

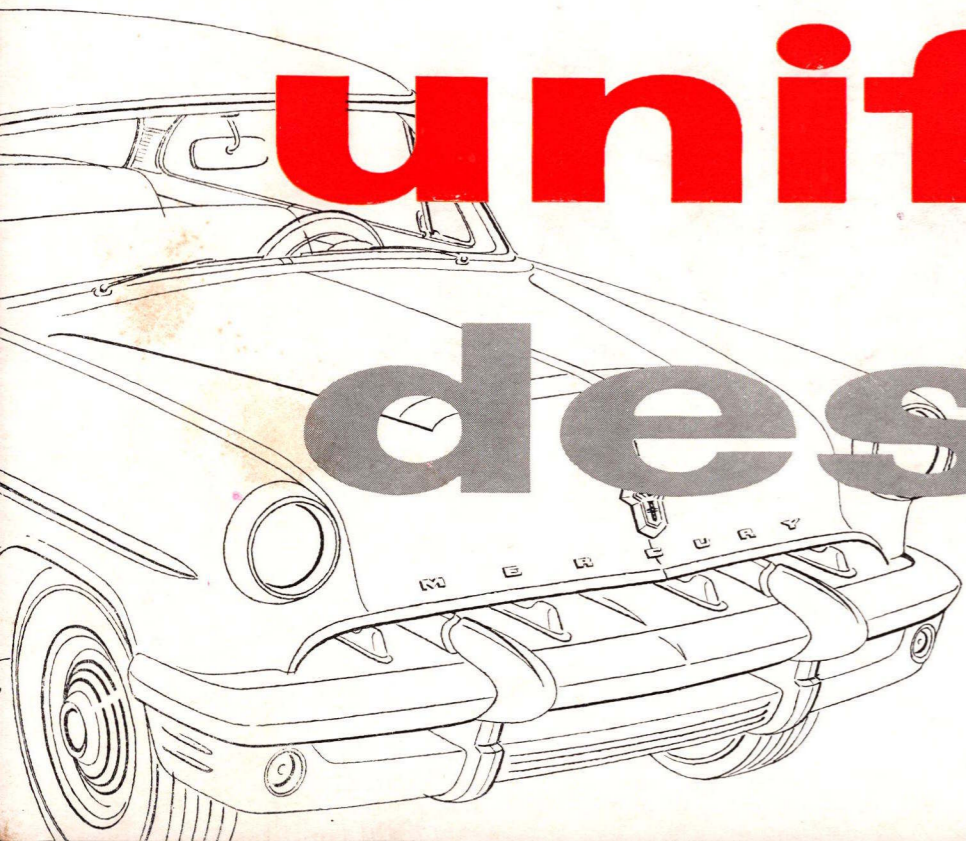
**here's the
greatest yet**

new 1953

MERCURY

new Mercury

unified design



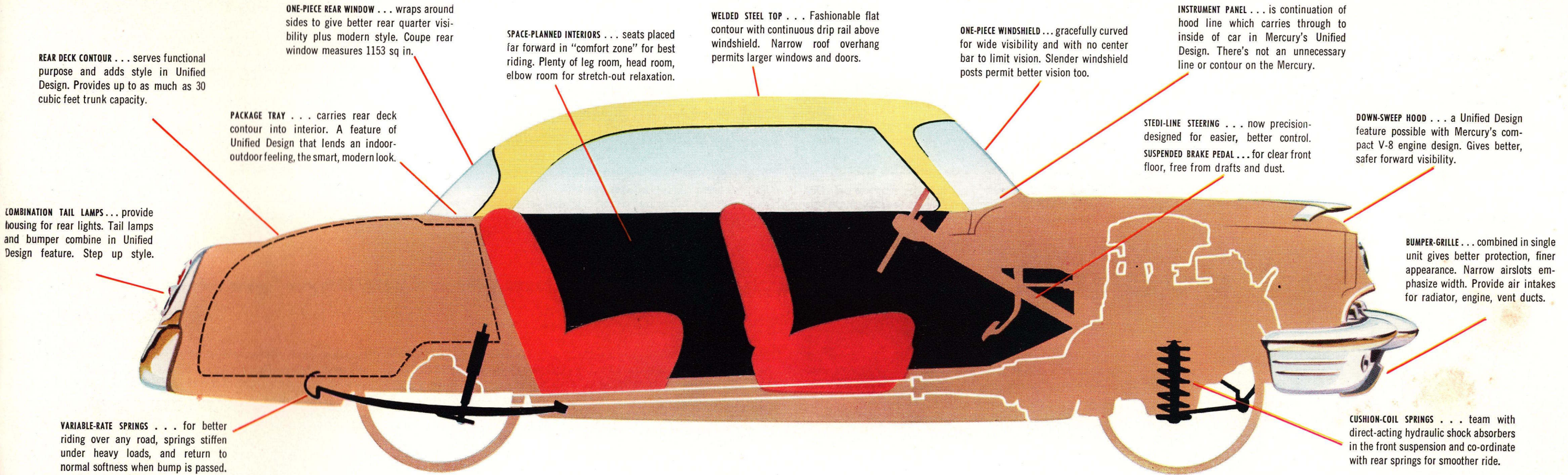
Here's the Mercury with the years-ahead style and features. Here is smoother, cleaner design, with a lower, longer, ready-for-action look. Here are body-engine-chassis that blend to give greater comfort and convenience, better performance, finer on-the-road control. All stem from Mercury's Unified Design.

From its "Jet-scoop" hood to racy, slanted tail lamps there isn't an unnecessary line or contour on this car. Unified Design gives you distinctive styling . . . combination bumper-grille . . . "Interceptor" instrument panel . . . "follow-through" package tray . . . space-planned interiors . . . integral-styled rear bumper and tail-lamp assembly. Unified Design gives you engine and chassis that perfectly combine to give you a "just right" degree of all the qualities you want in an automobile.

Examine Mercury yourself and see the many advantages Unified Design offers for good looks and driving convenience. Try it out for on-the-road performance and get the facts about what Unified Design means there. You'll say it's the greatest thing that ever happened to motor cars. You'll agree the 1953 Mercury is the greatest yet.



COMBIN
housing
and h
Design



REAR DECK CONTOUR . . . serves functional purpose and adds style in Unified Design. Provides up to as much as 30 cubic feet trunk capacity.

ONE-PIECE REAR WINDOW . . . wraps around sides to give better rear quarter visibility plus modern style. Coupe rear window measures 1153 sq in.

SPACE-PLANNED INTERIORS . . . seats placed far forward in "comfort zone" for best riding. Plenty of leg room, head room, elbow room for stretch-out relaxation.

WELDED STEEL TOP . . . Fashionable flat contour with continuous drip rail above windshield. Narrow roof overhang permits larger windows and doors.

ONE-PIECE WINDSHIELD . . . gracefully curved for wide visibility and with no center bar to limit vision. Slender windshield posts permit better vision too.

INSTRUMENT PANEL . . . is continuation of hood line which carries through to inside of car in Mercury's Unified Design. There's not an unnecessary line or contour on the Mercury.

PACKAGE TRAY . . . carries rear deck contour into interior. A feature of Unified Design that lends an indoor-outdoor feeling, the smart, modern look.

STEDI-LINE STEERING . . . now precision-designed for easier, better control.
SUSPENDED BRAKE PEDAL . . . for clear front floor, free from drafts and dust.

DOWN-SWEEP HOOD . . . a Unified Design feature possible with Mercury's compact V-8 engine design. Gives better, safer forward visibility.

COMBINATION TAIL LAMPS . . . provide housing for rear lights. Tail lamps and bumper combine in Unified Design feature. Step up style.

BUMPER-GRILLE . . . combined in single unit gives better protection, finer appearance. Narrow airslots emphasize width. Provide air intakes for radiator, engine, vent ducts.

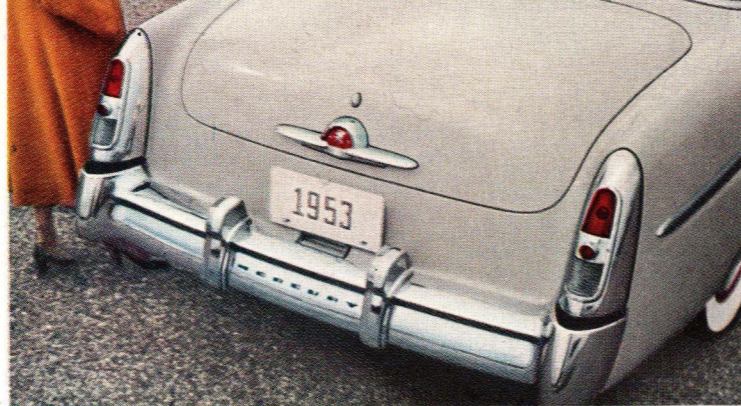
VARIABLE-RATE SPRINGS . . . for better riding over any road, springs stiffen under heavy loads, and return to normal softness when bump is passed.

CUSHION-COIL SPRINGS . . . team with direct-acting hydraulic shock absorbers in the front suspension and co-ordinate with rear springs for smoother ride.

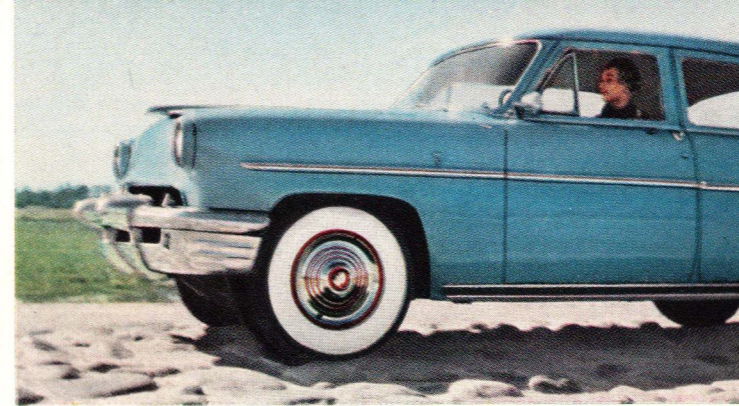
puts you years ahead in style and performance . . .



Mercury introduces Unified Design that serves double purpose for style and utility. With this carefully planned design every pound of metal serves you better. Every line and panel flow smoothly together to produce smart, functional beauty.



Rear bumper and rearward lights are centralized for added smartness and utility. Vertical tail-lamp fixtures house all rearward lights . . . serve as dashing bright metal fender extensions. Large bumper end caps give wrap-around protection for rear fenders.



Mercury's better balanced chassis and welded steel body take you smoothly over the rough roads. You ride in the "comfort zone" between the wheels. The big shock absorbers and co-ordinated springs smooth the way. You ride better in Mercury.



Mercury's hardtop style gives you the dashing smartness of a handsome convertible and the safety of the all-steel top. Roll windows down and you have full open sides—with no center pillar. Roll the windows up and you're sedan-snug in finest fashion.

unified design means distinctive styling • better visibility • easier handling •

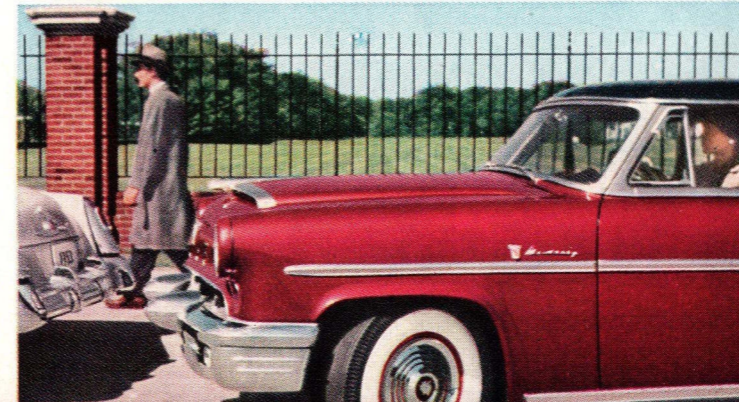
Unified Design serves dual purposes in Mercury's combination bumper-grille. This unit provides double bumper-bar protection and airsloths for radiator, engine, and passenger compartment vents. Bright metal is centered in this single fixture.



Mercury's sweeping vision—front and back, over the hood and to each fender—affords greater driving safety, extra comfort, and relaxation. Mercury's big windows, windshield and rear window provide as much as 3296 square inches of safety vision area.

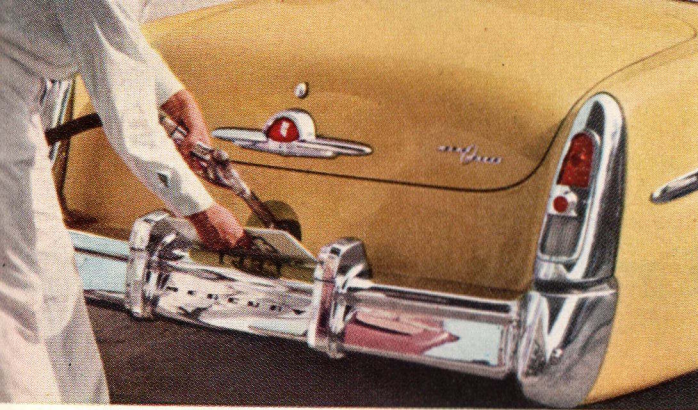


Mercury gives you nimble handling in traffic . . . on the highway . . . for parking. Symmetrical steering and responsive 26.4 to 1 steering ratio make parking easier. There's safe, sure, hug-the-road feel in "cornering," and light, lively handling in traffic.

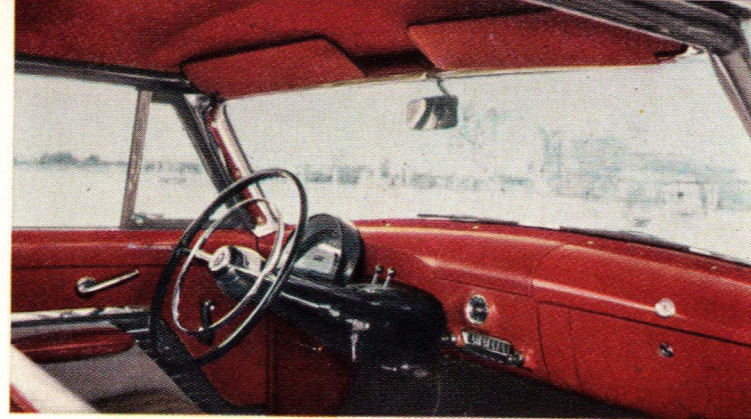


Suspended pedals, pivoted from instrument panel brackets, provide easier, more convenient operation of brake and clutch. Eliminate usual cuts and holes in passenger compartment floor and carpet. Floor is all clear and free from drafts and dust.





Unified Design features mean extra convenience. The fill pipe for Mercury's center-fill tank is concealed behind the license plate. You can fill up from either side without marring finish. You avoid chipped finish, scratches and stains from spilled fuel.



Mercury's "Interceptor" instrument panel brings instruments and controls closer for convenient, easy use. All instruments are arranged in convenient cluster for quick reading recognition. All controls are grouped directly before you within easy reach.



