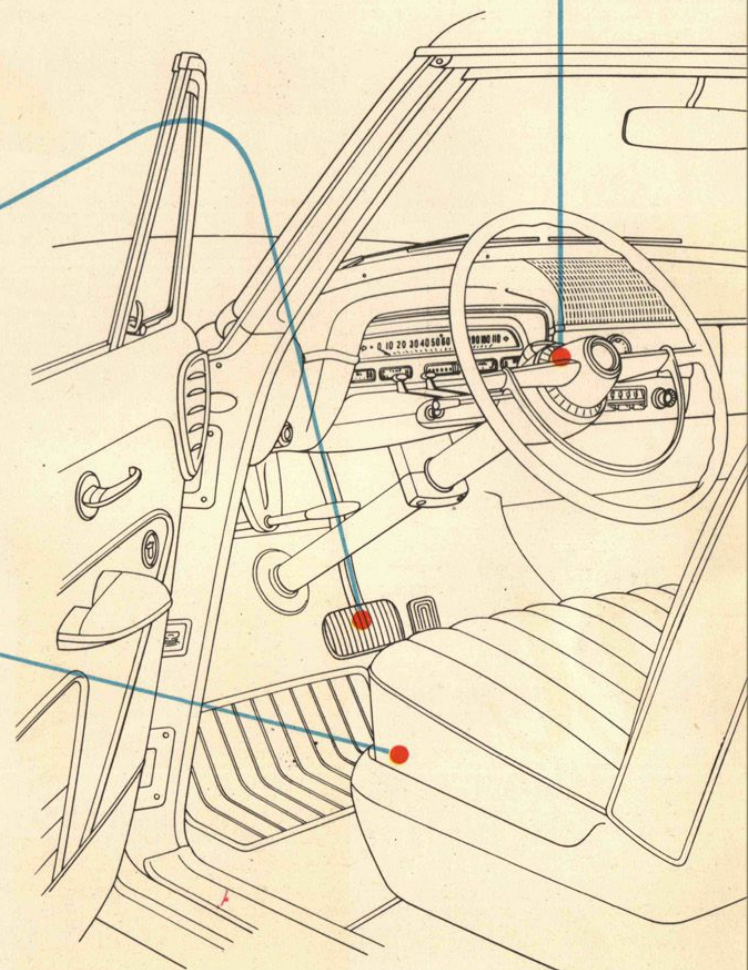
4-way Power Seat*

An effortless touch of a control button serves to move the seat up, down, forward or back—to "driver-fit" you to whatever position gives you the most comfort, best vision and easiest access to controls. Correct posture support and ideal seat height add to driving enjoyment and pleasure. Long drives become less fatiguing—you arrive refreshed and relaxed.



MOVES UP, DOWN, FORWARD OR BACK

to match your desire
for effortless driving



*All power features including Power Steering, Power Brakes and 4-way Power Seat are optional at extra cost.



New interiors are more beautiful than ever . . . with a wide variety of new combinations that harmonize perfectly with exterior colors. Interior appointments are tastefully decorative—with the accent on luxury. Finest quality upholstery materials feature striking vinyls, attractive modern weaves, and soft, rich nylon fabrics.

'54 **MERCURY** TUNED TO THESE MODERN TIMES

Keyed to your every driving need

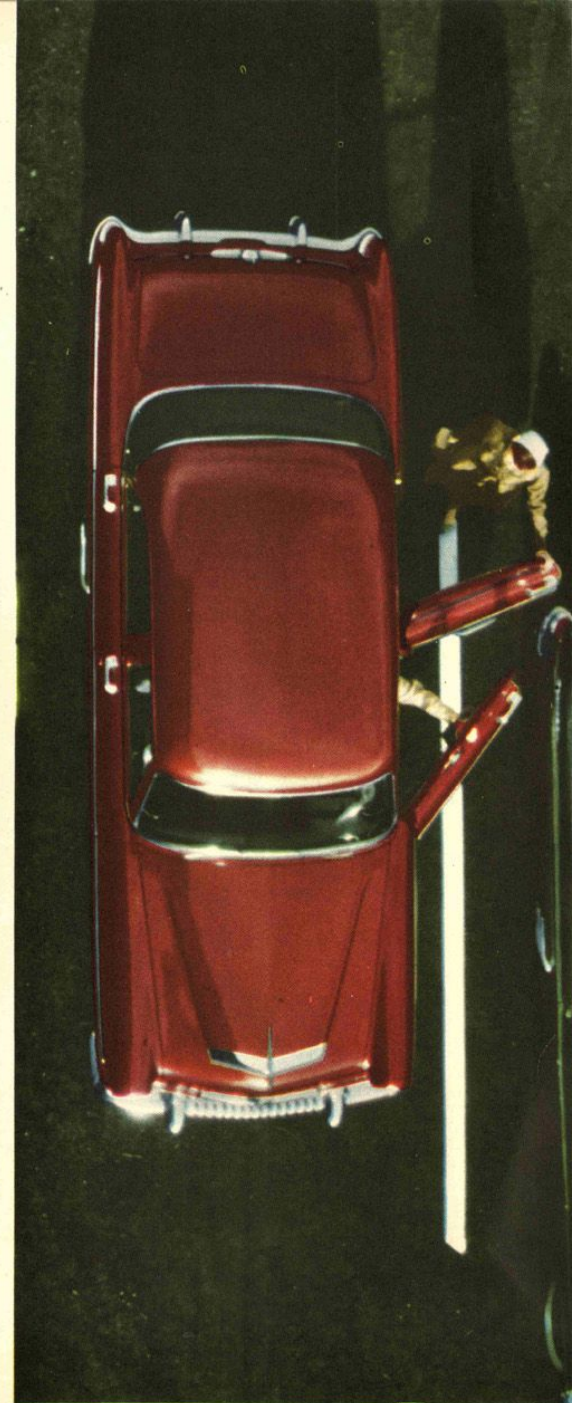


Here is a Mercury feature that adds to convenience . . . and helps to maintain exterior beauty. The fill pipe for Mercury's centre-fill gas tank is neatly concealed behind the license plate. The tank may be filled from either side—with less chance of chipping, scratching, or fuel-staining the finish.

