

# Mercury

*in style... in power... in ride*

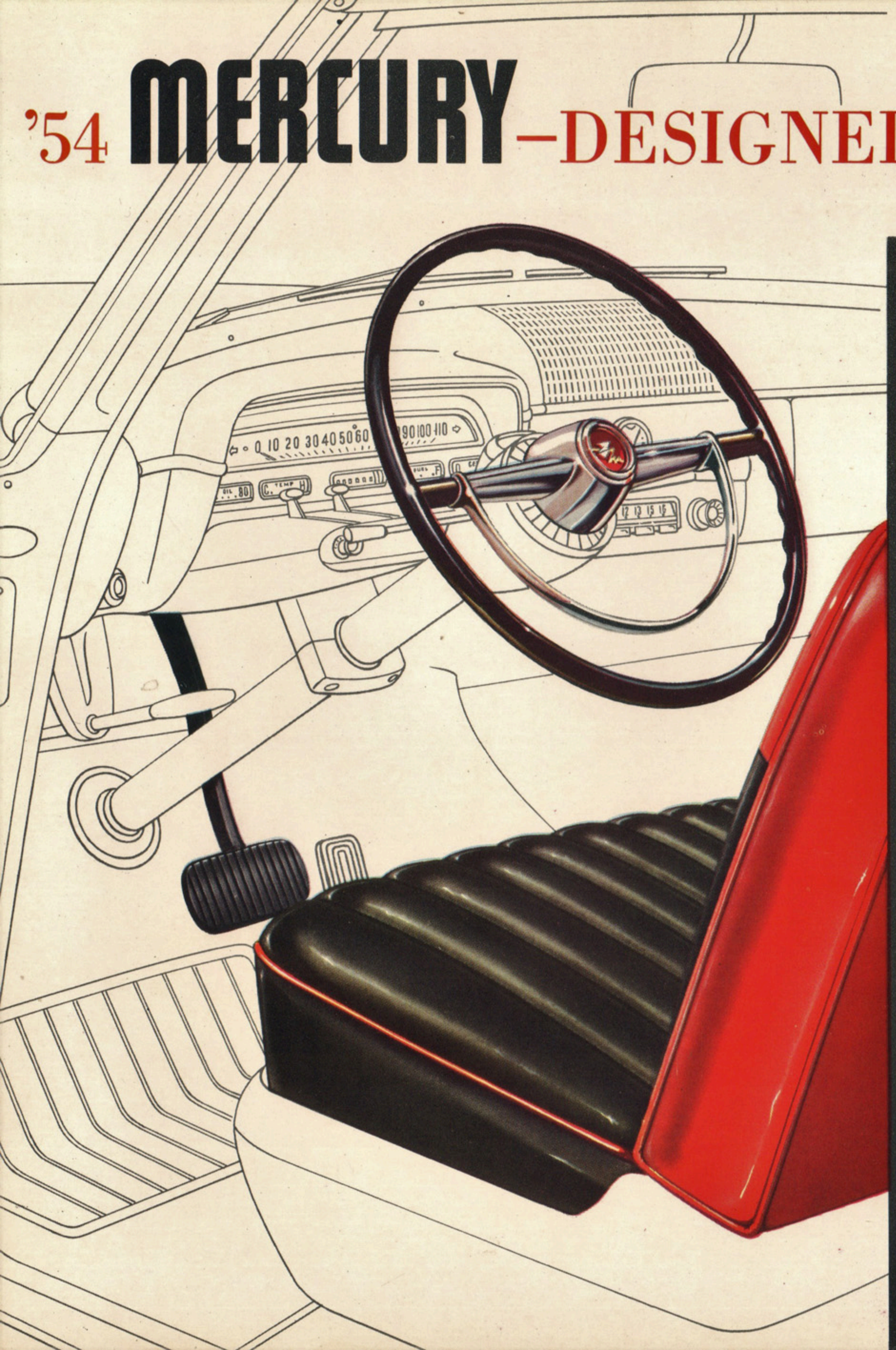


*a new kind of power to make any driving easier*

## 1954 MERCURY



# '54 MERCURY—DESIGNED and POWERED for YOU



Here is the brilliant new 1954 Mercury—so new in style—so completely powered—so easy riding . . . with all-new, great-new advancements.

Mercury for 1954 presents six newly-styled models in two Series—the Monterey Series and the Custom Series. The Monterey Series introduces the completely new, strikingly modern Mercury Monterey Sun Valley, which features a dome of plexiglass over the front compartment. Truly it is dashingly different to bring a new kind of pleasure to driving. Another brand-new model is the Mercury Monterey Four-door Sedan—styled and powered with a touch of tomorrow. Dash and verve are reflected in every detail of the newly-styled Mercury Monterey Convertible. Newly-designed and smarter than ever, the Mercury Monterey Coupe is easy to look at and easy to drive.

In the Custom Series both the Mercury Four-door Sedan and the Two-door Sedan have been styled and powered in the modern manner to delight the heart of every driver.

In all models, Mercury styling is refreshingly new—long, low, flowing lines will please all eyes. Here's beauty that's grand and impressive. Here's great-hearted, spirited power from an entirely new Overhead Valve 161 Hp. Mercury V-8 engine. All-new Ball-joint Front Suspension brings a new kind of ride that's easier and safer on any road.

New 1954 Mercury offers power-assisted driving for your final assurance of the easiest driving ever. Merc-O-Matic Drive, Power Brakes, Power Steering, 4-way Power Seat, Heater and Radio are special features throughout the Mercury Monterey Series.

In every way 1954 Mercury is designed and powered to please you—*by giving you the things you want most in a car.*

styled and powered for your enjoyment—today and tomorrow



**NEW  
IN  
STYLE**



# Presenting **POWER-KEYED BEAUTY...**

with a flair for the future.

Mercury for '54 presents new, distinctive styling that is in tune with modern concepts of the future. Lines are long, low and gracious with a ready-for-action look that matches perfectly the advanced design of the revolutionary new engine and chassis.

New, carefully-conceived style refinements—such as new grille, new hood scoop and new ornamentation—complement one another to produce an appearance that is modern, trim and beautiful.

Mercury's spacious interiors are styled and richly tailored with new, distinctive upholstery elegance to set trends for tomorrow.

Body, engine and chassis are co-ordinated and balanced to assure unsurpassed comfort and convenience, unexcelled performance, and on-the-road control. You will truly find that Mercury styling is inherently *right*.

From the brand new Mercury Monterey Sun Valley to the Mercury Custom Two-door Sedan, favourite of the family, it is obvious that here, at last, is *power-keyed beauty—with a flair for the future*.

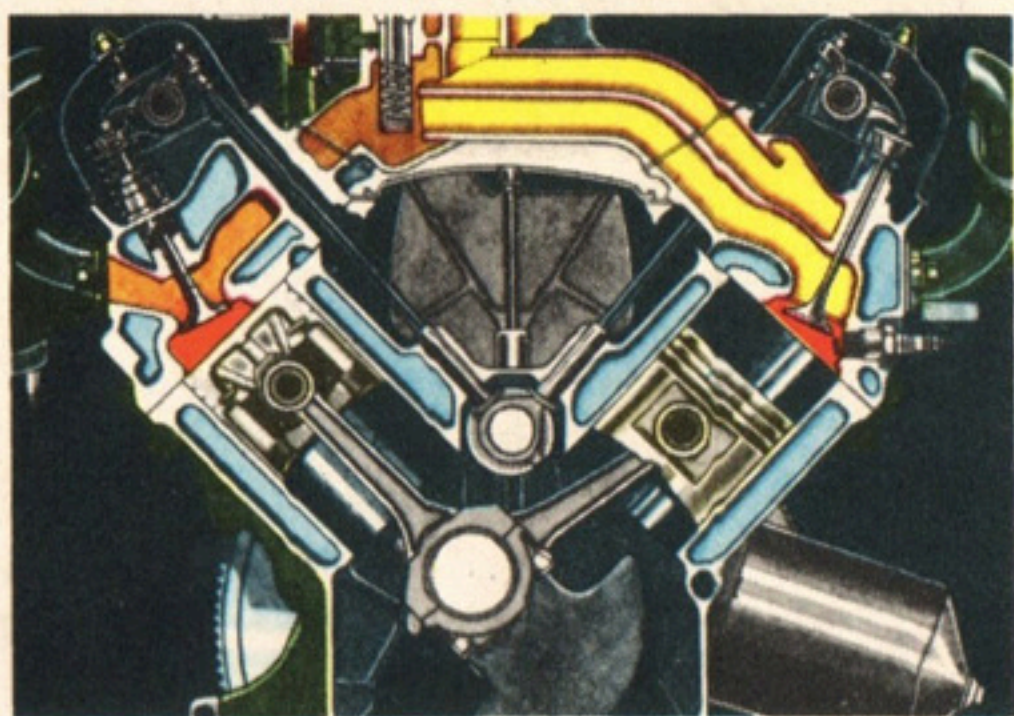
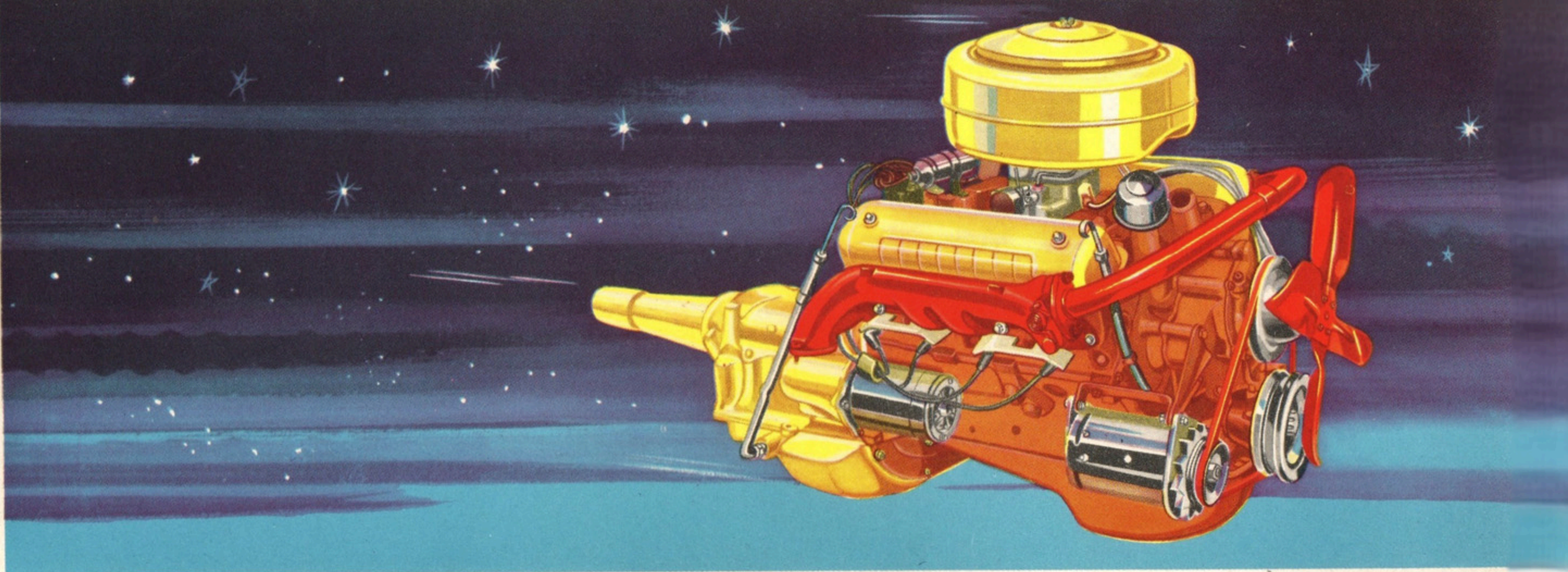
**New interiors** are more beautiful than ever... with a wide variety of new interior colour combinations that harmonize perfectly with exterior colours. Interior appointments are tastefully decorative—with the accent on luxury. Finest quality upholstery materials feature striking vinyls, attractive modern weaves, and soft, rich nylon fabrics. New instrument panel in modernly-designed to add to interior beauty—more functional, to make driving easier.

