

MERCURY

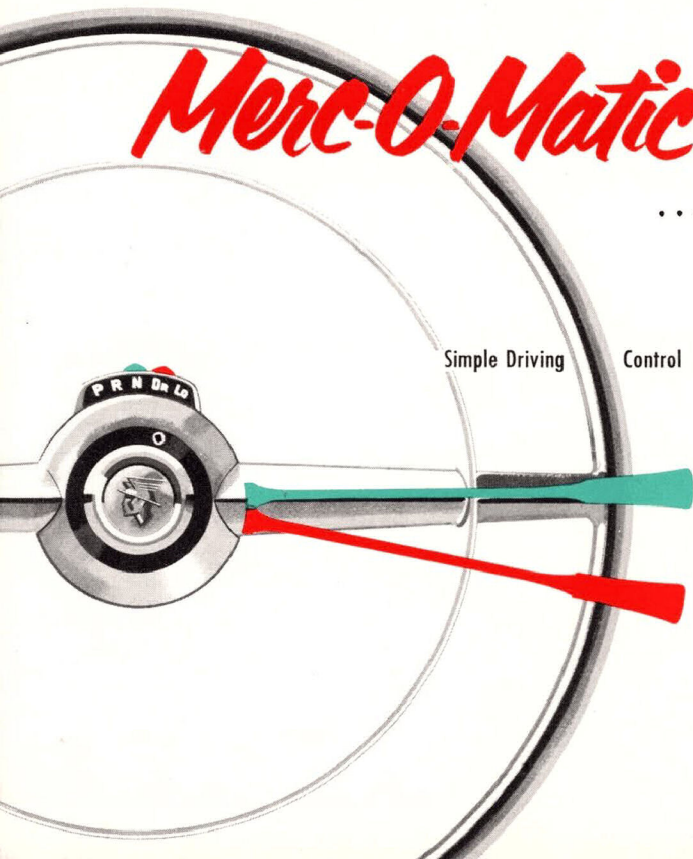
Offers 3 Great Drives

1. *Merc-O-Matic Drive*
2. *Touch-O-Matic Overdrive*
3. *Silent-Ease Standard Drive*

All Combined with
the 125-Horsepower
High-Compression
MERCURY V-8 Engine



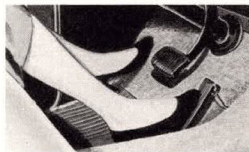
Merc-O-Matic drive makes driving easier... ...gives smoother performance



Simple Driving Control

The Merc-O-Matic driving control has the drive positions arranged for safer, easier driving. Neutral is in the center, between Reverse and Drive. Thus, to go, all you have to do is "safety-start" the engine in Neutral—move the selector lever directly to Drive—and press the accelerator.

Step on The Gas To Go



Instant Getaway

When you press your foot to the accelerator, you'll be amazed at the swift, easy way Merc-O-Matic instantly responds to your command. There's no lag, halt, or hesitation — no ride-marring gear changes — no "mushiness" or waiting for the engine power to take effect.



There's a new driving thrill in store for you with Merc-O-Matic Drive! This remarkable, new, fully automatic transmission will free you forever from the inconveniences of gear shifting and clutch pedal pushing. For every driving condition, it will give you a smoothness of performance that's almost unbelievable—no clashing gears, no jerky starts. From start to stop you'll go swiftly, effortlessly—with a liquid smoothness that's wonderfully easy on you and your car.



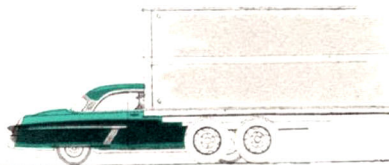
The "Right" Power—Automatically

For all normal driving—in downtown traffic, stop-and-go, highway traveling—all you have to do is steer, press the gas pedal, and step on the brake. Merc-O-Matic gives you automatically—without any thought or action on your part—the exact power you need, and at the exact instant you need it.



Liquid-Cushion Smoothness

You enjoy all the advantages of fluid power transmission with Merc-O-Matic Drive. At all times, under all driving conditions, power is transmitted entirely through fluid. This "cushions" power impulses—absorbs driving shock—and smooths out the ride.



Downshift for Extra Burst of Power

Extra acceleration is always at your command—instantly available when needed to overtake another car; move ahead quickly in traffic, or pull out of tight places in a hurry. Simply press the accelerator to the floor, and at any speed below 60 miles-per-hour, Merc-O-Matic will immediately downshift to its more powerful intermediate gear to give you the extra burst of power needed.

