

THE BIG FACTS ABOUT THE BIG



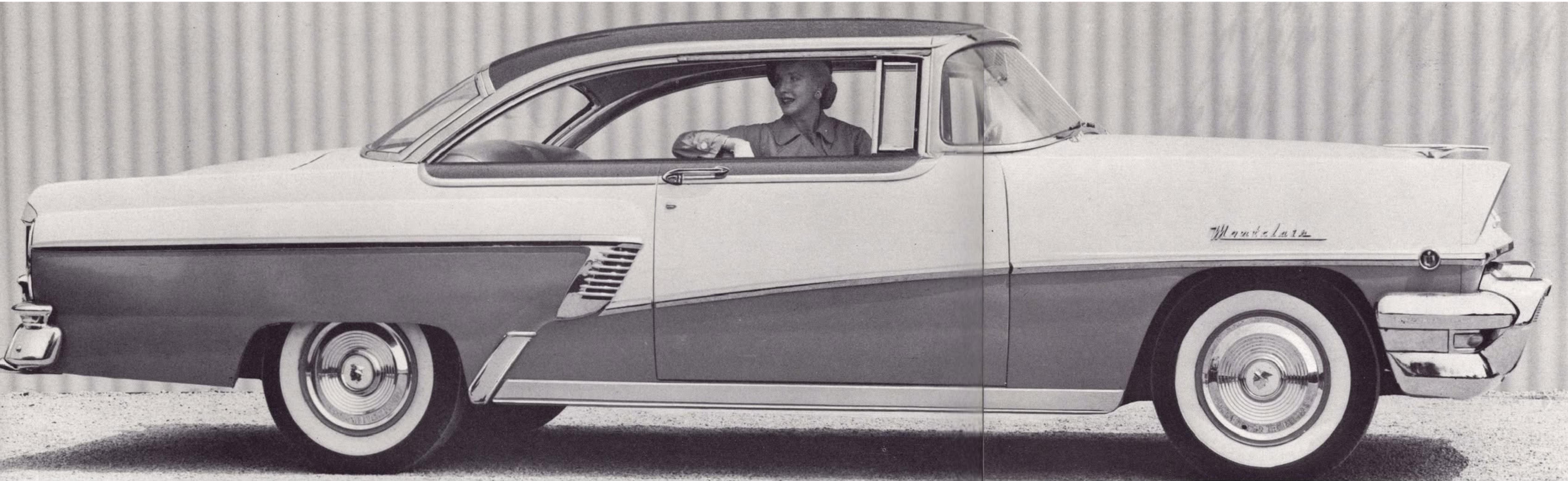
WHY THE BIG MOVE IS TO

MERCURY

FOR 1956



Mercury looks big . . . feels big . . . is big



Check the statistics
that mean roomy comfort
in

LENGTH, OVER-ALL (with bumper guards) . . . 206.40 in.
WIDTH, OVER-ALL . . . 76.44 in.

INTERIOR DIMENSIONS
Front Seat
Width . . . 60.6 in.
Legroom . . . 43.6 in.
Headroom (sedan) . . . 35.2 in.
(low-silhouette models) . . . 33.6 in.

Rear Seat
Width (sedan) . . . 60.3 in.
Legroom (depending on model) . . . 42.8-37.4 in.
Headroom (sedan) . . . 34.0 in.
(low-silhouette models) . . . 33.4 in.

HEIGHT, OVER-ALL (LOADED)
Low-silhouette models . . . 58.8 in.
Other sedans . . . 60.6 in.

APPROXIMATE CURB WEIGHTS (LBS.)*

	Montclair	Monterey	Custom
HARDTOP	3776	3776	3776
SPORT SEDAN	3774	3761	
4-DOOR SEDAN		3753	3772
2-DOOR SEDAN			3704
2-DOOR MEDALIST			3686
STATION WAGON . . .		4117	4062
CONVERTIBLE	3929		

* with Merc-O-Matic Drive, fuel, oil, and water.

GLASS AREAS
Coupes 22.87 sq. ft.
Monterey & Custom 4-door sedans . . . 23.08 sq. ft.

NOT JUST LONG, LOW STYLING, BUT DISTINCTIVE, EXCLUSIVE BEAUTY—Here's new sweep of line, new spirited action-in-steel that Mercury shares with no other car! Admire it from any angle—you see an exciting combination of size, color, and exclusive styling that makes Mercury your biggest buy for beauty!

NOT JUST 3 BIG SERIES, BUT THE MOST MODELS IN MERCURY HISTORY For 1956, you'll choose the Mercury that suits you best from a new, all-star line-up of 12 models—including three smart low-silhouette hardtop coupes, four 4-door sedans, two station wagons—in the Montclair, Monterey and Custom Series.

NOT JUST THE SMARTEST CAR OF '56, BUT DESIGNED FOR TOMORROW, TOO—Every Mercury model gives you advanced design that will stay in style years longer. Durable enamel exteriors and handsome, long-wearing interiors help keep your Mercury new-looking—a fact that's proven by consistently higher resale values!

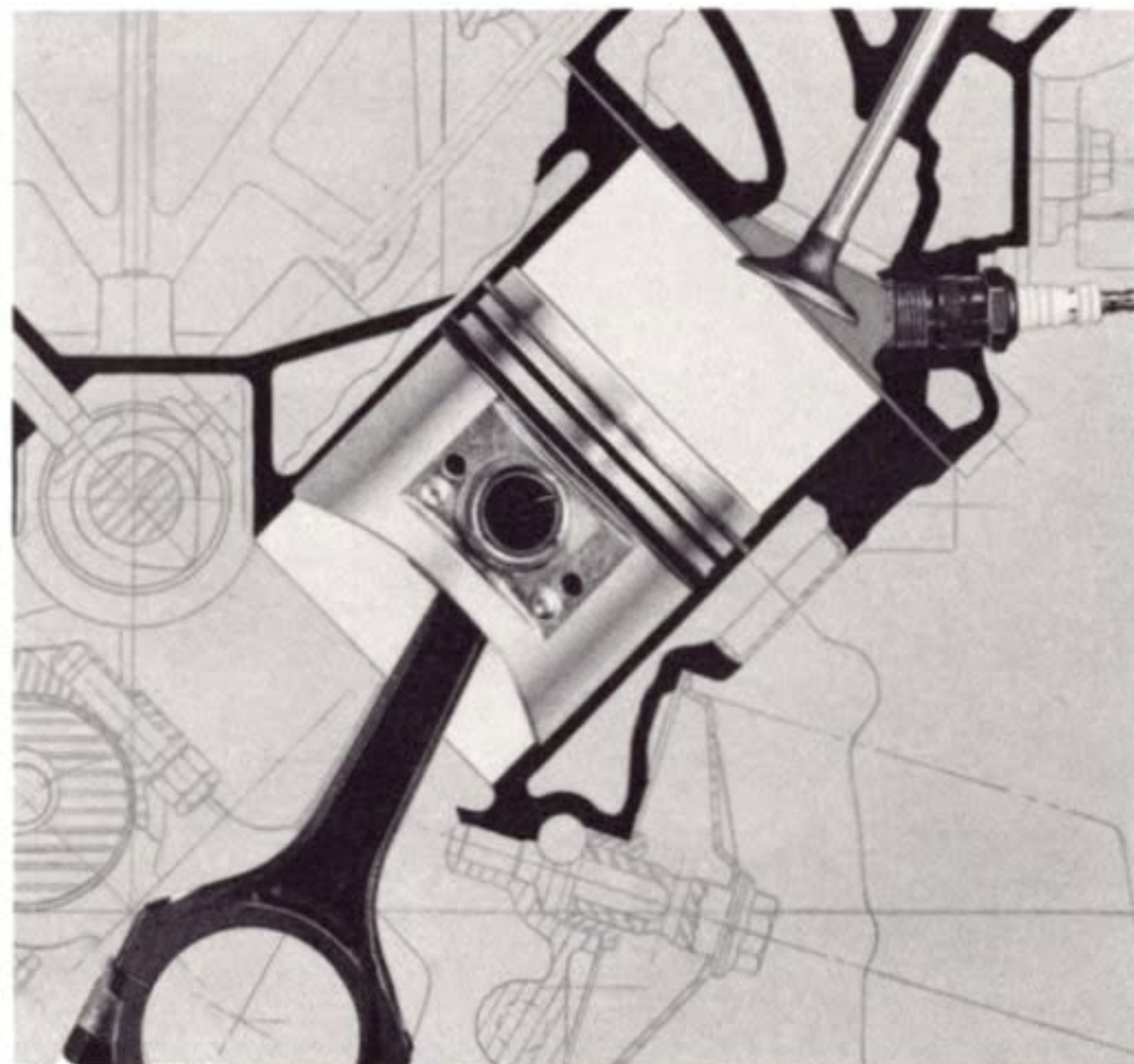
NOT JUST BIG OUTSIDE, BUT SPACIOUS INTERIORS, TOO—Prepare to drive and ride in luxury when you own a 1956 Mercury! Here's stretch-out space that's surprising, even in a car of Mercury's size—plus a wide range of stunning upholstery fabrics and interior schemes that are color-matched to your favorite paint colors.

NOT JUST 15 NEW COLORS, BUT NEW FLO-TONE COLOR STYLING, TOO—A whole spectrum of new colors, from latest light-and-bright hues to brilliant deep-toned shades, is just part of the story. This year, there's dramatic new Flo-Tone color styling, carefully designed to emphasize Mercury's smooth, "fast" lines.

Mercury's big power—now 225 hp —makes all driving sensational

Big new Safety-Surge V-8s put more usable horsepower to work where you need it most

For 1956, Mercury's famous performance moves ahead to bring you spectacular new *usable horsepower* and Safety-Surge pickup in the ranges you use most in everyday driving! You command new super-compression efficiency that puts extra "go" into every gallon of gas—flashing acceleration that moves Mercury faster than ever before, makes highway passing safer and quicker. And Mercury's vast experience in V-8 engine design pays off in greater economy, service, and dependability in *all* ranges of driving.



Specifications

HORSEPOWER RATING

Montclair and Monterey Series	225 hp
Custom Series	210 hp

TORQUE RATING

225 hp Safety-Surge V-8	324 lb-ft
210 hp Safety-Surge V-8	312 lb-ft

COMPRESSION RATIO

225 hp*	9.0 to 1
210 hp	8.4 to 1
(with standard or overdrive transmission, 8.0 to 1)	

DISPLACEMENT

312 cu. in.

BORE AND STROKE

3.8 in.; 3.44 in.

