



1957 Mercury

WITH *DREAM-CAR DESIGN*

MERcury LINCOLN = MERCURY
U. S. HIGHWAY 31-1/2 NORTH
ELIZABETHTOWN, KENTUCKY
PHONE 4304

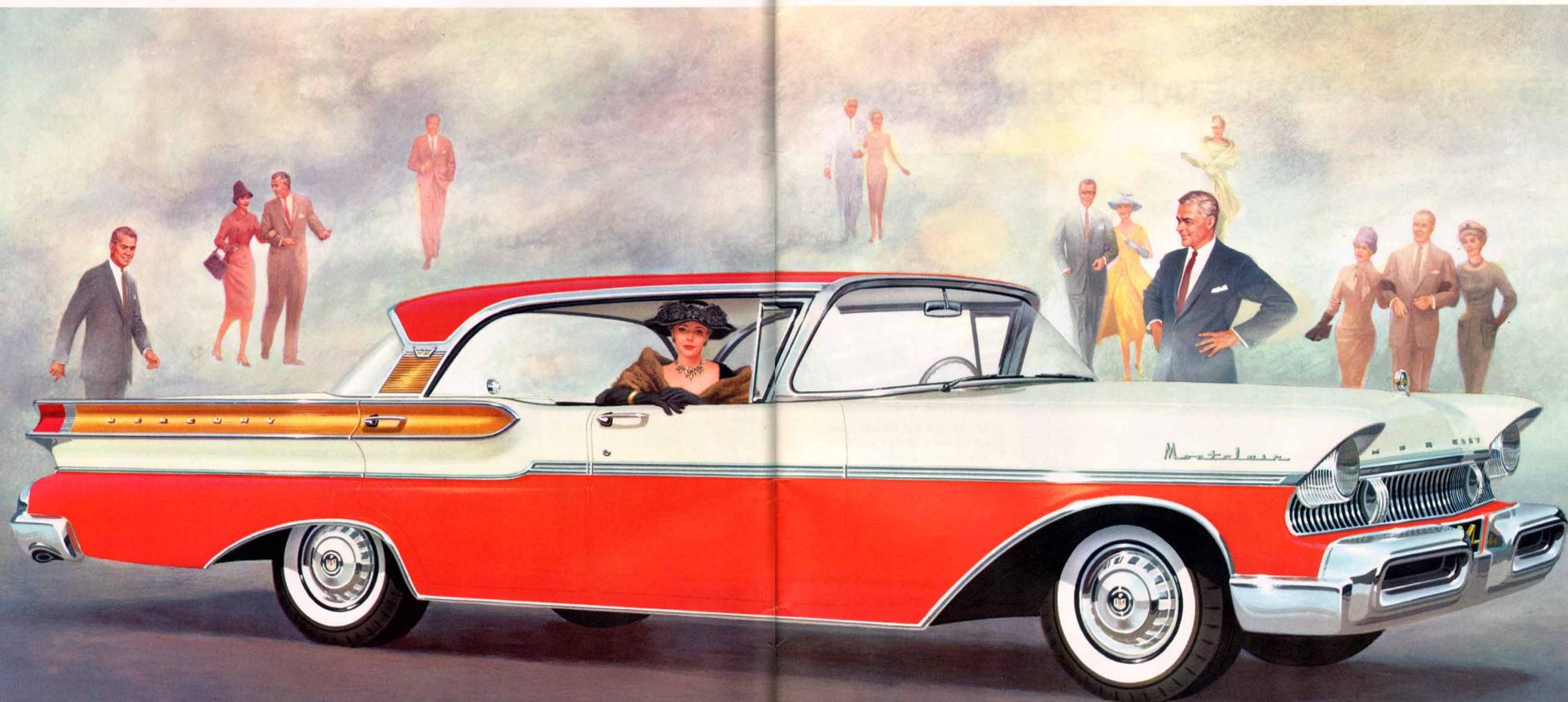


STYLED TO INFLUENCE THE SHAPE OF CARS FOR YEARS TO COME

INTRODUCING the very first dream car

you can drive today... the completely new and bigger

1957 MERCURY with **DREAM-CAR DESIGN**



Mercury spans the element of time by offering you the very first Dream Car you can drive today.

Up until now, so-called "cars of tomorrow" have been strictly experimental models. You couldn't drive one for love nor loot... much less own one. Your motoring appetite has been teased with all sorts of racy curves, exotic interiors, and fanciful features—things that "some day" might be yours.

Now Mercury has broken the bonds of gradual new car evolution with new Dream-Car Design. Instead of new fenders one year and a new hood

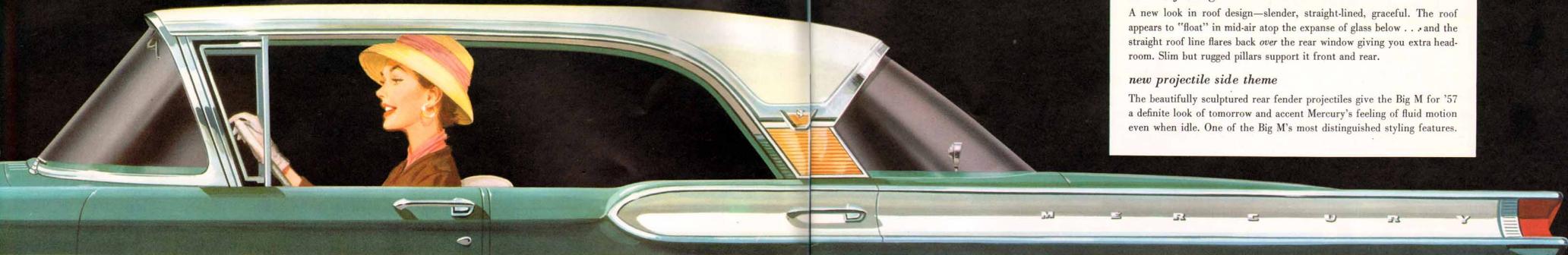
the next, the magnificent 1957 Mercury leaps 'way ahead to bring you the shape, power and features of things to come—**RIGHT NOW!**

Here is a car with a bold, imaginative look—a car with features gleaned from the dreams of the most daring designers—a car that vaults you into the realm of supreme driving ease, comfort, safety and convenience—a car with the power, performance and durability to carry you great or short distances, swiftly, easily and economically.