easier than ever on the eyes

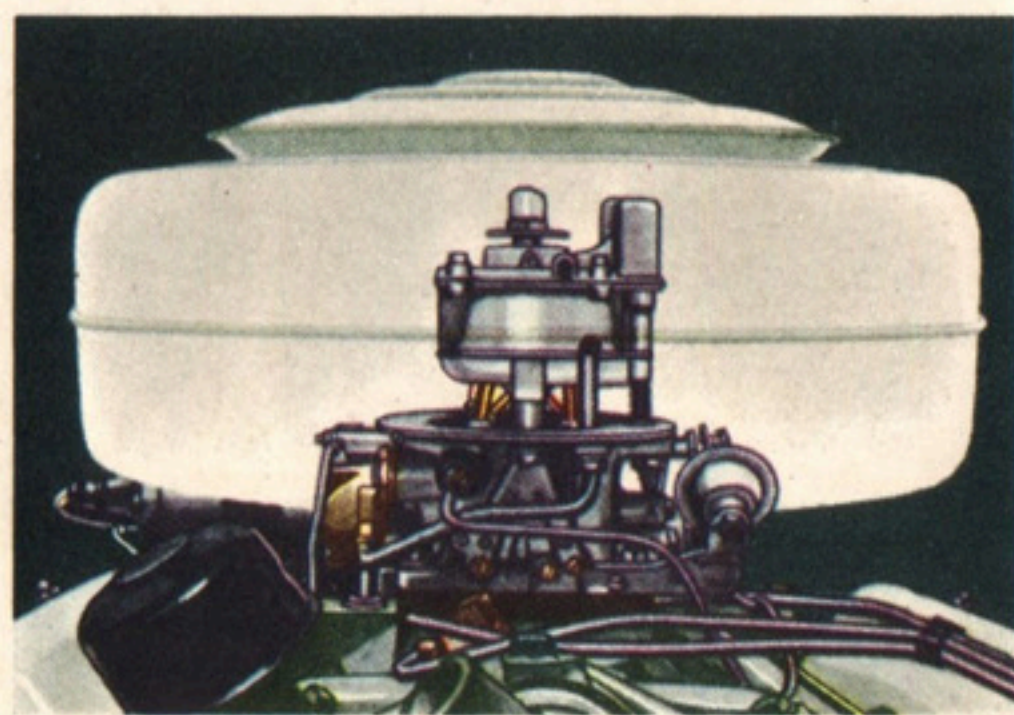




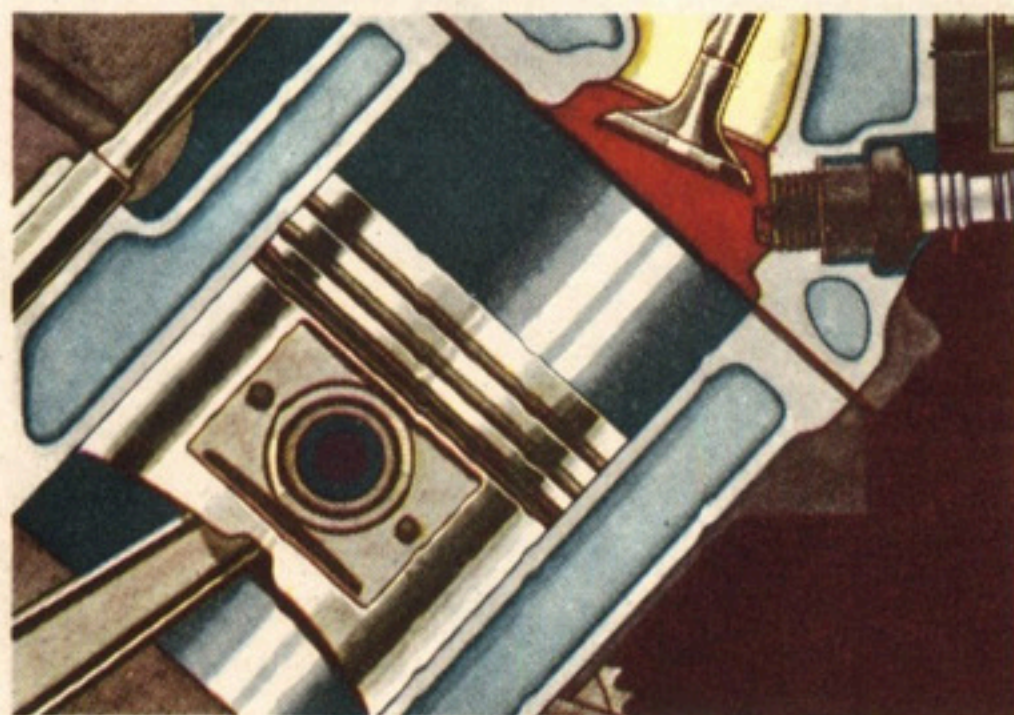
**NEW  
IN  
POWER**



**New advancements throughout** improve engine performance. New "Power Charge" intake manifold sends equal charge to every cylinder, aids fuel economy. New "Power Stroke" connecting rods last longer. Exclusive "Super-Structure" crankshaft is stronger and runs quieter. Five main bearings afford longer engine life, smoother action. "Power Mount" transmission attachment adds to smooth operation of the entire power train.



**New four-barrel carburetor** affords smooth performance, increased economy and far more power. For normal driving, two barrels furnish the fuel-air mixture, at high speeds all four barrels are in operation. The four-barrel action is governed by vacuum as the engine needs it. That's why Mercury's Overhead Valve 161 Hp. engine is so lively and powerful.



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

Presenting the great new  
overhead valve 161 Hp.

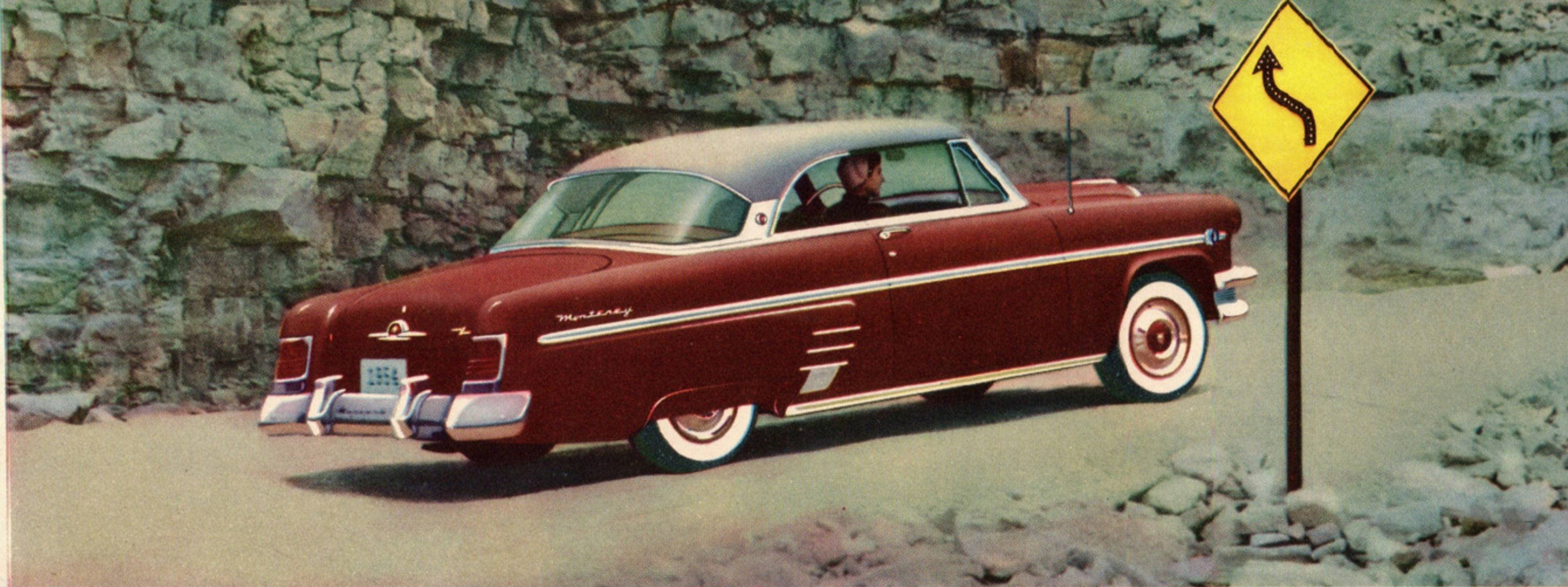
## **MERCURY V-8 ENGINE**

New 1954 Mercury is powered as never before for easy driving all the time. Spirited, responsive Mercury Overhead Valve 161 Hp. V-8 engine is completely new with many great new features that are years ahead of their time. It is a balanced engine, with surging "go", economy, smoothness of operation, flexibility, and long life equally outstanding. Revolutionary new engineering advancements—such as 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, more efficient operation and longer life.

