

THE
MERCURY
AN ENTIRELY NEW CAR



THIS CAR OF ELEGANCE . . .

The Mercury is a car of elegance—elegant in its form and looks, in its great spaciousness and gentle softness, elegant in its great brilliancy of performance. The Mercury is a new car—built by the Mercury Division of Ford Motor Company to Lincoln-Zephyr standards; engineered and designed deliberately to suit the taste of persons of individuality and distinction.

M E R C U R Y



The subtle shape of the Mercury is beyond pictorial illustration. Low-hung, outward curving sides tapering to lean top give most generous seat level space plus wind-slip beauty. Stainless steel radiator grille flares into the prow-peak bonnet, which



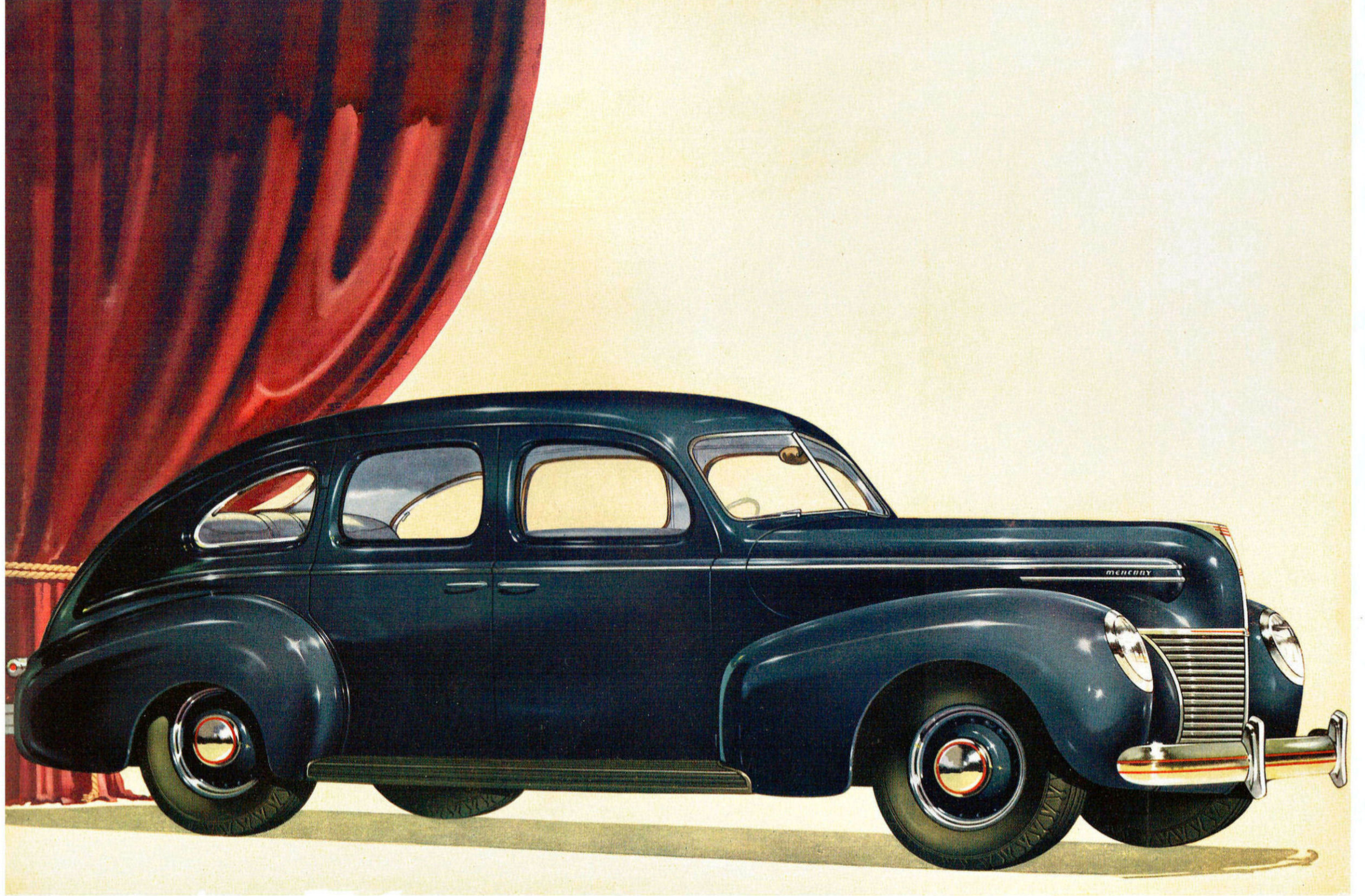
lifts to give complete accessibility for servicing. . . . By no means the most spectacular refinement of the Mercury, but of valued use is the spacious glove and nick-nack cupboard complete with *electric clock*. Lock and key