This is that car. The new 1957 Mercury with Dream-Car Design—*straight out of tomorrow.*



Dream-Car Spare Carrier, a distinguished styling touch—shown above—is optional.



new roof design

A new look in roof design—slender, straight-lined, graceful. The roof appears to “float” in mid-air atop the expanse of glass below . . . and the straight roof line flares back over the rear window giving you extra head-room. Slim but rugged pillars support it front and rear.

new projectile side theme

The beautifully sculptured rear fender projectiles give the Big M for '57 a definite look of tomorrow and accent Mercury's feeling of fluid motion even when idle. One of the Big M's most distinguished styling features.

EVERY LINE AND DETAIL EXPRESSES THE ADVANCED LOOK OF **DREAM-CAR DESIGN**

new roof and rear deck styling

As car height has been reduced more and more, the roof has become an integral part of car design. Mercury is first to recognize this important transition. In the new Big M both roof and rear deck have a handsome, clean-cut channel. Notice how the rear deck channel runs to *and through* the rear window into the package shelf in the rear, accentuating the feeling of integrated roof and rear deck styling.



new trunk space

31-cubic-feet big! Enough space for the entire family's gear. Gobbles up suitcases, golf bags, picnic boxes and coolers with a ravenous appetite. Spare tire is off to the side—out of the way—yet easy to get at *and out*.

new Jet-Flo bumpers

Large twin ovals that serve as double bumpers are the focal point of this gleaming new bumper-grille combination. Their massive grace accentuates Mercury's new breadth, as does new gleaming full-width grille work.



new V-angle tail-lights

A functional and decorative styling note. Massive red beacons flow out of sculptured side channels and finish off the rear end treatment in distinctive good taste. Tail-light visibility—from both side and rear—is increased.



ONLY THE BIG M HAS IT . . . A UNIQUE NEW FLOATING RIDE



SMOTHERS BUMPS, VIBRATIONS AND ROAD NOISES — OFFERS YOU DREAM-SMOOTH DRIVING

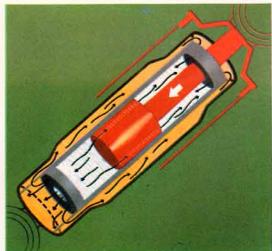
Mercury's new FLOATING RIDE brings you the most sensational advance in riding comfort to be offered the American motoring public by any car in modern automotive history.

The very first time you take to the road in a new Big M you'll discover that here is dream-smooth driving . . . so free of bumps, vibrations and noise that it's like rolling along on a luxurious carpet.

Great new Mercury engineering improvements have been combined to bring you this new riding enjoyment . . . Full-Cushion Shock Absorbers . . . Swept-Back Ball-Joint Front Suspension . . . improved springing action . . . a new low center of gravity . . . scientific distribution of weight. Working together they give you the remarkable, cloud-soft Floating Ride you enjoy in all Big M models . . . and in no other car.

Exclusive Full-Cushion Shock Absorbers

The first in the industry to give fully-cushioned control of both up and down movements on rough roads without sacrificing a smooth, pleasant ride on average roads. Special high-speed valves act as "hydraulic cushions" at high speeds or over repeated bumps. Designed to team with Mercury's improved springing action to give a uniform, jolt-free ride under all types of road conditions.



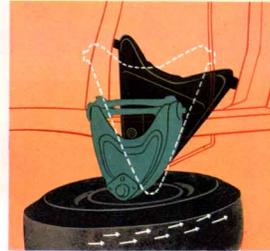
New Improved Springing Action

Both the longer front coil springs and rear leaf springs have been made more flexible. And action of Mercury's improved front and rear suspensions has been scientifically balanced so they work harmoniously as a team under all road conditions. Operating in conjunction with Mercury's Full-Cushion shock absorbers, they give uniform ride smoothness regardless of number of passengers.



Swept-Back Ball-Joint Front Suspension

Mercury—first to offer ball-joint front suspension—introduces a new and improved version of this famous suspension. Because of the new swept-back design, the front wheels, in effect, are pulled over, rather than pushed into humps. A lower center of gravity and scientific weight distribution also contribute to the Big M's better ride, easier handling, more responsive steering.



EXCLUSIVE WITH MERCURY . . . NEW KEYBOARD CONTROL . . .

... found on no other car. Controls every driving motion . . .

starts engine—
controls neutral,
releases
transmission lock,



drive,

low,

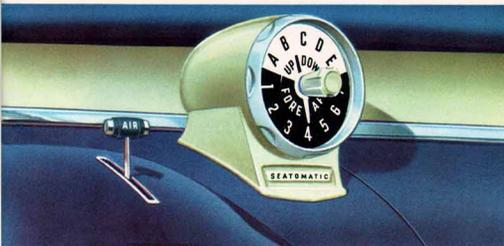
reverse,

and park,

releases parking brake

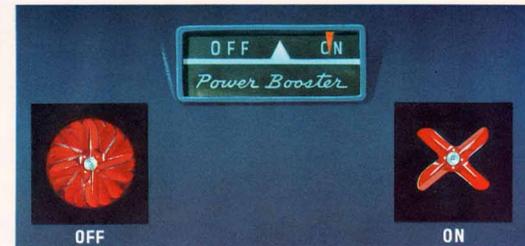
This new automatic transmission control is exclusive with Mercury in the industry! It outdates conventional push-button transmissions because it does so much more. It's as easy to operate as pointing your finger. Reverse gear can't engage above 10 mph. Control panel is on the left side of instrument panel—easy to reach, and out of the way of curious children's hands. Letters on keys are illuminated at night—parking brake release control glows red until released.