a new kind of power to make your driving easier



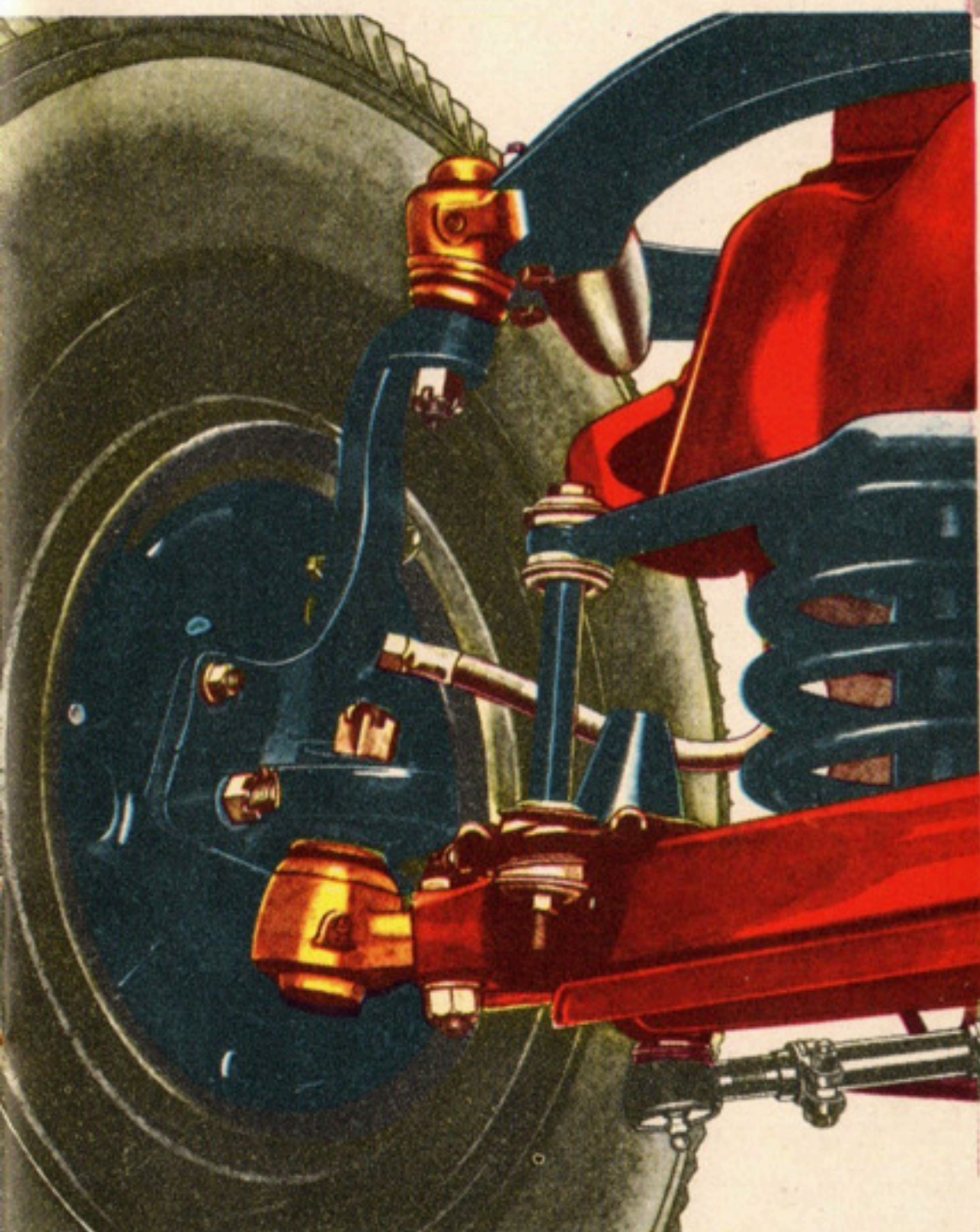
**NEW  
IN  
RIDE**



Presenting new comfort-keyed safety—  
**BALL-JOINT FRONT SUSPENSION**

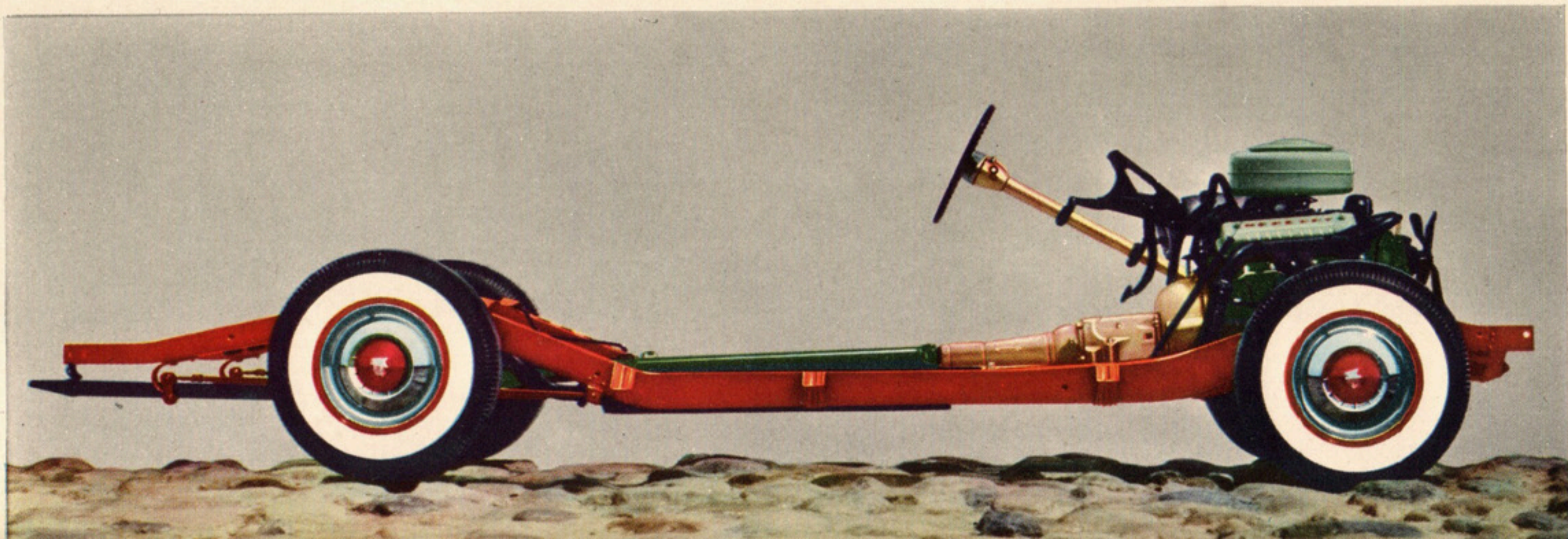
New in ride—'54 Mercury hugs the road with sure-footed steadiness, even on curves at high speed. On sharp turns Mercury "corners" with new ease and safety. Steering, too, is easier than ever. Completely new Mercury Ball-joint Front Suspension utilizes long-lasting massive ball-joint

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 provides extraordinary road-hugging stability—gives the *softest, easiest, safest ride you've ever enjoyed.*



Mercury's balanced chassis smooths out the bumps. Stedi-Line steering assures complete control at all times. Rugged Variable-rate Rear Springs make riding softer. Newly designed frame is stronger, new tubular cross-member adds rigidity. With the welded all-steel body it provides a perfect foundation for driving safety.

smoothest on every road!





'54 **MERCURY** - ALL NEW, SKY-VIEW VISIBILITY



the all-new 1954 **MERCURY MONTEREY** Sun Valley



# with a full measure of comfort

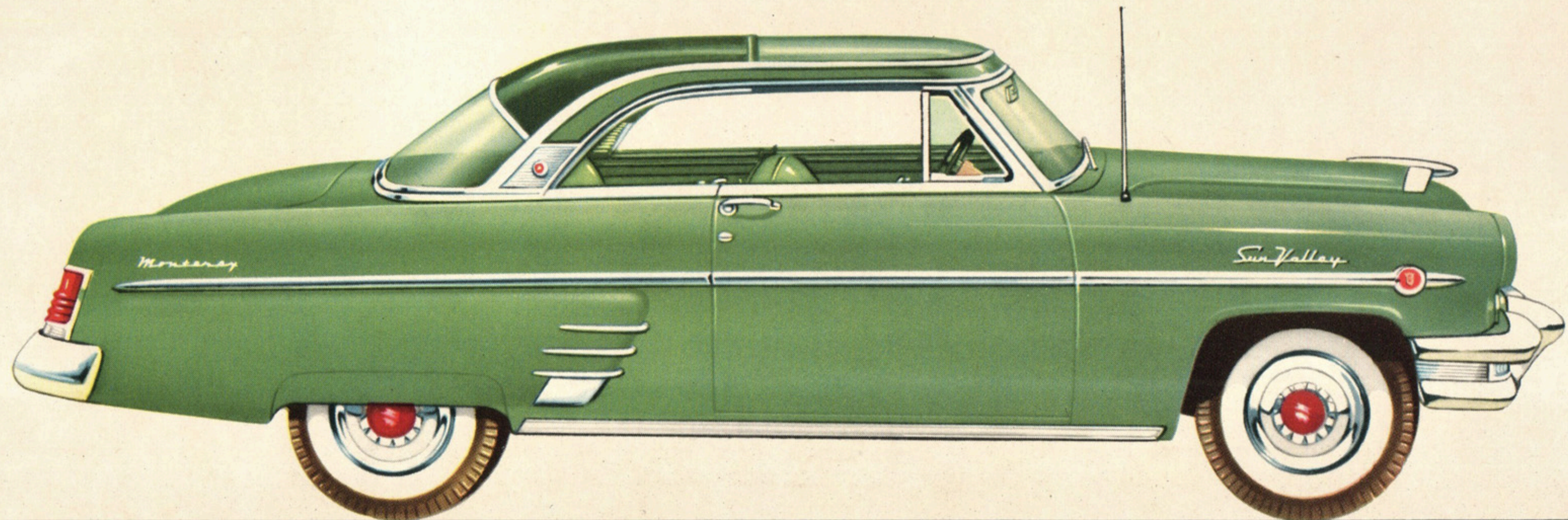
Here is an all-new Mercury model—the *Mercury Monterey Sun Valley*. In the Sun Valley, the enjoyment of a Mercury ride is enhanced by an overhead "dome" of plexiglass that provides all the wonderful freedom and visibility of a top-down convertible—yet a full measure of Mercury closed-car year 'round comfort. Plexiglass is tinted to filter the rays of the sun, and assure a cool interior.

With Mercury Monterey Sun Valley you get smooth Merc-O-Matic Drive or the option of thrifty Touch-O-Matic Overdrive. Power Brakes, Power Steering, 4-way Power Seat, Radio, Heater and Ventilating System, Sea-Tint Glass, Whitewall Tires, Rear Fender Shields, Turn Indicators and Windshield Washer are special features.

Mercury Monterey Sun Valley interior is harmoniously appointed with tasteful colours and fabrics that add distinction to the uniquely fashionable beauty of this model. It will be up-to-the-minute for years to come.