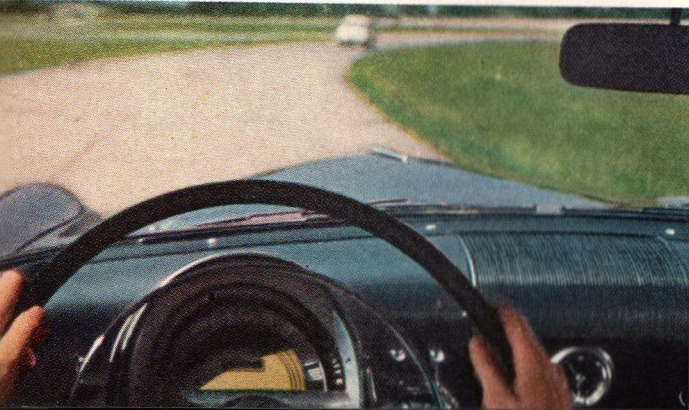
You'll discover livelier performance because the high-compression Mercury V-8 delivers full 125 horsepower. Mercury's better balance and efficient Unified Design with no excess weight mean better-than-ever performance for any road.



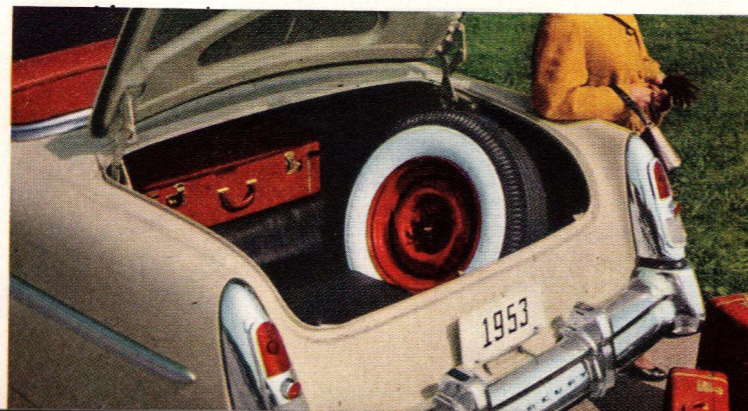
Mercury is action-packed for lively go. For most driving you cruise along on only a fraction of Mercury's big reserve. When more power is required you can level hills, or pass with a burst of speed because the reserve is there when you call for it.

smoother riding • greater safety • extra convenience • livelier performance • proven economy

Better downfront visibility adds to pleasure and safety in the 1953 Mercury. You have a clear view of the road ahead, and better vision to the sides. In Unified Design you can see each fender, for helpful reference points, both on the road and parking.



An extra convenience you'll enjoy with Mercury's Unified Design is the large trunk compartment beneath the bustle back rear deck. For a vacation trip, business, or family utility, Mercury's big trunk, with up to 30 cu ft capacity, serves for many purposes.



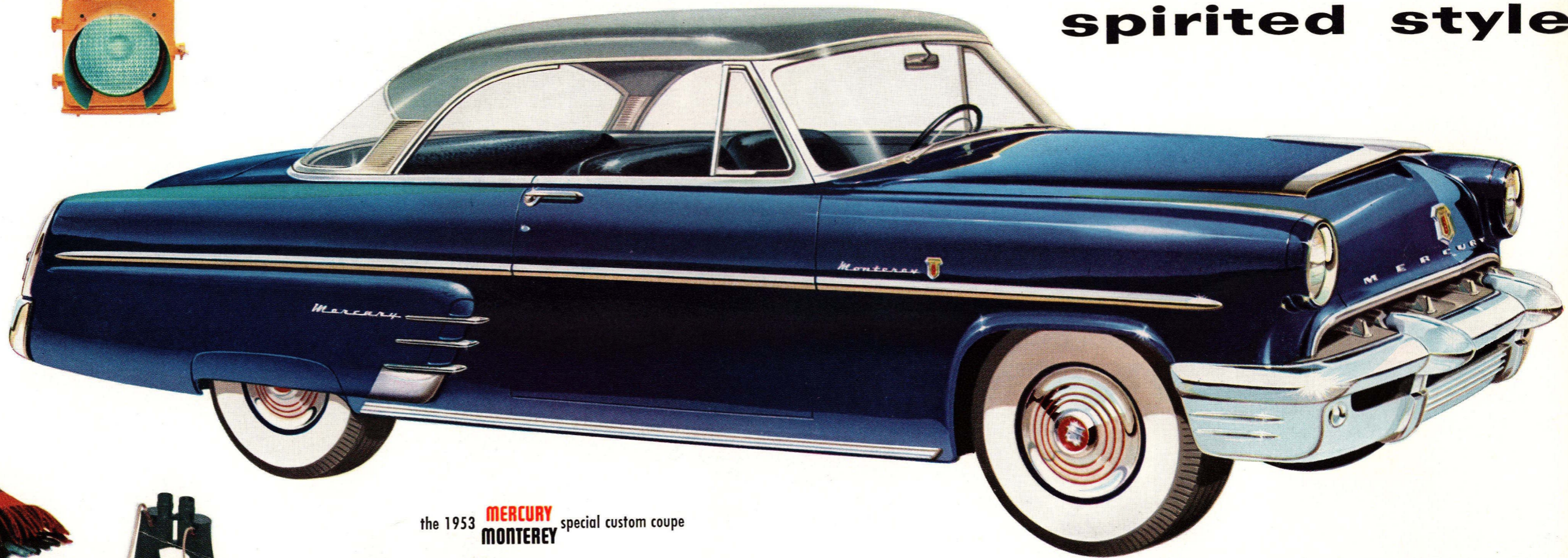
Mercury introduces the two-stop front door as a feature of Unified Design. You can stop the door either half-way or full-open. It's a great convenience in garage, driveway, or other close places. On Mercury, all doors are front-hinged to open against windstream.



Mercury goes unchallenged for economy. In Mobilgas Economy Run competition, Mercury with optional overdrive averaged best in its class in ton-miles-per-gallon performance for three years; two out of three times won the Sweepstakes award.



spirited style.



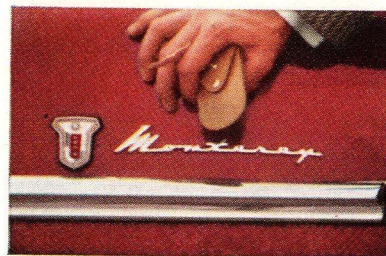
the 1953 **MERCURY** special custom coupe
MONTEREY

.practical too

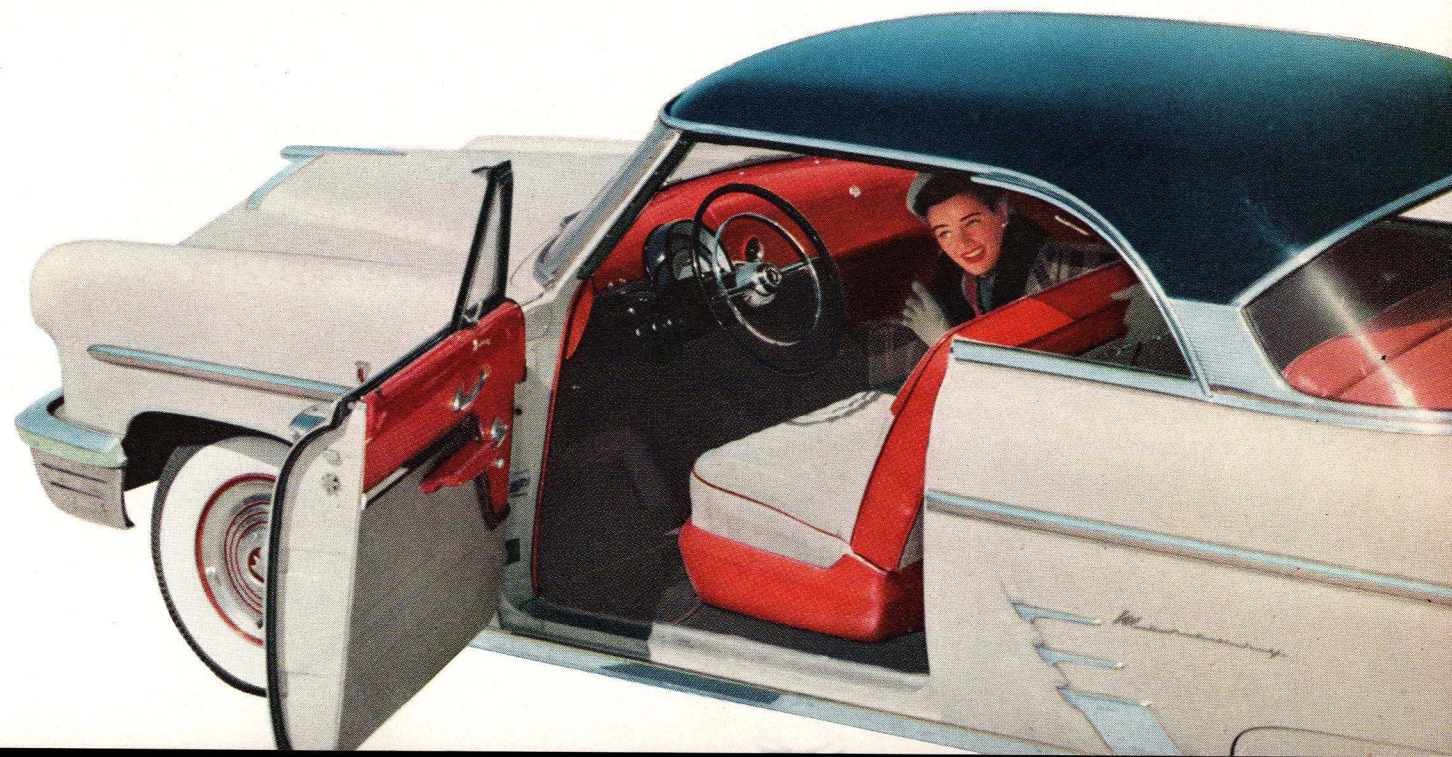
Sleek and smooth, bright and beautiful—the most “wanted” car of all . . . the “hardtop” styling that combines the welcome freshness of a convertible with the assurance of closed-car comfort—and to this combination, Mercury has added the touch of Monterey luxury, evident in every detail, gleaming in every appointment. From the glistening mass-unit bumper-grille to the unified rear-deck assembly, flow smooth, graceful lines—with the smart, new air-split side contour adding just the right note of dash. This is the style leader of any line—the model that captures the spirit of youth.

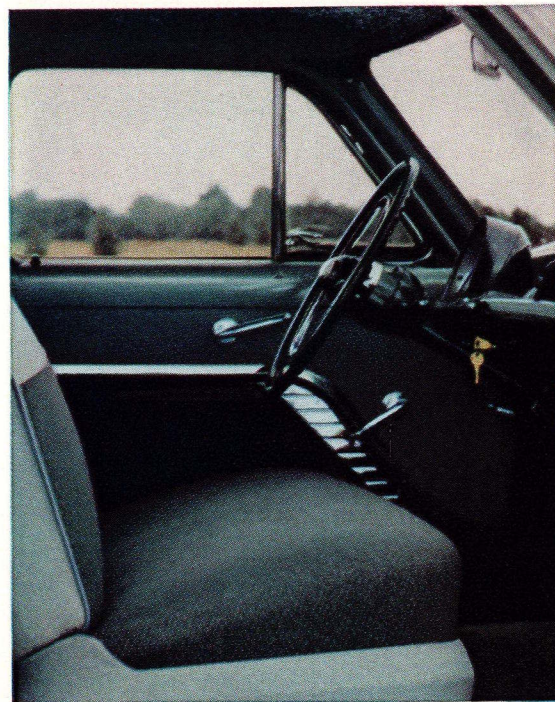


There's pilot-house visibility through the wide side windows and spacious one-piece windshield; over the low sloping hood; to the far edges of fenders; and out the one-piece wrap-around rear window. To really see and be seen, sit behind the controls of this proud beauty. Enjoy the panorama of scenic motoring through these big windows. There's more than 21 square feet of safety vision to show you and your passengers sweeping new horizons of motoring pleasure when you take a drive in the Mercury Monterey Special Custom Coupe.



Interiors are a completely new design scheme that's a triumph of the decorator's art. There are 14 different Mercury Monterey Special Custom Coupe interiors—created from finest upholstery materials—from which you can select the one of your choice. Upholsteries include satiny vinyls; attractive modern weaves; soft, rich nylon fabrics; or optional leather—whichever you prefer—in colors to blend or contrast with the exterior finish you select.

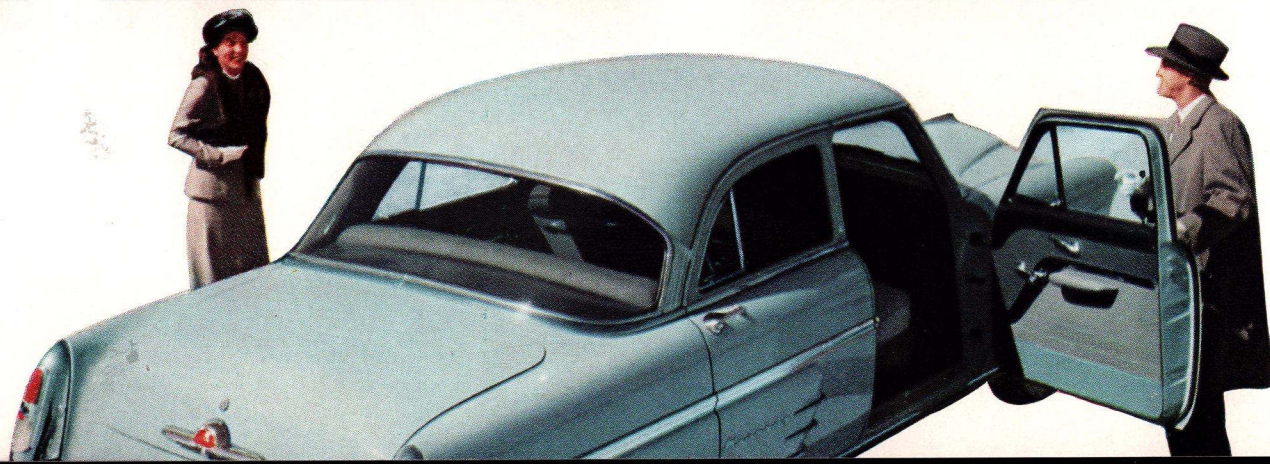




Glance around in Mercury's interior and see how "space-planned" design adds comfort, safety, and convenience. Glance back through the large wrap-around rear window that gives you extra safety vision. Quarter panels are slender but rugged welded steel so you have better rear quarter visibility. Everything about Mercury, its big windows, plunger-type door locks, sparkling hardware, "Interceptor" panel, large package tray, and many other details—planned to give more pleasure to your motoring.