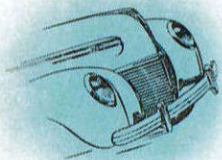


make valuables quite secure. . . . Holiday bound, extra luggage space is welcome. The Mercury provides it. Low floor level makes loading so very much easier, too. When closed the luggage lid becomes part of the sweeping tapering



lines of the body rear. . . . Comfort in the Mercury is more than generous cushioning. Noise and vibration are erased by super-elastic rubber mountings and new whisper-quiet linings. Glider-like quietness gives mental relaxation.





Essentially the Mercury is wide and long—a palatial room with soft yielding seats; the body slightly torpedo shaped to slip easily through air pressure at great speed; not only long but wide at sitting level for lounging relaxation. Luggage space is uncommonly large—most convenient for travelling. Leading overseas interior decorators have dictated the upholstery and appointments in a series of four entirely different ensembles to suit personal preference, each the last word in modern taste.

The Mercury's reserve power is no less surprising than its almost uncanny quietness. Its slip-flowing body lines are torpedo designed and from every angle of the vertical arc, set new standards of classic beauty.

Welded all steel body and safety glass *plus* all-seeing extra wide windscreen vision *plus* touch-stop hydraulic brakes give a real sense of complete safety under every condition. Radio (optional) of latest design provides perfectly rendered entertainment as you drive.

S P E C I F I C A T I O N S

ENGINE: 8-cylinder V-type 90°. Bore 3.187 in. Stroke 3.75 in. H.P. rating 32.5. Cylinder heads, aluminium. Directed flow crankcase ventilation. Engine mounting: Four point suspension on rubber.

COOLING: Two centrifugal water pumps with 75 gallons per minute capacity at 3,000 r.p.m. of engine. Six blade fan. Water capacity 4.5 gallons.

FUEL SYSTEM: Dual down-draught carburettor with silencer and air cleaner. Mechanical, diaphragm type pump. Fuel capacity 14 gallons.

ELECTRICAL SYSTEM: Single unit distributor with coil in waterproof housing. Battery 6 volt, 100 ampere hour capacity.

TRANSMISSION: Clutch, dry single plate with plate pressure increased by centrifugal force. Selective silent helical type gears silent in all speeds. Synchronous meshing of second and top. Fully enclosed drive shaft and universal joints. Three-quarter floating rear axle, ratio 3.54 to 1.

SUSPENSION: Transverse cantilever springs with radius rods. Oilless type shackles. Four double-acting hydraulic shock absorbers.

BRAKES: Four-wheel hydraulic normally energised independently anchored 2-shoe type. Hand lever located below right side of instrument panel operates on rear wheels by mechanical linkage.

STEERING: Worm and roller 18.2 to 1 ratio with new-type two-spoke steering wheel. 17 in. diameter.

TYRES: 6.00 x 16, 6-ply.

WHEELBASE: 116 in.

SPRINGBASE: 127 in.