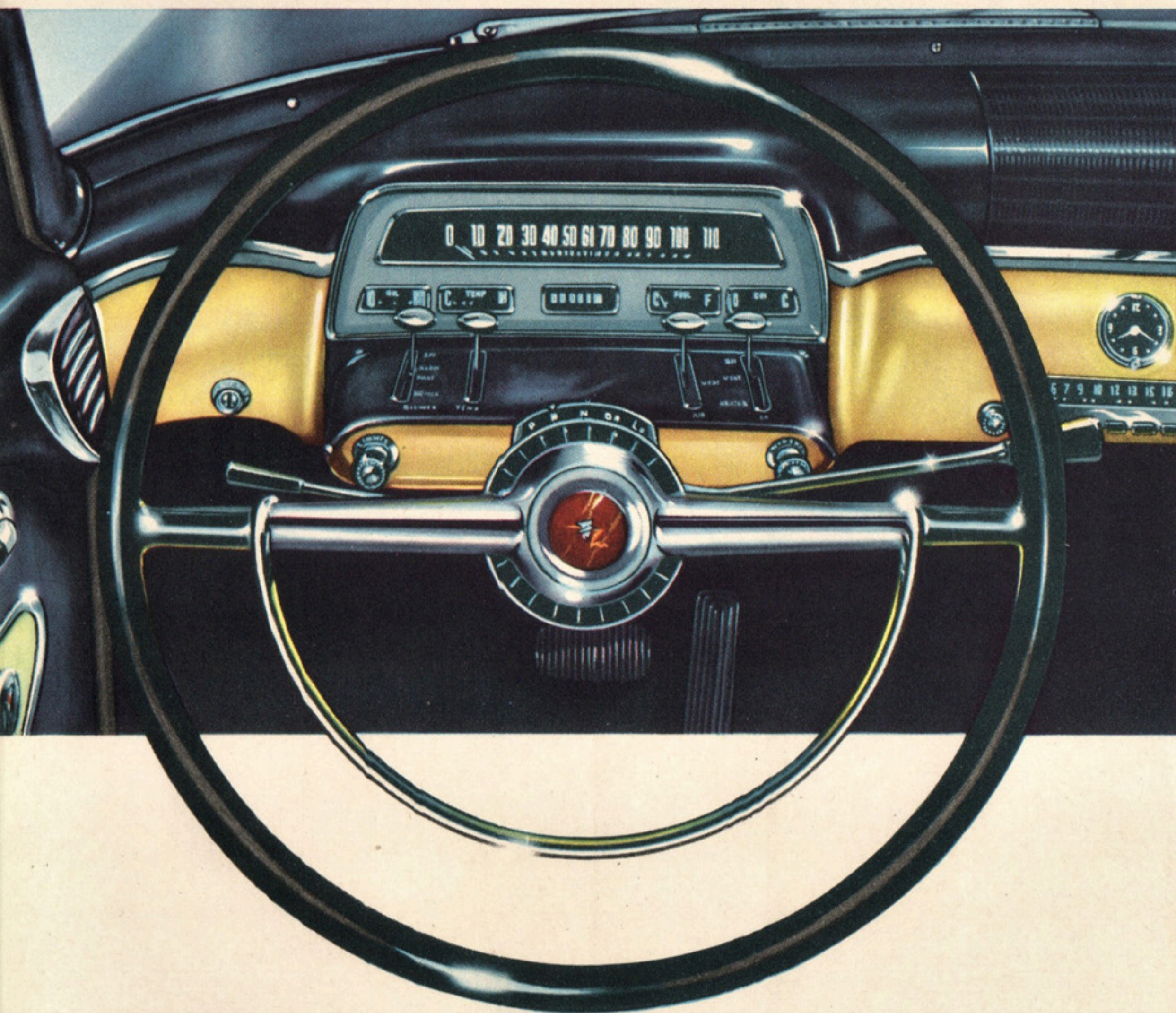
—truly modern, beautiful and powerful





# '54 MERCURY STYLED AND POWERED

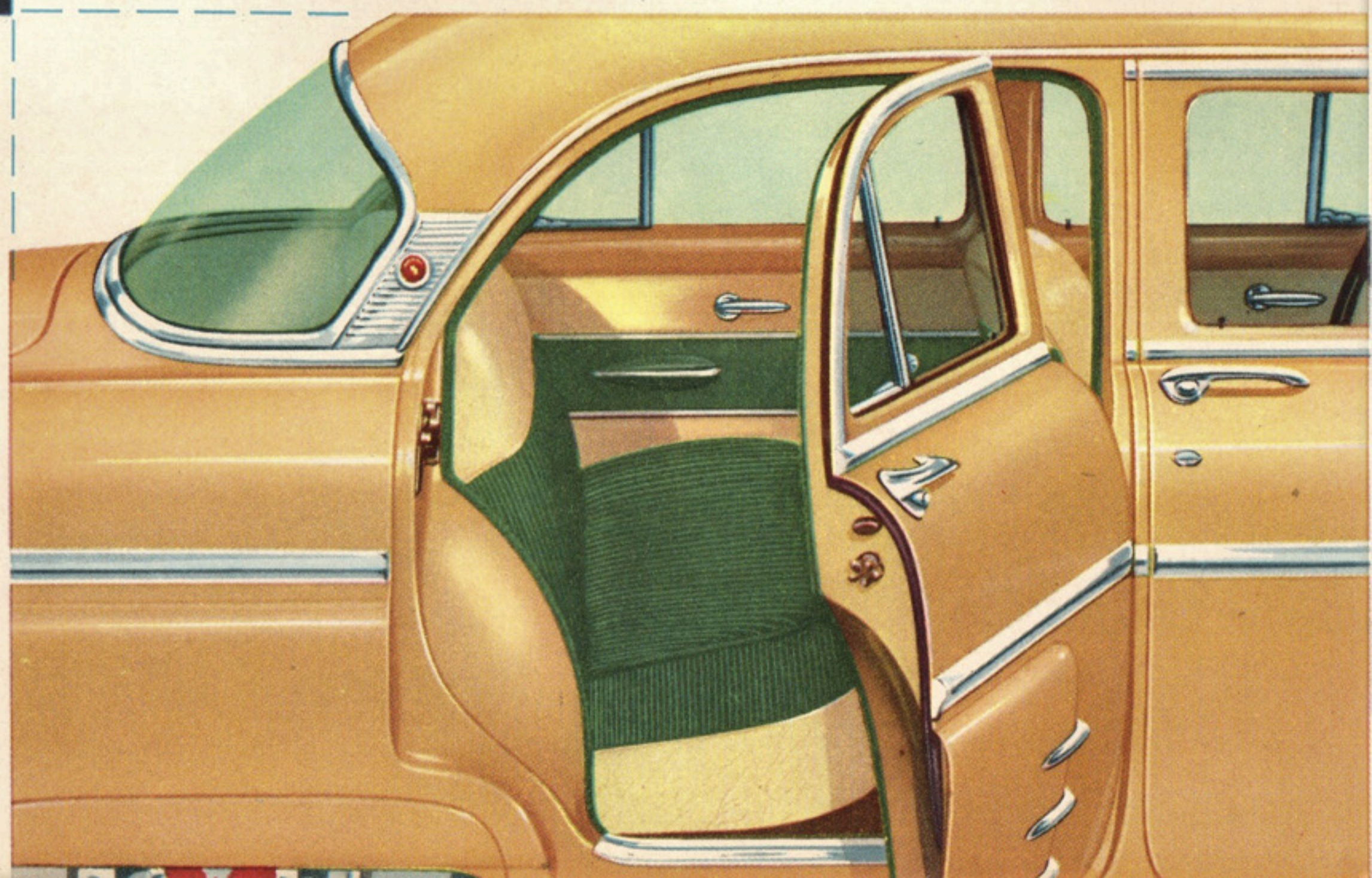
in the modern manner



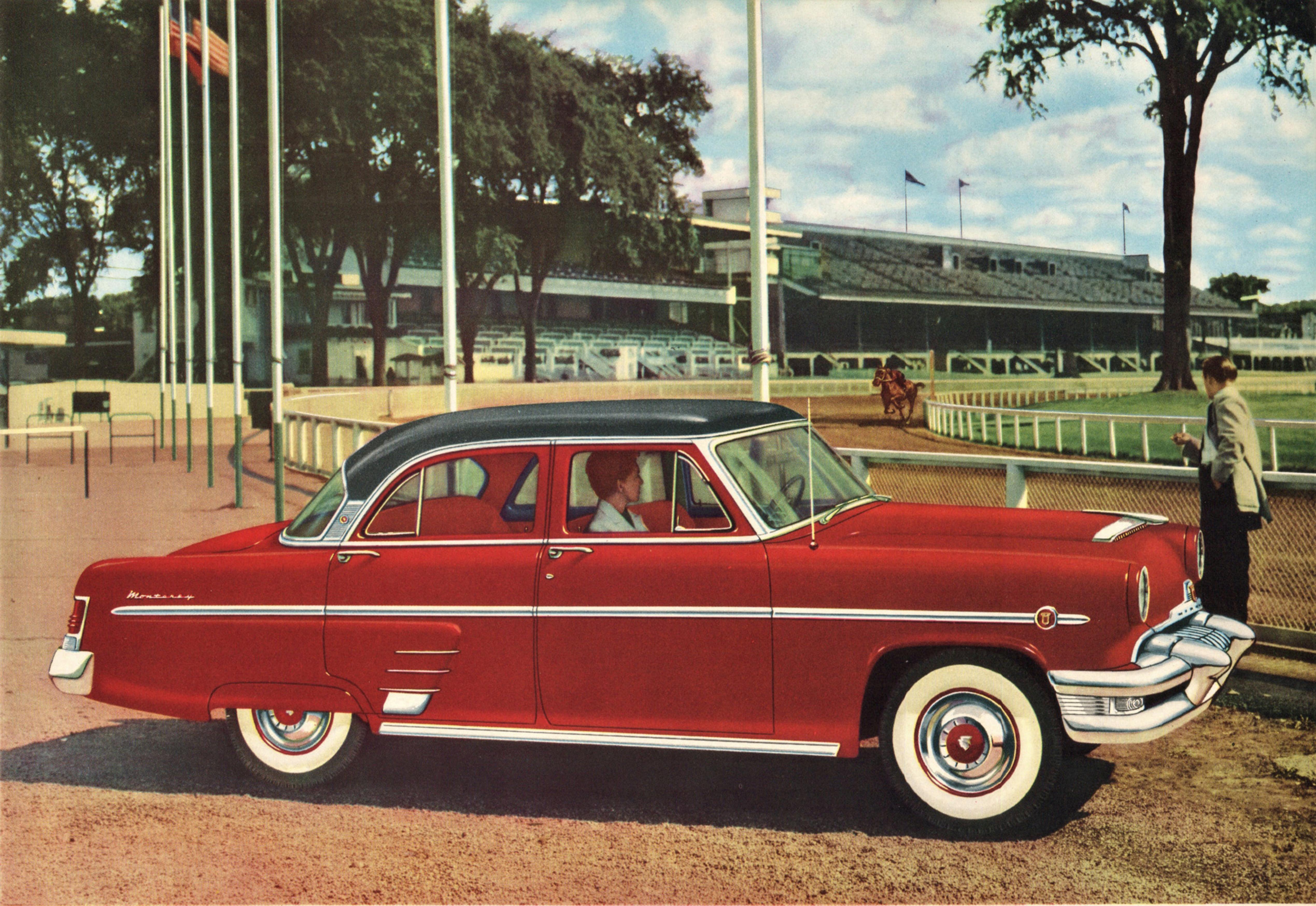
Mercury's all-new instrument panel combines styling and utility. Custom radio is easy to reach. Heater controls are conveniently placed. There's a new key-turn starter. To start the engine, simply turn the key beyond "on" position.

Mercury's "Space-planned" interior provides living-room comfort wherever you go. Sea-Tint Glass reduces glare. Deep foam-rubber seats and resilient zig-zag seat springs offer further assurance of complete riding enjoyment. Beautiful nylon, vinyl, and broadcloth weaves create an atmosphere of tasteful luxury.

You'll be envied—you'll be proud—whenever you drive the all-new 1954 Mercury Monterey Four-door Sedan. Here is sparkling beauty, new riding comfort, economy and safety matched with a great new Overhead Valve 161 Hp. Mercury V-8 engine . . . an engine that delivers exciting, responsive power whenever you want it. Merc-O-Matic Drive or optional Touch-O-Matic Overdrive—whichever you wish—add even more driving pleasure. You'll appreciate the wide two-stop front doors and the generous spaciousness of the interior. There's deep-seated luxury for six—with plenty of room to relax. Mercury's smooth-cruising ride levels each bump on the road to win applause from the entire family.