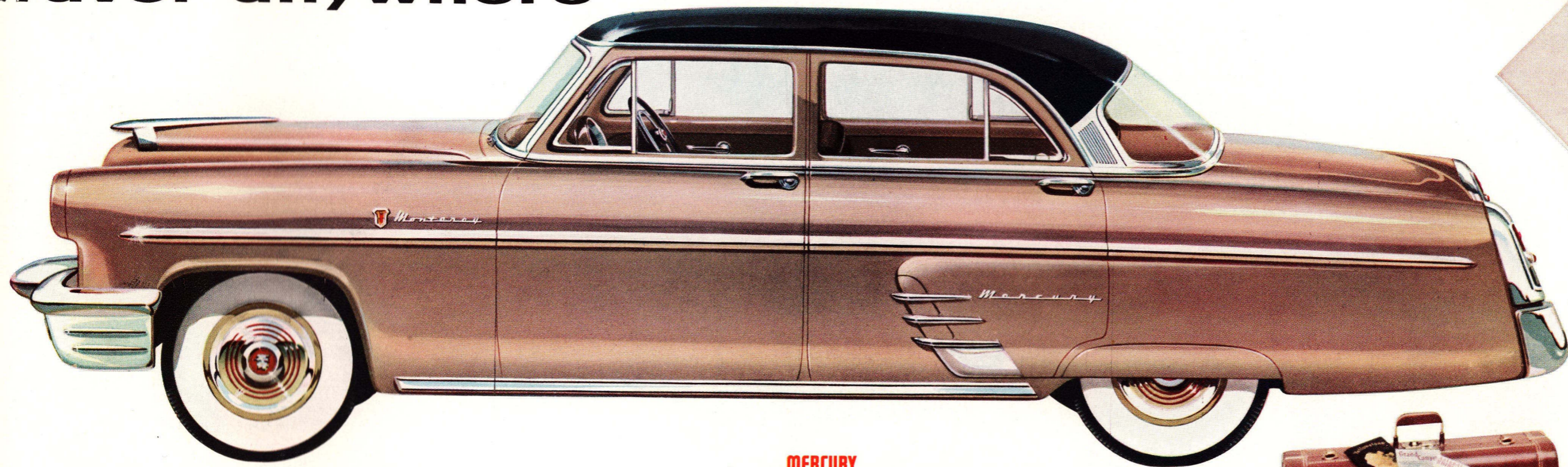
Here, in Mercury's "space-planned" interior is spacious roominess with ample head, hip, and leg room. Divan-width seats with long-lasting, resilient zig-zag springs and foam-rubber cushions add more luxurious comfort. For interior beauty, you have a choice of herringbone or basket weaves. The selection of exterior finish includes new metallic paints, rich solid colors, and many brilliant two-tone combinations.



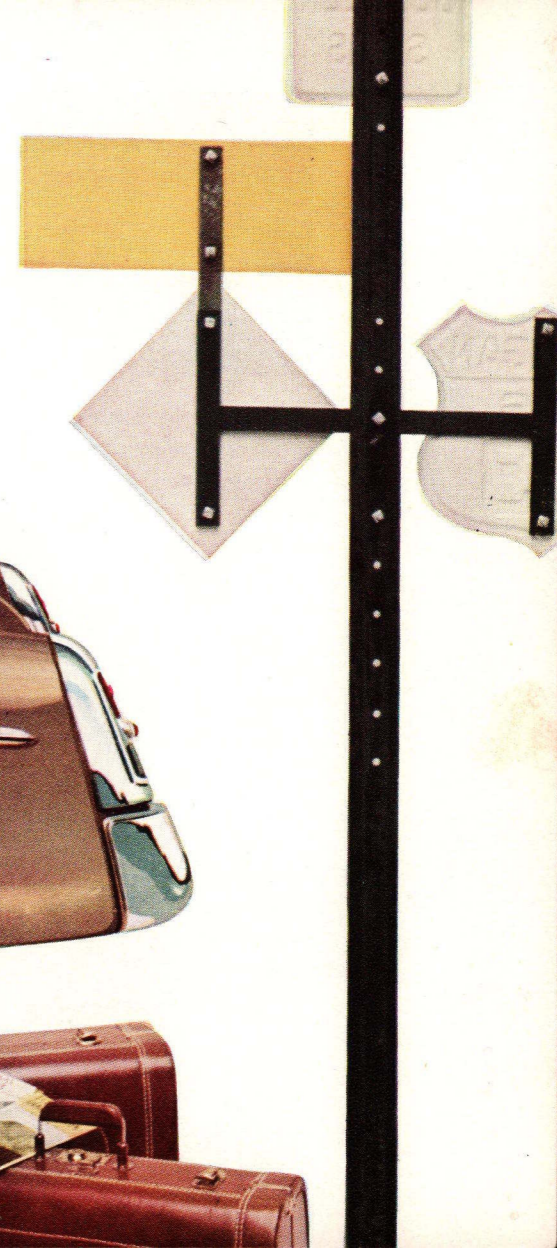
for luxurious

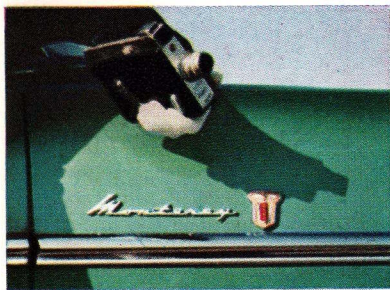
An exceptionally spirited family car for all Americans, with traditional four-door dignity and the elegance expected of the Mercury Monterey. Designed to more than meet your motoring needs, this great model of Mercury perfection gives you all the added features that add luxury to the tang of travel: new stepped-up performance, high-compression V-8 engine, the effortless ease of Merc-O-Matic Drive*, the better balance of a car built low to hug the open road, the stature of a sedan that seats six in ample comfort. Wherever you go, you'll find the going easy in this great Mercury Monterey.

travel anywhere



the 1953 **MERCURY** special custom 4-door sedan
MONTEREY





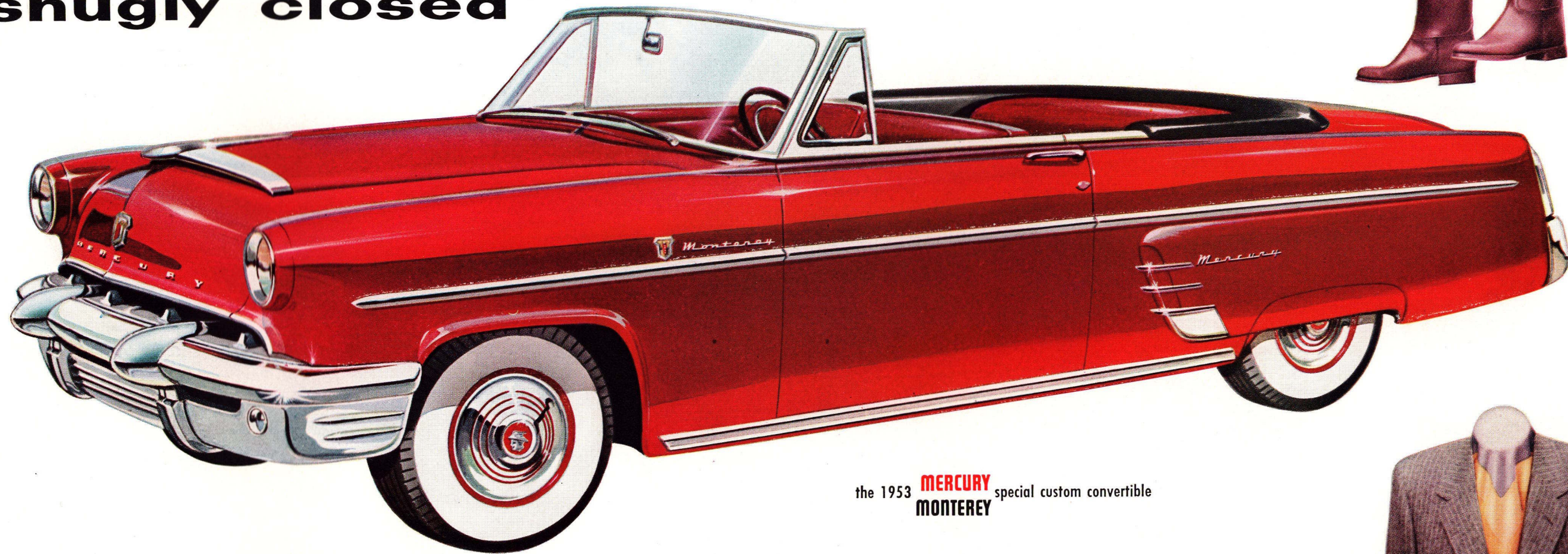
The Monterey Convertible's smart new interiors are a dramatic new design scheme created with modern upholsteries that are both beautiful and enduring. You can choose an interior from many combinations of basket weaves, vinyl, and optional leather. For 1953, the Monterey Convertible has a new mechanism for faster, easier raising and lowering of the top when you make the change to match the weather. And, of course, there's the lively performance of Mercury's owner-proved V-8 engine.



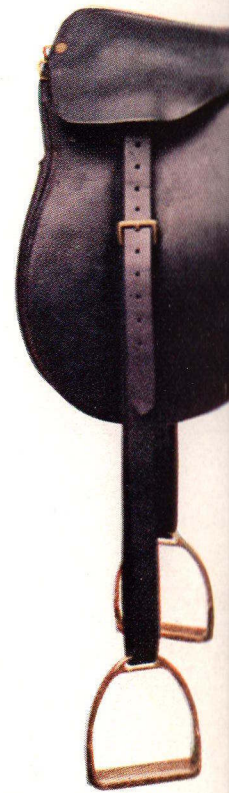
sunny fresh...to

The correct measure of nonchalance and the casual ease of carefree travel are present in this all-weather motoring companion. A touch of your hand changes it from wide-open spaces to a snug retreat from the elements. This is the model for the young of all ages; dashing style colored in your choice of new finishes—many of them the popular metallics; "Interceptor" instrument panel—controls clustered for easy-to-read-and-reach convenience; every far-ahead feature of the 1953 Mercury. And over all, that modern air that sets the convertible apart from all other cars.

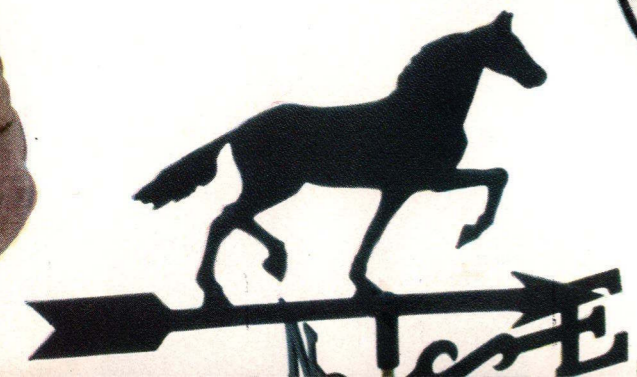
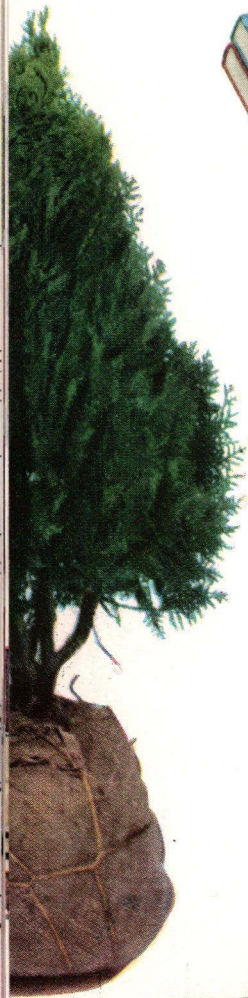
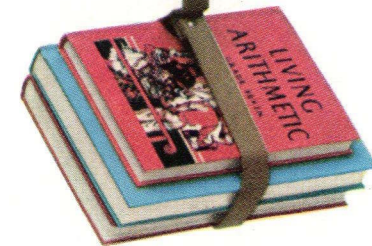
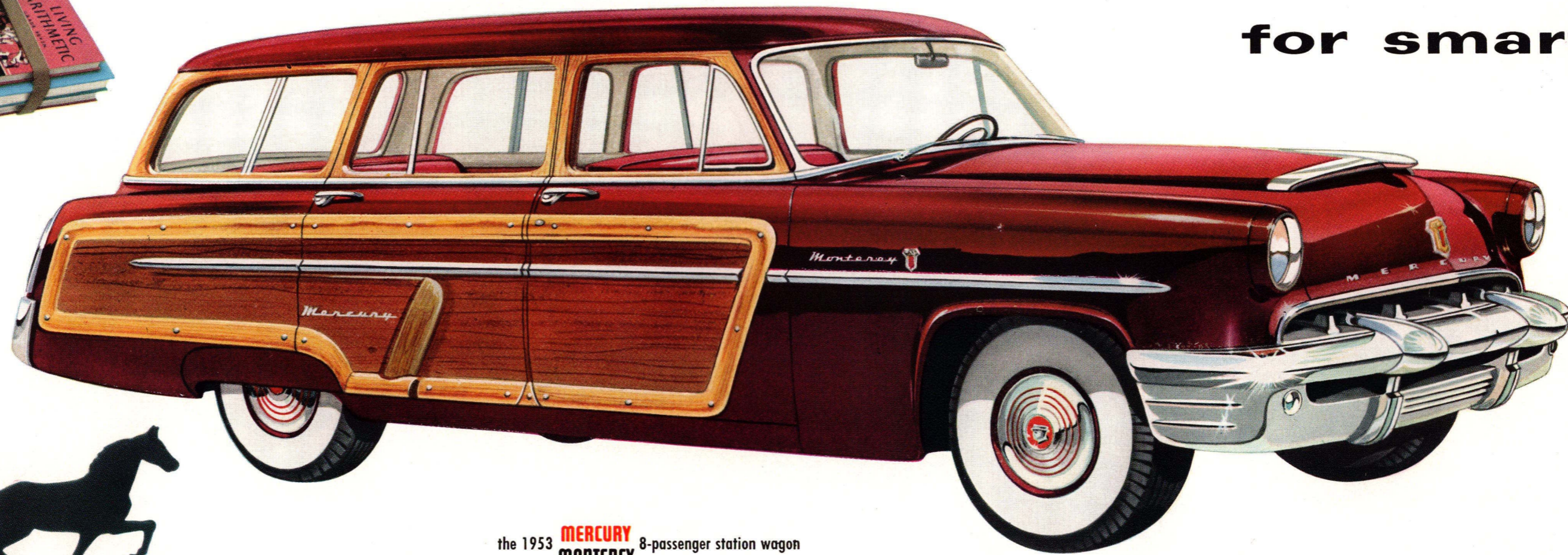
to snugly closed