NEW SEAT THAT REMEMBERS . . . NEW POWER-BOOSTER FAN



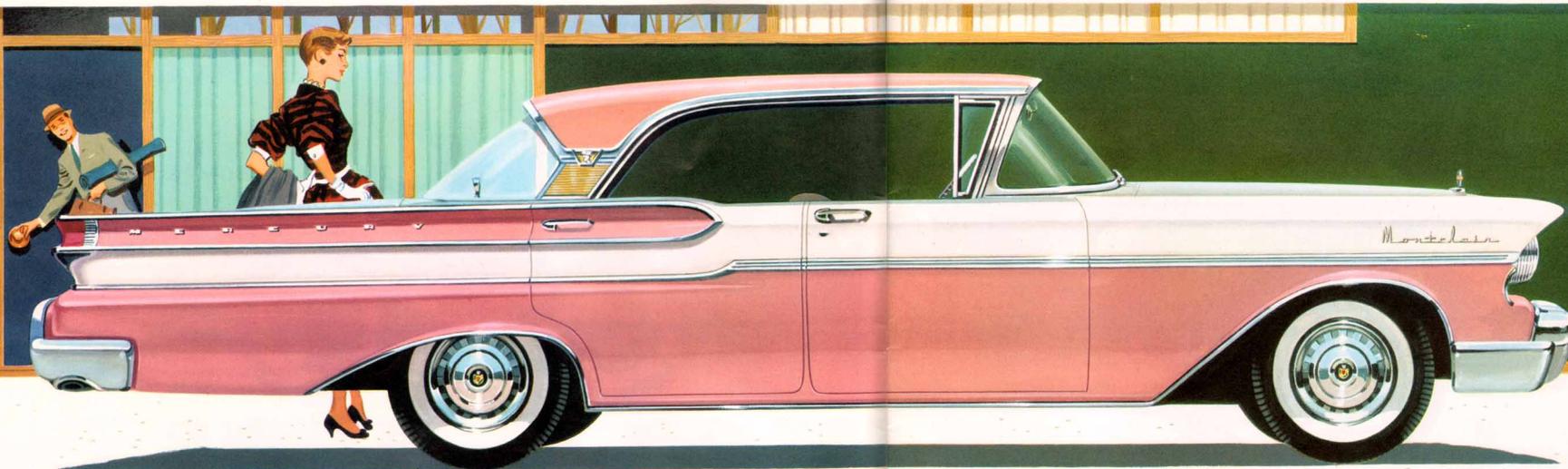
... moves to your favorite position automatically . . . forward, back, up or down when you "dial" your favorite seat position . . . automatically moves back when ignition key is turned "off" . . . forward to "dialed" position when key is turned "on."

Now you can dial your seat position. A quick turn of the dash-mounted dial, located above right instrument pod, and that's it. Every driver in the family has a "setting" and the seat never forgets the last one dialed. Exclusive with Mercury and optional on all models.



... saves up to 17 hp other cars waste

An exclusive Dream-Car feature. Another standard exclusive feature on Montclairs and Colony Park and Voyager Station Wagons with SAFETY-SURGE engine. Mercury's new Power Booster Fan saves up to 17 horsepower that other cars usually waste. When the engine fan is not needed for cooling (80% of the time in normal driving), it disengages automatically. Boosts performance, saves fuel, reduces engine sound. Indicator on instrument panel tells when Power Booster is operating.