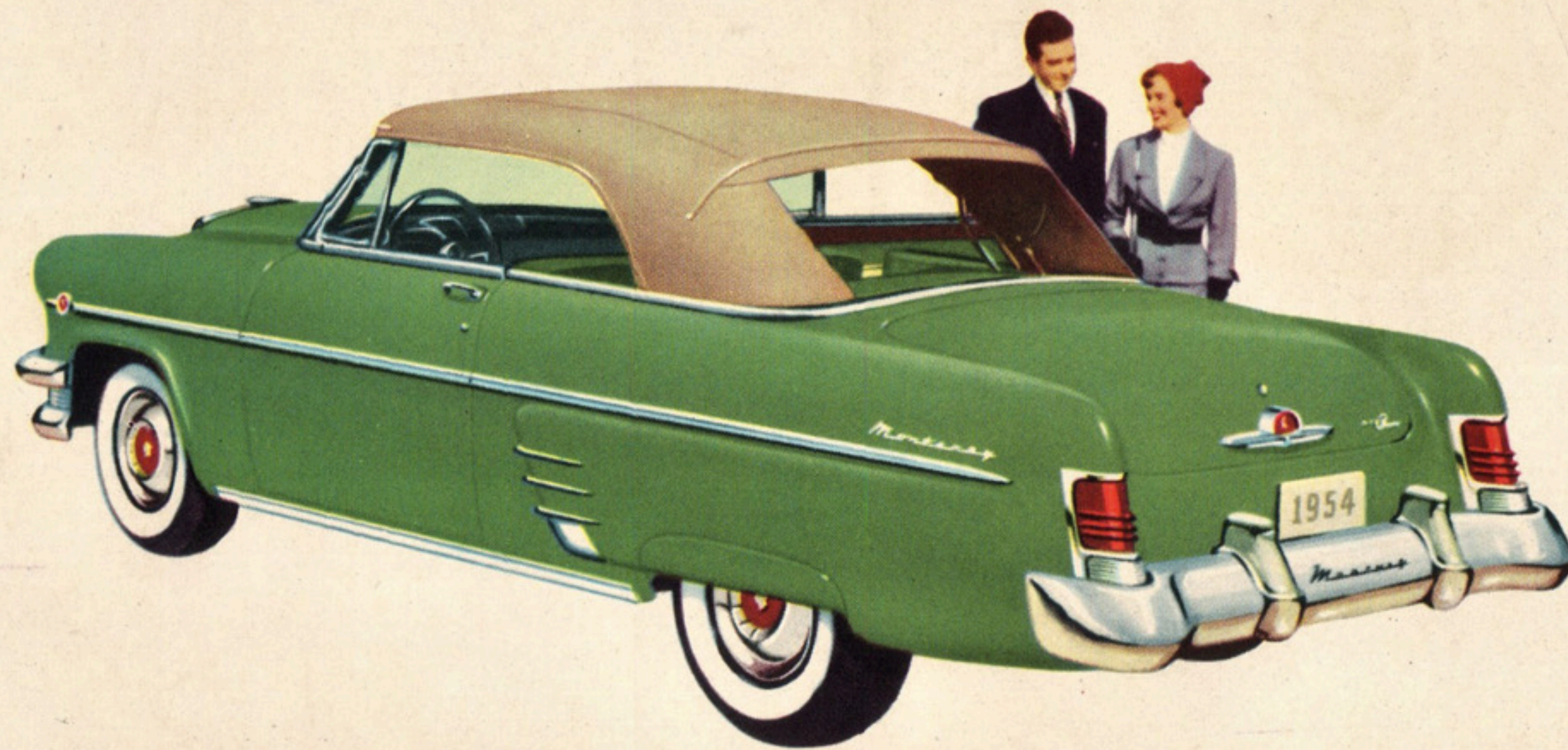


the all-new 1954 **MERCURY MONTEREY** Four-door Sedan



# '54 MERCURY SUN BRIGHT AND WEATHER TIGHT

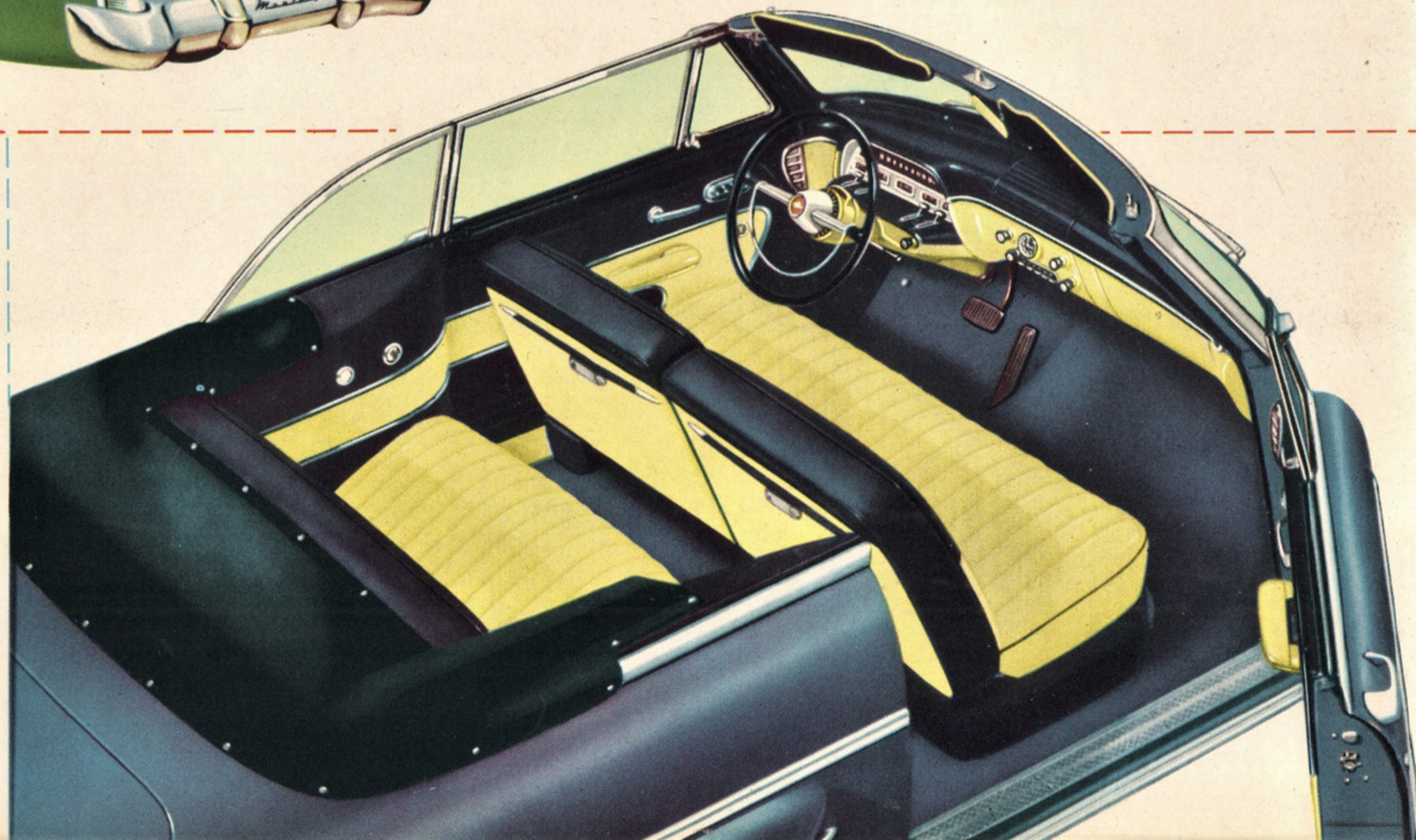
— master of any weather



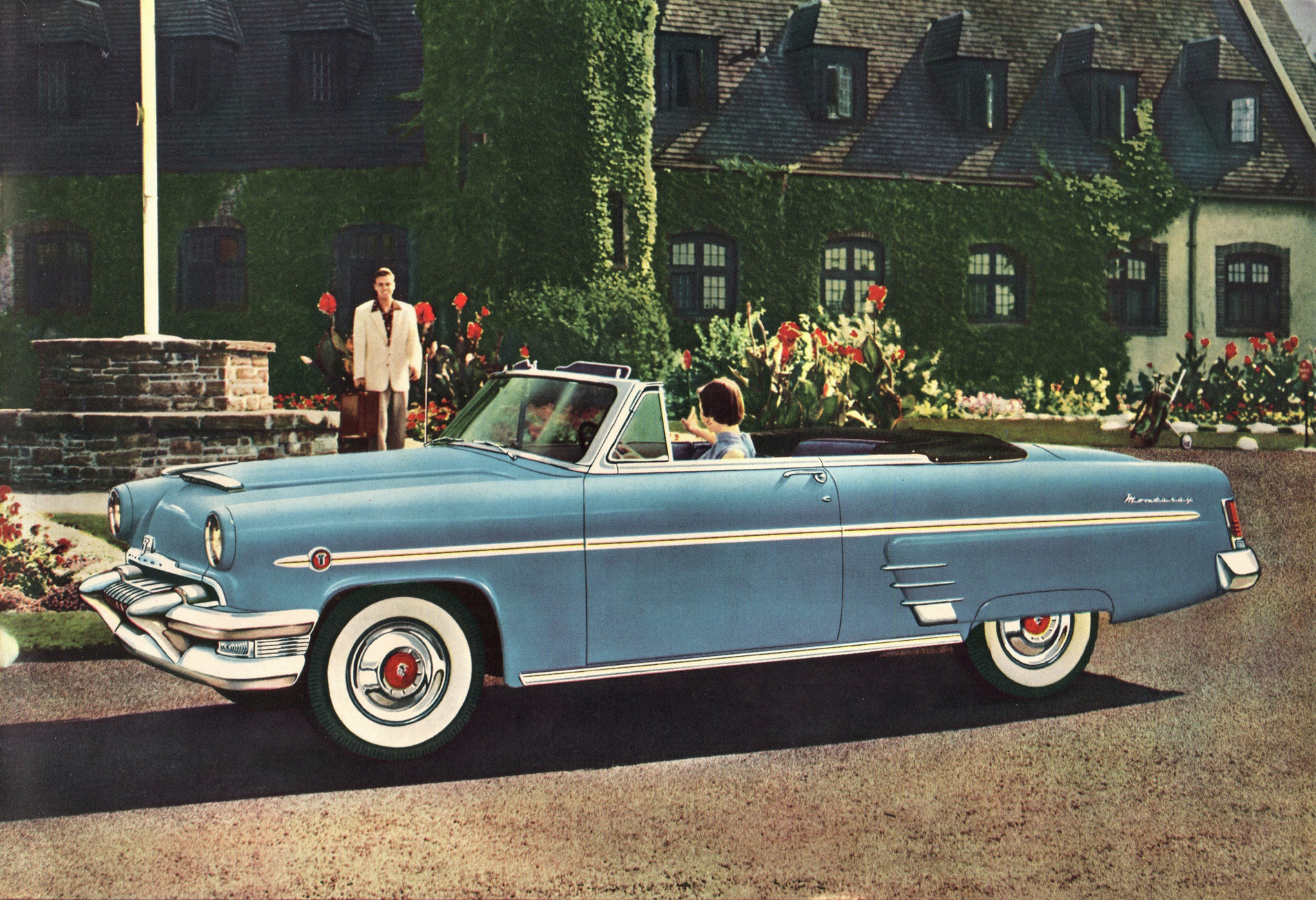
This beautiful Mercury Monterey Convertible invites you to head for the places where sunshine is brightest and living most zestful. There's magical responsiveness to your touch on the controls. Everything seems so "alive". Come rain, and with the touch of the T-handle, the top slips smoothly and snugly into position. At a touch of your toe, the accelerator commands the greater power of an entirely new Overhead Valve 161 Hp. Mercury V-8 engine. And, you can have either Merc-O-Matic Drive or optional Touch-O-Matic Overdrive to complement the great performance that is Mercury's this year. In every way—in style, in power and in ride, this is "Convertible" dash and verve at its very best.

**Interiors are more beautiful than ever.** A wide selection of interior trim combinations highlights the bright new interior of the Mercury Monterey Convertible. Upholstery materials include smart, long-wearing vinyls.

Mercury Monterey Convertible is completely powered with Power Brakes, Power Steering, 4-way Power Seat and Electric Window Lifts. In addition, the Monterey Convertible is equipped with Radio, Heater and Ventilating System, Sea-Tint Glass, Whitewall Tires and Rear Fender Shields.



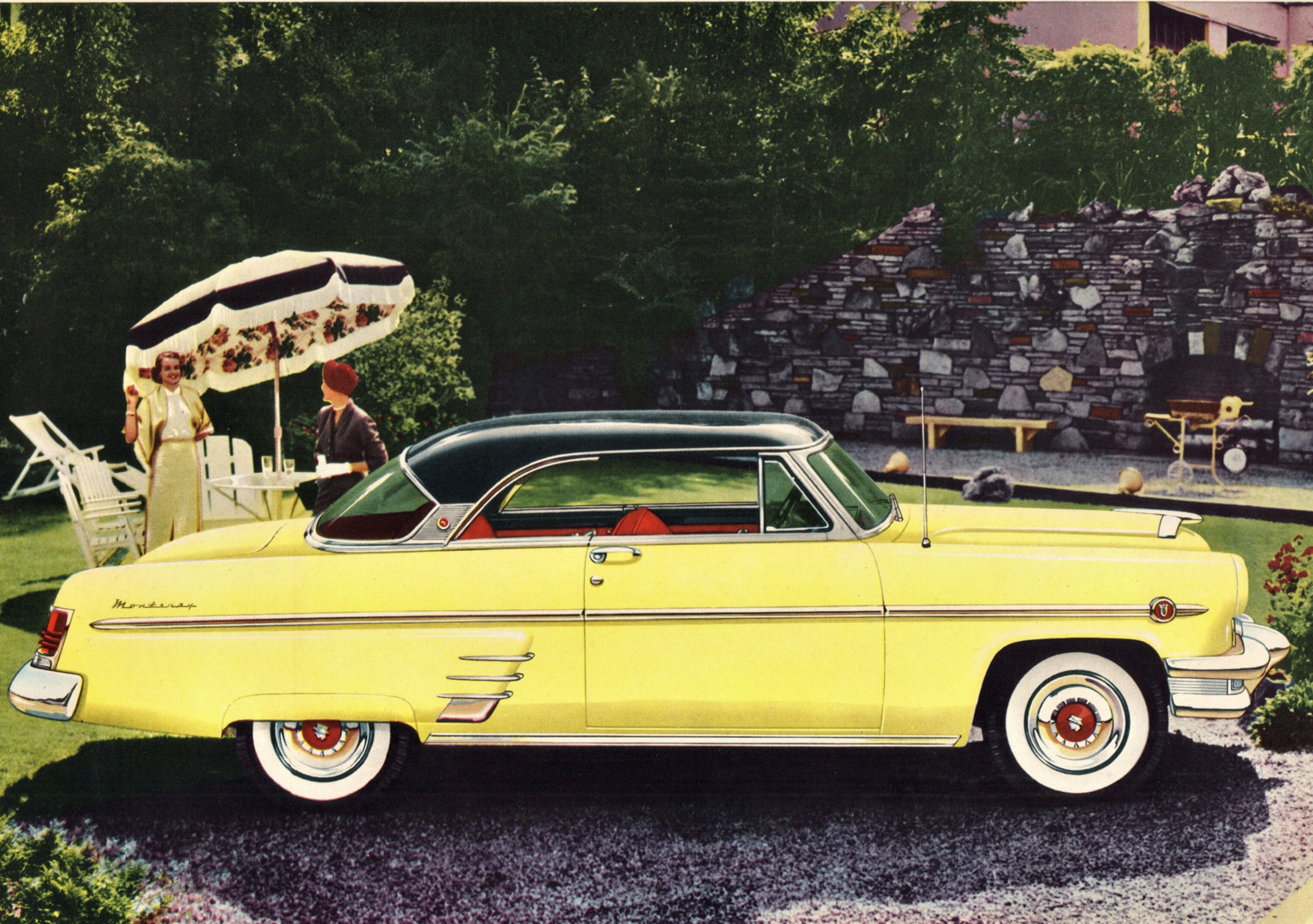




the 1954 **MERCURY MONTEREY** Convertible



the 1954 MERCURY MONTEREY Coupe







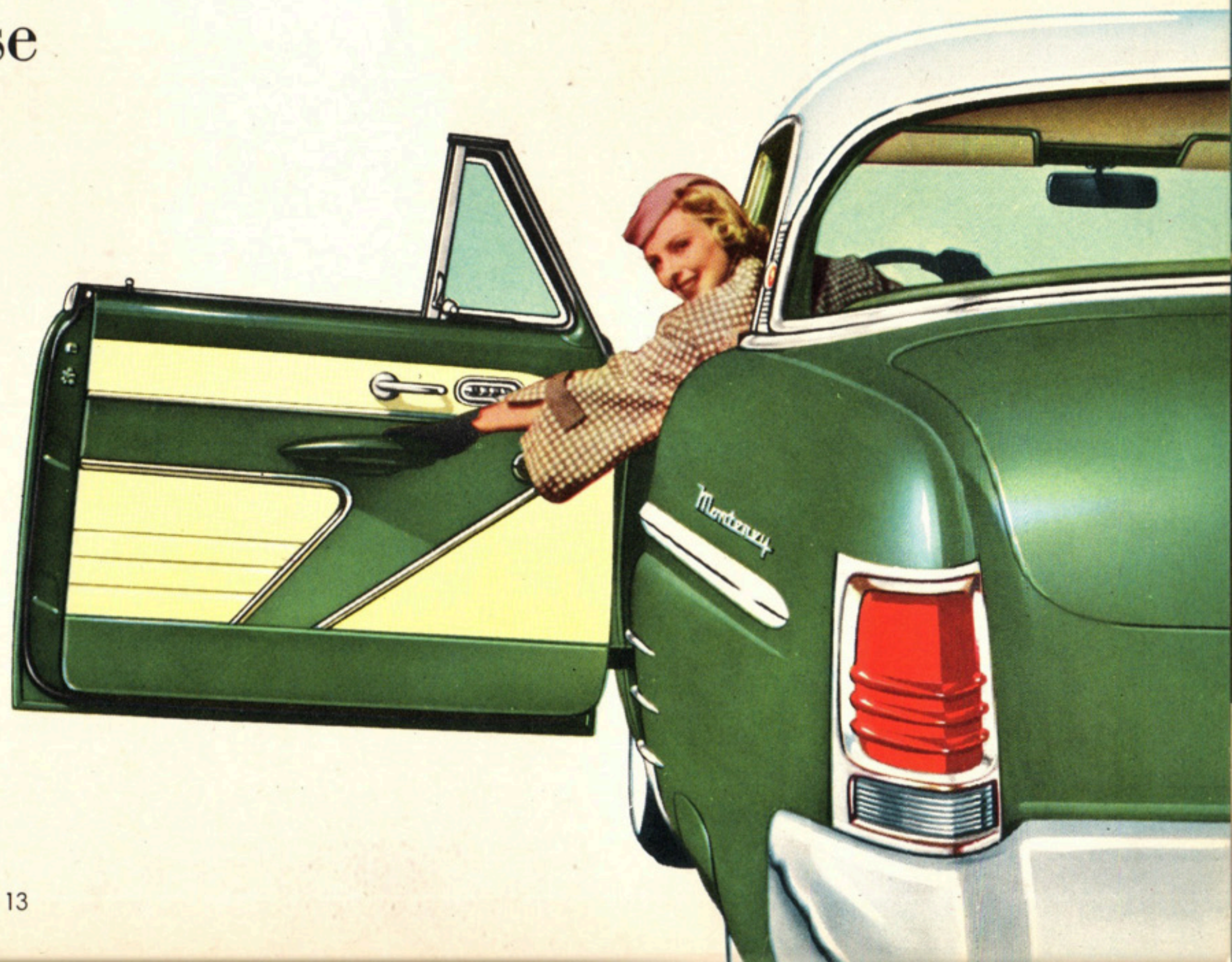
The Mercury Monterey Coupe is heart-warming in its beauty. It has the high-spirited styling of a Convertible, yet all the comfort of any Mercury closed car. It is a fully-powered car with Power Brakes, Power Steering, and 4-way Power Seat. Every gracious, eager line holds a promise of new driving pleasure, and—best of all—an all-new Overhead Valve 161 Hp. Mercury V-8 engine makes the promise come true.