the 1953 **MERCURY** special custom convertible
MONTEREY

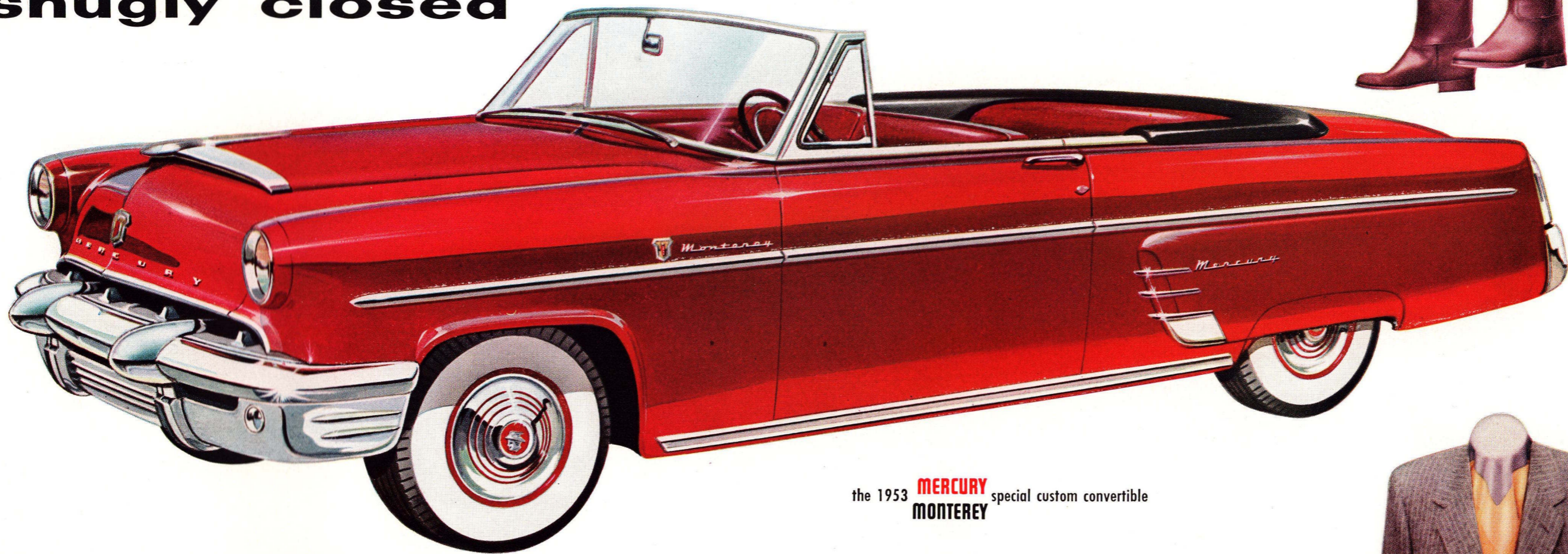


for smart



the 1953 **MERCURY** **MONTEREY** 8-passenger station wagon

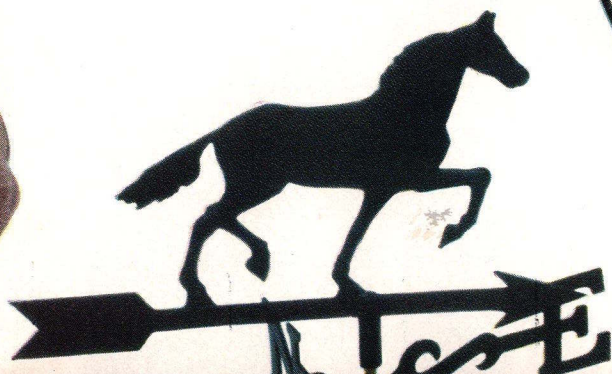
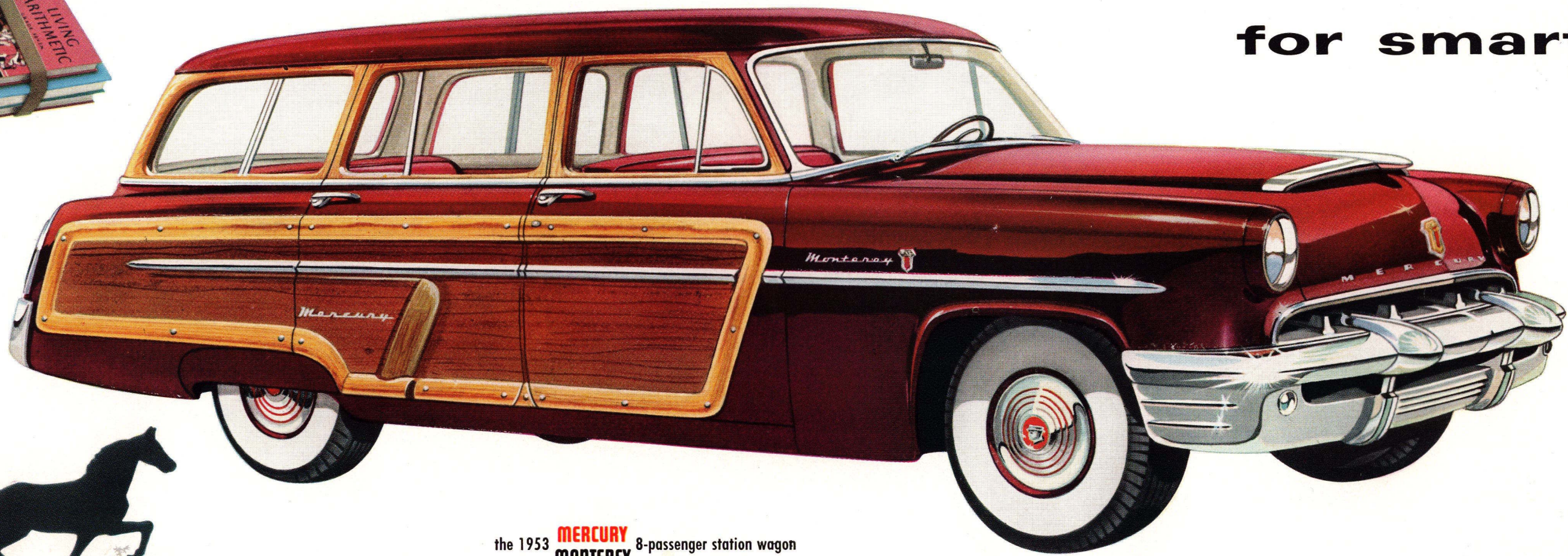
snugly closed



the 1953 **MERCURY** special custom convertible
MONTEREY



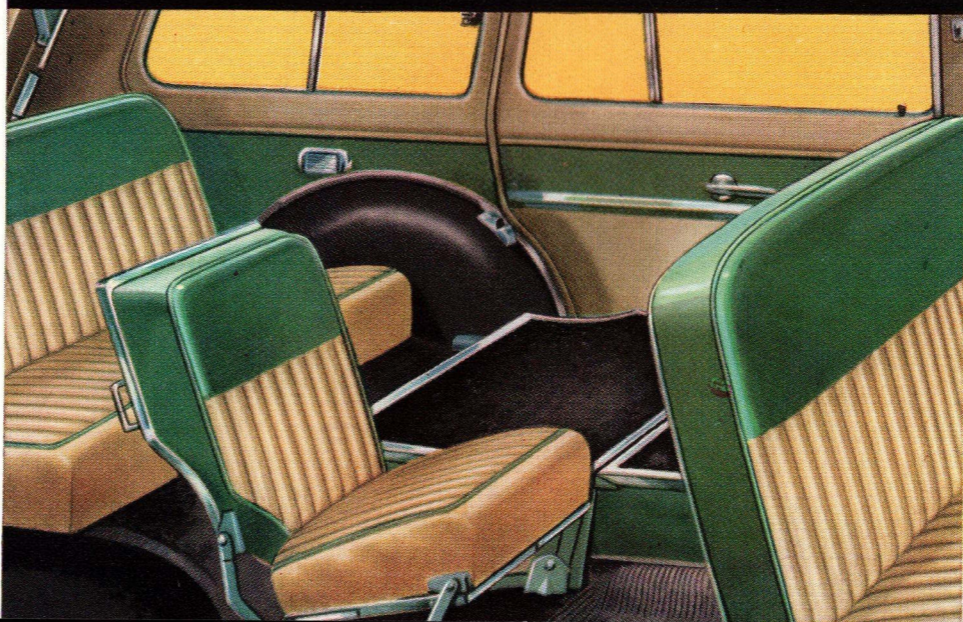
for smart v



the 1953 **MERCURY** 8-passenger station wagon
MONTEREY

t versatility

If you want a car that does everything with ease, this Monterey Station Wagon is for you. It has comfort, style—all the features of a sedan, plus the capacity to haul large loads. For pleasure—you can carry eight passengers with ample room, or for utility—you can haul up to half-a-ton. For any and all purposes this versatile beauty can't be beat. The all steel mahogany-grained side panels are framed in enduring maple or birch. The interiors are upholstered in two-tone vinyl and woven plastic materials.

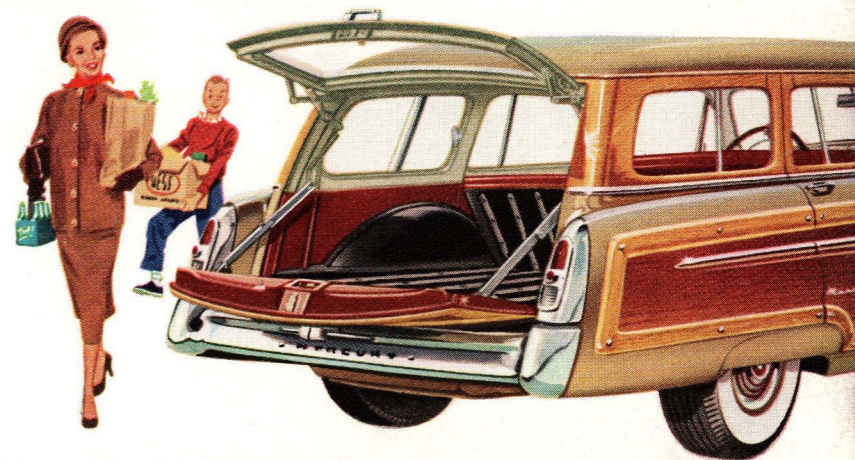


You can carry big loads of family and friends because the Mercury Monterey Station Wagon seats 8 passengers and driver on three full-width seats in the four-door body. Divided center seat provides easy entrance and exit for rear compartment. And there's grand visibility all around with these big windows.



You can fold either or both sections of the hinged center seat down and there's convenient carrying capacity along with ample seat room. Rubber deck covering provides floor when seats are folded down. Interiors are trimmed in fine Monterey upholstery in either red or turquoise vinyl with woven tan and ivory plastic.

You can carry bulky loads weighing up to half a ton in the rear compartment. Tailgate lowers flush with the floor for ease in loading and unloading. Liftgate is hinged at top with scissor-type counterbalanced hinges. Decorative liftgate handle, rotary-type door latch, outside key lock, and big rear window are other conveniences.



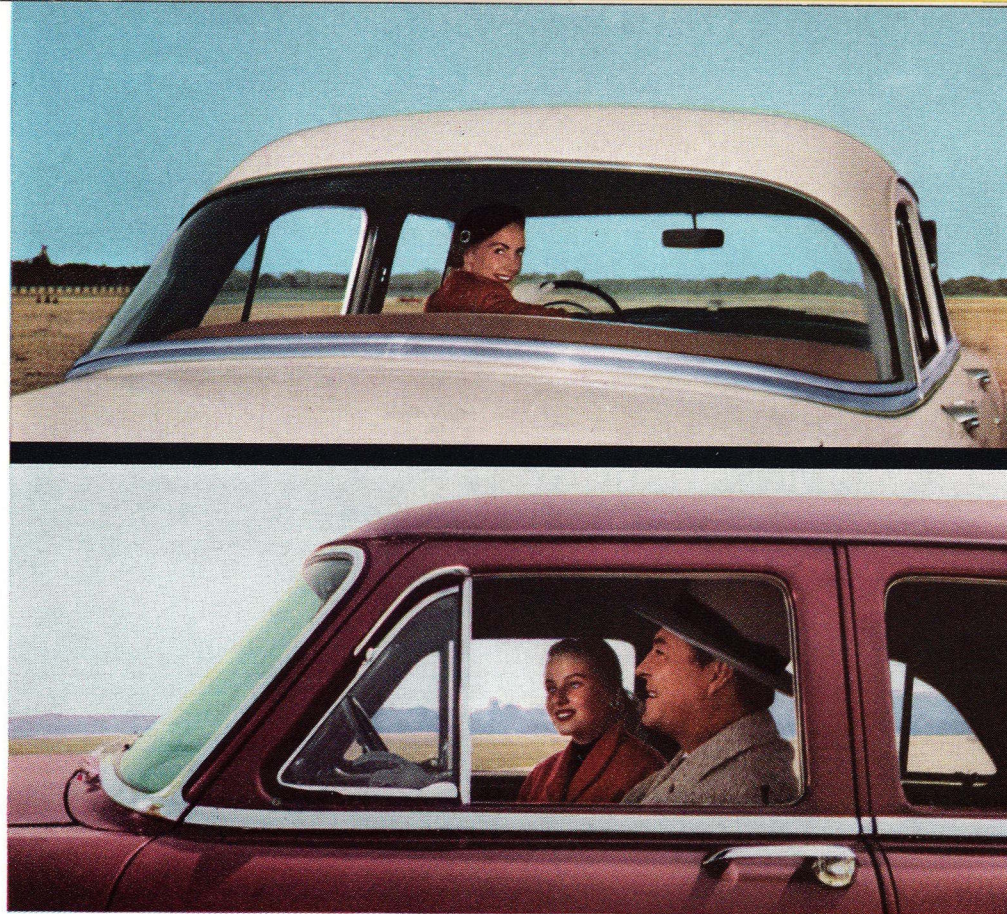
for the a



the 1953 **MERCURY** custom 4-door sedan

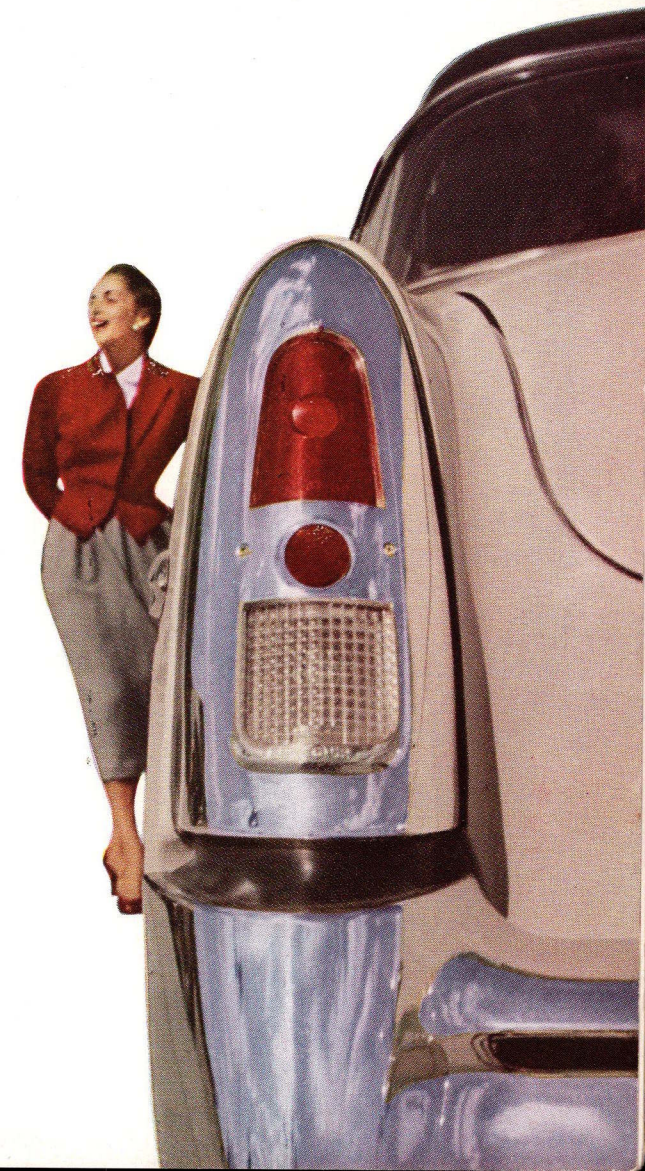
active family

Here's a car that has something for everyone in the family. For dad, it has performance—it guides through traffic, up hills and along the open road with ease; for mother, it has deep-down comfort, and famous Mercury economy of operation; for daughter, it has Merc-O-Matic Drive* that takes all the work out of driving, and smart broadcloth upholstery that gives it interior smartness; for son, it has power of Mercury's high-compression V-8 engine, and a seating-viewing arrangement that lets him see without stretching. For the whole family, it has the prestige that comes with owning a Mercury.