4-BARREL CARBURETOR

FULL-VACUUM SPARK CONTROL

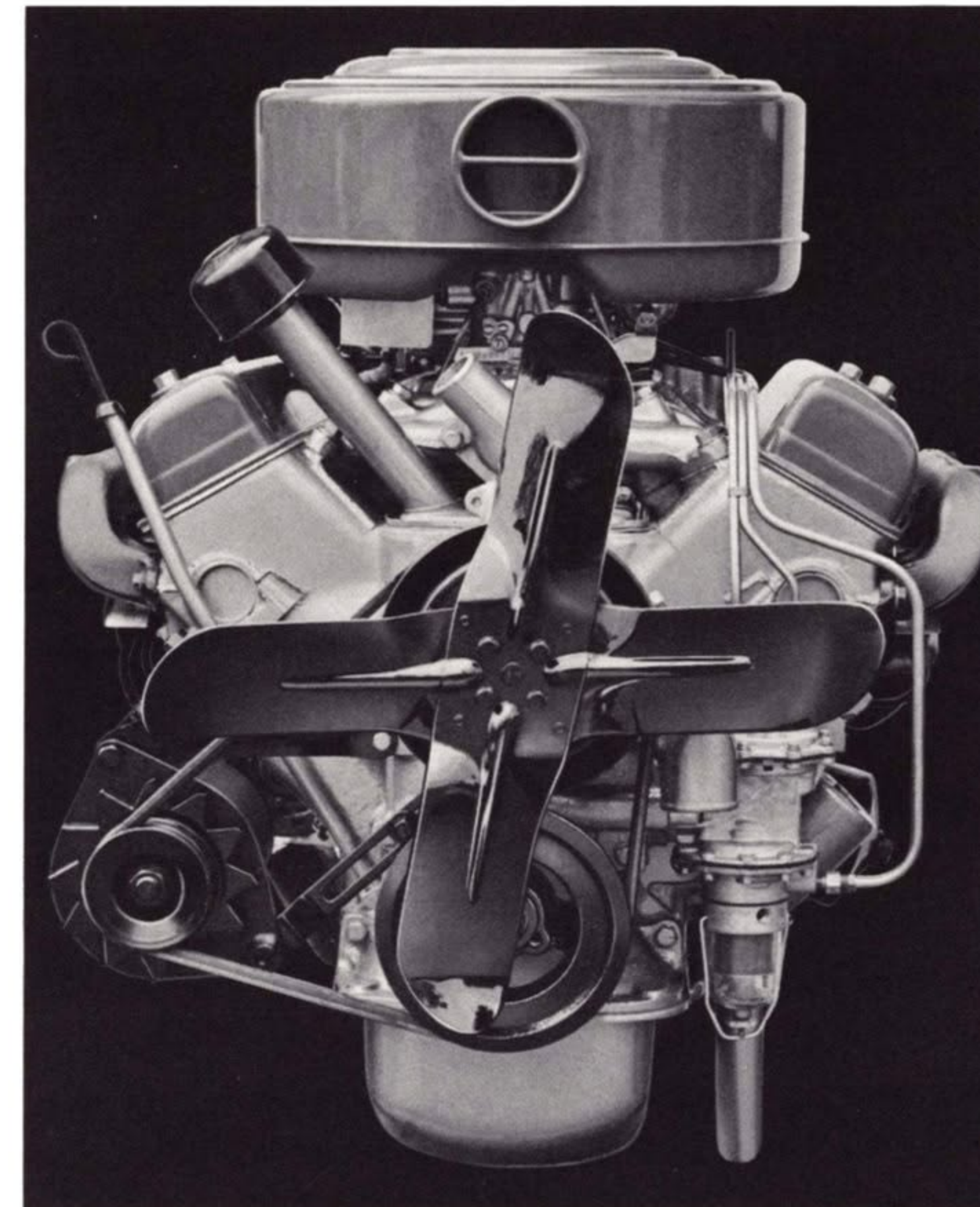
ANTI-FOULING 18MM SPARK PLUGS

PRECISION MOLDED CRANKSHAFT

DUAL EXHAUSTS

standard equipment, Montclair and Monterey Series and Custom Station Wagon; optional for other Custom models

*Standard in Merc-O-Matic equipped Montclair and Monterey models; available at extra cost in Custom models equipped with Merc-O-Matic Drive.



Merc-O-Matic Drive* improved for still faster, smoother response

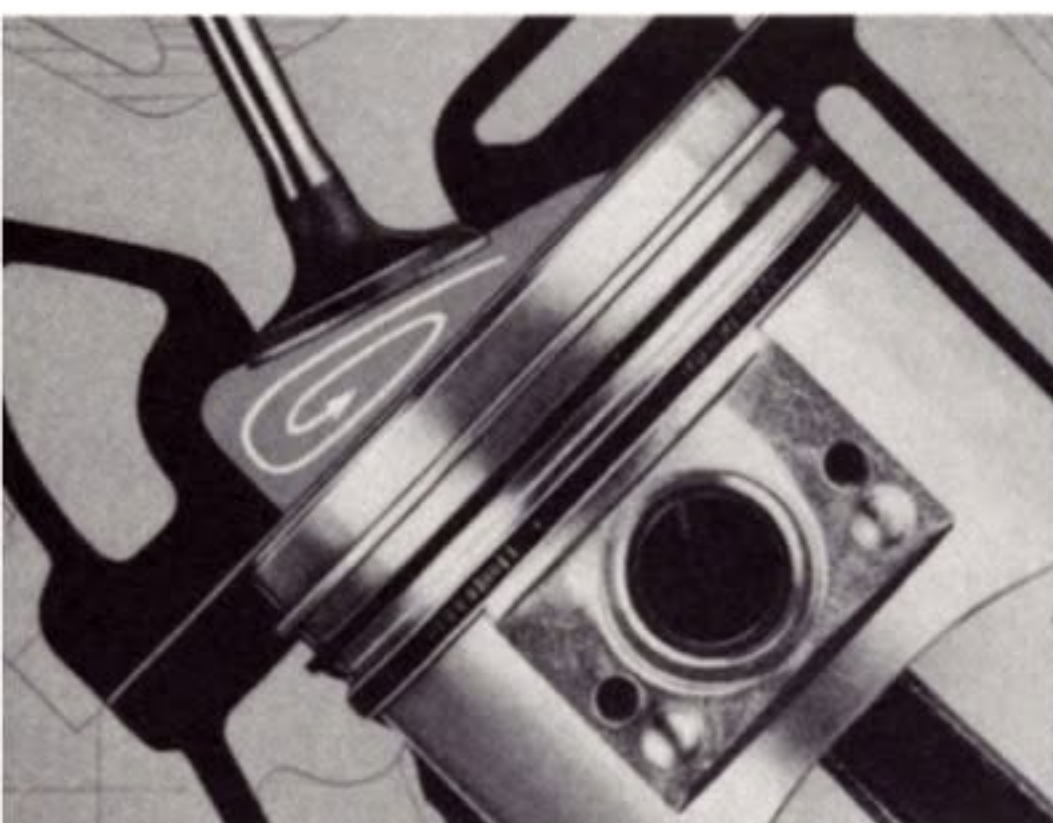
Teamed with Mercury's new Safety-Surge V-8s is the most responsive and versatile automatic transmission in its field—Merc-O-Matic Drive. Here you enjoy shift-free driving, tailored to Mercury's new power. From start to highway speeds, it's an instant surge of power, without jerk or hesitation. And you can "kick down" Merc-O-Matic Drive into "LO" range for extra fast starts, or into "INTERMEDIATE" for extra passing power in cruising range. Three-stage planetary gears let you down-shift for downhill braking at any speed, and provide the greater flexibility that makes Merc-O-Matic ideal for all your driving needs.

Mercury offers two proven manual shift transmissions

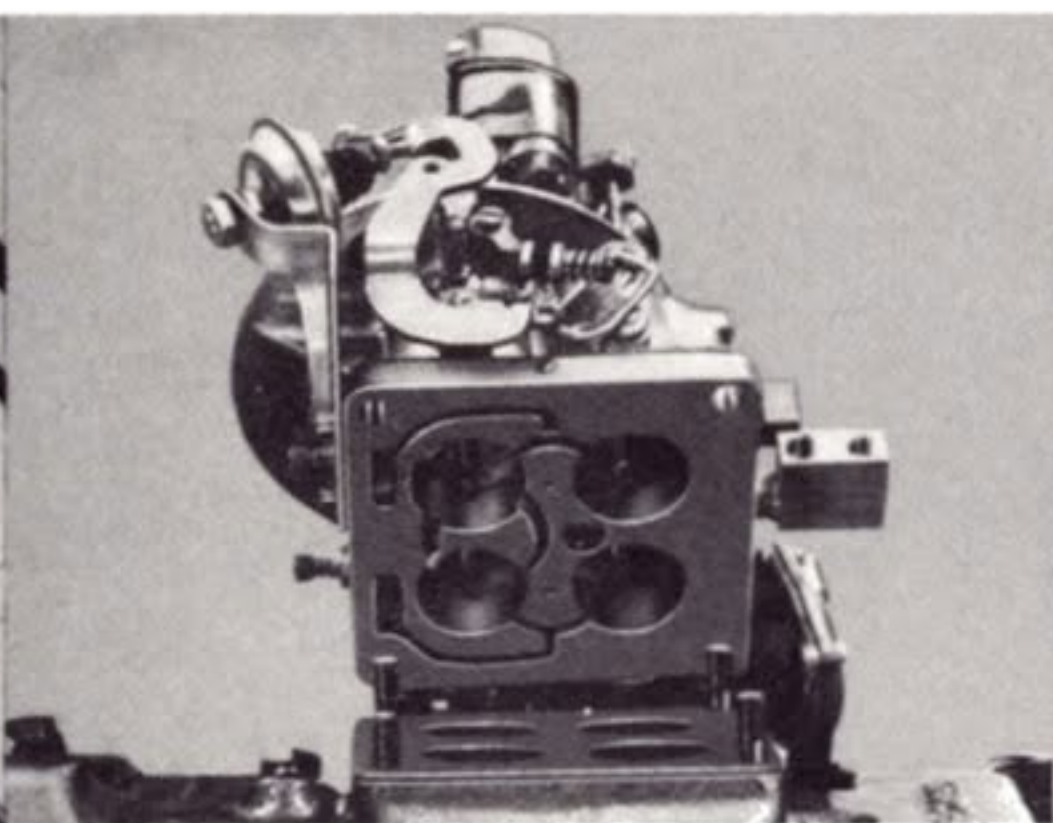
TOUCH-O-MATIC OVERDRIVE* brings an automatic "fourth" gear to your driving for greater economy and engine efficiency at cruising speeds, extra flexibility in traffic and acceleration.

THREE-SPEED STANDARD provides outstanding dependability and performance in conventional manual shifting plus smooth, quiet operation.