Mercury Monterey Coupe presents a host of features. For example—Merc-O-Matic Drive, Heater and Ventilating System, Radio, Sea-Tint Glass, Rear Fender Shields, Whitewall Tires and Turn Indicators.

# '54 MERCURY - SPIRITED and MODERN

—every feature holds a promise  
of new driving pleasure

To see and be seen, sit behind the wheel of this modern beauty. There's panoramic vision through spacious windshield, wide side windows, and wrap-around rear window—all Sea-Tint glass. With all windows down there's not even a centre post to obstruct vision. Interior surroundings are a triumph of decorator's art. You can choose from a wide selection of different Mercury Monterey Coupe interiors—created from finest upholstery materials. Upholsteries include luxurious vinyls, attractive modern weaves, or rich nylon fabrics—in colours to complement exterior colour selected. This is the car that is as easy to look at as it is to drive.







the 1954 **MERCURY CUSTOM** Four-door Sedan





**This roomy rear compartment** invites you to stretch out and *relax*. Every fine detail of design has been thoroughly tested to assure its contribution to Mercury's magnificent riding comfort. There's ample head-room, hat room and leg room.

# '54 MERCURY

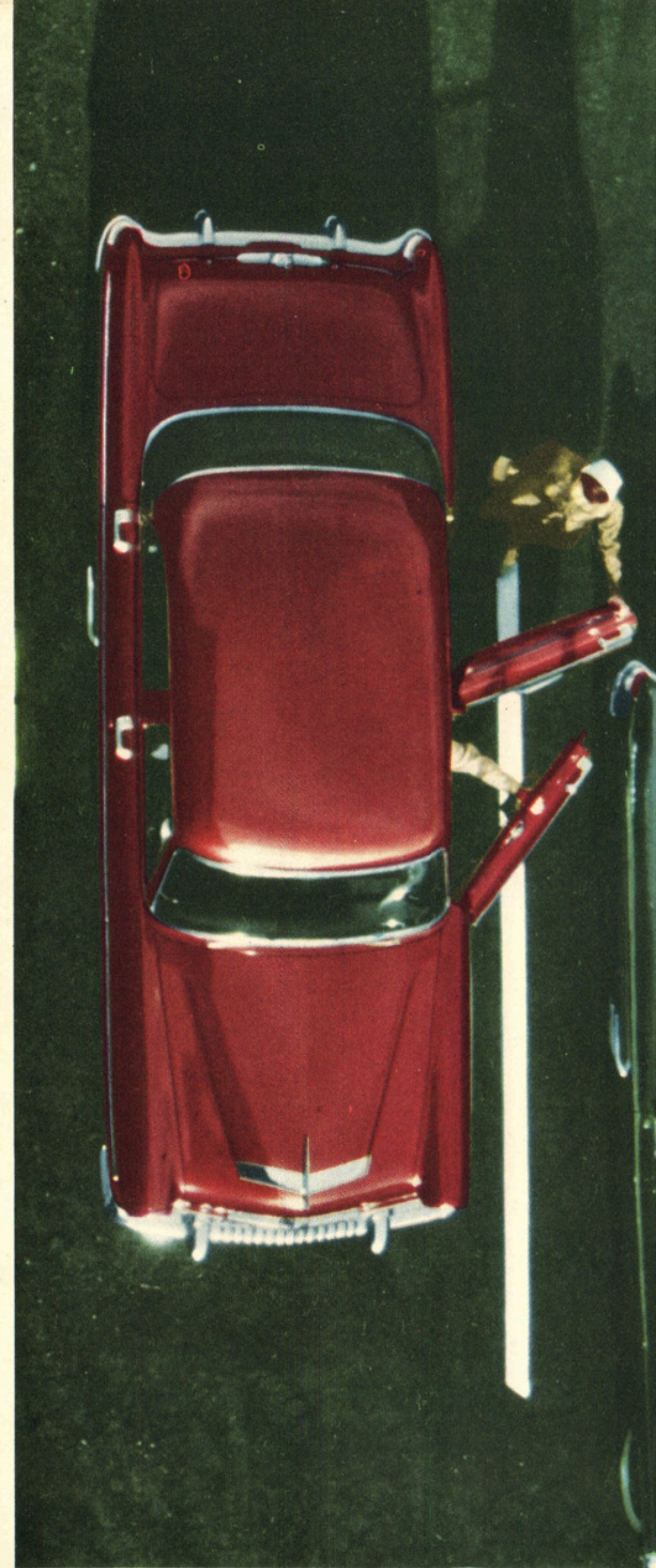
## COMFORT and CONVENIENCE

power-keyed for moderns

All the inherent advantages of 4-door design are presented in better-than-ever form in this handsome Mercury Custom Sedan. Roomy comfort for all the family combines with today's easiest-going performance . . . to give riding that's always as you like it. The effortless performance and tremendous power reserve of the all-new Overhead Valve 161 Hp. Mercury V-8 engine makes driving easier, more restful—and safer. Ball-joint Front Suspension enables you to take curves and corners with new ease and confidence. "Space-planned" interiors are as beautiful as they are spacious. Two-tone interior trim combinations, featuring luxurious ladder-stripe weaves, are available to complement perfectly the exterior colour of your selection. All Mercury models have a built-in Heater and Ventilating System to assure year 'round comfort. Here is a new kind of driving ease, comfort and convenience, power-keyed for moderns.



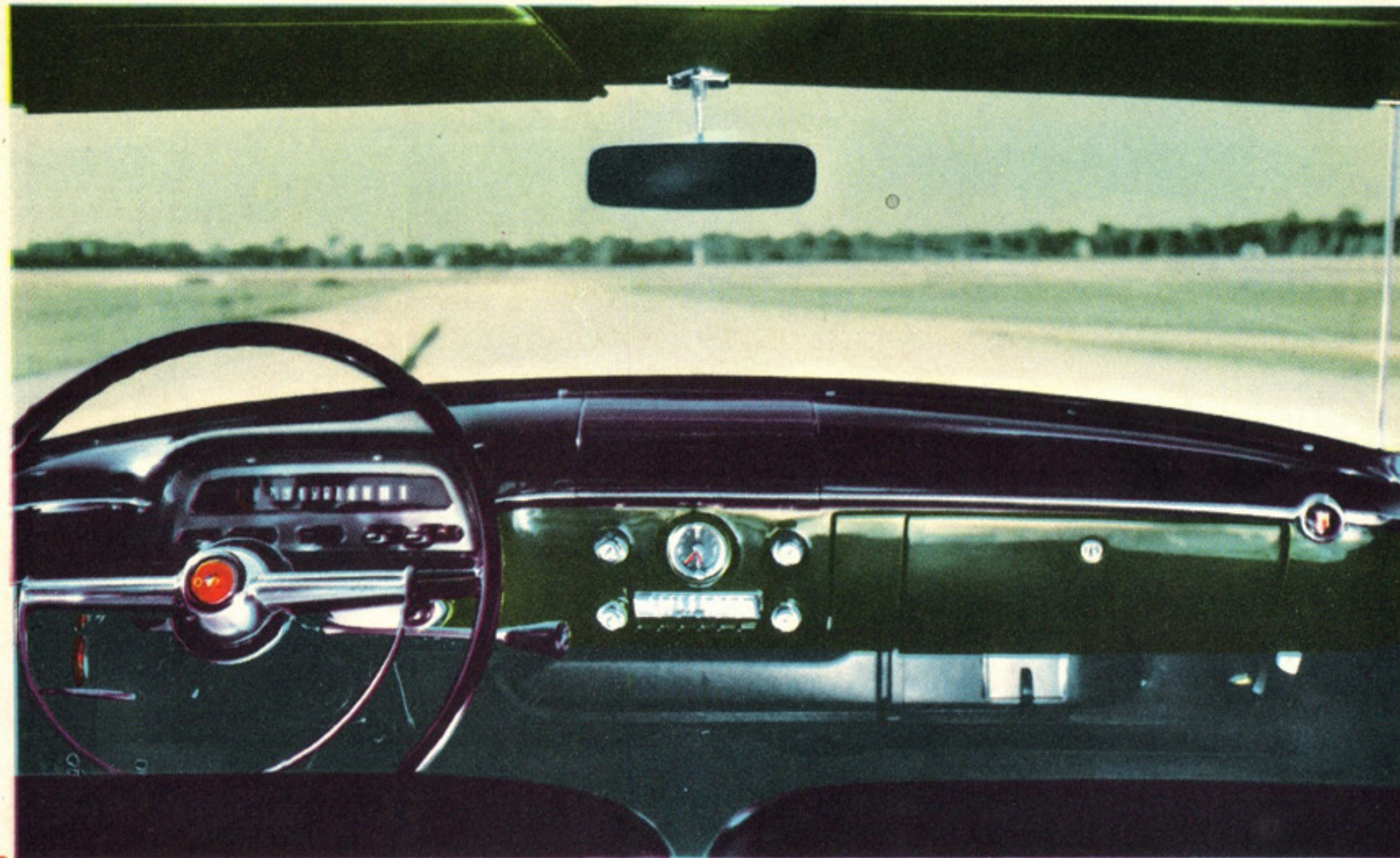
**Centre-fill gas tank** provides extra convenience and helps to maintain exterior beauty. The fill pipe for Mercury's centre-fill gas tank is neatly concealed behind the license plate. The tank may be filled from either side—with less chance of chipping, scratching, or of fuel-staining the finish.



**Two-stop front doors on all models** contribute to Mercury's functional design. These doors are 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. Furthermore, all Mercury doors are hinged at the *front* to make entering or leaving easier.