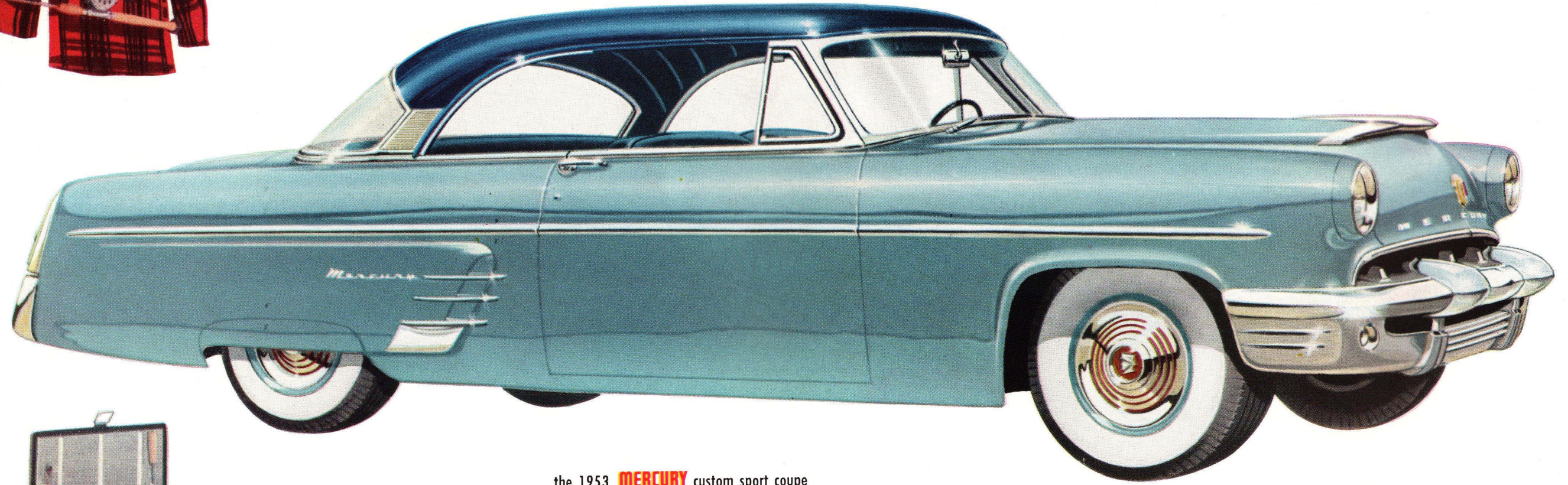


You're sure to like the safety vision you have with big windows placed just right in the 1953 Mercury Custom 4-door Sedan. One-piece windshield and one-piece back window measure 940 and 978 sq in. respectively. And when you add spacious side windows, this sedan has more than 22½ square feet of sweeping vista for your extra safety and motoring pleasure.

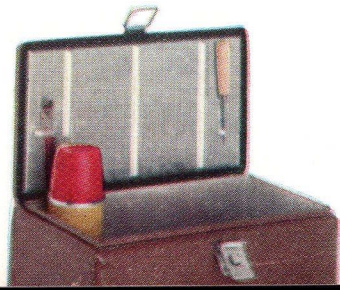
Mercury is designed to make driving as relaxing as possible. Every detail has been specially designed and tested for its contribution to motoring comfort. You ride between wheels in the "comfort zone" where there's least vertical motion, and yet you still have plenty of head room—and hat room, too. Just a few of many features that prove Mercury is the car for you.



spacious...style-s



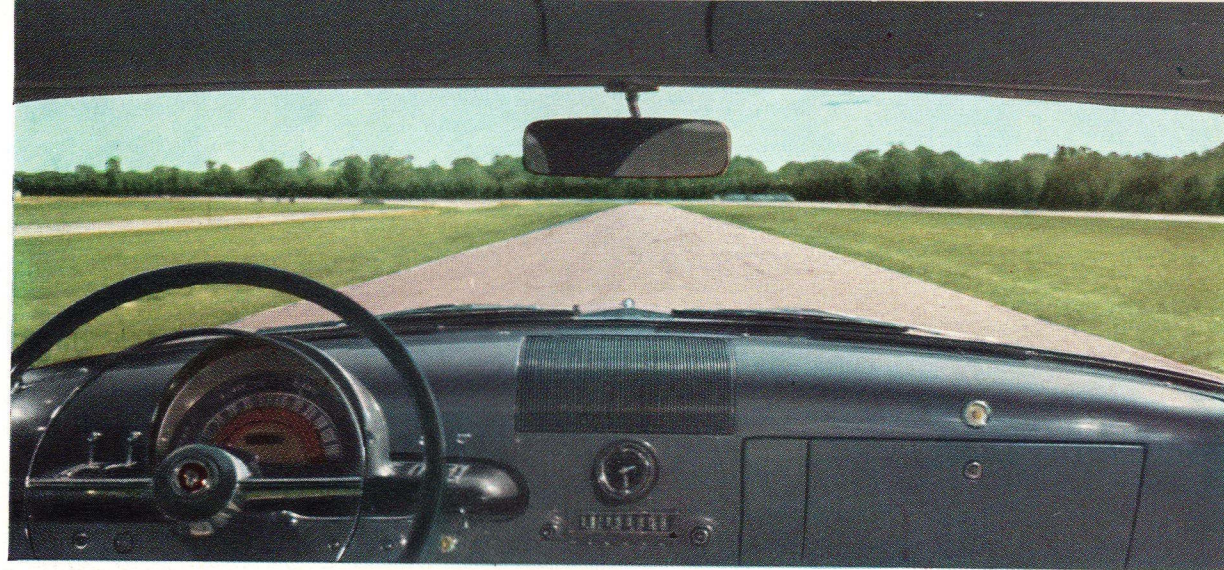
the 1953 **MERCURY** custom sport coupe



- setting coupe

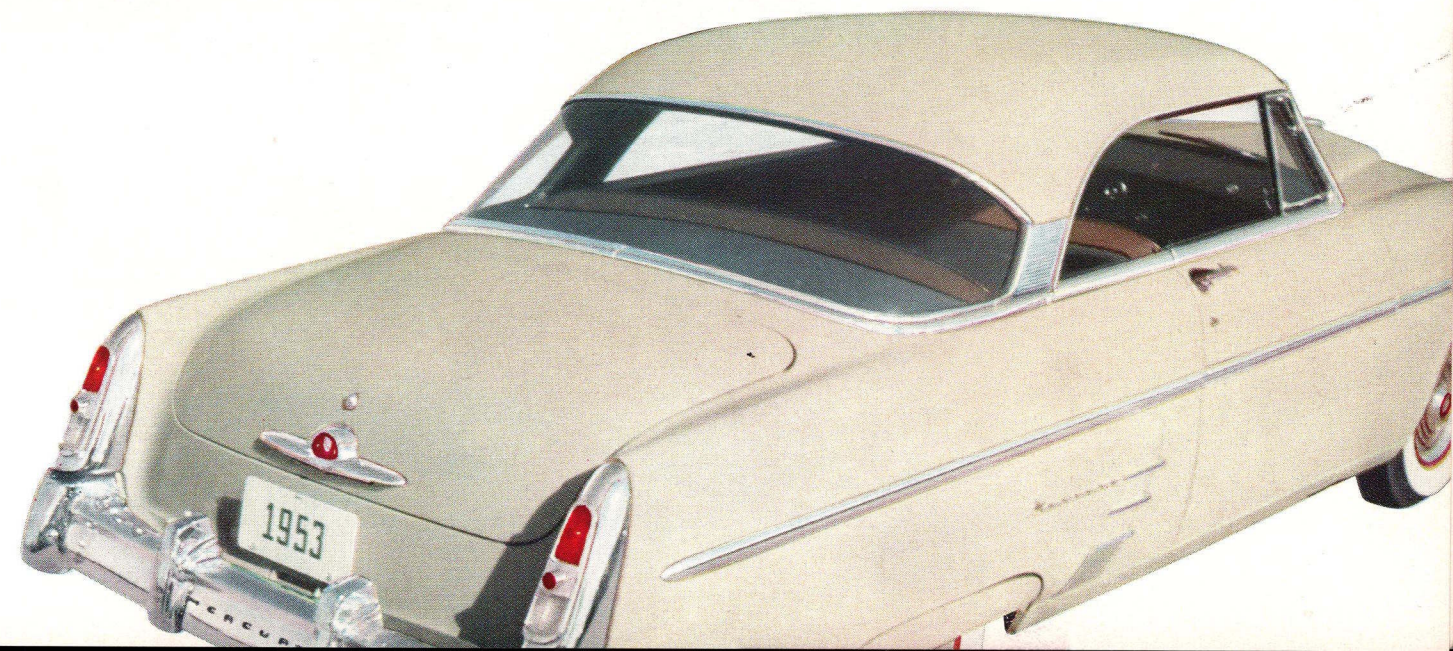
No center body pillars to hamper the horizon-wide visibility of this dapper coupe—instead the free, open viewing that comes with hardtop styling, styling that has made all America change its motoring tastes.

Adding the feel of “go” to this styling, are Mercury’s “Jet-scoop” hood, low fast lines, and all the features that keep Mercury farther than ever ahead of the field. Interiors are upholstered in attractive broadcloth fabrics to harmonize with any of more than a score of solid colors and two-tone combinations you choose.

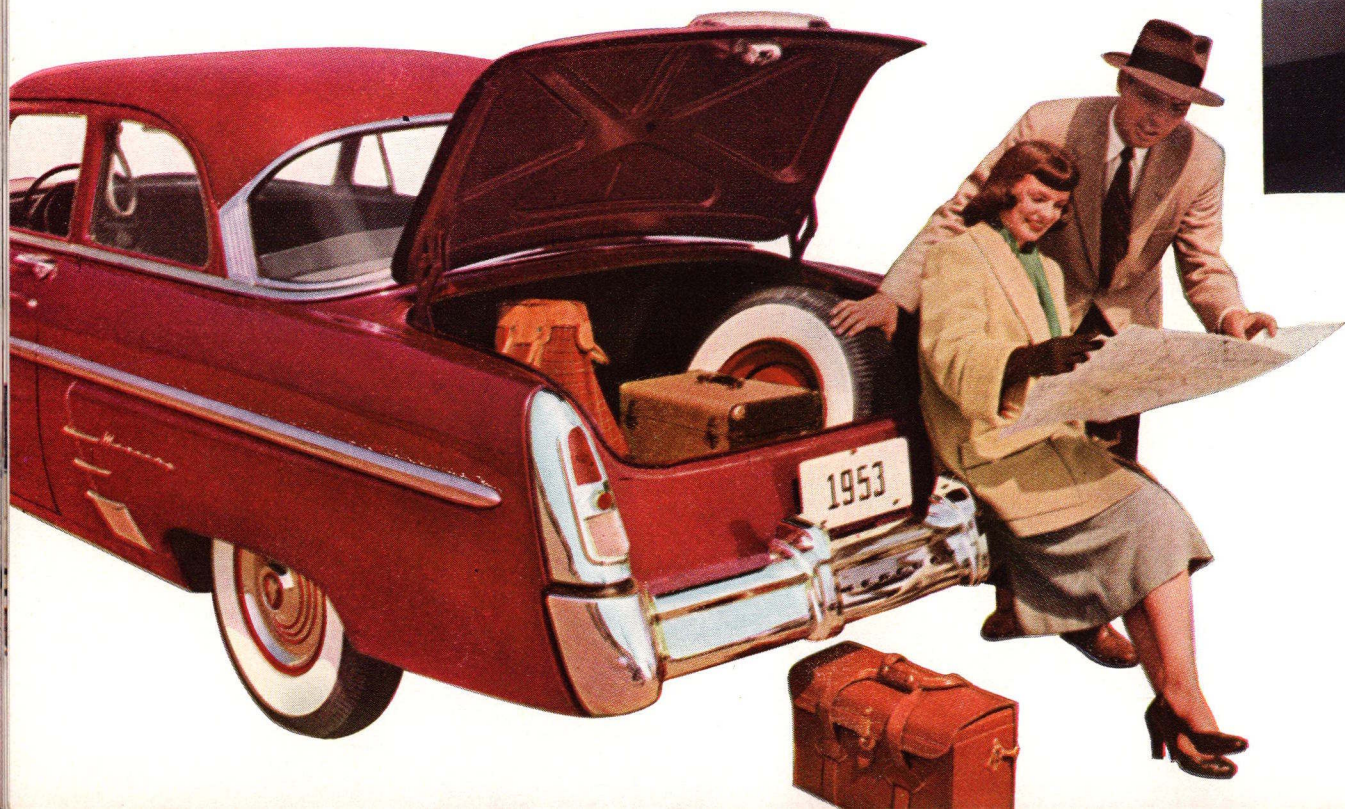


Mercury shows contoured beauty, modern design simplicity, and racy ready-to-go action any way you look at it. In the going-away view, the one-piece wrap-around rear window, long deck lid ornament, and contoured rear bumper bring out width and lowness. Rear deck forms a modern design bustle back, and its contour is carried through inside the car for the package shelf. Extended rear fenders are tipped with vertical swept-forward tail-lamp assembly which houses all rearward lights in a single unified fixture. Clean lines and stepped-up action identify Mercury from any angle. With its still livelier performance and refinements in style, it's indeed the greatest Mercury yet.

Mercury's "Interceptor" instrument panel places instruments and controls right in front of driver for quickest, easiest availability. It's the kind of advanced modern arrangement you expect with Mercury's up-to-date Unified Design. Hood over instruments eliminates those distracting reflections in windshield in night driving. All markings are large and easy to read. Brake and clutch pedals are suspension-mounted from instrument panel bracket—a feature that not only increases foot room but also adds to ease of operation and eliminates cuts and holes in front compartment floor.