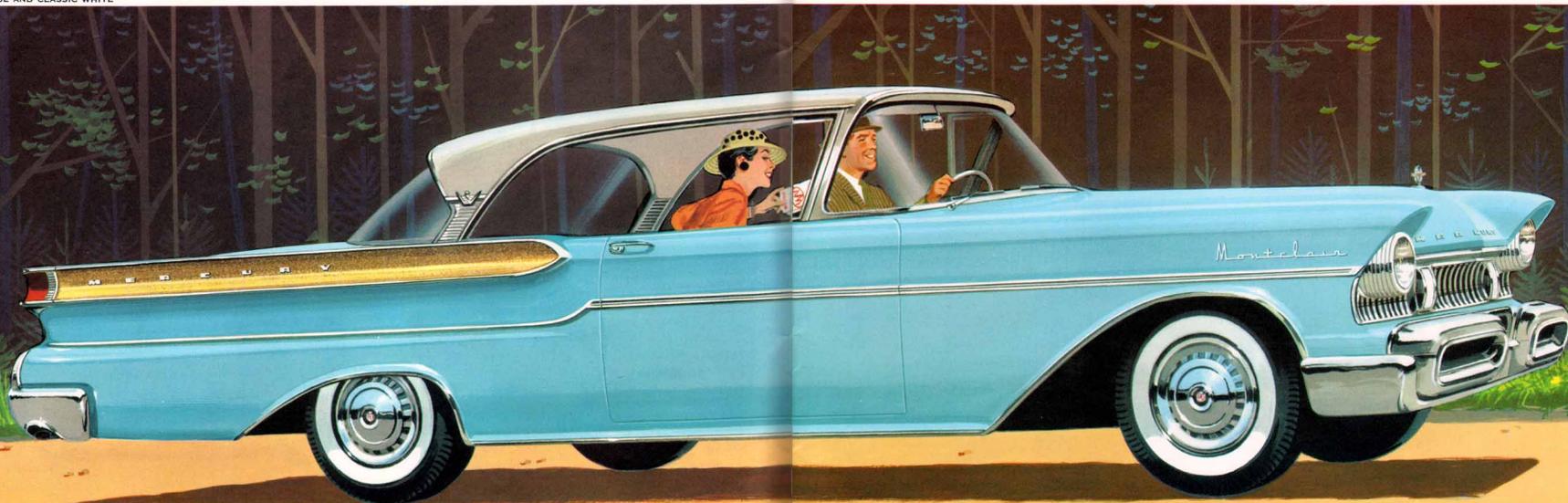
FLO-TONED ROSEWOOD AND CLASSIC WHITE

Montclair series

FOUR STUNNING MODELS OF INFINITE GRACE . . . A NEW, CLEAN-CUT LOOK

. . . LONGER, LOWER AND WIDER . . . NEW SPECTACULAR V-8 PERFORMANCE

TWO-TONED NANTUCKET BLUE AND CLASSIC WHITE

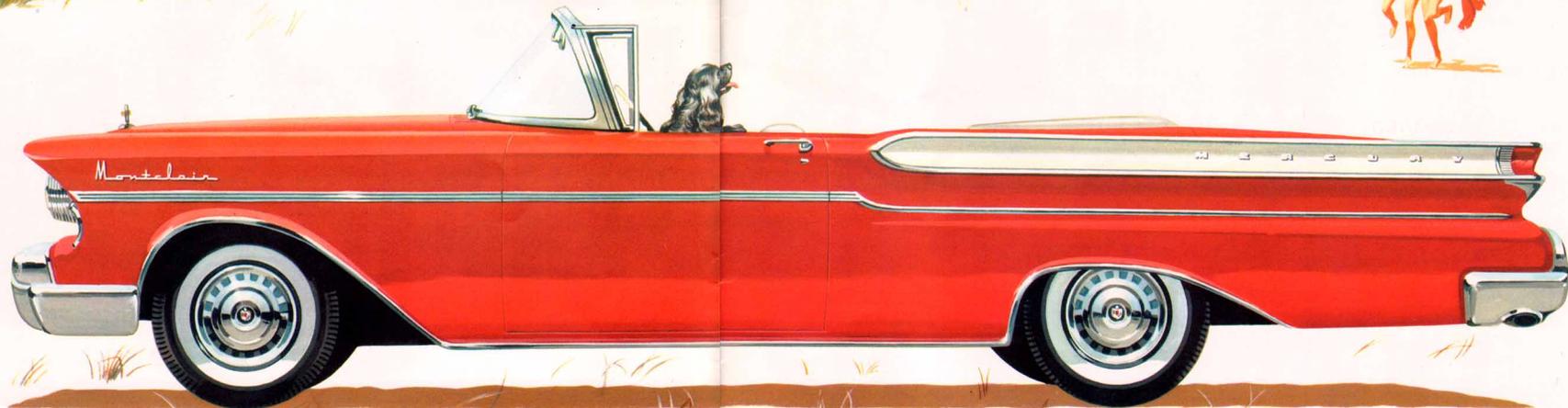


▲ Montclair Phaeton Sedan

It's difficult in one sweep of the eye to drink in all the beauty and brawn of this Phaeton Sedan. Trim lines bespeak its yen for highway action. A slim, low-silhouette roof seems to float above the broad expanse of glass on all sides . . . with no center pillars to mar your view. Climb aboard this world of luxury, power and comfort, and see how much fun driving can be.

▼ Montclair Phaeton Coupe

Here's a vehicle with excitement and thrills written in every sweeping line—right from the mass and gleam of its new Jet-Flo bumpers clear back to the new sculptured side projectiles that top a long, low rear fender line. Interiors are a veritable throne room of sovereign luxury. Beneath that broad hood hums a V-8 with more zip and reserve power than any other in Mercury history.



▲ **Montclair Convertible**

Style, in true Mercury Dream-Car fashion, is the middle name of this Montclair Convertible. Clean-lined and very low, this vinyl-trimmed beauty has the rear seat spaciousness of a sedan. Handsome two-toned top folds down neatly and compactly . . . giving a trimmer line. Wrap-around rear window is a full 77 inches wide for maximum visibility.

▼ **Montclair 4-door Sedan**

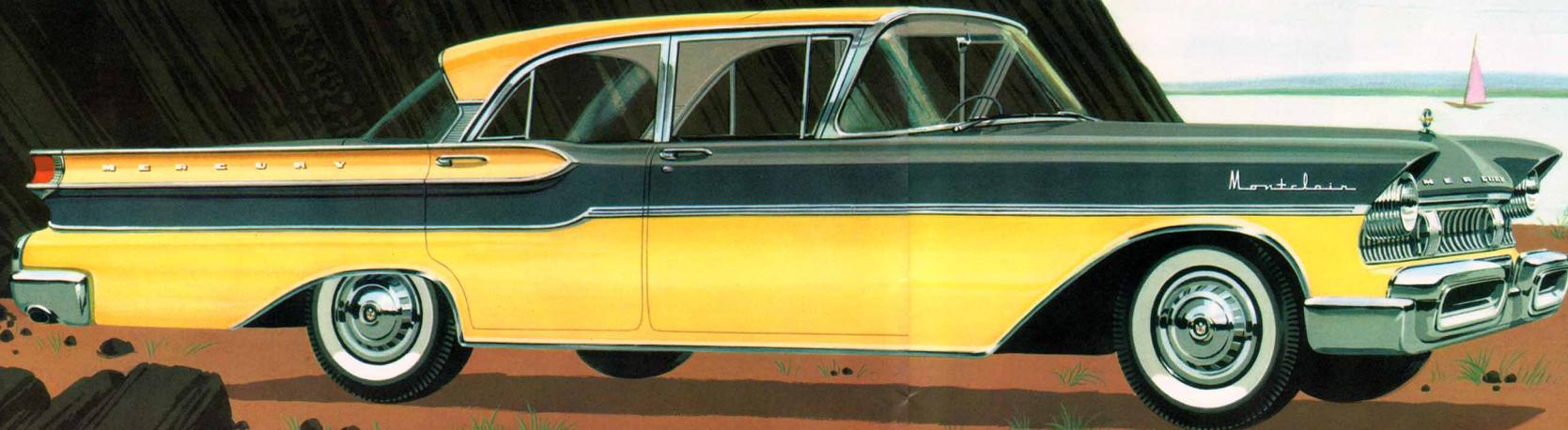
Put yourself in this picture of stirring Big M action. See its new, advanced shape—the shape of things to come—huge new windshield . . . rakish projectile side channel theme. Feel the touch of luxury inside—experience the thrill of this beauty under way—there's absolutely nothing like it on the road for minding its manners and instant obedience.