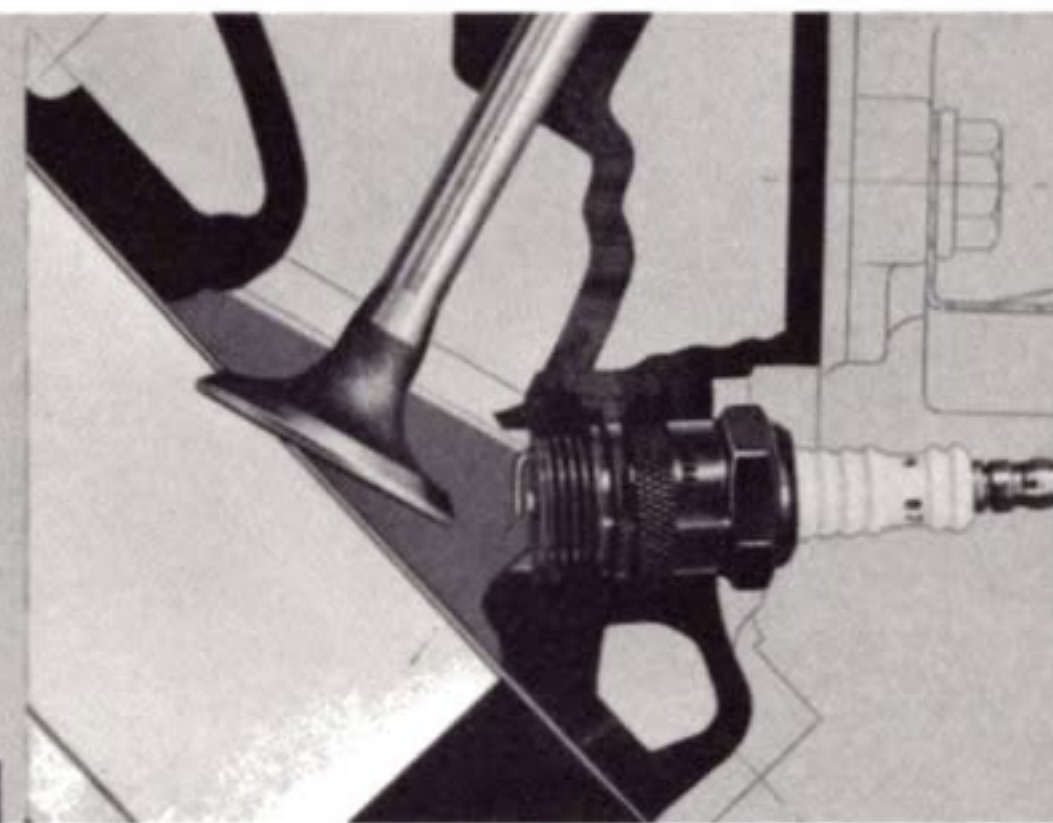
*Extra-cost option in all models.



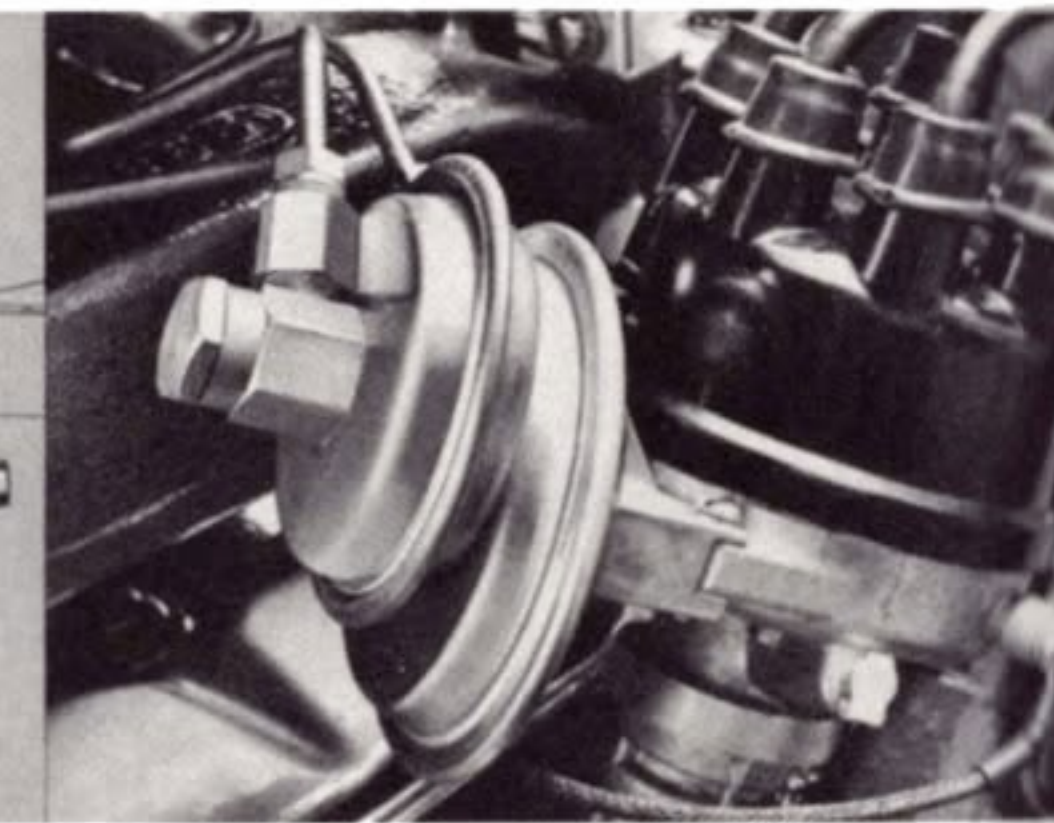
NEW COMBUSTION CHAMBER DESIGN creates greater fuel turbulence for faster, more efficient burning. High-lift valves and larger ports improve intake and exhaust "breathing" for smoother operation.



NEW, LARGER 4-BARREL CARBURETOR features new fuel metering system for still greater economy. Automatic two-stage vacuum-linkage control provides better performance for every driving range.



NEW 18 MM SPARK PLUGS, especially designed for high-compression engines, combine anti-fouling features with new electrode composition—provide 100% longer life, much longer service between cleanings.



NEW FULL-VACUUM SPARK CONTROL provides double-diaphragm sensitivity to ignition timing needs of high-compression engines. New design permits instant adjustment to rapid acceleration, eliminates power lag.

DEEP-SKIRT CRANKCASE lends great strength and rigidity to Mercury's new and bigger V-8s, increases the smoothness, quiet operation, and durability of Safety-Surge performance.

INDIVIDUAL TESTING of every Safety-Surge engine for smooth, balanced performance is one of many rigid quality tests behind Mercury's reputation for dependability.

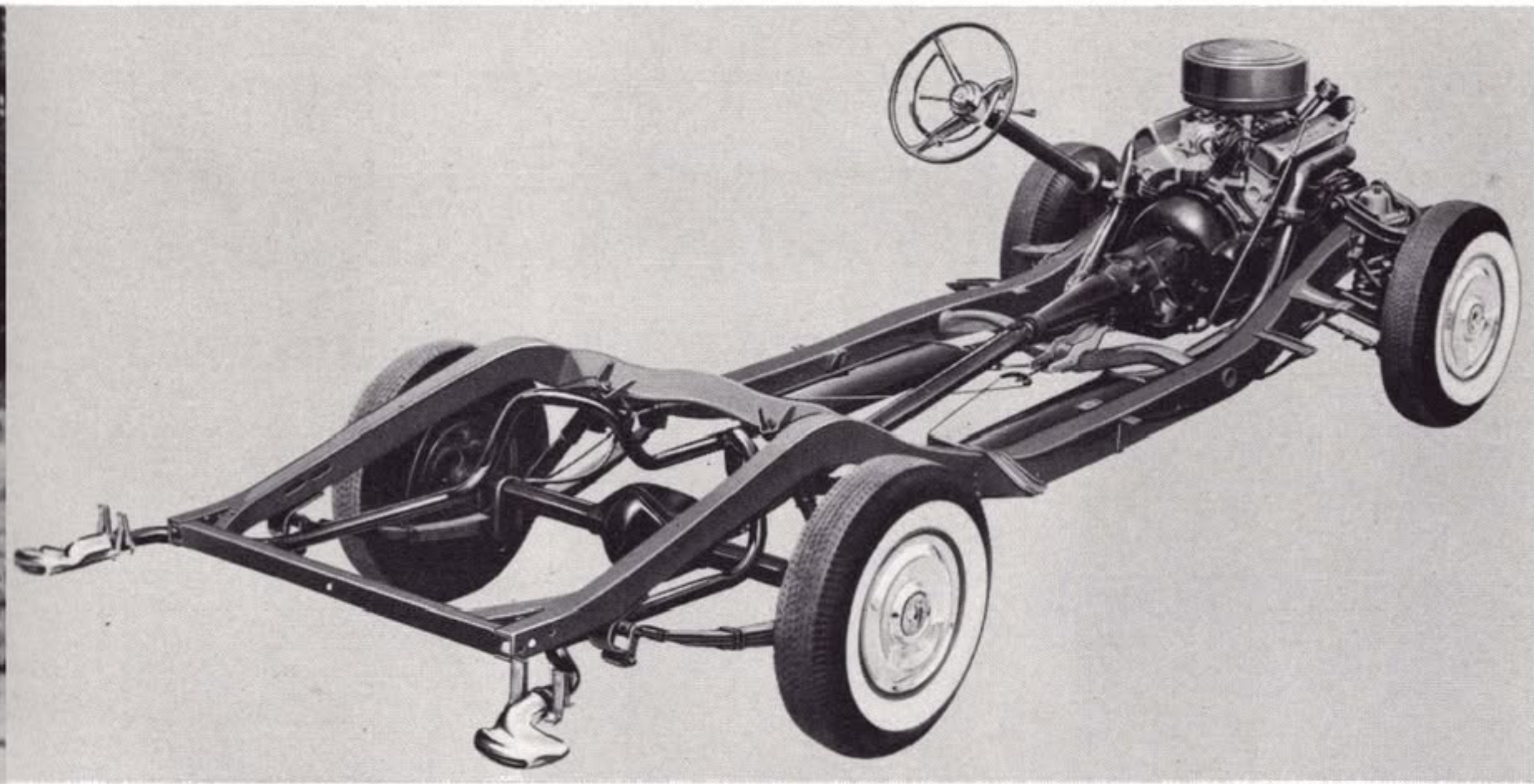
Only **M**ercury in its field gives you this riding luxury and handling ease

Mercury's ball-joint front suspension gives you exclusive "road control" on curves, over bumps and rough streets

Your first miles in a 1956 Mercury will prove that here is handling ease and sureness unequalled in cars costing far more! Ball-joint front suspension gives you easier steering on all types of roads, a steadier "feel" of control. Cornering, parking, maneuvering in traffic become smoother and far less tiring, because Mercury's weight moves easily on ball bearings. The low gravity center of Mercury's sturdy body and its remarkable stability on the road are combined in smoother, more comfortable riding for you and your passengers.