You won't have to ponder about carrying space with Mercury's generous trunk compartment. Plenty of room for many suitcases of all sizes, a week's groceries, week-end sports equipment, or samples for a business trip. Scissor-type hinges are at corners where they take up least possible space. Also, there's no space lost to gas tank fill pipe because Mercury's filler pipe extends straight into the tank from its concealed spot behind the hinged license plate.



Mercury's style is more than just beauty, it reflects the Unified Design, the fusing of all necessary elements into one over-all pattern, to give you beauty, safety, comfort, convenience and economy—all the benefits that spell the difference between Mercury and just any car. Like all Mercurys, this model has wide doors; insulation that keeps out noise, dirt, and weather; welded steel body; and your choice of three great transmissions. Swing-aside seats, spacious interiors, broadcloth upholstery, chrome hardware, and large windows are other features of the Mercury Custom 2-door Sedan.

favorite for

Conservative but distinctive, this Mercury 2-door is a favorite of the man who wants his car to serve for both business and pleasure. It has all the fine lines of Mercury styling, all the way-ahead features, and it has added 2-door safety to ease the minds of parents plus plenty of sleeping room for youngsters when they tire. The upholstery, although of finest fabrics, is durable to stand the vigor of children. For business trips, this Mercury's 2-door convenience, roomy trunk, and great handling ease make it the ideal car.

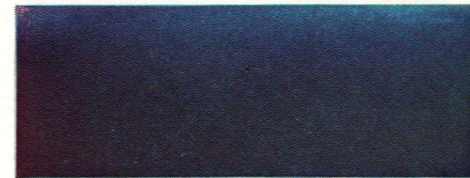
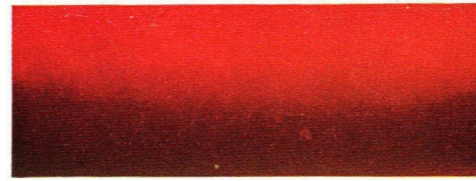
or **business** and **pleasure**



the 1953 **MERCURY** custom 2-door sedan

**choose colors
and fabrics**

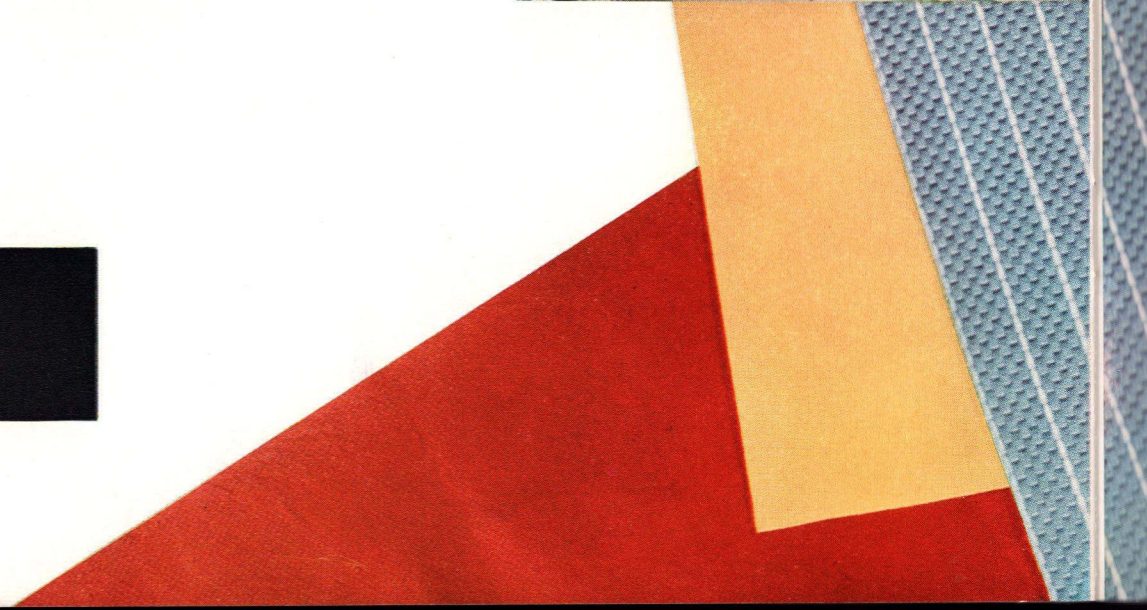
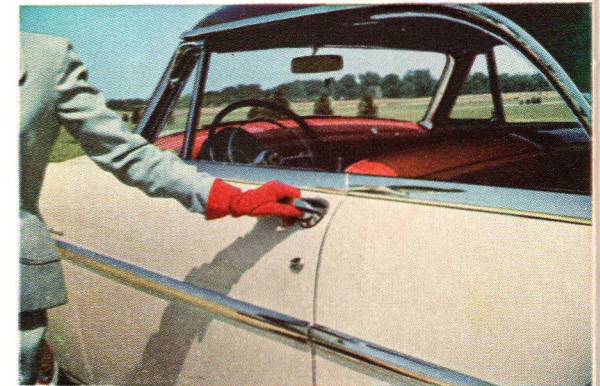
from the greatest selection
ever offered by Mercury

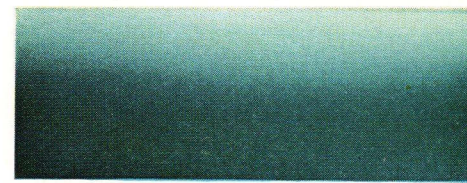
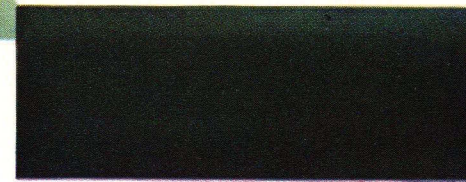
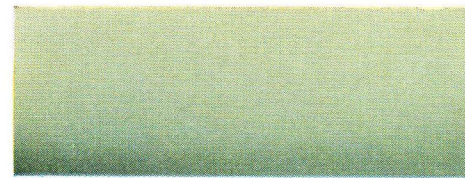
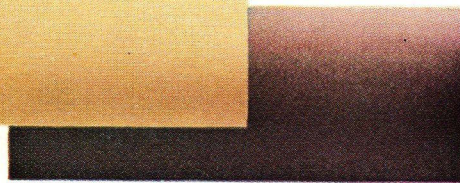
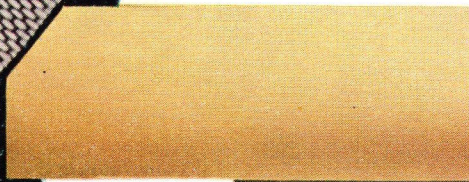
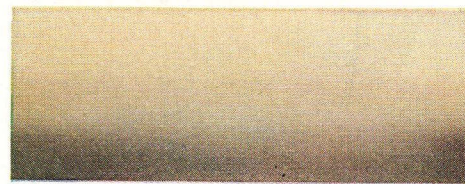
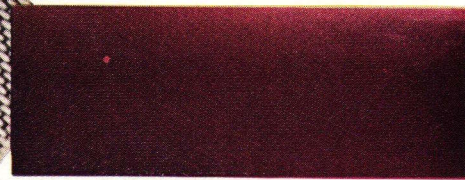
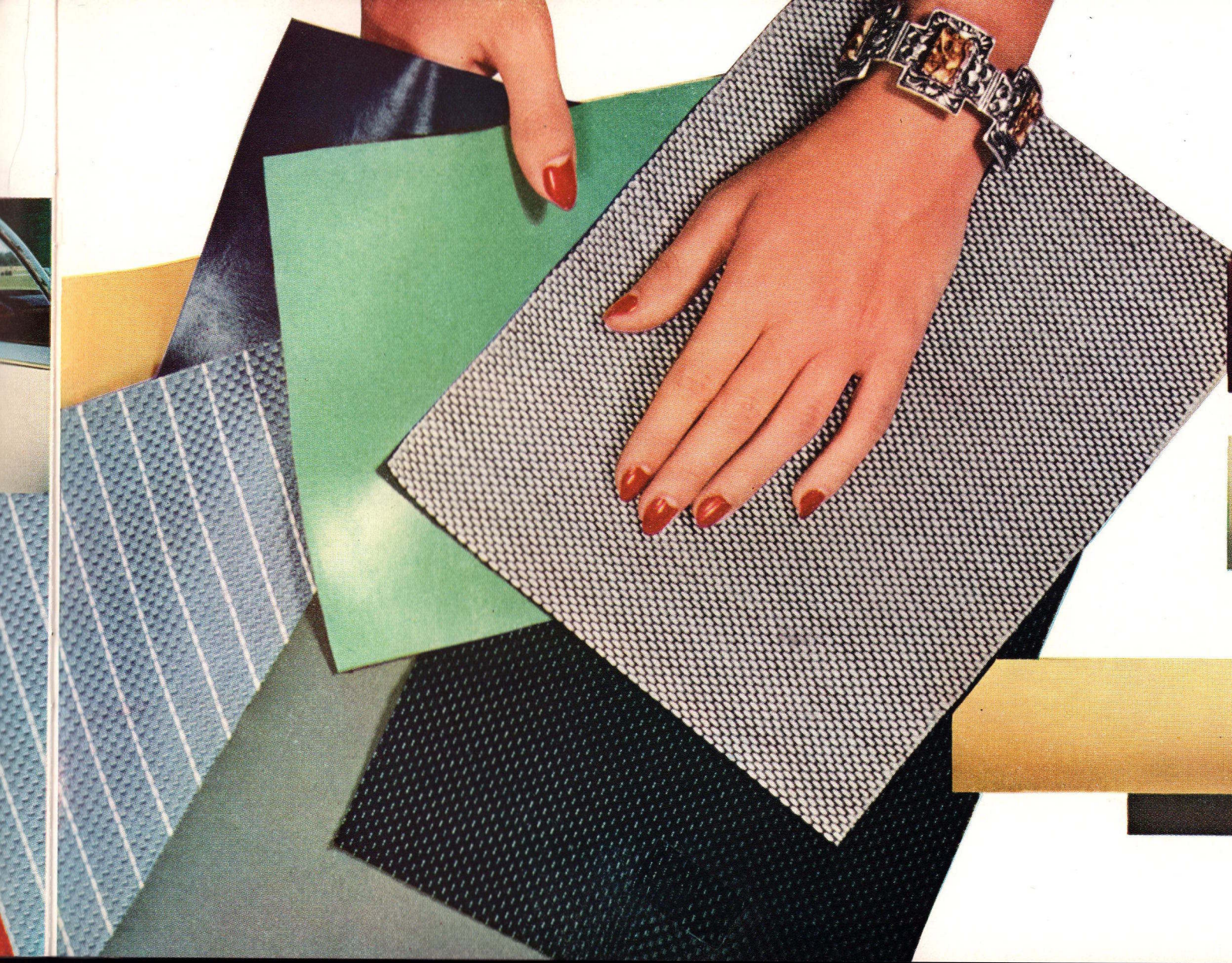


In selecting your new Mercury or Monterey you can choose exterior finish and interior trim according to your own tastes, because for 1953 Mercury offers its biggest selection ever of body colors and upholstery.

There are more than a score of different interior selections created with modern materials including pin-stripe broadcloth . . . herringbone, pebble, and basket weaves . . . vinyls . . . and optional leather. For exteriors Mercury offers

12 basic colors, including five new metallics, and more than a score of attractive two-tone combinations.

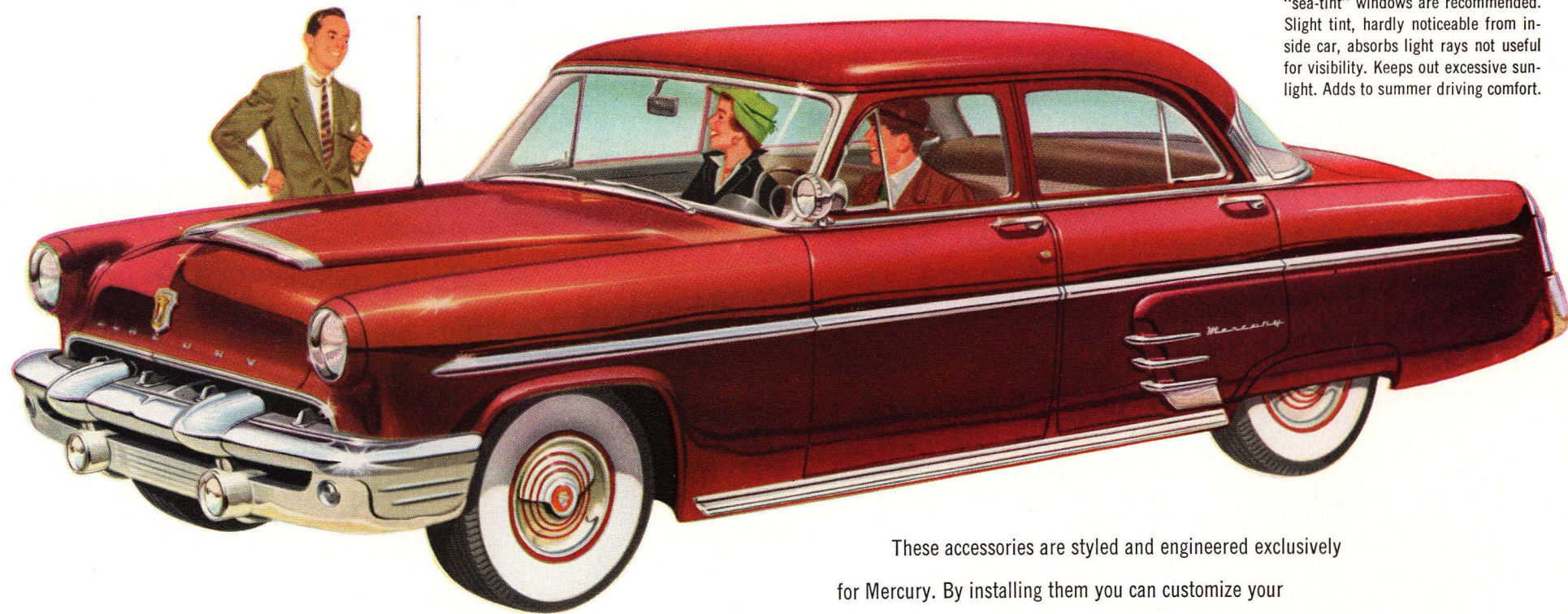




add motoring pleasure with

accessories

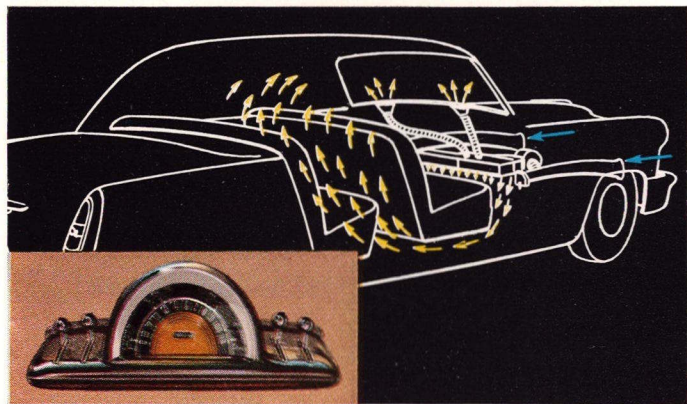
styled for your Mercury



SEA-TINT WINDOWS—For better visibility, greater comfort, and less glare, Solex "sea-tint" windows are recommended. Slight tint, hardly noticeable from inside car, absorbs light rays not useful for visibility. Keeps out excessive sunlight. Adds to summer driving comfort.