SOLID-TONE FIESTA RED WITH CONTRASTING CLASSIC WHITE PROJECTILE THEME



Smart two-toned top, at right, is a distinctive Mercury styling innovation. And it has been lengthened more than 4 inches from the base of the back window to windshield. Side vision is greatly increased.

FLO-TONED MOONMIST YELLOW AND REGENCY GRAY



SOFT. SUPPLE VINYL
AND EXQUISITE FABRICS
ARE DREAM-CAR DESIGNED
AND TAILORED FOR YOU...
ELEGANTLY DETAILED

Luxury all about you. Lush, specially loomed fabrics in new weaves and patterns—the richest yet, most practical ever. Supple vinyls, soft and beautiful. Gay colors in fascinating moods—cranberry reds, piney greens, cool blues. Highly buffed chrome appointments, worthy of a king's silversmith—so stylish, so basically simple in design. New contoured seats of pillowed softness, expressly created for greater passenger comfort and roominess, complete Mercury's sophisticated air of interior elegance.





TWO-TONED PERSIMMON AND CLASSIC WHITE

Monterey series

AMERICA'S BIGGEST CAR VALUE... FEATURING FIVE BEAUTIFUL DREAM-CAR
DESIGNED MODELS... ALL-OVER NEW... MUCH BIGGER INSIDE AND OUT

FLO-TONED PACIFIC BLUE AND CLASSIC WHITE

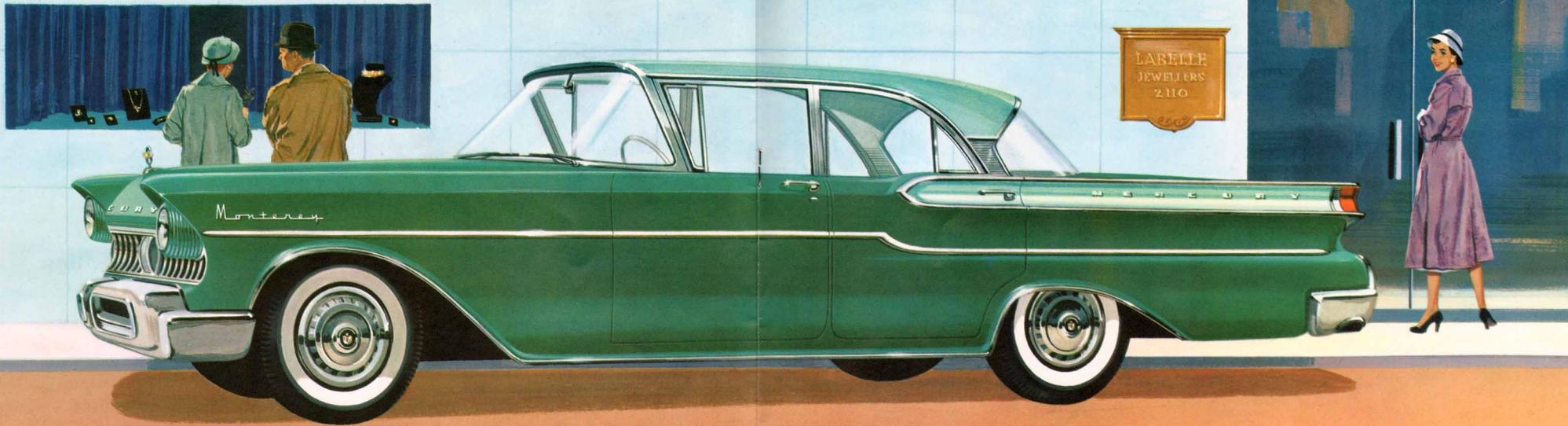


▲ Monterey Phaeton Sedan

If you want Dream-Car Styling—a nimble gait—power aplenty—you've just found it in this Mercury Monterey Phaeton Sedan. It has the looks, luxury and liveliness to be a standout in any company. Exceedingly low and clean-lined—with a roof that sits atop 4000 square inches of glass . . . and slanted headlight eyebrows that proudly point their prow to the wind.

▼ Monterey Phaeton Coupe

There's no mistaking this car for any other. Long, flowing lines leading back to massive V-angle tail-lights say it's a Mercury—but *definitely*. And that means other things, too: an abundance of luxury and fine car touches inside—agile going under any driving circumstances, thanks to Mercury's advanced new V-8 engine—and tip-top performance wherever and however you drive.



▲ **Monterey 4-door Sedan**

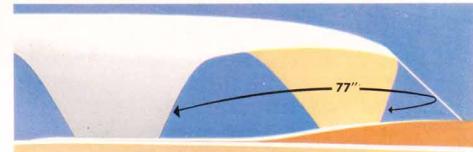
Never has there been a more glamorous way to get about than in this 4-door Monterey. Dream-Car Styling complements and accentuates the low silhouette roof with beautifully concealed center posts . . . the rakish slant of the front head lamps . . . the forward thrust of new, graceful side projectiles. Inside, there's lavish luxury in fabric, weave, and color.