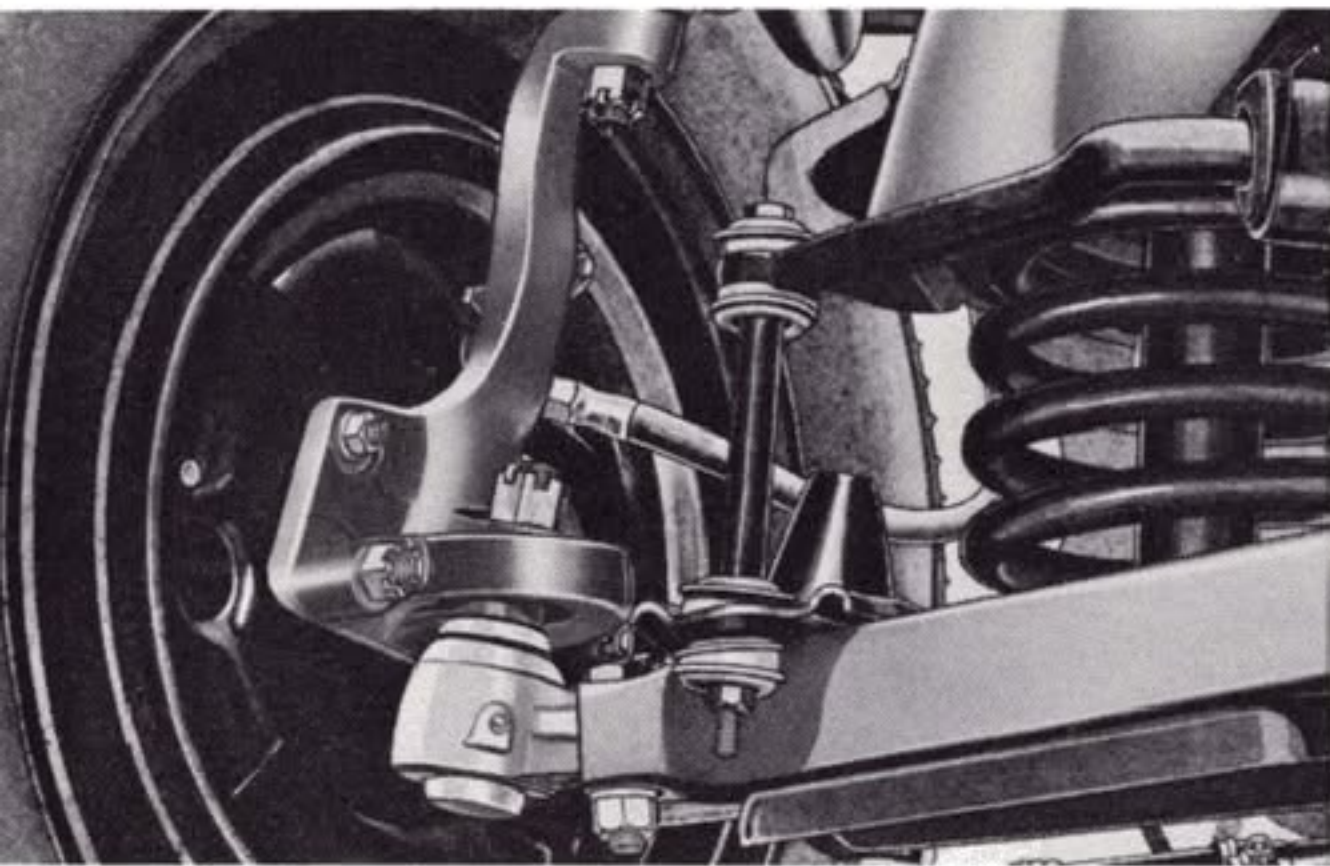
Mercury takes crude roads like this in stride, smoothing and leveling the way. And the danger of sudden bumps is further reduced by tubeless tires that afford extra blowout protection and traction on all types of surfaces.



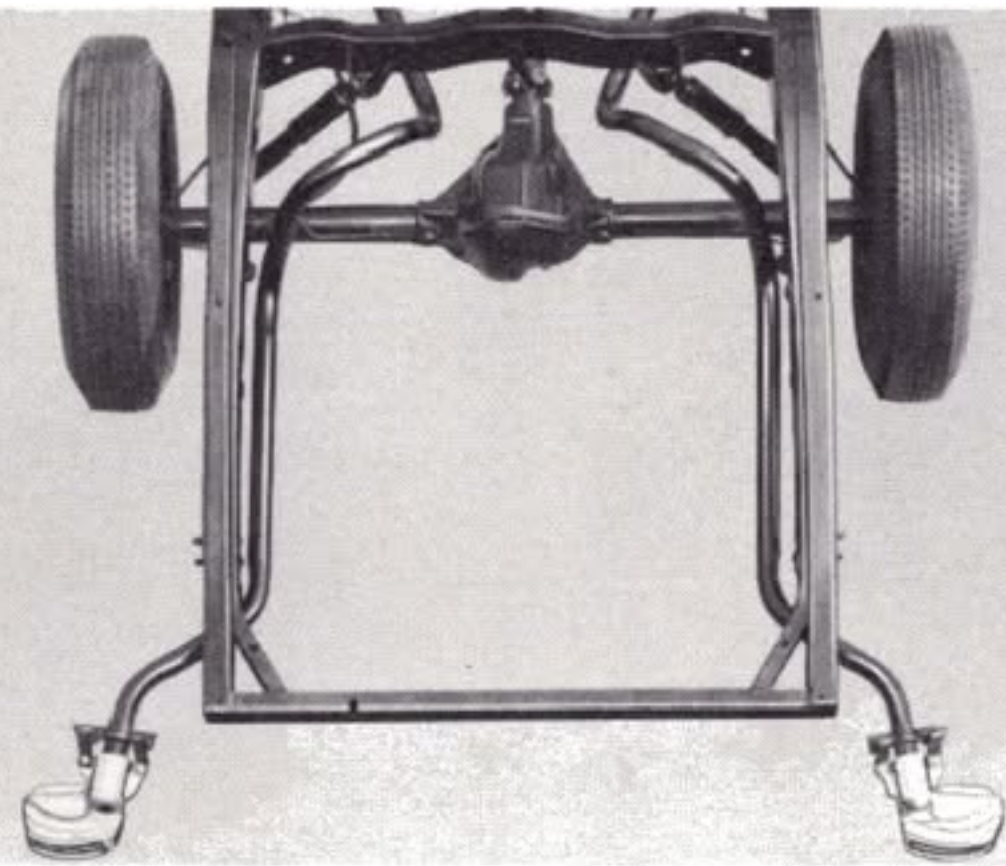
Every Mercury body style has a custom frame designed to its special structural needs. Low engine placement within the frame means better balance of weight, contributing to outstanding roadability.

Here's the rugged backbone of Mercury's "controlled ride"

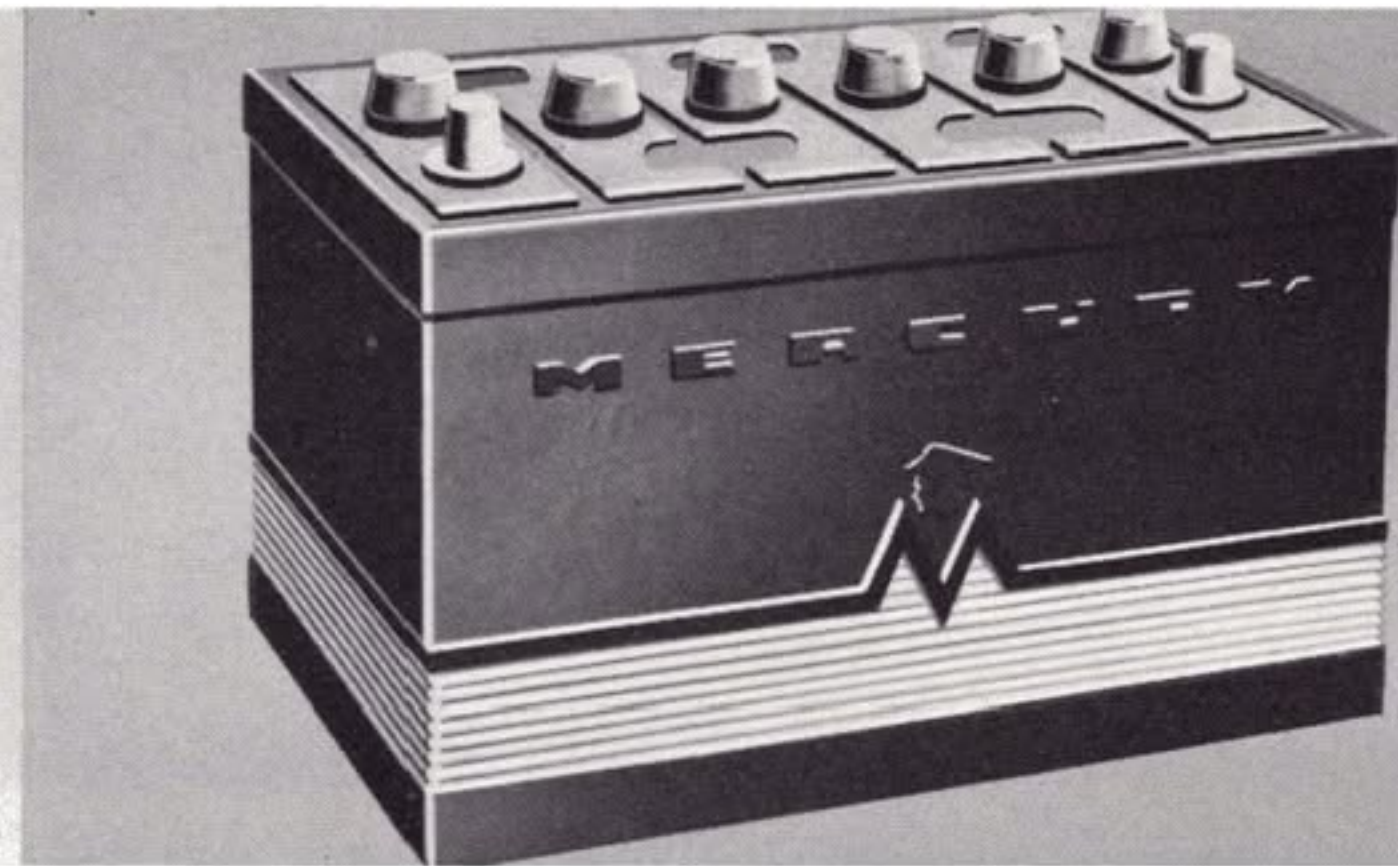
WHEELBASE	119 in.
TREAD	58 in. (fr.) 59 in. (rear)*
TURNING RATIO	21.18 ft.
STEERING RATIO (over-all)	25.4 to 1
FRONT SUSPENSION	Independent ball joints; direct-acting hydraulic shock absorbers inside coil springs
REAR SUSPENSION	Semi-elliptic leaf springs; rubber bushings; tension shackles. Direct-acting shock absorbers
FRAME	Ladder-type with box-section side-rails, two tubular and three channel section cross-members
DRIVE	Hotchkiss
TUBELESS TIRES	Standard equipment
*56.5 in. in Station Wagon Models.	