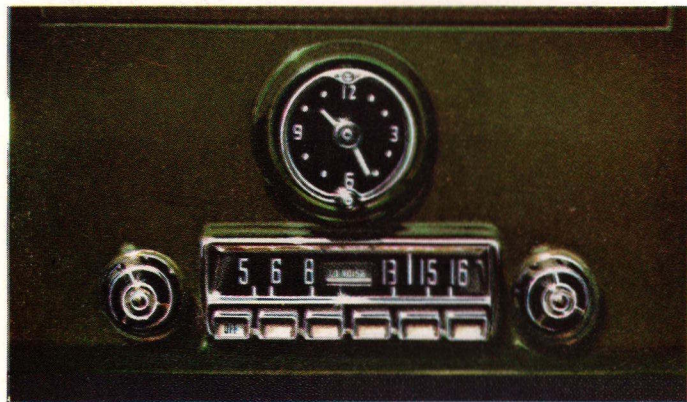
These accessories are styled and engineered exclusively for Mercury. By installing them you can customize your Mercury according to your own taste, driving requirements or utilization . . . add extra comfort, convenience, and safety.

There's extra style, convenience and distinction in every one.



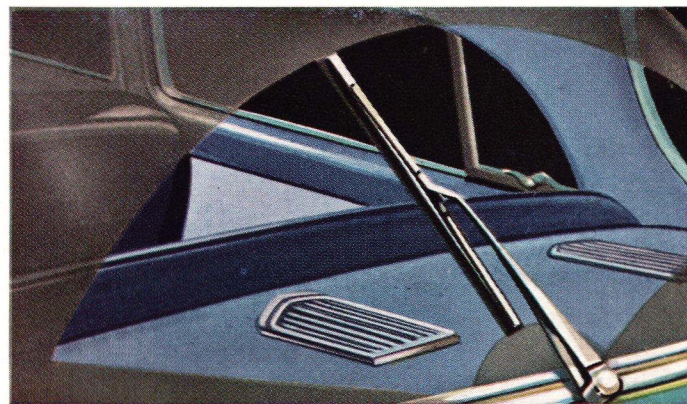
MERC-O-THERM HEATER—High-capacity hot water heater-defroster unit with 2-speed electric blower, styled exclusively for Mercury, provides comfort no matter

what the weather outside. The four controls regulating heating, ventilation, and defrosting, give complete control of air temperature and its distribution.



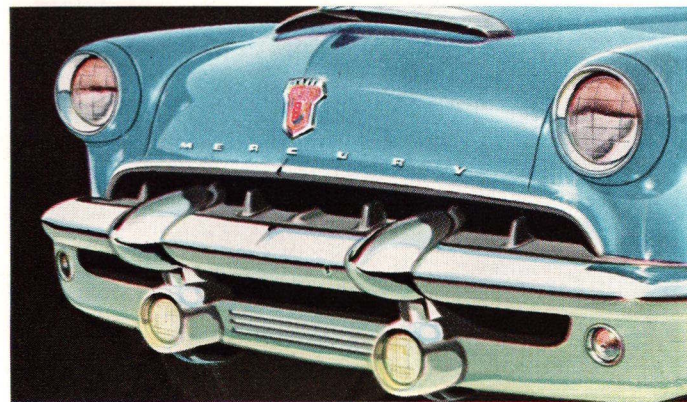
MERCURY RADIO—This superheterodyne radio with 7 tubes and rectifier is built for the acoustics of your new Mercury. Gives crystal-clear reception. Has both

manual and push-button tuning. Speaker mounts in center of instrument panel. Rear seat speaker unit is available for installing in package shelf.



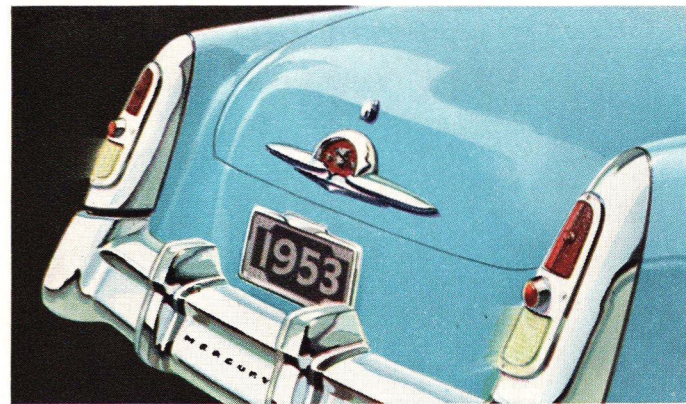
REAR WINDOW WIPER—For better rearward visibility the rear window wiper, operated by engine vacuum, whisks away snow, rain. Adds driving safety, comfort.

REAR WINDOW DEFROSTER—Two electric blowers, installed below rear package shelf, force air across the wide rear window, to help remove snow, ice, or fog.



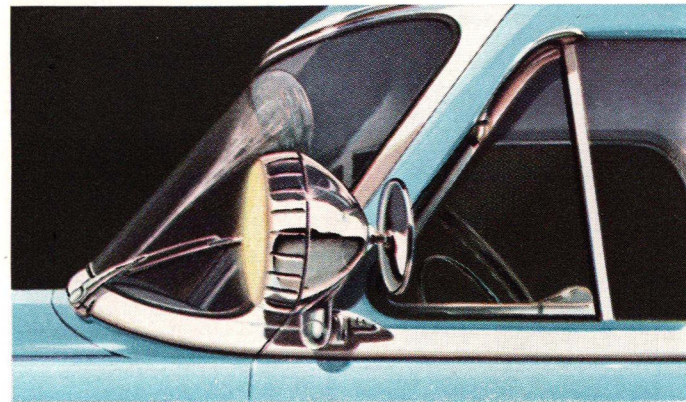
FRONT BUMPER GUARDS—Serve double purposes for smart style and added protection for front of your Mercury. Made of heavy bumper stock. Chrome plated.

ROAD LAMPS—These sealed-beam units, installed below bumper guards, throw a wide, brilliant beam of light in front of your car. Aid in bad weather driving.



BACK-UP LIGHTS—Part of tail-lamp assembly. Go on automatically when gear-shift is in reverse and lights on. Throw wide beam of light for safer backing.

LOCKING GAS TANK CAP—For protecting fuel supply against theft, tampering. **LICENSE PLATE FRAMES** made of stainless steel with transparent plastic window.



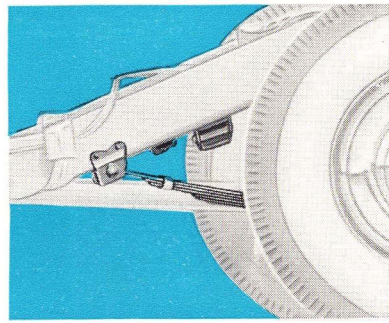
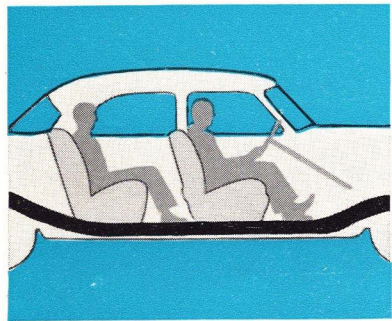
SPOTLIGHT—You're assured of greater nighttime visibility with the powerful new Mercury spotlight. Special spotlight rearview mirror also is available.

WINDSHIELD WASHERS—Quickly and easily installed. With help of washers, windshield wipers can clean annoying dust, dirt or mud from the car's windshield.

other
Mercury · Styled
accessories

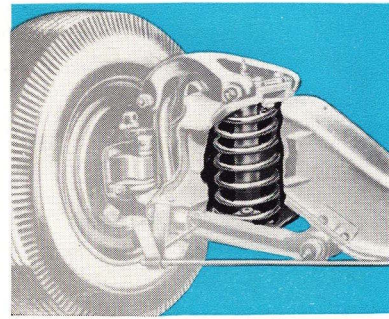
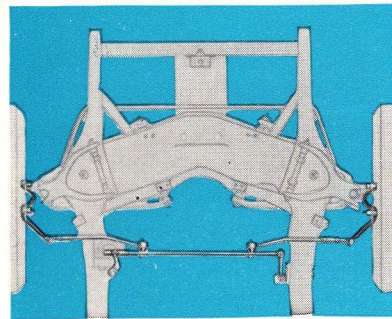
- Outside rearview mirror
- Non-glare rearview mirror
- Custom-styled seat covers
- Floor mats (4 colors)
- Fender shields
- Curb buffer
- Curb signals
- Full-disc hubcaps
- Exterior visor
- Front vent wind deflector
- Rear compartment draft deflector
- Tubular exhaust deflector
- Hand brake signal
- Engine compartment light
- Door handle shields
- Chrome head-lamp rims
- Hood lock
- Custom steering wheel
- Utility spotlight
- Signal viewer

All accessory items shown on these two pages are available at extra cost. Your Mercury dealer will gladly give you complete details.



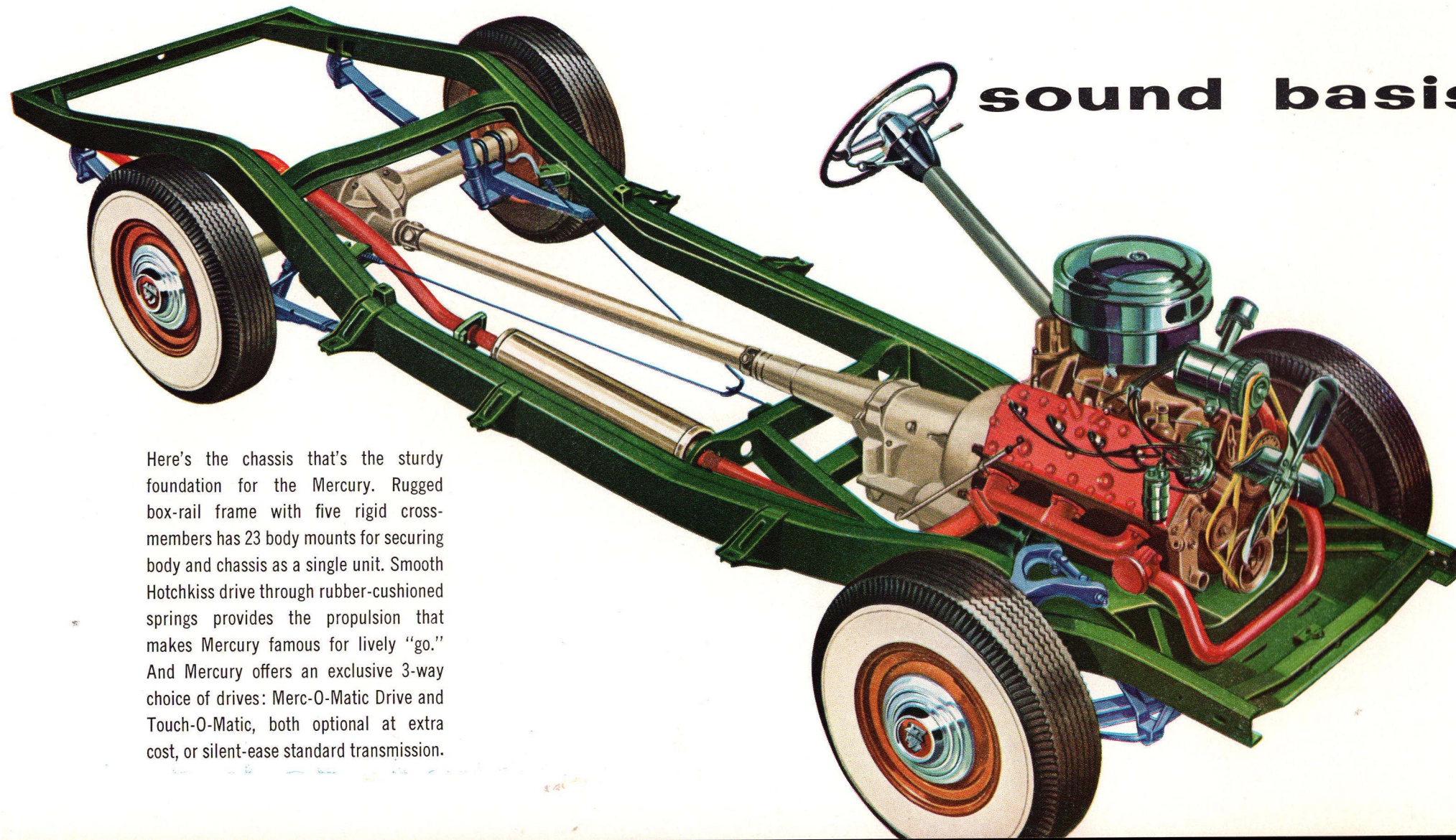
You ride cradled between the wheels in the "comfort zone"—in the area of least vertical movement. This better ride is one of the many benefits of Mercury's balanced chassis.

Heavy-duty rubber bumpers for springs limit spring travel. They add to stability and smooth riding. Help spring deflection rate. Provide extra spring cushion as required.



With "stedi-line" steering it takes but little effort to steer a Mercury—not much more than finger-tip pressure. Here's another reason for the easy handling you'll enjoy in Mercury.

On or off the pavement, on any kind of road surface, Mercury's excellent front suspension gives better ride and easier handling. Steel torsional stabilizer bar serves to reduce sidesway.



sound basis

Here's the chassis that's the sturdy foundation for the Mercury. Rugged box-rail frame with five rigid cross-members has 23 body mounts for securing body and chassis as a single unit. Smooth Hotchkiss drive through rubber-cushioned springs provides the propulsion that makes Mercury famous for lively "go." And Mercury offers an exclusive 3-way choice of drives: Merc-O-Matic Drive and Touch-O-Matic, both optional at extra cost, or silent-ease standard transmission.