▼ **Monterey Convertible**

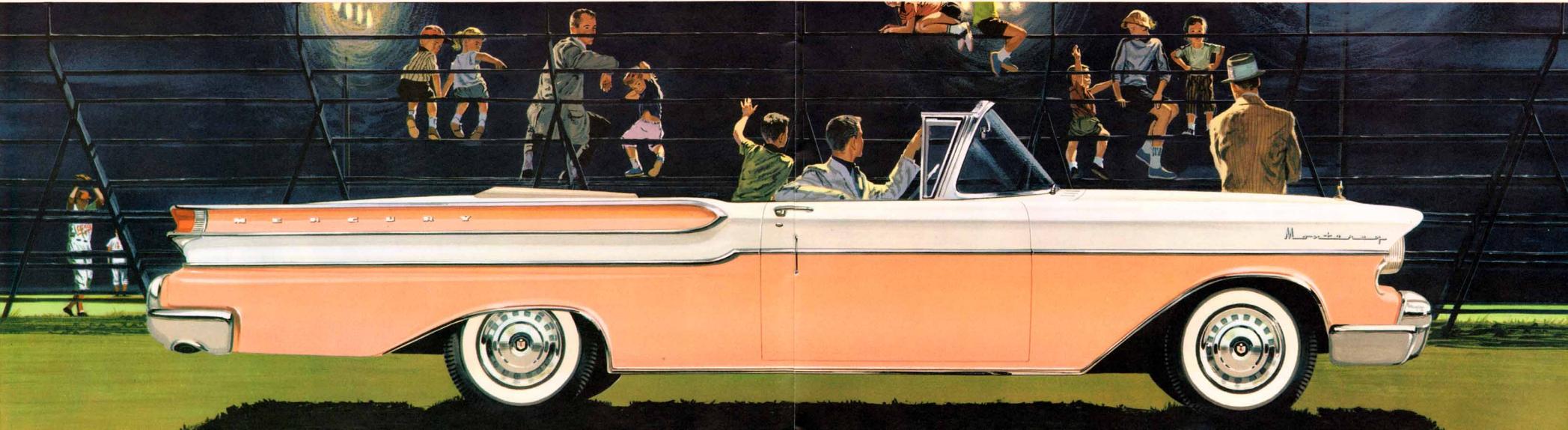
Longer, lower and heavier—as are all the new Big M's—this spirited beauty steps out with all the litheness and catfootedness of a prancing panther. Top operates at a button-touch, giving you either open-air expansiveness or a snug, closed-top haven. This beauty packs a punch, too, with an advanced new V-8 delivering the power—economically, of course.

TWO-TONED TAHITIAN GREEN AND SHERWOOD GREEN

A full wrap-around rear window is yours on a Mercury convertible. 77 inches wide —providing rear window visibility of many sedans. Top can be lowered quickly and easily—and folds practically flush with the smartly-styled rear deck.



▼ FLO-TONED DESERT TAN AND CLASSIC WHITE





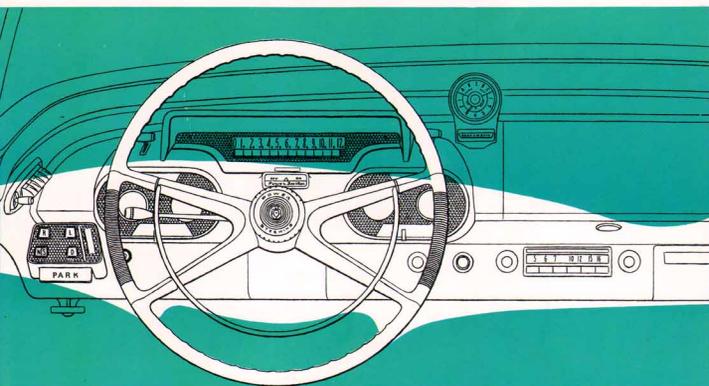
TWO-TONED SUNSET ORCHID AND TUXEDO BLACK

▲
Monterey 2-door Sedan

This trim Monterey model is everything you could hope for in fine-car coachcraft. Every detail is planned for pleasure—every curve a thing of beauty—every touch of chrome has a role to

play. Interiors are overly large and comfortable. There's new power and performance for any type of driving . . . a Floating Ride that makes almost all roads boulevard-smooth.

MERCURY OFFERS YOU A COMPLETE LINE-UP OF ADVANCED POWER ASSISTS TO DO YOUR BIDDING



power steering

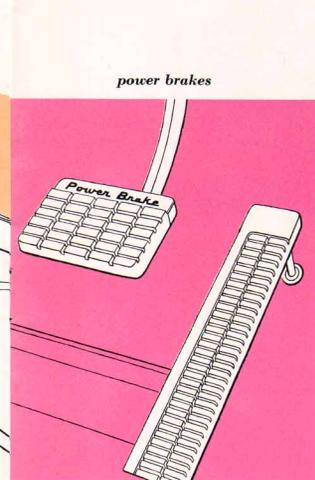
A feminine "must"—and popular with everyone who drives! Does up to 80% of the work of turning and steering for you. Driver fatigue is lessened and positive control increased because you never lose the "feel" of the road or the wheel.

automatic power lubrication

Push a button and automatically lubricate your car's front suspension points—even while driving! It's easy to use—saves time—means instant lubrications when you need them. Reduces wear and the need for periodic lubrications.



power windows



power brakes

Driving is practically all play and no work in a Big M. Power can do most of the work for you: raise and lower windows—position seat—lubricate car—stop, start, shift and steer. These optional power features are available on all Mercury models.

power windows

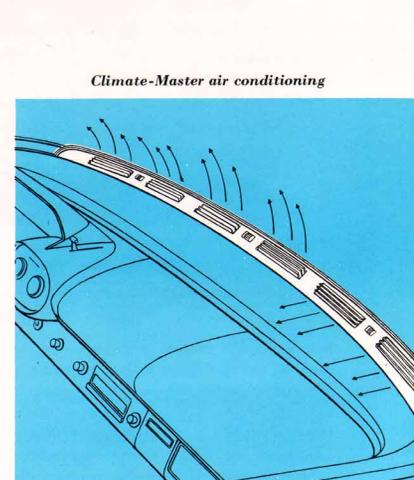
You control all windows with a master control panel located on the left side of dash. Individual controls, for use by passengers, are located on each door panel. Windows will NOT operate when key is in "off" position.

power brakes

This year it's even easier to apply Mercury power brakes—smoother, too! More than half the work is done for you. A slight touch of the toe does it and you get quick, safer, straight-line stops.