Merc-O-Matic drive means safer driving...



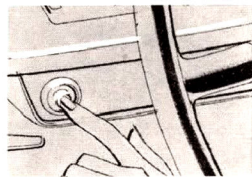
Better Control

Since you don't have to shift gears or operate a clutch pedal, you have both hands free for better control and safer, easier driving.



Safety Downshift

Simple gas-pedal controlled downshift gives you extra acceleration for emergencies—passing, pulling out of tight places in a hurry.

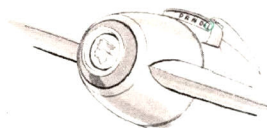
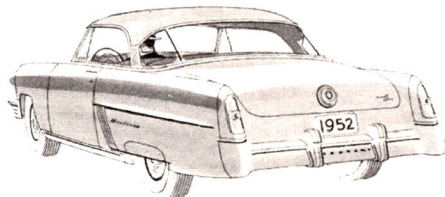


Safer Starting

For greater safety, you can start the engine only with selector lever in neutral. This eliminates danger of car lurching ahead or to the rear.

Safer Backing

Safe, simple arrangement of the selector dial eliminates possibility of car lurching ahead dangerously, when going from Drive to Reverse.

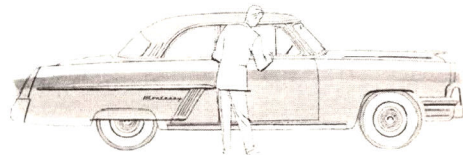


Downhill Braking

Safe, effective downhill engine braking can be obtained quickly by simply moving the selector lever to "Lo" (low) position.

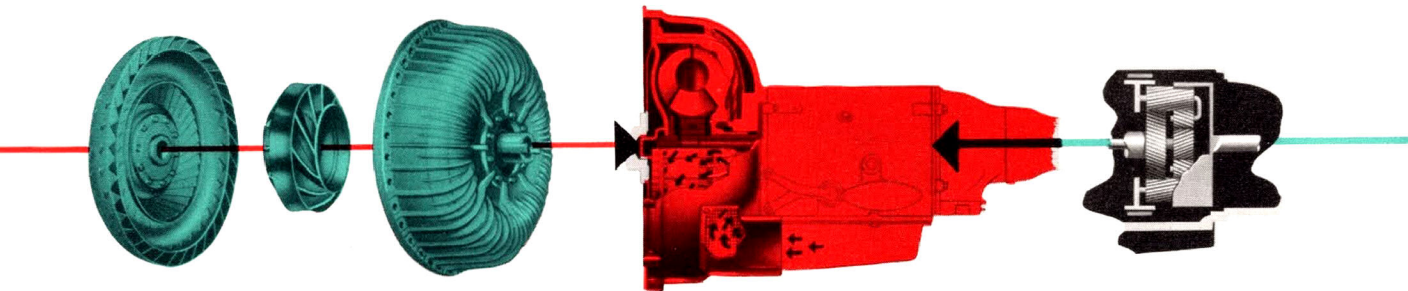
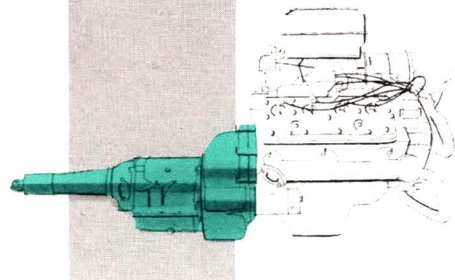
Gear Lock for Parking

Safer parking! Parking position of selector lever provides a positive gear lock for the transmission. Rear wheels can't possibly roll when lock is engaged.



... has simpler design

Basically, Merc-O-Matic Drive consists of two simple units—an advance-design torque converter, and a highly efficient planetary gear set. The torque converter serves both as a fluid connection between the engine and rear wheels, and as a hydraulic device for multiplying engine torque. The gear set also serves as a torque multiplier in starting out, and provides gears for emergency low and reverse.



Advance-design Torque Converter

Merc-O-Matic torque converter consists of three vaned discs—a pump, driven by the engine; a turbine, driven by the pump, which, in turn, drives the rear wheels; and a smaller, intermediate member called a stator, which automatically provides added torque, when needed, for starting up or accelerating.