As indicative of the advanced luxury the Mercury provides are these few of the many outstanding items of equipment: Twin combination tail and stop lights; Twin air-electric horns; Cigar lighter; Twin ash trays in instrument panel; Ash trays in rear seat arm rests; Two swivel type sun visors; Lock-up glove compartment with electric clock inset in door; Two interior lights; Arm rests each side of front compartment; Arm rests at each side of rear seat and folding arm rest in centre; Friction door checks; Clear-vision ventilation; Opening rear quarter windows.

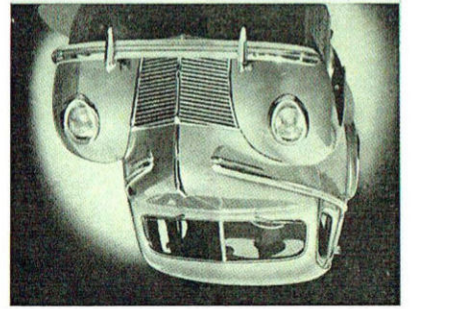
Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.

PRODUCT OF MERCURY DIVISION

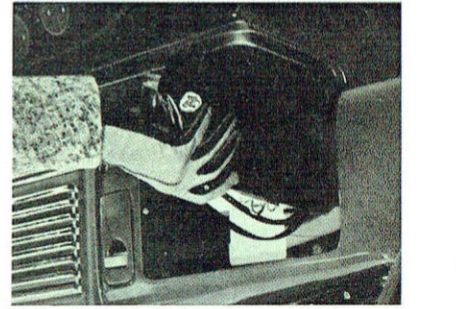
FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA) DM657.30MM



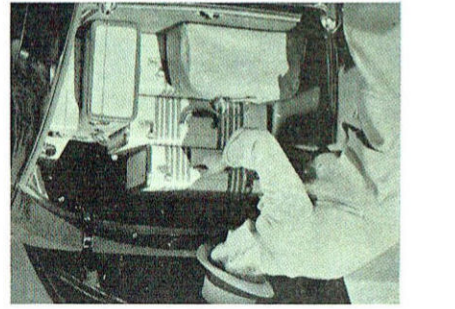
The subtle shape of the Mercury is beyond parallel illustration. Low-hung, outward-curving sides tapering to lean top give most generous seat head space plus wide-slip leathers. Stainless steel radiator grille flows into the low-peak bonnet, which



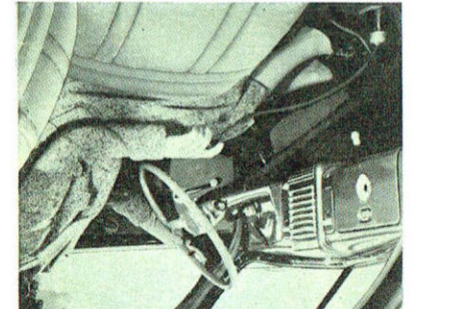
Hits to give complete accessibility for servicing. . . . By no means complete with electric clock, lock and key