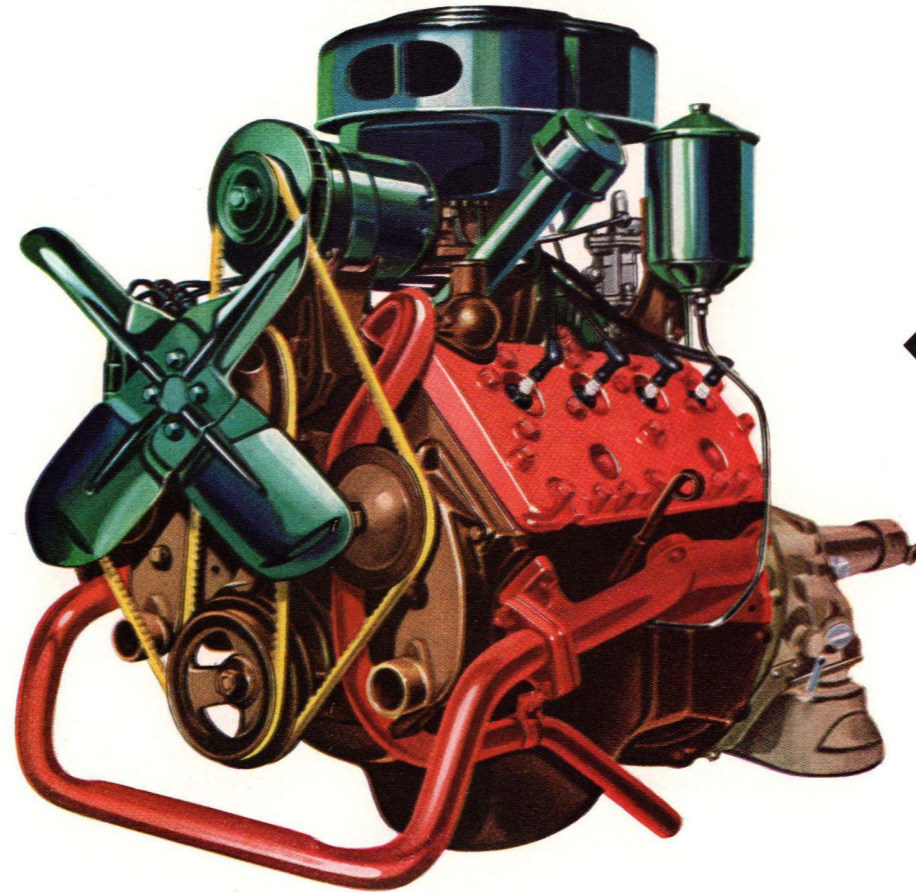
for balanced performance

The combination of Mercury V-8 power and advanced chassis engineering gives you better balance . . . smoother riding . . . and livelier performance for any road.

Every part is designed for co-ordinated action to provide the balanced roadability you want and expect from Mercury.

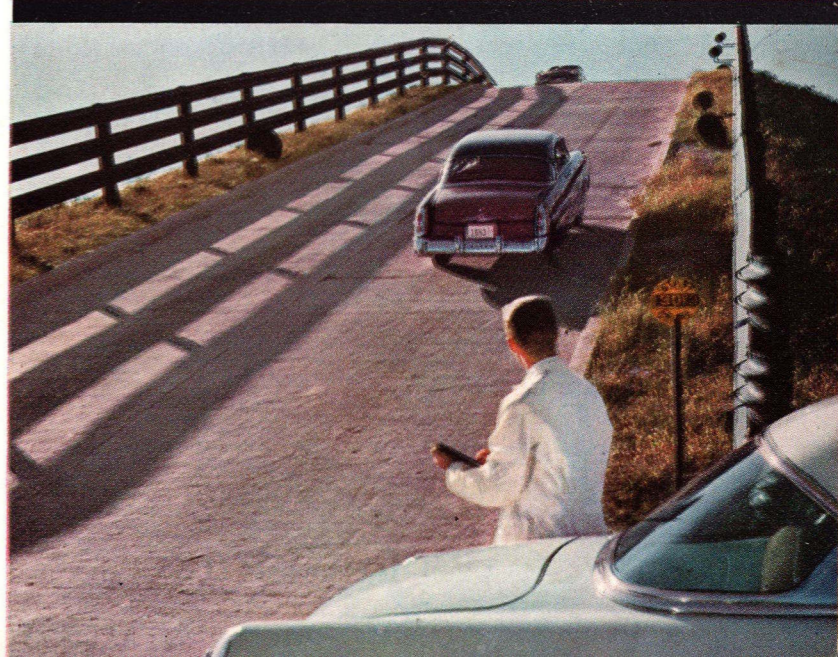
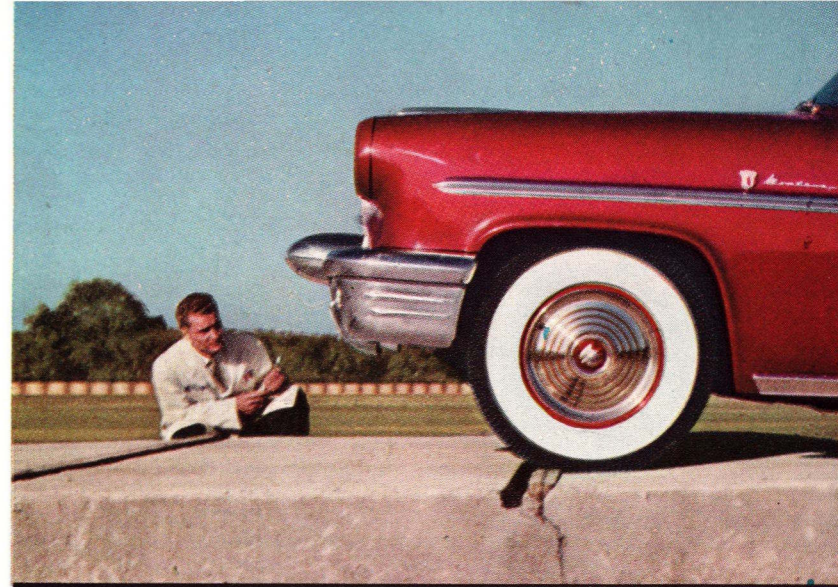
For power, Mercury's high-compression 125-horsepower V-8 stands far ahead of all others in its class for proven performance, dependability, and prize-winning economy.

When you drive a Mercury you know it's engineered for safety . . . built for strength . . . and powered for great performance. These are the sound underlying reasons why Mercury puts you far ahead.



Mercury's high-compression V-8 now gives you still better performance, more efficiency. Better breathing, better carburetion, and better exhaust flow are new improvements that make Mercury's V-8 engine the greatest yet. Mercury's full 125-horsepower output has pace and hustle to exceed your every driving demand. Mercury, you know, has always been powered by a V-8 engine.

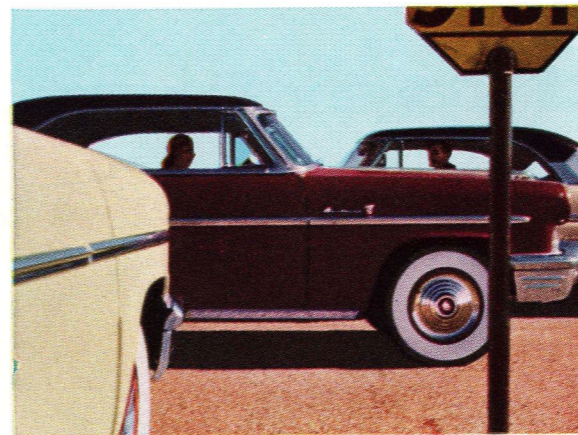
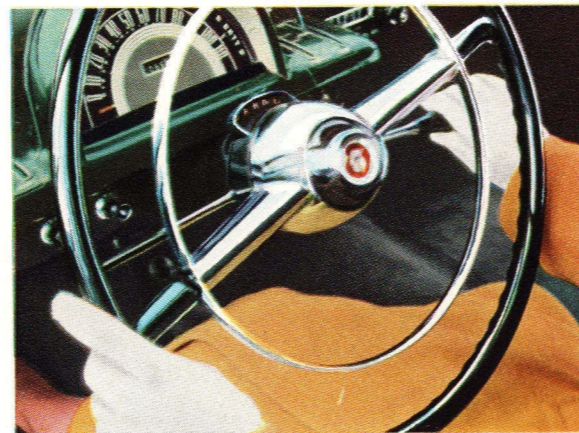
Proving stamina, performance, durability and handling ease are all part of the tests given Mercury cars. Both in research laboratory and proving ground, and on all kinds of roads from coast to coast, Mercury must pass every performance test before production starts.



Mercury offers

3-way choice

of proven transmissions



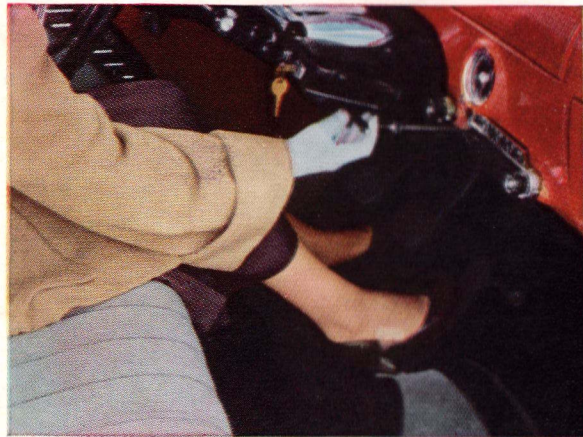
1.

for smoothest going ever—**Merc-O-Matic Drive**

EASIER TO DRIVE—Merc-O-Matic* is fully automatic in all normal driving, so all you do is start the engine, move the selector lever, and step on the gas. Controls are a natural arrangement with neutral at center of selector dial. You move the finger-tip lever down for forward driving in Dr and Lo. Move it up for Reverse and Park. With these simpler, easy-to-use controls and Merc-O-Matic's fluid-smooth power, you'll find new safety, driving pleasure, and relaxation in Mercury with Merc-O-Matic Drive.

SMOOTHER OPERATION—Fully hydraulic Merc-O-Matic Drive gives you smoother, quieter operation because all power flows through a cushion of oil. There's no mechanical connection between engine and drive shaft. Merc-O-Matic starts smoother. Shifts smoother. Cruises smoother. You never hear gear shifting or know when it occurs. Merc-O-Matic responds instantly to touch of your toe on accelerator. There's no lag or hesitation as you start out, pull away in traffic, or accelerate to pass another vehicle.

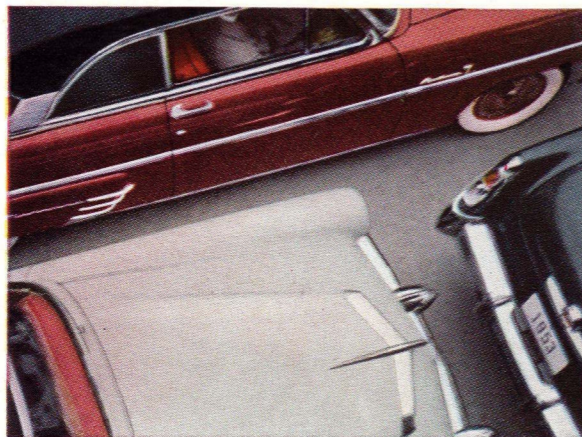
MORE EFFICIENT—Merc-O-Matic gives you the best combination of fluid torque converter and planetary transmission gears. Multiplies torque automatically, according to power needs. Always selects best gear ratio. Shifts at exactly right time so you get better mileage from your fuel. An advanced and proven design, Merc-O-Matic has all the best automatic transmission features. It is built to give you long, dependable service. Runs cooler, quieter, and more efficiently. Has its own air cooling system.



2. gas-saving overdrive

PROVEN ECONOMY—Mercury's Touch-O-Matic Overdrive*, in effect, provides a fourth gear for cruising. With the efficient Mercury V-8 engine, overdrive gives quiet, smooth performance, and amazing fuel economy. Saves up to 20% of your gas and gives you as much as two extra gallons in every ten. In AAA-supervised Mobilgas Economy Run, Mercury, with optional overdrive, has averaged best in ton-miles-per-gallon performance in its class for three straight years; has won sweepstakes award two times out of three.

**Optional at extra cost.*



3. silent-ease standard transmission

DEPENDABLE—A smooth, easy-shifting standard transmission, Mercury's silent-ease standard drive gives you quiet performance, long life, and better fuel economy. Has three forward speeds and reverse. Second and third gears, which are in constant mesh, are engaged by synchronizers so gear clashing is practically impossible. Helical-cut gears of "balanced-tooth" design and large contact areas assure greater durability and effortless shifting. Gear shift, mounted on steering column, operates in familiar H-pattern.

1953 Mercury Specifications

ENGINE SPECIFICATIONS

TYPE: The 1953 Mercury engine is an L-head, V-eight, developing 125-hp at 3700 rpm and 211 ft-lb torque at 1900-2200 rpm. Bore, 3 $\frac{3}{4}$ in.; stroke, 4 in. Displacement, 255.4 cu in. Compression ratio, 7.2 to 1. Three-point rubber mountings. Counterbalanced crankshaft with 3 replaceable, steel-backed main bearings, selectively fitted. Aluminum-alloy solid skirt pistons with steel struts. Two compression and two oil rings. Rotating-type valves for smoother, quieter engine operation and longer valve life.

LUBRICATION: Pressure lubrication to all main, connecting rod and camshaft bearings. Gear-type oil pump. Heavy-duty oil filter*. Positive crankcase ventilation. Oil capacity, including filter, 5 quarts.

COOLING SYSTEM: Full-flow cooling system with two high-velocity water pumps. Full-length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity, 21.5 quarts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, 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, 19 gal.

IGNITION: High-speed, single breaker-arm distributor with full-pressure type automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 118 in. Over-all length, 202.2 in. Height, loaded, 62.2 in. Over-all width, 73.5 in. Tread, 58.0 in. front, 56.0 in. rear.

CONSTRUCTION: All-steel welded body with heavily reinforced floor and dash. Insulated with glass fiber pads and other materials against heat, cold, noise, and dirt. Counterbalanced hood and deck lids.

VENTILATION: Dual air-duct ventilation system with separate controls for driver. Full-length defroster vent. Front and rear ventilating windows.

ELECTRICAL: Long-life, 51-plate, 100-ampere-hour battery. High-capacity generator with automatic current and voltage control. Ratchet-type starter for cars equipped with Merc-O-Matic Drive.

CHASSIS SPECIFICATIONS

FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double-channel box-section side rails and 5 cross-members. Monterey Coupe and Sport Coupe have additional reinforcing for extra rigidity. Monterey Convertible has X-member frame with heavy reinforcing.

SUSPENSION: Independent front wheel suspension with coil springs. Telescopic shock absorbers mounted inside the springs. Torsional stabilizer bar to reduce roll. Longitudinal, semi-elliptic leaf springs in rear, with full-length liners for permanent lubrication. Telescopic rear shock absorbers mounted "sea-leg" fashion to reduce sidesway.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

DRIVE: Hotchkiss drive with tubular propeller shaft, carrier-type rear axle with hypoid gears. Rear wheel bearings permanently lubricated.

BRAKES: "Duo-servo" type hydraulic brakes. Self-energizing action decreases pedal pressure required for quick straight-line stops. Cable-type parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Monterey Convertible and Station Wagon models) on pressed-steel wheels with extra-wide rims for greater safety, more traction.

*Optional equipment at extra cost. White side-wall tires, full disc hub caps are also extra cost equipment. Curb buffers and rear fender shields are standard equipment on Monterey models only. Bumper-grille guard is extra cost equipment on all models.

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BROCHURE WAS APPROVED FOR PRINTING, MERCURY DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, 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.

get the
facts and
you get the
greatest yet

new 1953

MERCURY

Mercury—symbol of progress of Ford Motor
Company in its 50th anniversary year.