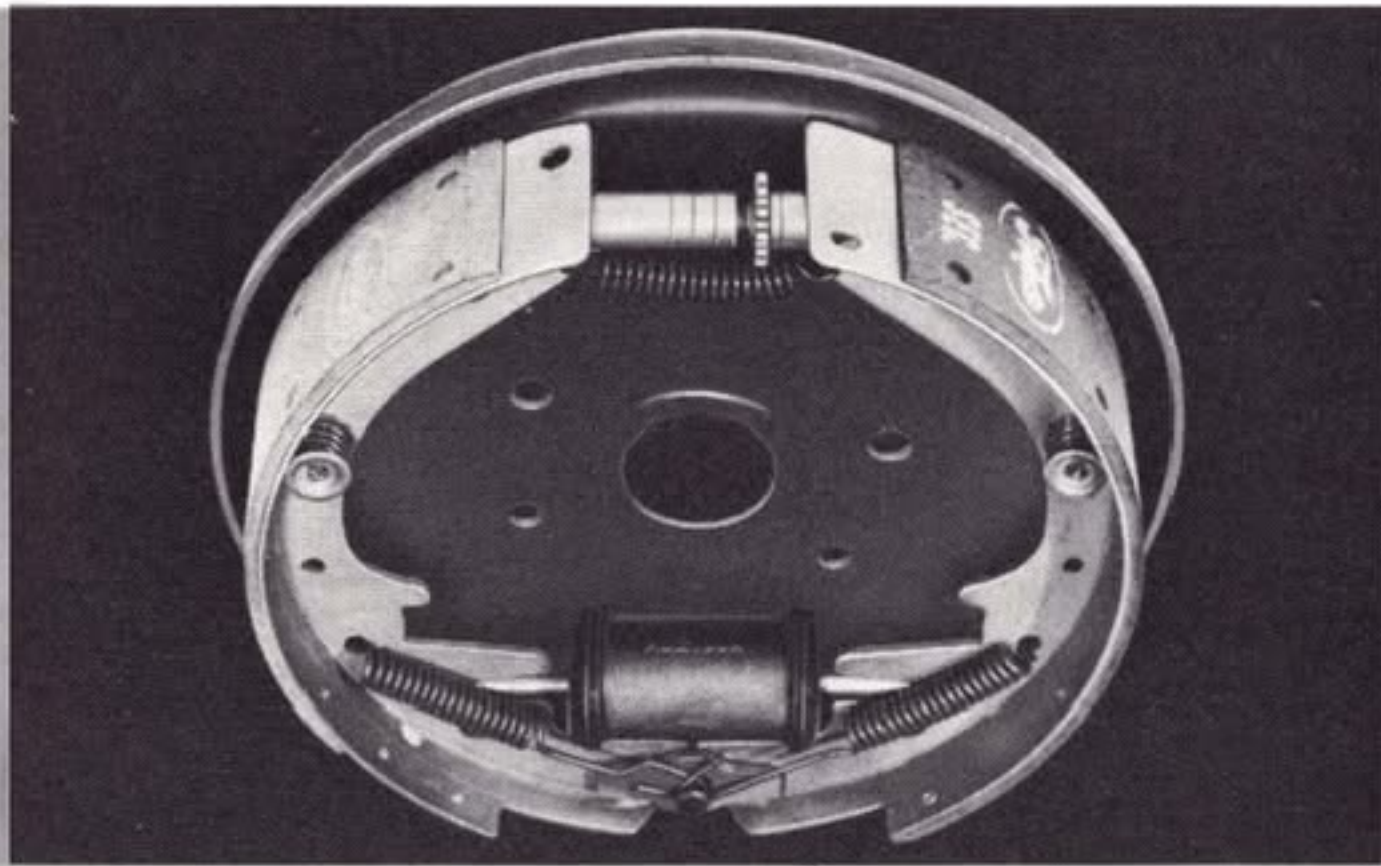
BALL-JOINT FRONT SUSPENSION DESIGN provides great strength and durability, virtually eliminates "bind." Widely spaced ball-and-socket joints increase stability and reduce road shock; require only 4 lubrication points.



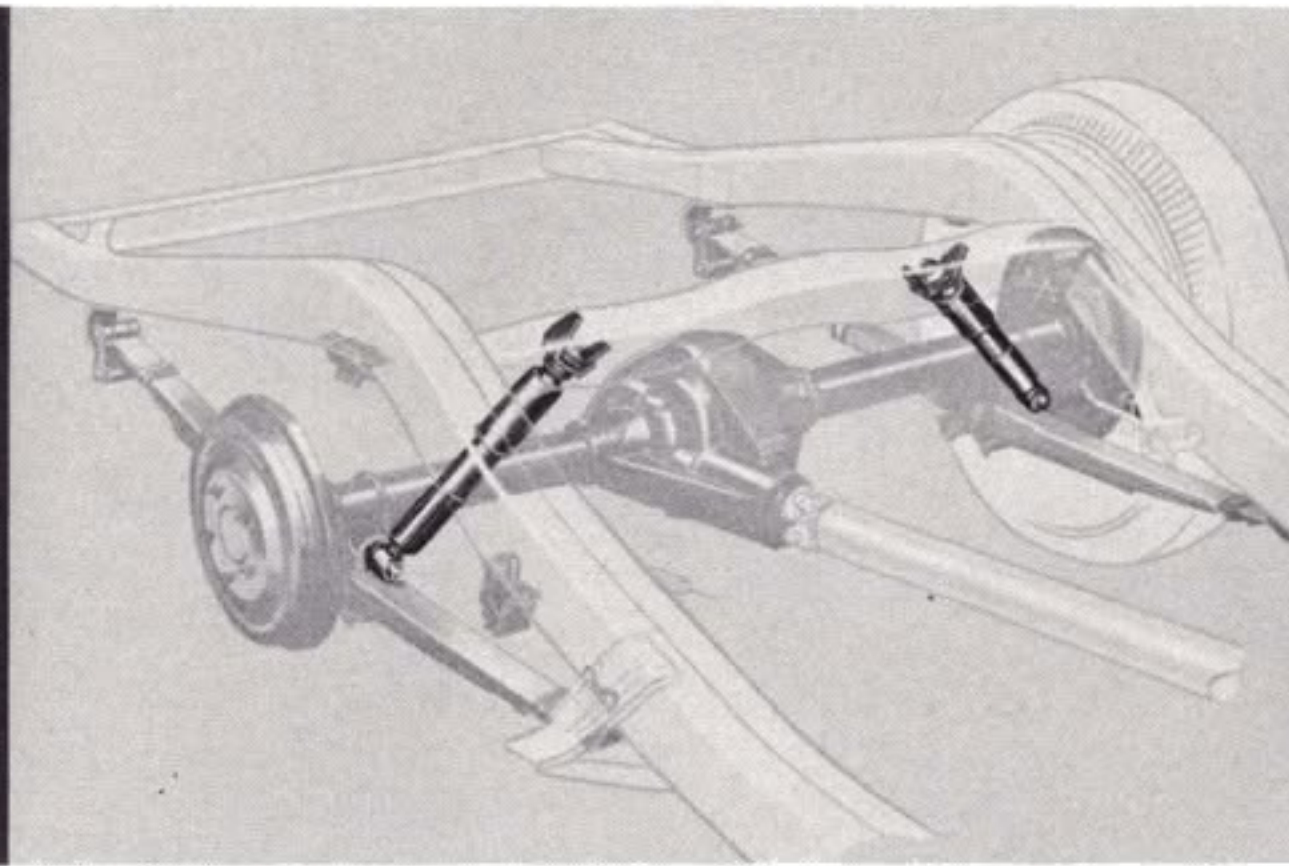
DUAL-EXHAUST SYSTEM is another extra-value feature as standard equipment on Montclair and Monterey Series and Custom Station Wagon. Horsepower-wasting back pressure is minimized, exhaust gases are quickly removed—you enjoy the benefits of peak power and economy.



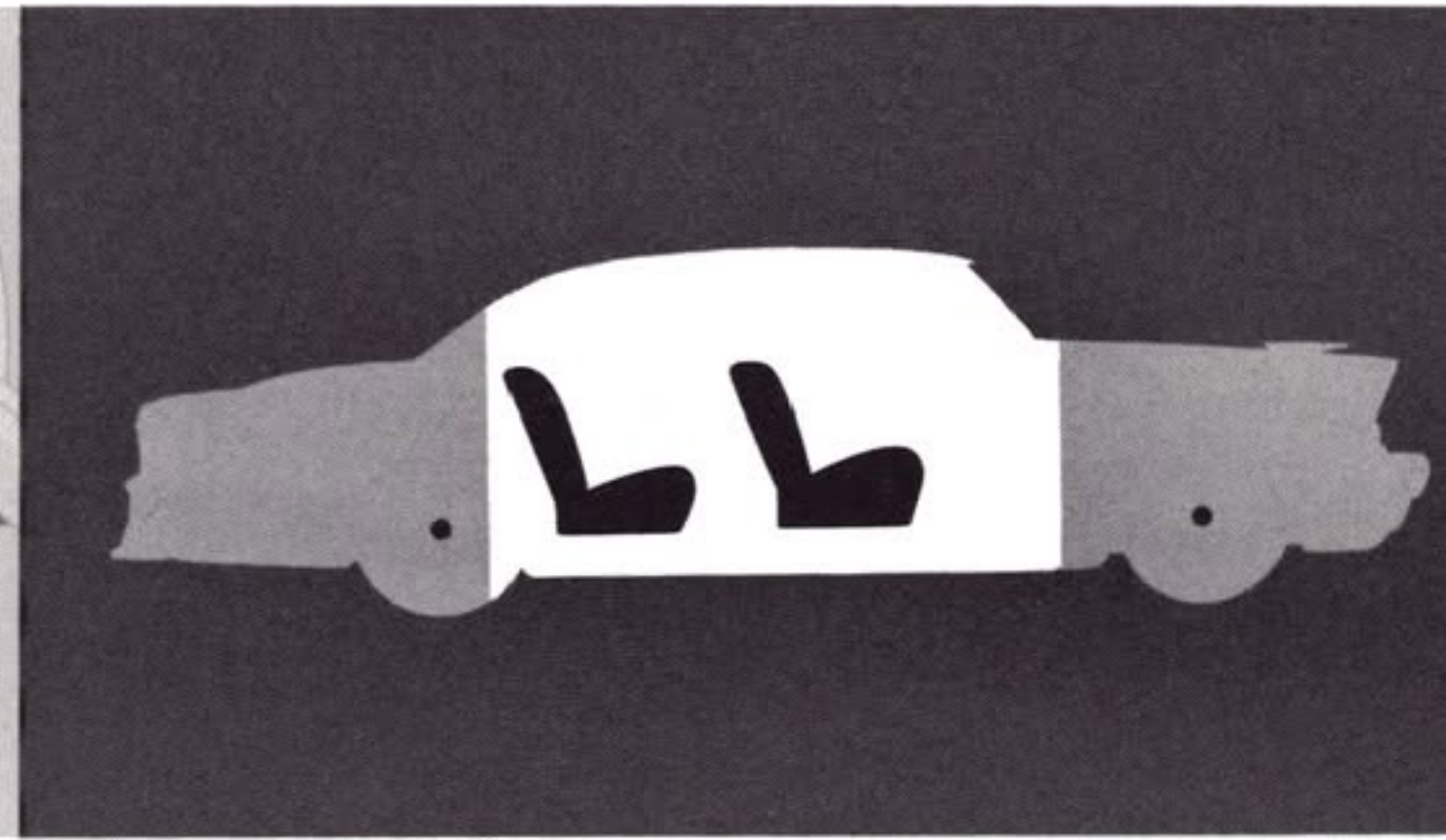
12-VOLT ELECTRICAL SYSTEM provides the hotter spark required in high-compression engines, affords better starting under all weather conditions and greater power output for electrical accessories. Smaller battery provides equal power reserve in less engine compartment space.