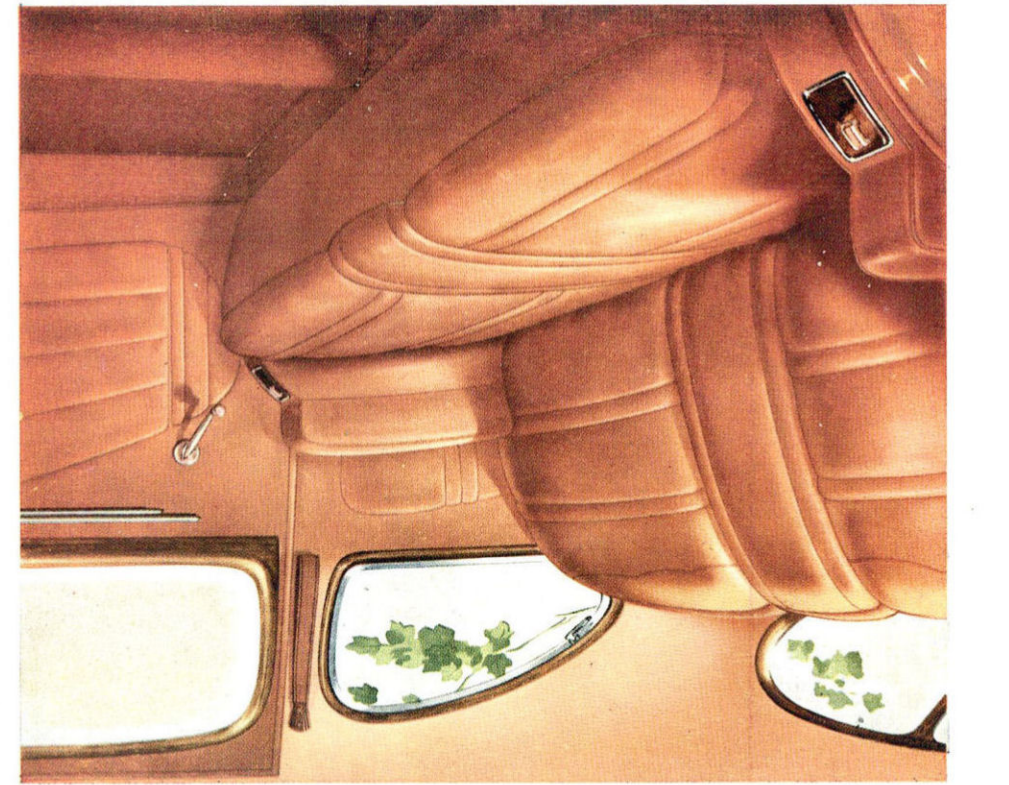
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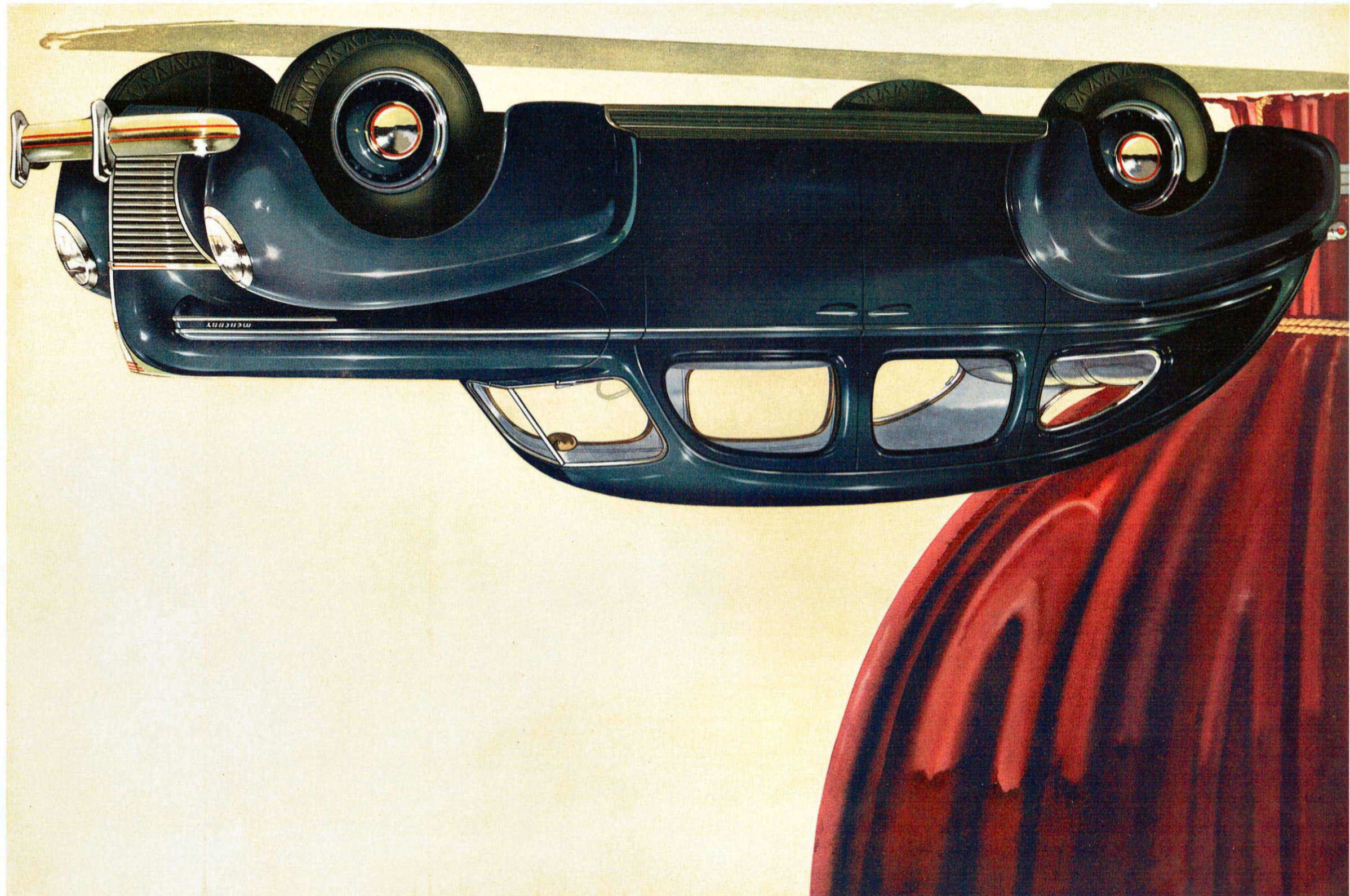
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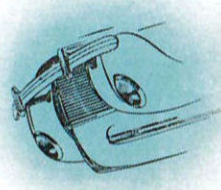
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Essentially the Mercury is wide and long—a palatial room with soft yielding seats; the body slightly torpede shaped to slip easily through air pressure at great speed; not only long but wide at sitting level for lounging relaxation. Luggage space is uncommonly large—most convenient for travelling. Leading overseas interior decorators have dictated the upholstery and appointments in a series of four entirely different ensembles to suit personal preference, each the last word in modern taste. The Mercury's reserve power is no less surprising than its almost uncanny quietness. Its slip-flowing body lines are torpede designed and from every angle of the vertical arc, set new standards of classic beauty. Welded all steel body and safety glass plus all-seeing extra wide windscreen vision plus touch-stop hydraulic brakes give a real sense of complete safety under latest design provides perfectly rendered entertainment as you drive.