Efficient Air Cooling

Simple air-cooling system assures cool operation under all driving conditions. It consists of built-in cooling fins on the pump housing. As the pump rotates, these draw in cool, outside air through a screened opening—circulate it around the torque converter—and exhaust it at the bottom.

Planetary Gear Set

The efficient planetary gear set provides two automatic forward-speed gears—intermediate and high, which are obtained with the selector lever in Drive position—plus emergency low and reverse. The gear set starts out in intermediate. Then, after the car gets under way, it automatically shifts to high.

Touch-O-Matic **overdrive**

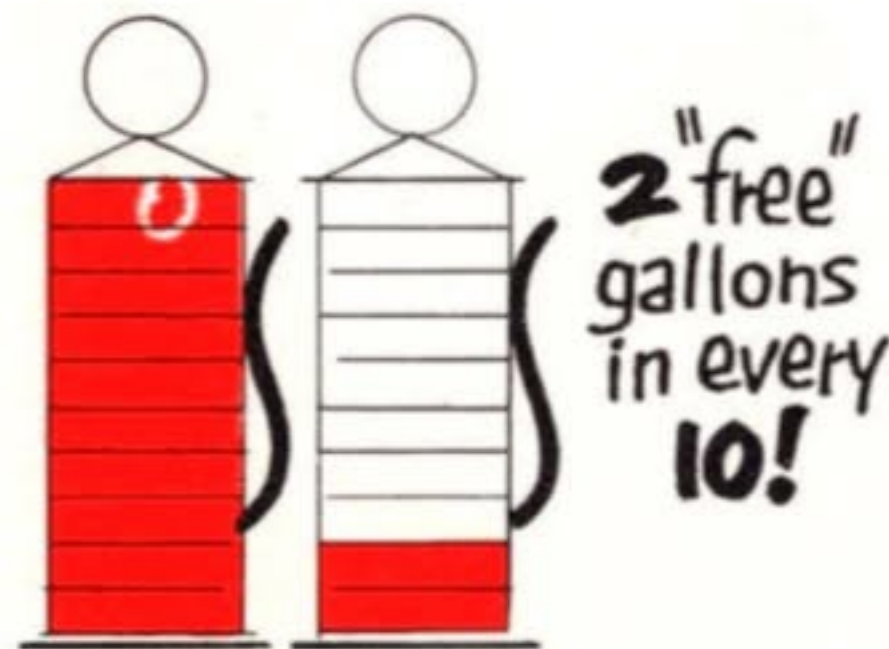
provides quieter riding...

Touch-O-Matic Overdrive is, in effect, an extra "fourth" gear for cruising, that gives almost unbelievably quiet, smooth performance and amazing fuel economy. Operation is simplicity itself. At speeds above 26 mph, merely ease up on the accelerator for an instant. Automatically, the overdrive gears will go into operation—and you will enjoy easier, quieter, more restful driving. When you need extra power, just press the accelerator all the way down. Overdrive will automatically shift back to "third."

gives greater savings...

Fuel Savings Up to 20%

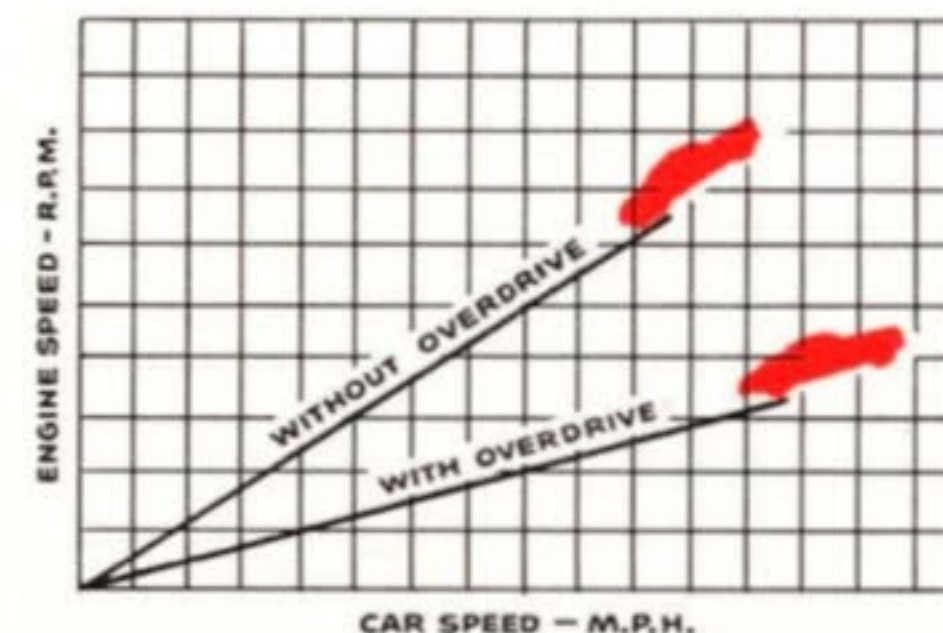
When in use, Overdrive reduces engine speed 24% without affecting car speed. You save up to 20% in gasoline—get as much as two "free" gallons in every ten!