BIG, NEW SAFETY-GRIP BRAKES with more than 190 square inches of braking area provide a new fixed-anchor feature which reduces service points to a single adjustment in each drum. Mercury's power brakes are also improved for still easier and more efficient "power-off" operation.

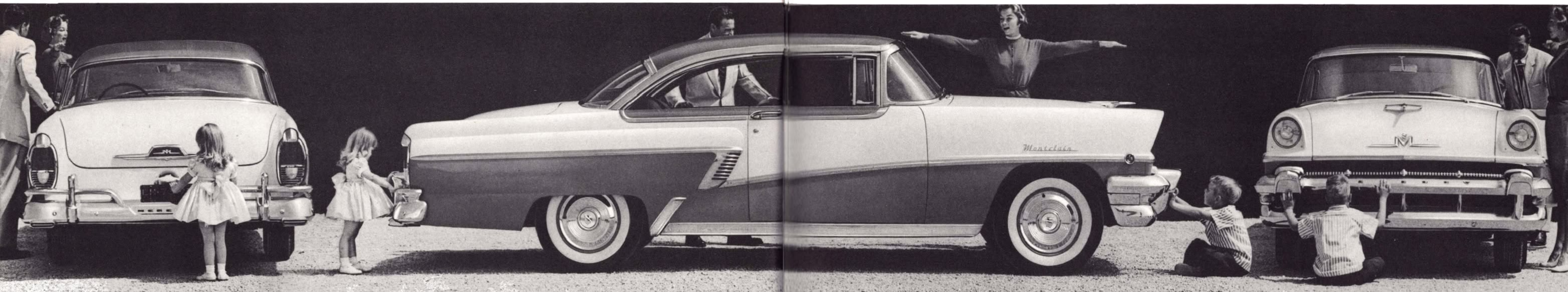


FLAT-ANGLE "SEA-LEG" SHOCK ABSORBERS are teamed with Mercury's long-leaf springs to give you controlled riding comfort, too. Cushions road shock vertically and horizontally. Tension-type spring shackles automatically adjust spring reaction to the car's weight load for easier traveling.



MERCURY'S COMFORT-ZONE RIDE puts all passengers in the smoothest-riding areas within the chassis. Rear-seat passengers are positioned well ahead of the rear axle for greatest riding comfort, and wide rear tread affords better stability and interior room.

Mercury is consistently first with the features that give you more car for your money



CENTER-FILL GAS TANK located behind the hinged license plate holder lets you drive to either side of pump stand—eliminates scratching of the trunk or fenders by the hose.

DUAL EXHAUSTS AS STANDARD EQUIPMENT on all Montclair and Monterey models and Custom Station Wagon contribute to smoother performance and economy. Optional on other Custom models.

COMPLETE LINE OF OPTIONAL POWER FEATURES now includes power lubrication as well as power steering, power brakes, 4-way power seat adjustment, power windows, and Merc-O-Matic Drive.

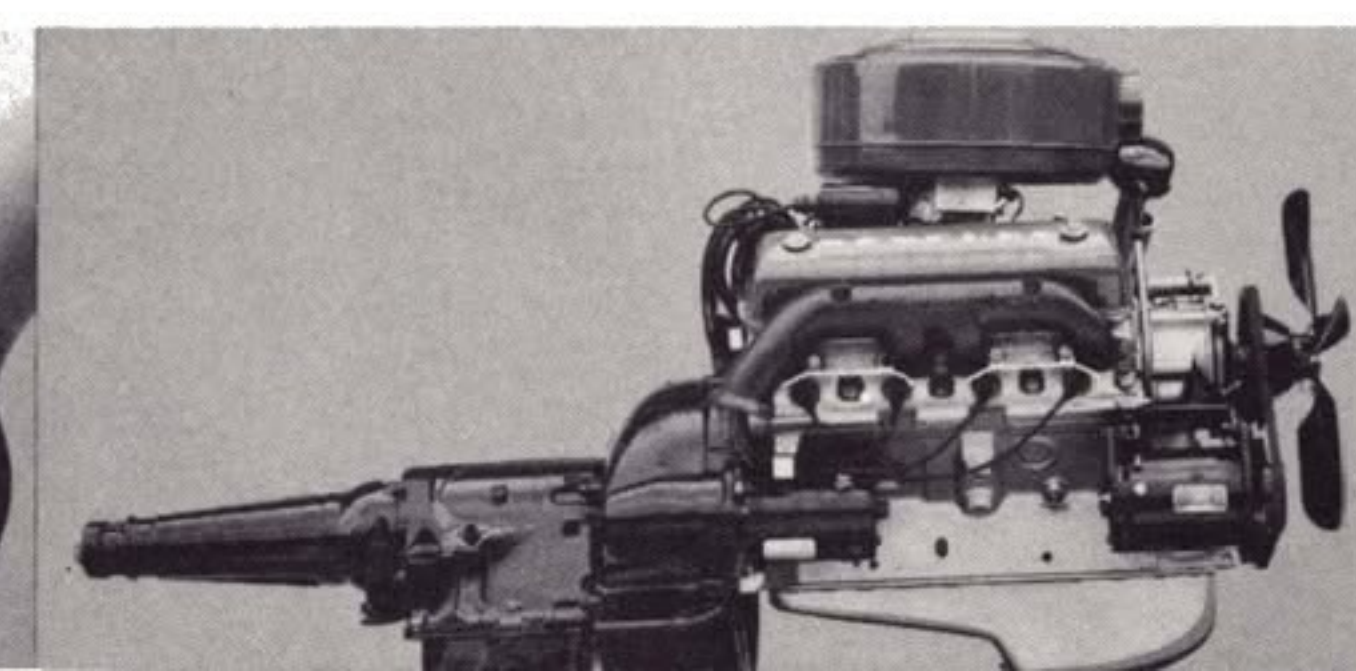
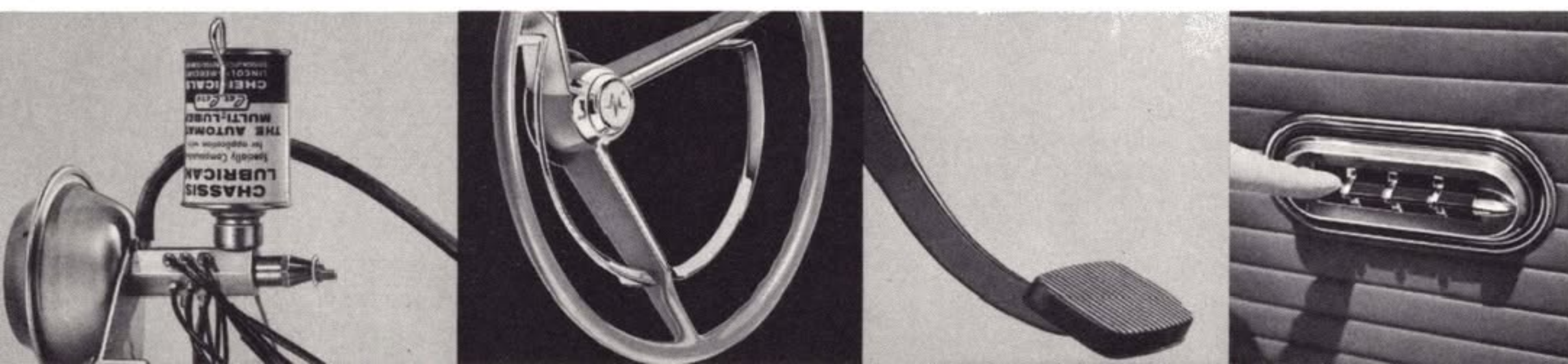
TWO-STOP FRONT DOORS permit easier, safer entry and exit, particularly for children; hold doors at half-open and full-open.

SLEEK LOW-SILHOUETTE STYLING gives Mercury a spirited fleetness that makes it distinctive from all other cars. You'll find Mercury models in each series that are only 58¾ inches high.

SUSPENDED BRAKE PEDAL reduces pressure needed for stopping, utilizes natural foot movement for easier operation.

EXCLUSIVE V-8 HISTORY — Mercury's Safety-Surge engines designed and built by the producer of more V-8s than all other manufacturers combined.

COMBINATION BUMPER-GRILLE is a massive unit both rugged and graceful, with impact protection surface that's more than 12 inches deep. Styled to blend with Mercury's smart lines.



Other Mercury Firsts Include:

- Impact-absorbing steering wheel
- Safety door locks
- Ball-joint front suspension
- Anti-fouling spark plugs
- Folo-thru starter drive
- Precision-molded crankshaft

Mercury leads with Safety-Engineered features for new and greater driver-passenger safety

Take your pick of Mercury power options from the biggest selection in the field



MERCURY'S NEW IMPACT-ABSORBING STEERING WHEEL OFFERS 2-WAY PROTECTION—New design provides easier, surer control and excellent forward visibility; cone shape protects driver from hub. Wheel rim is designed to absorb more impact; spokes bend before breaking.



NEW SAFETY DOOR LOCKS INCREASE SECURITY—New steel cover plate over lock rotor gives extra protection against doors springing open; standard equipment. Safety-door lock buttons (accessory) prevent raising of rear door lock buttons until driver-controlled safety catch is released.



MORE SAFETY VISION WITH MERCURY'S FULL-SCOPE WINDSHIELD—You command a wider arc of visibility because both upper and lower windshield corners are swept back. New **safety-glass inside rearview mirror** features a full-circle swivel socket that provides minimum resistance to glancing impact.



