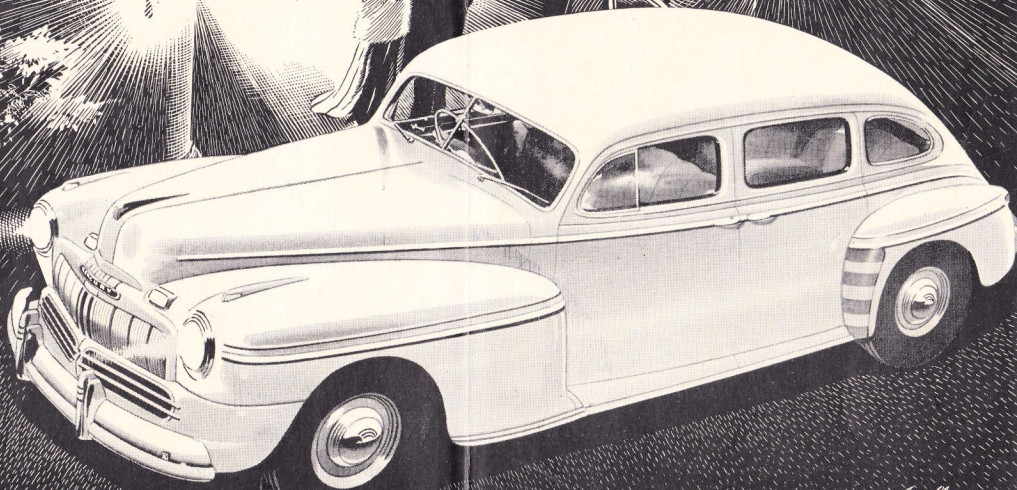


Mercury



Mercury—A Truly Fine Car . . .

Mercury is the product of painstaking craftsmanship . . . the very fine result of building a motor car with quality as its standard. ¶ Mercury is distinguished in any company . . . not through glitter or ostentation but in the pure beauty of its long lines of perfectly proportioned grace. ¶ Mercury knows no master on any road . . . not because it is designed for freak performances but because its silently-functioning, precision-built mechanism has the power and dependability to give the peak of postwar motoring efficiency. ¶ And in the spaciousness, the fashioning of upholstery and superb appointments of the interior of this Mercury are the attributes of leisured comfort free of any skimp or makeshift. ¶ This is a car for those who have reached that happy state when their possessions can have perfection.



Ivor Norman

SPECIFICATIONS

A LOWER CAR WITH GREATER STABILITY . . . SUPERB RIDING COMFORT

Mercury combines road-hugging stability with soaring performance. Car height has been reduced, providing a lower center of gravity without sacrifice of head room or ample road clearance. This engineering advancement, made possible by improvements in the design of front axle and chassis frame, brings you new sleeker lines with increased comfort and stability. In addition, the spacing between wheels is now wider, broadening the "base" of the car on the road, and together with advancements in stabilization, gives unrivalled sure-footedness in rounding curves or driving on slippery roads. With Mercury's balanced weight distribution, long springbase and improved springing you have a combination that results in a full-cushioned ride.

COMPLETE EQUIPMENT

Handsome jewel-like plastic steering wheel medallion including full horn ring; snap-out-type cigar lighter; electric clock; lock for glove compartment; twin electric air horns; two sun visors; arm rests on front doors; dual electric windscreen wipers; foot control for headlight beams; beam indicator on instrument panel; ashtray on instrument panel; two ashtrays in rear compartment; sealed-beam headlamps; radio speaker grille; rustless steel windscreen frame, ventilating and rear quarter window frames, rear window frames; dimming control for instrument lights; back of front seat carries spacious pocket; light in luggage compartment; two tail and stop lamps; bumpers with bumper guards; spare wheel, tyre and tube.

NEW MERCURY V8 ENGINE

Packed with numerous new engineering developments that will add to the established reputation Mercury has for spirited performance and flexibility.

Incorporates high efficiency manifolds, higher capacity oil pump, and many improvements affecting both performance and economy. Bore $3\frac{3}{16}$ inches; stroke $3\frac{3}{8}$ inches; taxable horsepower rating 32.5.

NEW ECONOMY

Higher engine efficiency is attained through improved manifolding, cooling and new balanced carburetion. Lightweight aluminium alloy pistons fitted with four rings instead of the usual three provide a better compression seal and further improve oil economy. Thermostatically controlled exhaust by-pass automatically regulates intake manifold temperature—speeds vapourization for better fuel economy.

DRIVING SAFETY

Big hydraulic brakes with new self-centering principle that applies pressure evenly over the entire brake lining surface results in smooth, quiet, straight line stops, with soft pedal pressure. Bodies 100% steel are welded into a single unit of great protective strength. Broad, deep windscreen and one-piece rear window are designed for maximum visibility.

NEW ELECTRICAL SYSTEM

Sealed-dry ignition distributor with water- and dust-proof plastic wiring jacket; new oil- and heat-resistant ignition wiring. Full automatic spark advance with vacuum control for best over-all economy and performance. New long-life voltage regulator automatically controls generator charging rate to maintain battery in a charged condition.

CHASSIS DIMENSIONS

Wheelbase, 118 inches; over-all length, 202.36 inches. Wheel tread—front, 58 inches; rear, 60 inches.

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

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INC. IN VIC.)

REG. OFFICE: GEELONG, VICTORIA