Handy control handle permits Overdrive to be locked "in" or "out."

Longer Engine Life

Since Overdrive lets your engine "loaf" along at a slower rate for a given car speed, engine wear is reduced—vibration is lessened—and you get longer engine life.



Silent-Ease standard drive *offers smooth shifting ...*

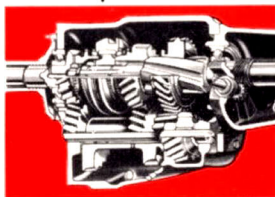
Smooth, easy shifting—with quiet operation, long life, and better fuel economy—are a few of the reasons why many Mercury owners choose the Mercury Silent-Ease Standard Drive. It incorporates such advanced features as helically cut gears with “balanced-tooth” design for greater durability and effortless shifting, and block-type synchronizers for smooth, quiet gear meshing. Shifting is in the familiar “H” pattern, with the gear shift mounted on the steering column, close at hand.



assures dependable operation

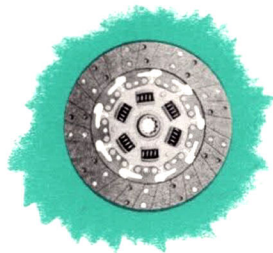
Sturdy Balanced-Tooth Design

Balanced-tooth transmission gears have exceptionally wide teeth for large contact area. They are designed in matched sets and carefully tested for perfect operation.



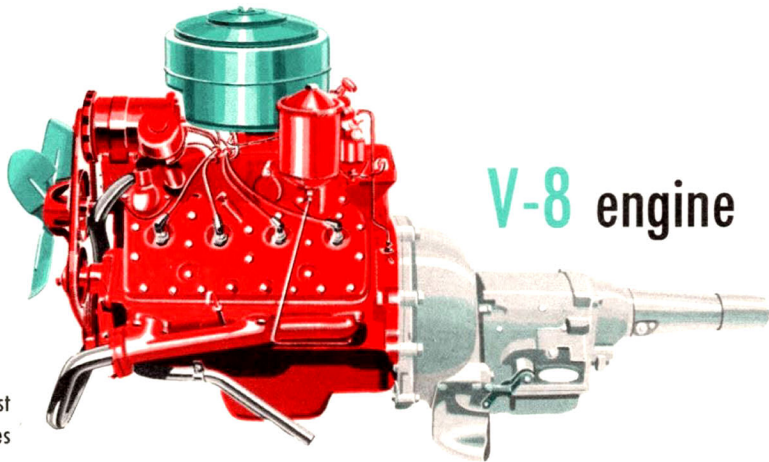
Easy-Acting Long-Life Clutch

Single dry-plate clutch has smooth, positive action at low pedal pressure. Sturdy design with permanently lubricated bearings assures trouble-free operation and long life.



The famous **MERCURY**

V-8 engine



Built exclusively for Mercury by the world's most experienced volume producer of V-type engines

No matter what drive you choose for your new, 1952 Mercury—the “no-shift” Merc-O-Matic Drive, gas-saving Touch-O-Matic Overdrive, or Silent-Ease Standard Drive—you’ll be amazed and delighted with the fleet and nimble action of its power teammate, the famous Mercury V-8 engine. For this thoroughly performance-proved power plant now gives 125-hp. It is engineered and built exclusively for Mercury . . . to “team up” perfectly with the drive of your choice for

smoother, better performance. And the Mercury engine is manufactured by the world’s most experienced producer of V-type engines—the company that has made more V-type engines than all other manufacturers combined! That’s reason enough why the Mercury engine is tops for all-round smooth performance, economy of operation, and long life. And reason, too, why you’ll get lasting satisfaction and enjoyment from owning and driving a new 1952 Mercury.

Merc-O-Matic Drive and Touch-O-Matic Overdrive described in this booklet are special equipment at extra cost.

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