NEW SAFETY-BEAM HIGHWAY LIGHTS EXTEND EFFECTIVE VISIBILITY UP TO 80 FEET—New sealed beam design directs light intensity ahead and to the right. New filament caps cut upward light beams, protect oncoming drivers from glare and improve visibility in rain, fog, snow, or dust storms.



POWER BRAKES*—Vacuum power does the hard work for you, and smooth stops become twice as easy. Power braking is quicker, too—you can heel-pivot from accelerator to brake pedal without lifting your foot.



POWER STEERING*—A real work-saver every time you face a sharp corner or a tight parking spot. Hydraulic power supplies up to 80% of the effort needed, yet the full, confident "feel" of control is preserved.



4-WAY POWER SEAT*—You'll enjoy driving as never before in the precise position that brings greatest comfort and command of controls. Touch a toggle switch, and electric motors automatically change seat position.



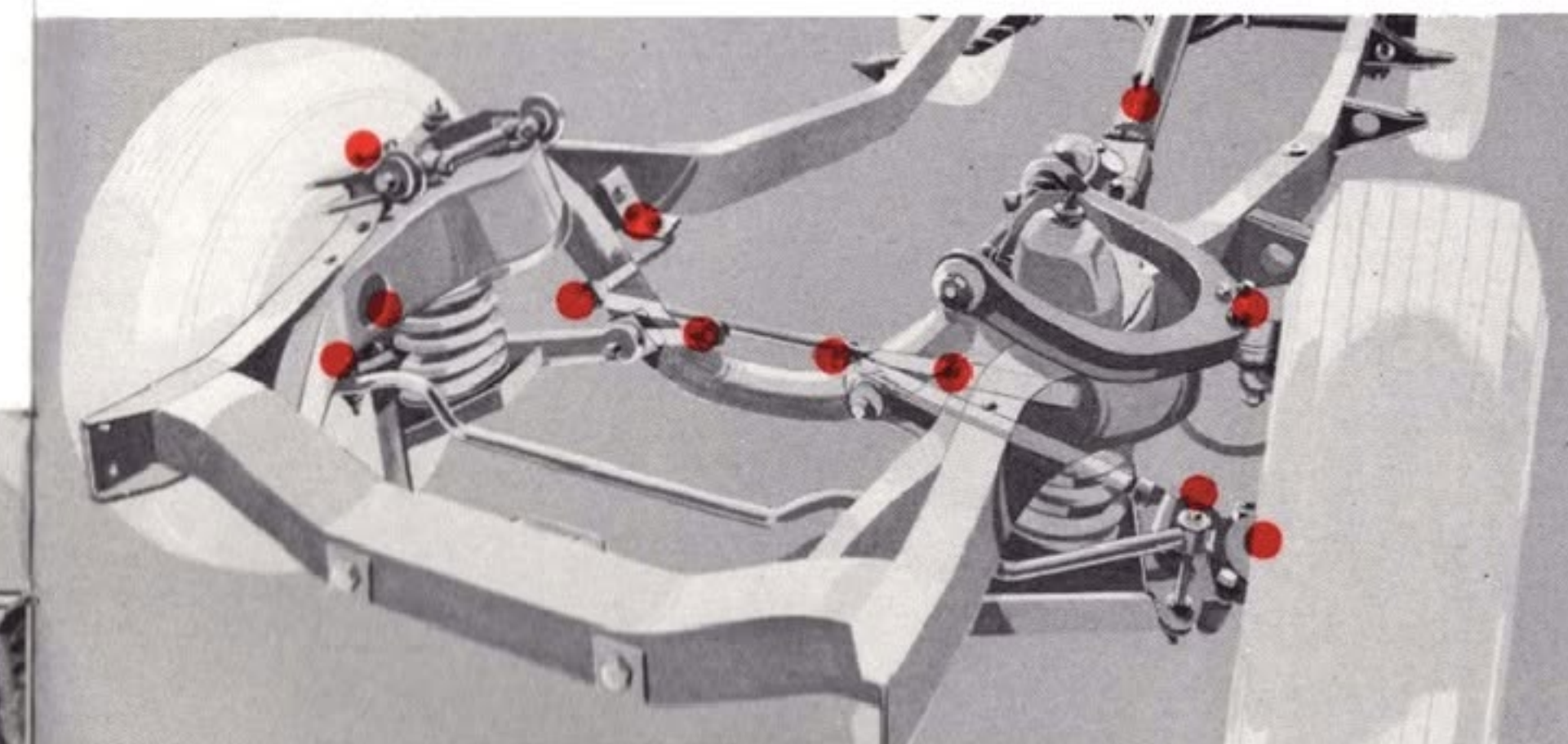
POWER WINDOW LIFTS*—Raise and lower any window in your car with a touch of a master control panel button, or by the button at each window. Safety feature prevents operation unless ignition key is turned on.

BIG, IMPROVED, SINGLE-ANCHOR BRAKES FOR FAST, SMOOTH STOPS—Easier, one-point adjustments reduce servicing requirements. Long-wearing brake linings and large surfaces provide dependable, durable braking action; suspended pedal operation needs less foot pressure for safe, sure stopping.

GREATER PROTECTION AGAINST BLOW-OUTS WITH MERCURY'S TUBELESS TIRES—Mercury's tubeless tires usually retain air longer, let air out slowly upon puncture or under blowout conditions. Improved tread design creates better traction, contributes to longer life, minimizes cornering squeal.

SAFETY-ENGINEERED PADDED INSTRUMENT PANEL COVER—Optional covering for upper instrument panel section is padded with expanded plastic, provides excellent protective qualities. Vinyl covering is color-matched to the interior, also reduces glare. Padded sun visors also optionally available.

NEW MERCURY SAFETY SEAT BELTS TO PROTECT DRIVER AND PASSENGERS—Nylon web belts designed for easy one-hand adjustment. Secure occupants at the waist, absorb forward momentum in event of sudden stops. Belts are bolted to triple-layer of steel floor pan and reinforcements.



POWER LUBRICATION (MULTI-LUBER)*—Touch the button on the instrument panel, and your car is completely lubricated at all front suspension and steering system points. You enjoy maximum riding and handling ease all the time.

*Extra-value equipment at moderate additional cost.

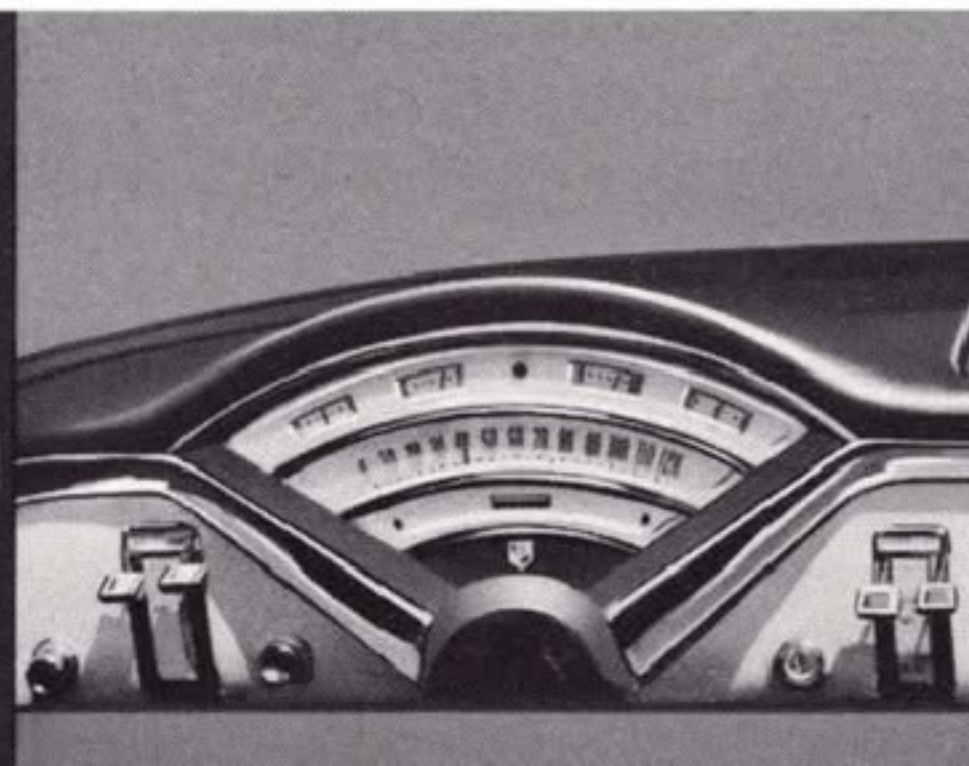
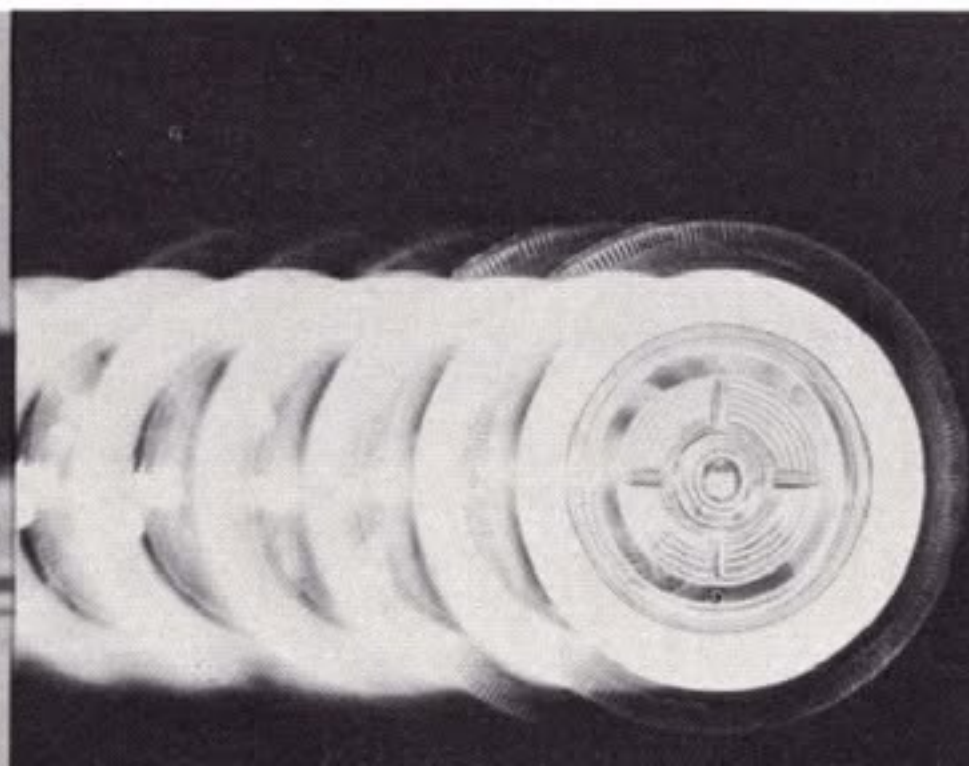
And Mercury offers the biggest values in accessory options, too