Climate-Master air conditioning

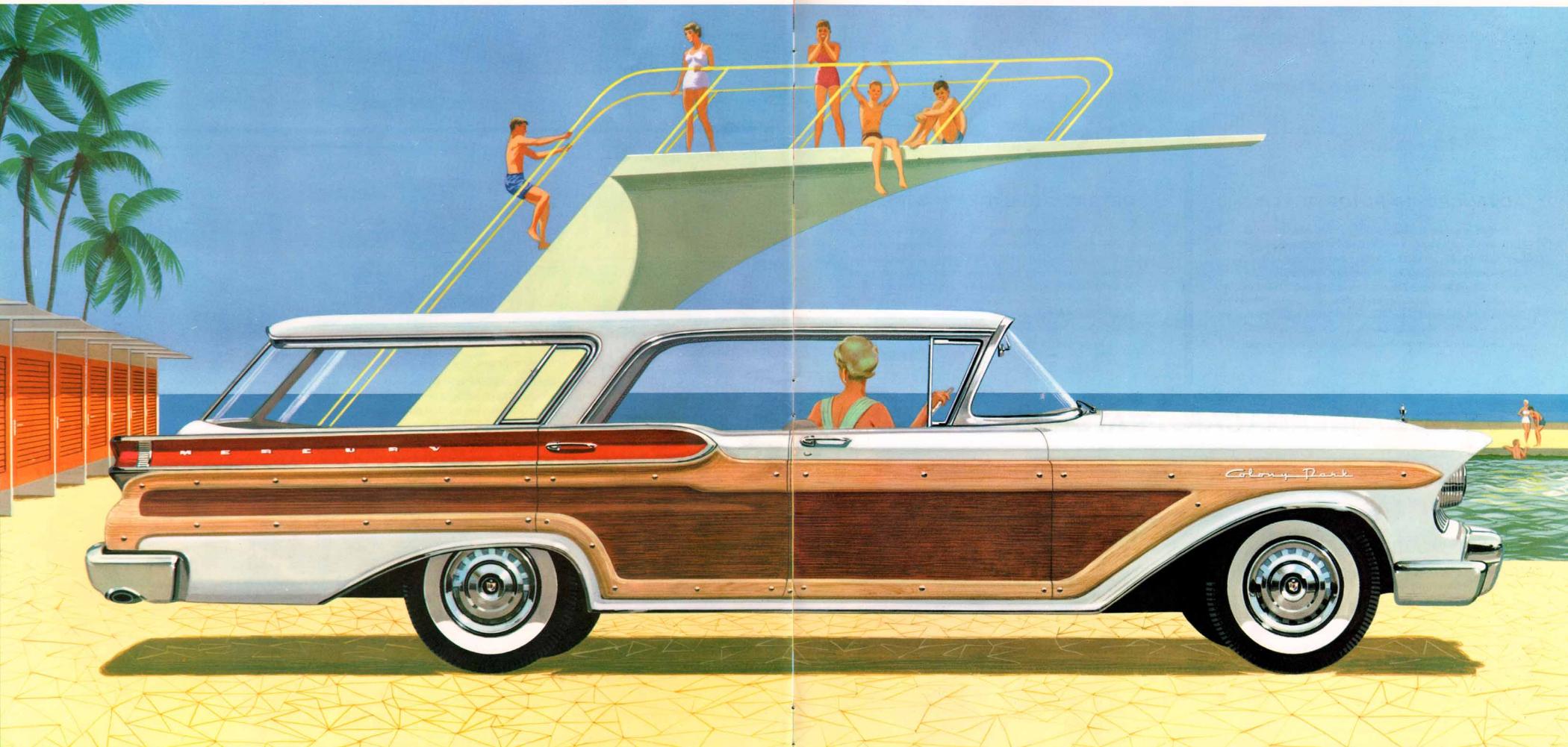
A compact, front-mounted combination air conditioning and heater system. One handy cooling lever and a blower fan switch control the entire range of refrigeration and volume of air. Cool air, controlled by dash-mounted registers, comes in at base of front windshield and flows gently back to the rear . . . providing better air distribution, without drafts. You get tailor-made driving climates that let you travel in comfort all the way—all day!



Climate-Master air conditioning

DREAM-CAR DESIGNED STATION WAGONS... DRAMATIC HARDTOP

STYLING... PASSENGER CAR COMFORT WITH NEW FLOATING RIDE



Here is dramatic hardtop station wagon styling—a brilliant dream-car “fashion-first” by Mercury! Never have these versatile cars been so beautiful . . . so low, wide and long . . . so spacious and luxurious. And just as sensational as this straight-out-of-tomorrow styling is Mercury’s new FLOATING RIDE—a great, new advance in riding comfort that smothers bumps, vibrations and road noises and offers you dream-smooth driving. One ride in a new Big M station wagon will tell you that Mercury, with new

FLOATING RIDE, is first to give you true passenger-car riding comfort in a station wagon. You enjoy this magnificent cloud-soft ride whether you’re driving alone or carrying a full load of passengers or cargo. Everything about these smart, distinctive station wagons is new. You’ll find exclusive innovations that make other station wagons seem out-of-date . . . a retractable rear window that improves ventilation and eliminates the liftgate . . . an “all-clear” loading platform . . . and a “through-level” tailgate floor.