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SUSPENSION: Transverse cantilever springs with radius rods. Oilless type shackles. Four double-acting hydraulic shock absorbers.

BRAKES: Four-wheel hydraulic normally energised independently anchored 2-shoe type. Hand lever located below right side of instrument panel operates on rear wheels by mechanical linkage.

STEERING: Worm and roller 15.2 to 1 ratio with new-type two-spoke steering wheel. 17 in. diameter.

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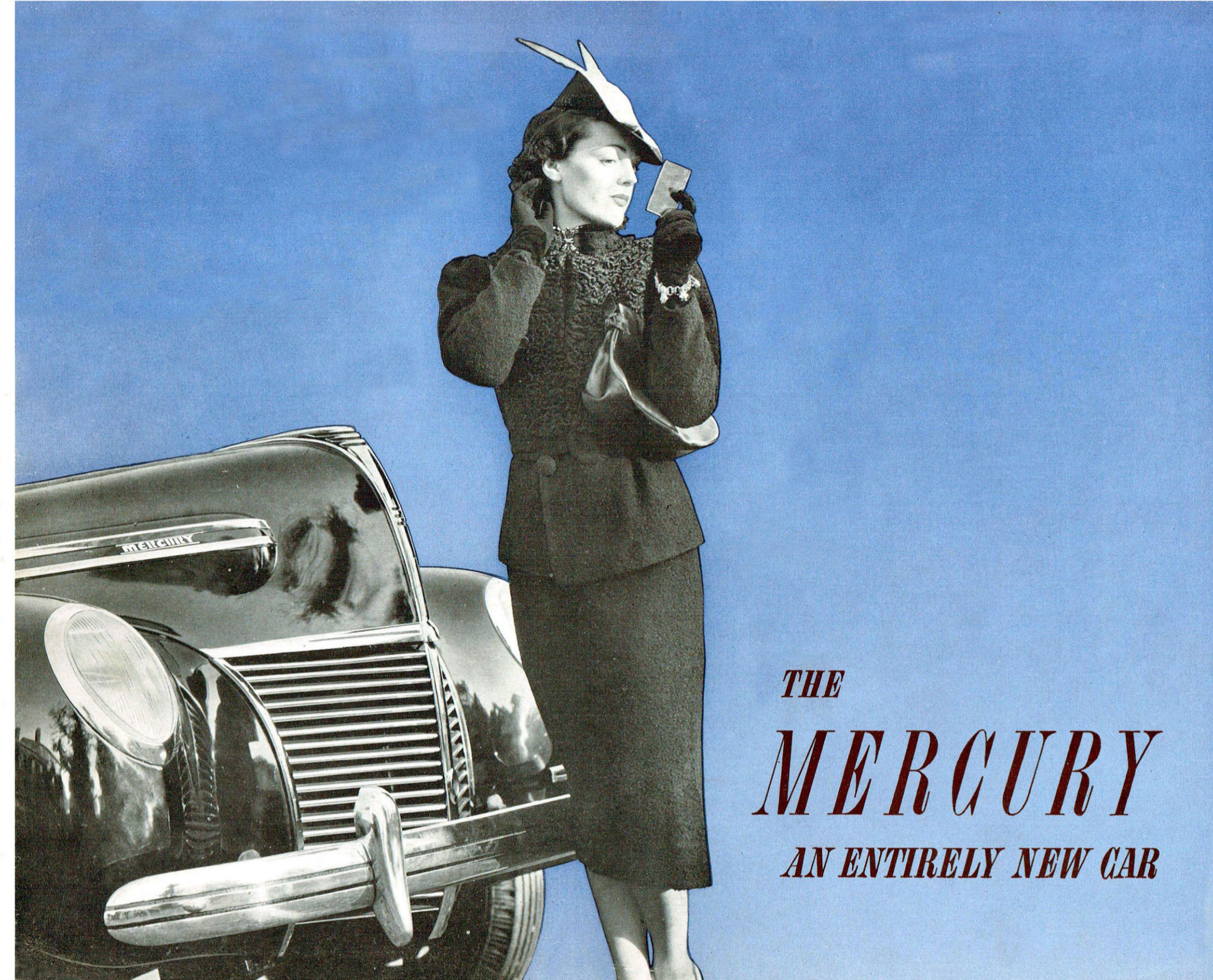
WHEELBASE: 116 in.

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As indicative of the advanced luxury the Mercury provides are these few of the many outstanding items of equipment: Twin combination tail and stop lights; Twin air-electric horns; Cigar lighter; Twin ash trays in instrument panel; Ash trays in rear seat arm rests; Two swivel type sun visors; Lock-up glove compartment with electric clock inset in door; Two interior lights; Arm rests each side of front compartments; Arm rests at each side of rear seat and folding arm rest in centre; Friction door checks; Clear-vision ventilation; Opening rear quarter windows.