# FAMILY COMFORT combined with **MERCURY** beauty and power



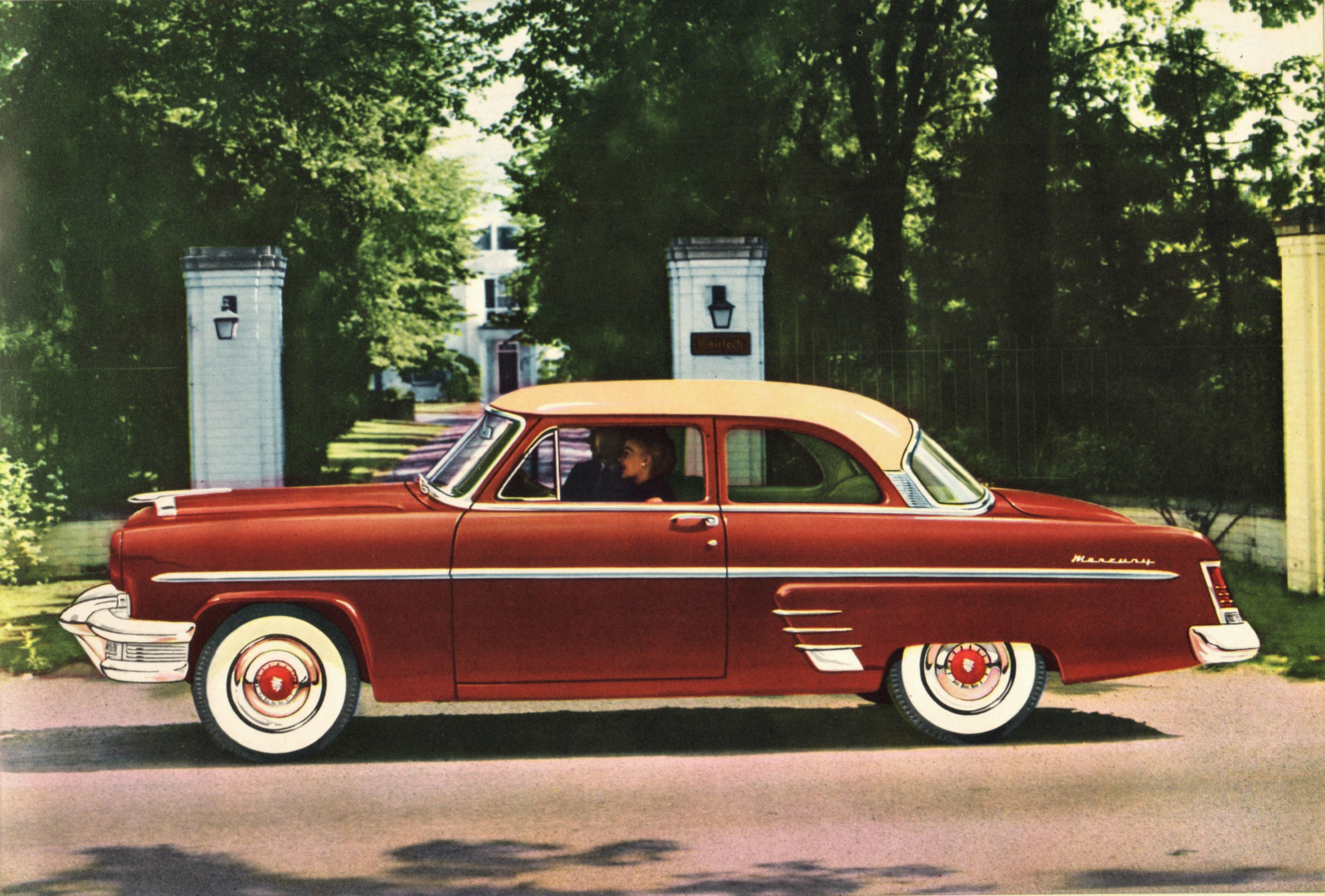
Now Mercury presents two-door design with dash and sparkle that's up-to-the-minute—the perfect car for a family with very young children. The man of the house will find it ideal for business as well as pleasure. Mercury's great performance features will ease his every hour of travel . . . and he'll profit from Mercury's famous economy. Mothers will be quick to appreciate the 2-door safety that means worry-free driving when youngsters are aboard. Interiors offer four-door roominess and are upholstered in handsome-yet-rugged fabrics that withstand the activity of energetic children. The Custom Two-door Sedan's spacious luggage compartment hauls the family's largest load—from suitcases or groceries, to sports or children's equipment. In every way, the family with a future will find in this Mercury model their proudest driving experience for many a year.

**Exceptional all-around visibility** is typical of all Mercury models. The one-piece windshield is gracefully curved for widest, safest vision. Slender windshield posts help give an unobstructed view. The smartly-styled hood sweeps smoothly out and down, enabling the driver to see more of the road ahead.

**Stylish one-piece rear window** allows wide range of rearward visibility for extra safety and convenience. Another outstanding Mercury feature is the built-in Heater and Ventilating System that assures comfortable and more enjoyable family transportation the year 'round.







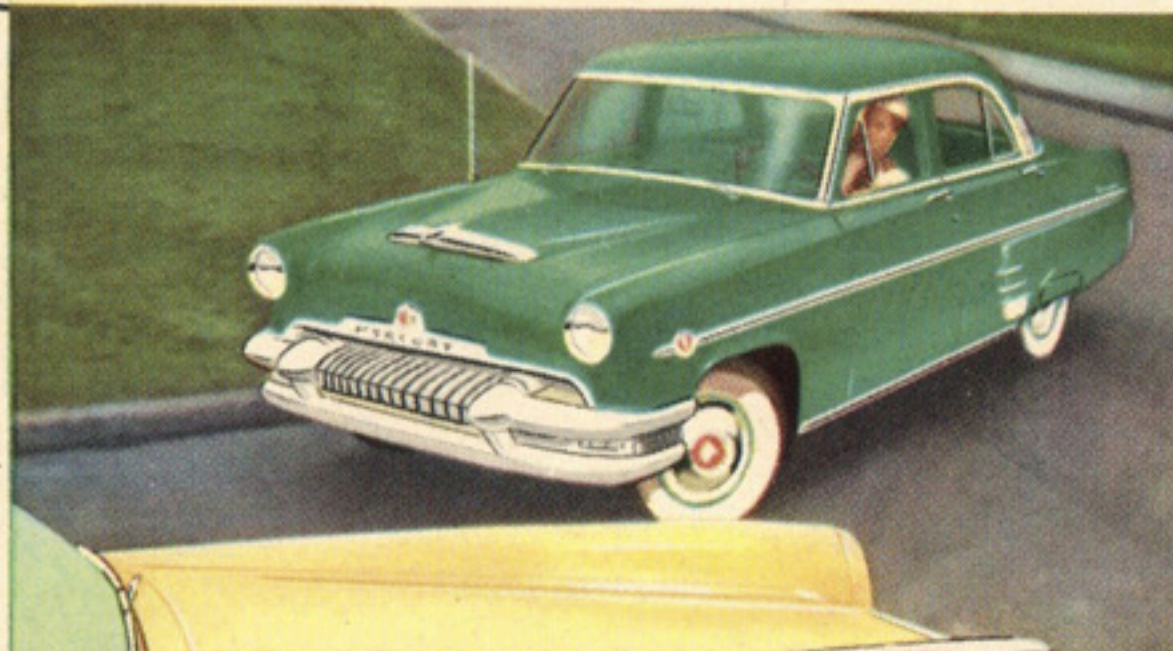
the **1954 MERCURY CUSTOM** Two-door Sedan



# '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\*

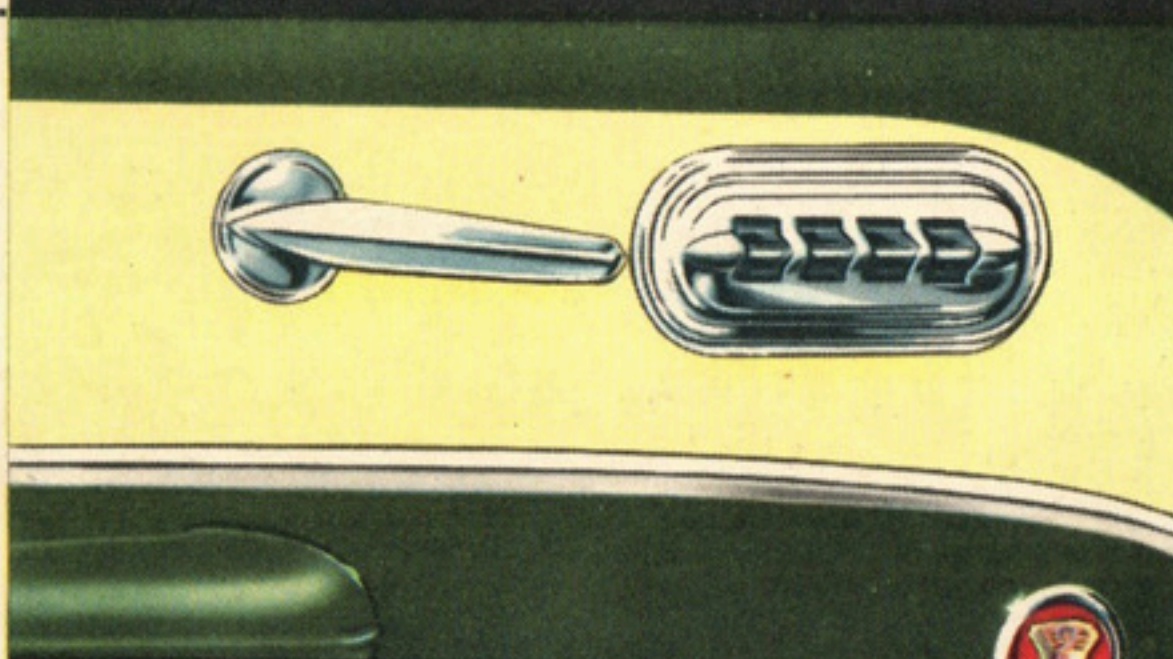
An effortless touch of a control button serves to move the seat up, down, forward or back—to "driver-fit" you to whatever position gives you the most comfort, best vision and easiest access to controls. Correct posture support and ideal seat height add to driving enjoyment and pleasure. Long drives become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



MOVES UP, DOWN, FORWARD OR BACK

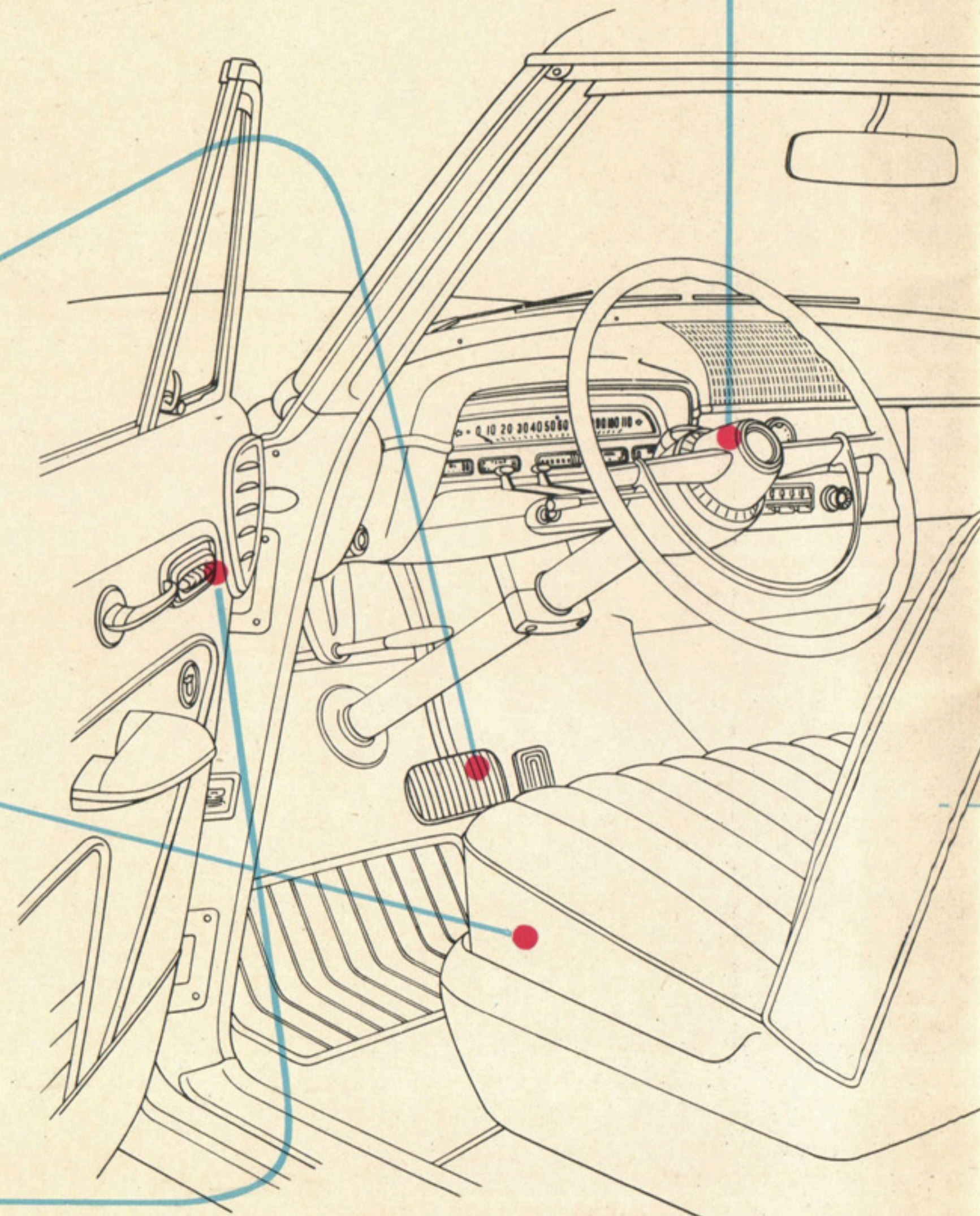
## Power Window Lifts\*

Easy to reach, easy to operate, electric push-button controls raise and lower windows automatically for increased driving ease and comfort. Your appreciation of this convenience-feature will grow as the miles flow by—in every kind of weather, at every time of the year. Driver's control panel permits easy operation of all windows, which also have individual control switches.