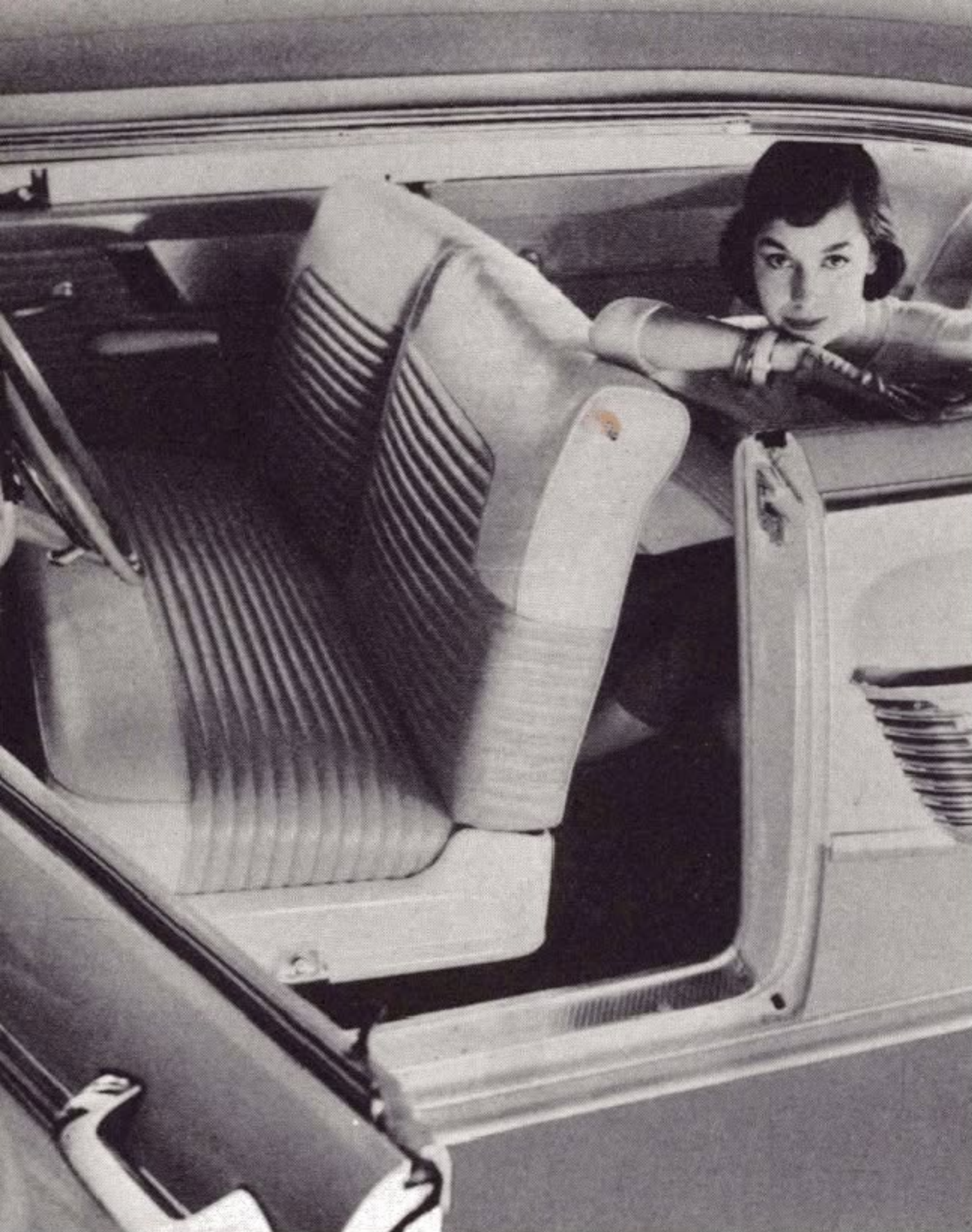
You're ahead of the field in bonus values with every accessory you select from Mercury's long and glittering line of motoring conveniences. In addition to the custom comfort, service, and beauty you enjoy from the accessories, you'll gain these extra benefits:

CUSTOM STYLING—Mercury accessories are especially designed in the bold lines and spirit of the car itself. They blend and compliment, never look "out of place."

SUPERIOR QUALITY—Each accessory is designed and tested by Mercury engineers to fit accurately, work efficiently and easily, provide long, dependable service.

INDIVIDUAL SELECTION—The accessories you want are offered individually, purchased individually. Mercury's policy makes it unnecessary to pay for "group" items.





Now let us show you how
easy it can be to make
your big move to

THE BIG M for 1956

—A Magnificent Value in
the Ford Family of Fine Cars

Here are the facts behind Mercury's Big Performance... Big Value

ENGINE

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep-skirt crankcase. Precision-molded crankshaft with 5 selectively fitted main bearings. Rubber-floated vibration damper. Wedge-shaped (high turbulence) combustion chambers. Solid-skirt aluminum alloy pistons with embedded steel struts. Two compression and one oil ring. Free-breathing intake and exhaust.

SIZE AND RATINGS: The Mercury V-8 is built in two 312-cubic-inch versions, all with 3.80 in. bore and 3.44 in. stroke. These are: the 210-hp version with 8.0 to 1 (or 8.4 to 1) compression and 312 lb-ft torque; and the 225-hp ultra-high (9 to 1) compression version with 324 lb-ft torque.

FUEL SYSTEM: Four-barrel carburetor with vacuum-controlled secondary barrels. Low-restriction air cleaner.* Automatic choke and idling control. Camshaft driven diaphragm-type fuel pump. Fuel tank capacity 18 gallons except station wagons, 19 gallons. Plastic fuel tank filter. Magnetic filter in fuel pump.

ELECTRICAL SYSTEM: 12-volt system. High-capacity 30-ampere generator with low cut-in speed and automatic current and voltage regulation. 66-plate battery with 55-ampere-hour rating. Ratchet-type Folio-thru starter.

IGNITION SYSTEM: High-speed, single breaker-arm distributor with full-vacuum control by dual diaphragm unit. Weatherproof ignition with high-tension wiring and anti-fouling (18 mm) spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow oil filter. Gear-type oil pump. Directed-flow crankcase ventilation. Oil capacity 5 quarts (refill).

OVERHEAD VALVES: Intake valve diameter, 1.775 in.; exhaust, 1.505 in. High-lift cams. Silent, chain-driven camshaft. Valve lift increased to .386" for intake, and .384" for exhaust. Free-turning, rotary-type valves. Integral valve guides.

COOLING SYSTEM: Pressurized full-flow cooling system operating with up to 15 lb. pressure. Impeller-type high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed 4-blade silent fan. Coolant capacity, with optional heater: 20 quarts.

EXHAUST SYSTEM: Overhead exhaust manifolds with rear outlets. Dual exhaust on Montclair, Monterey, and station wagon models. Low-restriction single exhaust with Y-connector on Custom.

POWER TRAIN

MERC-O-MATIC DRIVE: Combines turbine-driven fluid torque converter and 3-speed planetary gear set. Multiplies engine torque as much as 5.04 times. Fully automatic operation of all 3 forward gears in Drive range. Automatic "low-gear" starts with full open throttle. Forced air cooling. Selector dial: P-R-N-Dr-Lo. Positive gear lock in Park position. Engine starts only with lever at Neutral.

STANDARD TRANSMISSION: Selective gear type with 3 forward gears and reverse. All gears helical type. Constant mesh second gear.

TOUCH-O-MATIC OVERDRIVE: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (0.72 to 1 ratio).

CLUTCH: (With standard and overdrive transmissions): Dry, semi-centrifugal disk-type. Diameter clutch facing, 10¼ in. Ball-type throw-out bearing. Suspended pedal.

REAR AXLE: Semi-floating type with hypoid gears. Gear ratios: Standard transmission—3.73 to 1, or 4.09 to 1, optional; Overdrive—4.09 to 1, or 3.73 to 1, optional; Merc-O-Matic Drive—3.15 to 1, or 3.54 to 1, optional.

CHASSIS

FRAME: Rigid ladder-type heavy-gauge steel frame with double-channel box-section side rails. Two tubular and three channel section cross-members. Hardtop model frames made with extra-heavy outer side rails. Montclair Convertible has x-member frame and extra-heavy side rails. Wheelbase 119 in. tread, 58 in. (f) and 59 in. (r). Station wagons: wheelbase 118 in., tread 58 in. (f) and 56.5 in. (r).

FRONT SUSPENSION: Independent ball-joint front suspension. Each wheel installed in pair of ball-and-socket joints. Upper and lower suspension arms cushioned with "silent-bloc" rubber bushings. Telescopic shock absorbers installed inside helical coil front springs. Steel-bar torsional stabilizer.

STEERING SYSTEM: Stedi-line steering with equal-length tie rods. Worm and roller type steering gear. Overall steering ratio 25.4 to 1. Conical-type steering wheel of new impact-absorbing design.

REAR SUSPENSION: Long-leaf variable-rate rear springs with tension-type shackles that adjust springs to load. Wax-impregnated full-length spring liners. Telescopic "sea-leg" mounted shock absorbers. Hotchkiss drive propulsion.

BRAKES: New single-anchor brakes for easier adjustment, precision manufacturing. Internal expanding, duo-servo type. Linings 2½ in. wide (f), 2 in. (r). Total braking area 190.9 sq. in. Independent mechanical parking brake.

WHEELS AND TIRES: Welded steel wheels with wide 5.5 in. rims. Tubeless tires with high-traction tread. Tire size, 7.10 x 15 in., or 7.60 x 15 in. on convertible and station wagons.

BODY

DIMENSIONS: Overall length (over opt. front bumper guards) 206.3 in. Height (loaded) coupes 58.6 in., Montclair hardtop sedan, 58.7 in., other sedans, 60.6 in. Overall width 76.4 in. Coupe seat room 60.6 in. (f), 52.5 in. (r). Sedan seat room 60.6 in. (f), 60.5 in. (r).

STRUCTURE: Welded steel body. Combination bumper-grille. Center-fill gas tank. Baked enamel finish. Counter-balanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. Unified tail lamp assemblies. One-piece windshield and rear window. Up to 1098 sq. in. windshield area, and up to 3409 sq. in. total window area.

VENTILATION: Individually controlled dual front ventilators. Adjustable vent windows on all doors.

MAJOR OPTIONS*: Merc-O-Matic Drive, Touch-O-Matic Overdrive, power steering, power brakes, 4-way power seat, power windows, Multi-Luber power lubrication, tinted windows, white sidewall tires, heater-defroster unit, air conditioning, padded instrument panel, sun visors and seat belts.

*Optional at extra cost.

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