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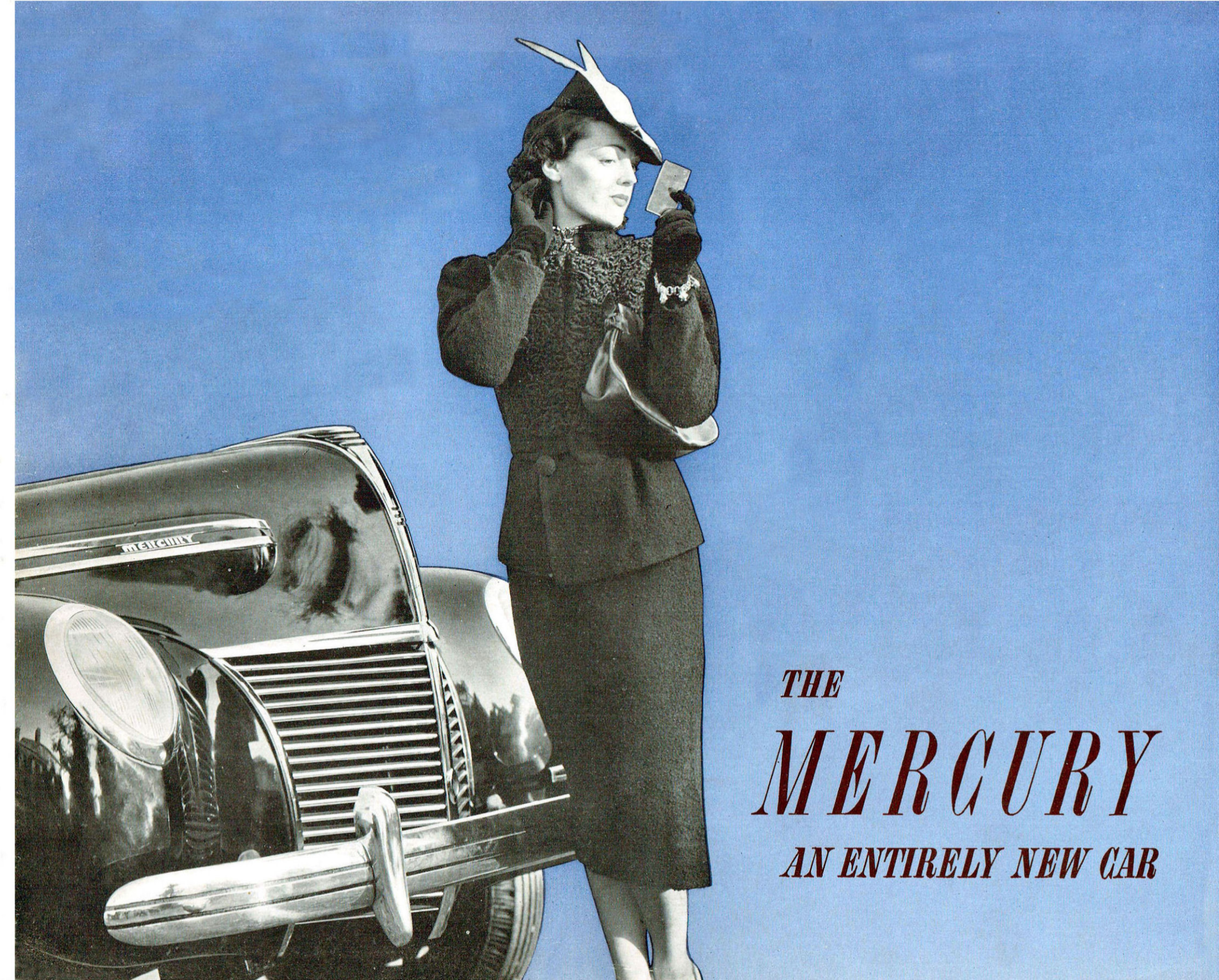
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