A FINGERTIP RAISES, LOWERS WINDOWS

to match your desire  
for effortless driving



\*Power Steering, Power Brakes, 4-way Power Seat and Power Window Lifts are features on Mercury Monterey Series; Power Window Lifts are standard on Monterey Convertible only. All power features are optional at extra cost on Custom Series, with the exception of Power Window Lifts.



# 3 PROVEN TRANSMISSIONS

## Merc-O-Matic Drive\*

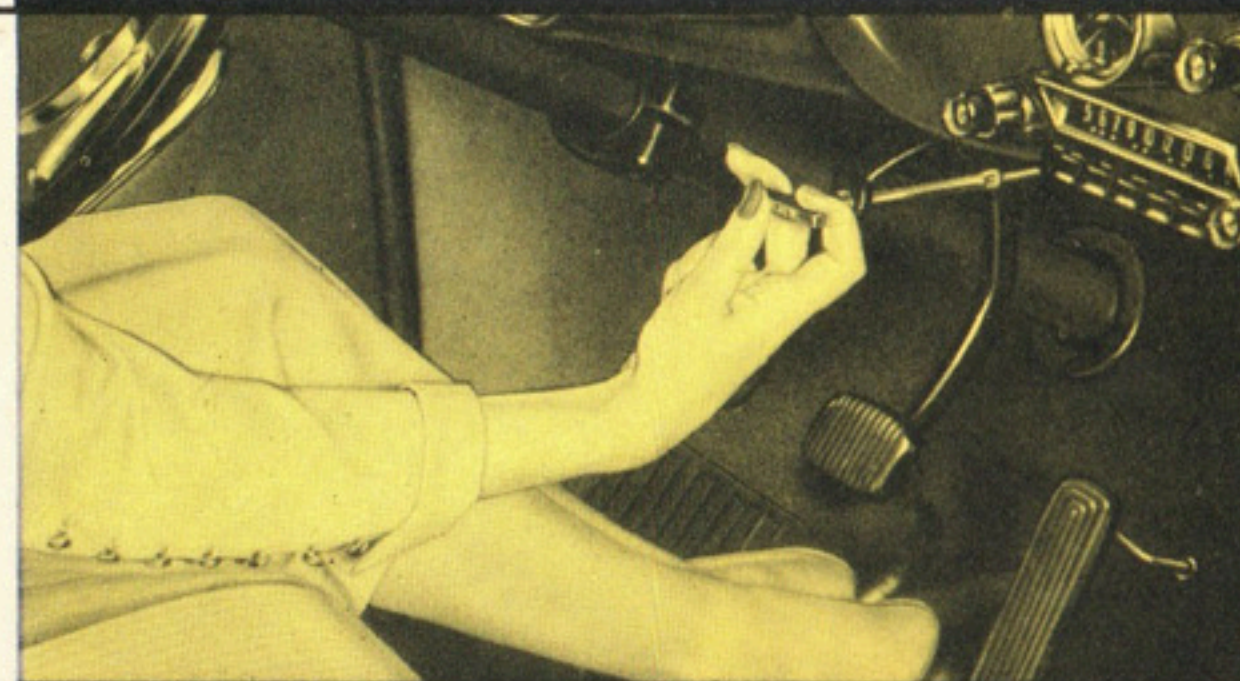
Merc-O-Matic is fully automatic—simply start engine—set selector lever—step on the gas and go. No gears to shift, no clutch to operate. Car operation is smooth and quiet because all power flows through a cushion of oil. Merc-O-Matic is more efficient, it always selects the best gear ratio and shifts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



FULLY AUTOMATIC FOR GREATER DRIVING EASE

## Touch-O-Matic Overdrive\*

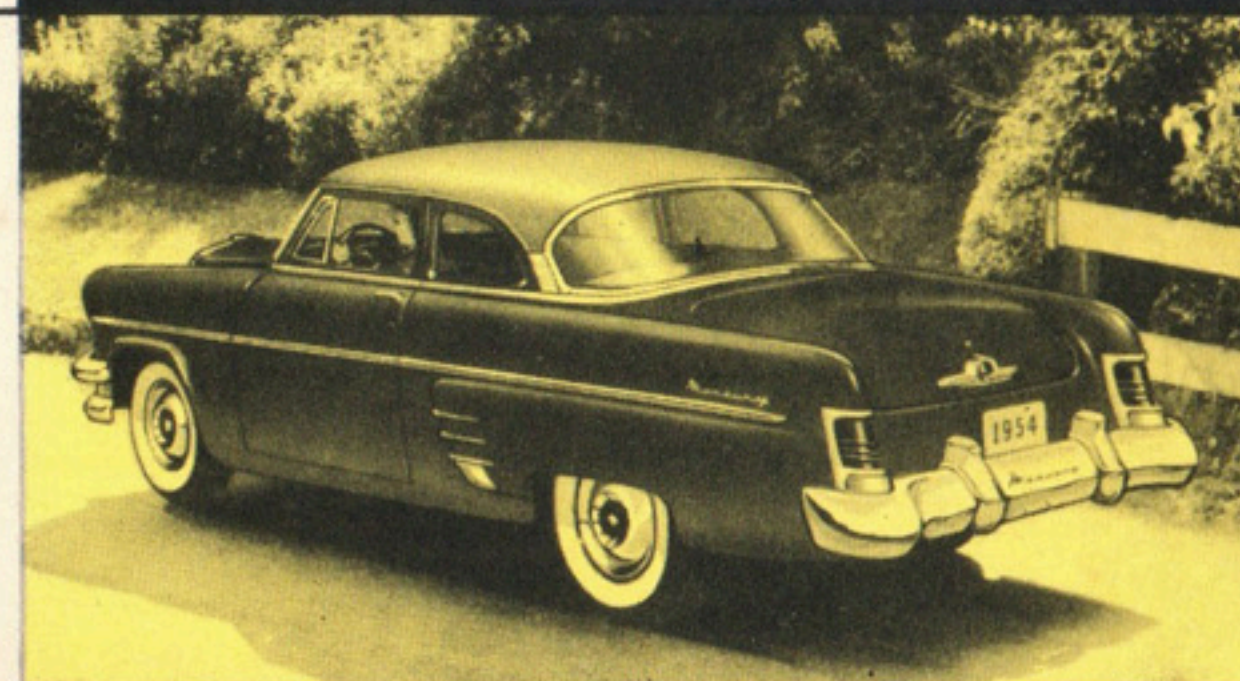
Operating in conjunction with Mercury's new 161 Hp. engine, Touch-O-Matic Overdrive gives quiet, smooth performance, and amazing fuel economy. By providing, in effect, a fourth gear for cruising, Overdrive saves up to 20% of your gas. Gives you as much as two extra gallons in every ten.



SAVES UP TO 20% ON GASOLINE

## Silent-ease Transmission

Mercury's Silent-ease standard shift 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 give extra ease.



SMOOTH, SILENT EASY-SHIFTING

*\*Merc-O-Matic Drive is standard equipment on Mercury Monterey Series. Touch-O-Matic Overdrive is optional. Merc-O-Matic Drive and Touch-O-Matic Overdrive are optional at extra cost on Custom Series.*

'54

# MERCURY 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, 206.11 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. Counterbalanced 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. Monterey Sun Valley and Coupe have extra-heavy outer side rail sections for extra strength. Monterey Convertible has X-member frame with heavy reinforcement.

**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 and Wheels:** Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible model) on pressed-steel wheels with extra-wide rims.

**Features on Monterey Models:** Merc-O-Matic Drive, (or optional Touch-O-Matic Overdrive) Power Steering, Power Braking, 4-way Power Seat, Heater and Ventilating System, Radio, Turn Indicators, Sea-Tint Windows, Windshield Washer, Bumper-Grille Guards, Rear Fender Shields, Rocker Panel Mouldings, Full-Disc Hubcaps, and Whitewall Tires. Electric Window Lifts are standard on Monterey Convertible only and optional at extra cost on other Monterey models.

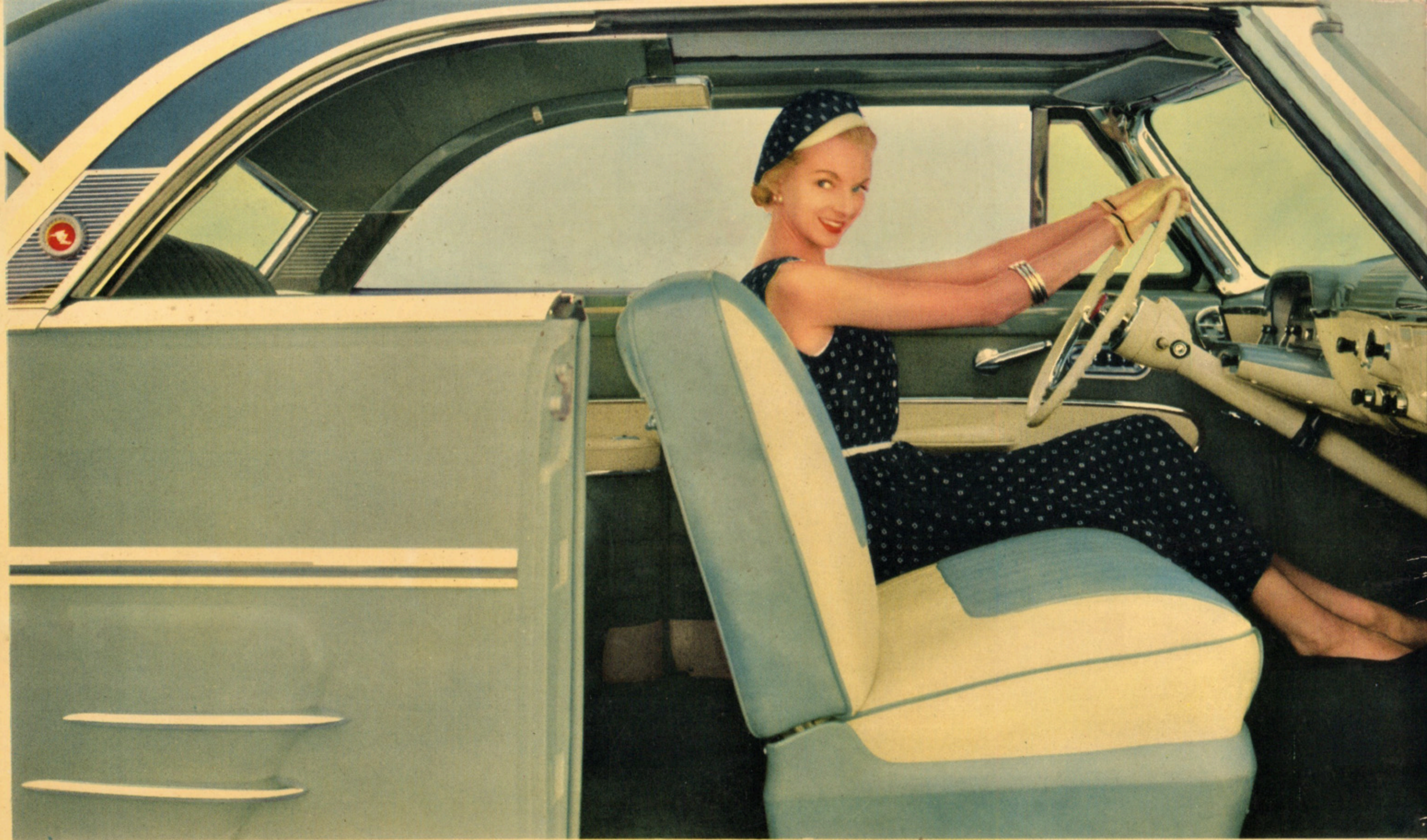
**Optional equipment at extra cost on Customs Models:** Merc-O-Matic Drive, Touch-O-Matic Overdrive, Power Steering, Power Braking, 4-way Power Seat, Heater and Ventilating System, Radio, Turn Indicators, Sea-Tint Windows, Windshield Washer, Bumper-Grille Guards, Rear Fender Shields, Rocker Panel Mouldings, Full-Disc Hubcaps, and Whitewall 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 purchaser.*



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





*new* 1954 **MERCURY**

*makes any driving easier!*