There's plenty of headroom, hat room and leg room in Mercury's spacious 6-passenger interior. Meticulous attention to the design details of appointments, instrument panel and functional features assures the ultimate in good taste and modern convenience. The one-piece windshield is gracefully curved for widest, safest visibility. Mercury's long hood sweeps down allowing the driver to see more of the road.

Beneath the smooth-lined rear deck, 30 cubic feet of load-carrying space takes care of *all* the luggage for the family. Mercury's perfectly balanced chassis smooths out even the roughest road surfaces. You ride in the "comfort zone" between the wheels.

This is a car that's as easy to look at as it is to drive . . . the exciting new 1954 Mercury . . . Power-Keyed to make all your driving easier . . . Beauty-Keyed for complete pride of possession . . . Comfort-Keyed for the softest, smoothest ride you've ever enjoyed!

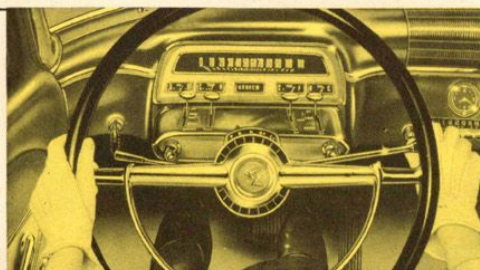


Mercury's functional design includes the provision of two-stop front doors on all models. Doors are hinged at the *front*, and designed to stop either half-way open, or full-open. You'll find this to be a real convenience in the garage, driveway, or in any other tight place.

3 PROVEN TRANSMISSIONS

Merc-O-Matic Drive*

Merc-O-Matic is fully automatic. Simply start engine—set selector lever—step on the gas and go. No gears to shift, no clutch to operate. Car operation is smooth and quiet because all power flows through a cushion of oil. Merc-O-Matic is more efficient, it always selects the best gear ratio and shifts at the right time to give you better fuel economy.



FULLY AUTOMATIC FOR GREATER DRIVING EASE

Touch-O-Matic Overdrive*

Operating in conjunction with Mercury's new 161 Hp. engine, Touch-O-Matic Overdrive gives quiet, smooth performance, and amazing fuel economy. By providing, in effect, a fourth gear for cruising, Overdrive saves up to 20% of your gas. Gives you as much as two extra gallons in every ten.



SAVES UP TO 20% ON GASOLINE

Standard Transmission

Mercury's Silent-Ease StandardShift operates smoothly, shifts easily, gives you quiet performance, long life and excellent fuel economy. Provides three forward speeds and reverse. Synchronizers engage second and third gears to make gear clashing virtually impossible. Pendant pedals add extra ease.



SMOOTH, SILENT EASY-SHIFTING

*Merc-O-Matic Drive and Touch-O-Matic Overdrive are optional at extra cost.



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

'54 MERCURY Custom Series Specifications

ENGINE SPECIFICATIONS

Type: The new 1954 Mercury V-161 engine is an advanced design, overhead valve V-eight, developing 161 horsepower at 4400 r.p.m. Bore, 3.625 in., stroke 3.10 in. Displacement, 256 cu. in. Compression ratio, 7.5 to 1. Three "high-point" rubber engine mounts. Counterbalanced precision moulded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating valves. Chain-driven camshaft, high-lift cams.

Fuel System: Four-barrel downdraft carburetor of simplified, concentric bowl-design with vacuum-controlled secondary barrels 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, 15½ gallons.

Electrical: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wiring. High capacity, 57-plate, 100-ampere-hour battery. High-capacity generator with automatic current and voltage control. 6-volt system. Follow-through type starter drive on all cars.

Lubrication: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Positive crankcase ventilation. Oil capacity, including filter, 5 quarts. (Imp.)

Cooling System: Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, 15 quarts, with heater 16 quarts.

BODY SPECIFICATIONS

Dimensions: Wheelbase, 118 in. Over-all length, 205.11 in. Height, loaded, 62.2 in. Over-all width, 74.40 in. Tread, 58.0 in. front, 56.0 in. rear.

Construction: All-steel welded body with reinforced floor, dash, and rear cross-section. Insulated with glass fibre pads and other materials against weather, noise, and dirt. Counter-balanced hood and deck lids.

Ventilation: Dual air-duct ventilation system with individual controls. Full-length defroster vent. Front and rear ventilating windows on Four-door Sedans.

CHASSIS SPECIFICATIONS

Frame: Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members.

Suspension: Independent Ball-joint Front Wheel Suspension. Telescopic shock absorber mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

Steering: Worm and roller type steering gear

with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

Drive: Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated.

Brakes: "Duo-Servo" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

Tires: Extra-low pressure tires. 7.10 x 15 on pressed-steel wheels with extra-wide rims.

Optional equipment at extra cost: Merc-O-Matic Drive, Touch-O-Matic Overdrive, Power Steering, Power Brakes, 4-way Power Seat, Radio, Turn Indicators, Sea-Tint Windows, Windshield Washer, Bumper-Grille Guards, Rear Fender Shields, Rocker Panel Mouldings, Full-Disc Hubcaps, and White-wall Tires.

White sidewall tires and other optional equipment shown in this catalogue may be purchased at additional cost when desired for models on which they are not standard equipment. 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 to purchase.