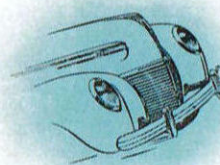
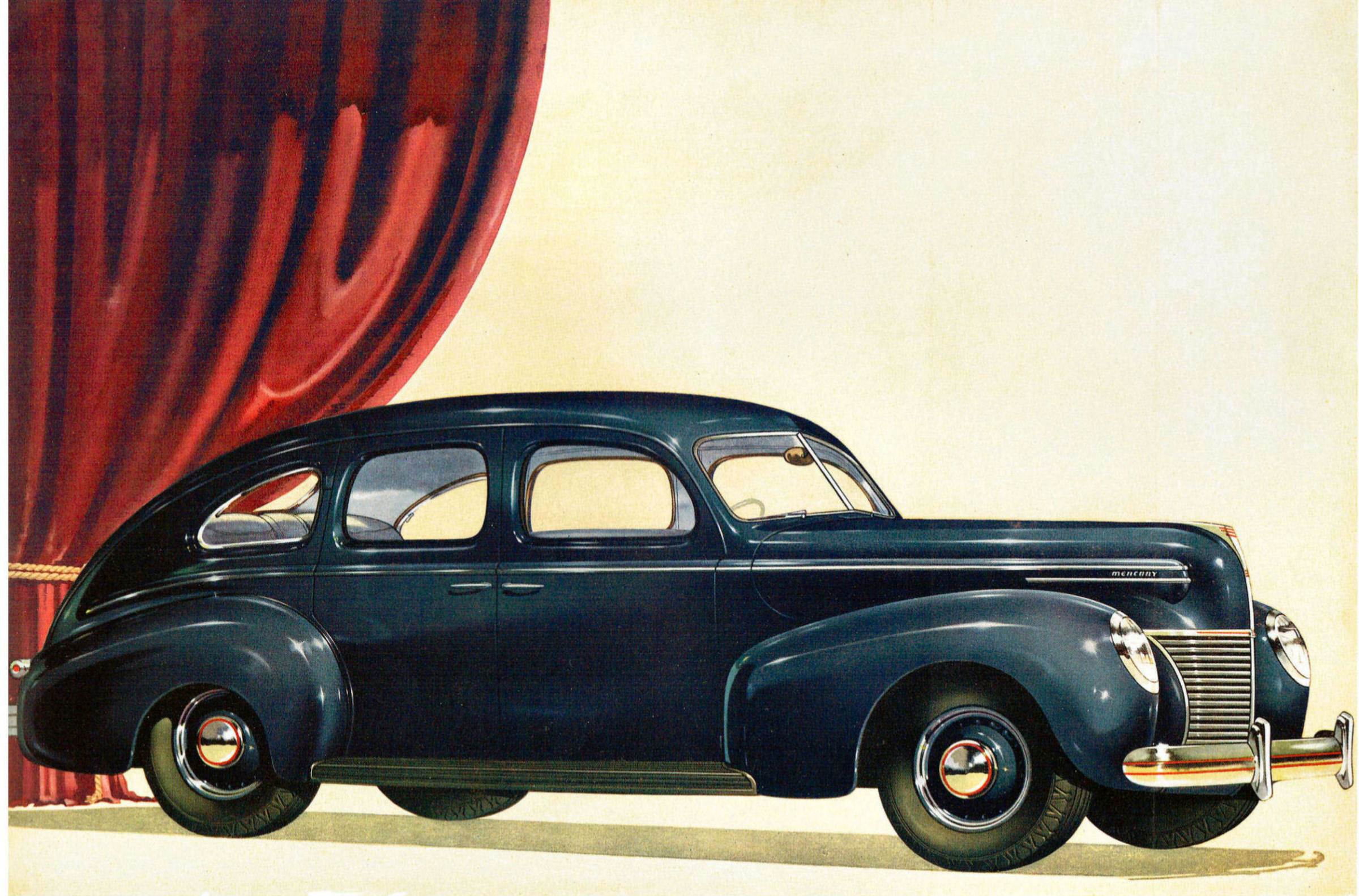
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