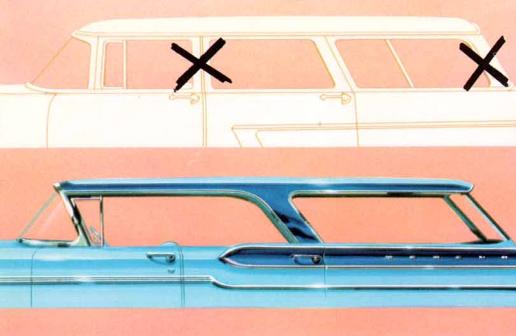
Colony Park

DISTINCTIVELY FASHIONED AND CASUALLY ELEGANT

Colony Park 4-door, 9-passenger

Glamorous style leader of Mercury’s stunning new fleet of station wagons is the exclusive Colony Park. Here, dream-car inspired hardtop styling and the burnished luster of the long-lasting, easy-to-care-for simulated-wood paneling create a striking new look of distinguished individuality.

▲ SOLID-TONE CLASSIC WHITE WITH CONTRASTING FIESTA RED PROJECTILE THEM



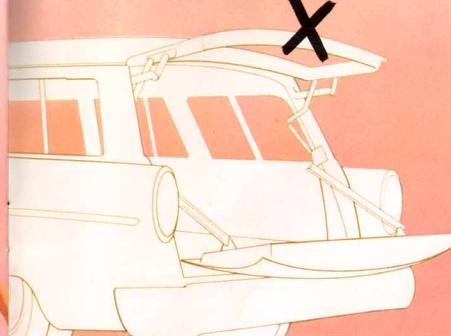
ADVANCED HARDTOP STYLING

In one bold, trend-setting advance Mercury has completely revolutionized the station wagon—with the sleek, low lines and “full-landscape” viewing of hardtop styling. As you can see, there’s one gracefully-canted roof support—instead of the 3-view-cramping pillars found on so many station wagons. Now, with the smart, convertible-type windows down, you thrill to an expansive “pillar-free” outlook. Rearward is the wide-open, “wrap-around” picture window area. Here is a clean break with the past in every line and detail, dramatically expressing Big M Dream-Car Design.



RETRACTABLE REAR WINDOW

Mercury’s new retractable rear window is just as practical as it is beautiful. For, gone completely is the bothersome, noisy, old-fashioned liftgate still found on most station wagons. The new window rolls down neatly into the tailgate, providing a new source of controlled ventilation. It’s operated either manually or by a special power-lift unit—available as optional equipment on all models. The power-lift unit that controls window operation can be activated in two ways . . . by the key that unlocks the tailgate . . . or by a switch on the instrument panel!



ALL-CLEAR LOADING PLATFORM

... liftgate eliminated . . . new “through-level” floor

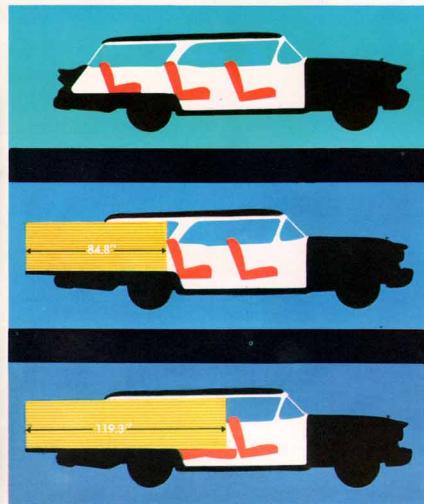


With the liftgate eliminated, the tailgate becomes a convenient “all-clear” loading platform. Now there’s nothing to get in your way when you’re stowing big, bulky objects. Designed to lie flat, and lower by three inches, the new tailgate provides a low “through-level” floor for easier loading and unloading. As for rear opening area . . . it’s over 4 feet wide—and 3¼ feet high. A new “double-action” torsion-bar spring cushions the tailgate going down—provides an assist when you flip-it-up.

UNIQUE DREAM-CAR FEATURES... BIGGER IN EVERY WAY... NEW LUXURY AND LOAD-SPACE

SMART NEW INTERIORS FOR “SHOW-TIME” OR “WORK-TIME”

More than just eye-catching are the exciting new interiors you’ll find in every 1957 Mercury Station Wagon. For the custom-created fabrics and vinyls are specially designed for station wagon duty . . . functionally handsome . . . long-wearing . . . and easy to care for. And, with the widest selection in Mercury history to choose from, you can key your preference to the brilliant new exterior paint colors and combinations. Interior appointments are all tastefully tailored to match the tempo of the advanced exterior styling. On the floors . . . fine looped carpeting is standard in the Colony Park . . . colorful, resilient rubber on Voyagers and Commuters. As for comfort, there’s new headroom—new legroom—new hiproom. Displayed at the right are just a few of the striking upholstery selections available in the Dream-Car Designed Mercury Station Wagons for 1957.



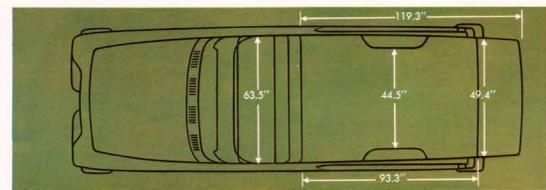
as you need it . . . a limousine liner or “do-it-all” hauler!

Converting a new Mercury station wagon from “passenger-time” to “work-time” is as easy as 1-2-3! And, the diagrams at the left illustrate the versatile seating and load arrangements at your command! First, the 9-passenger wagon with all seats in place;

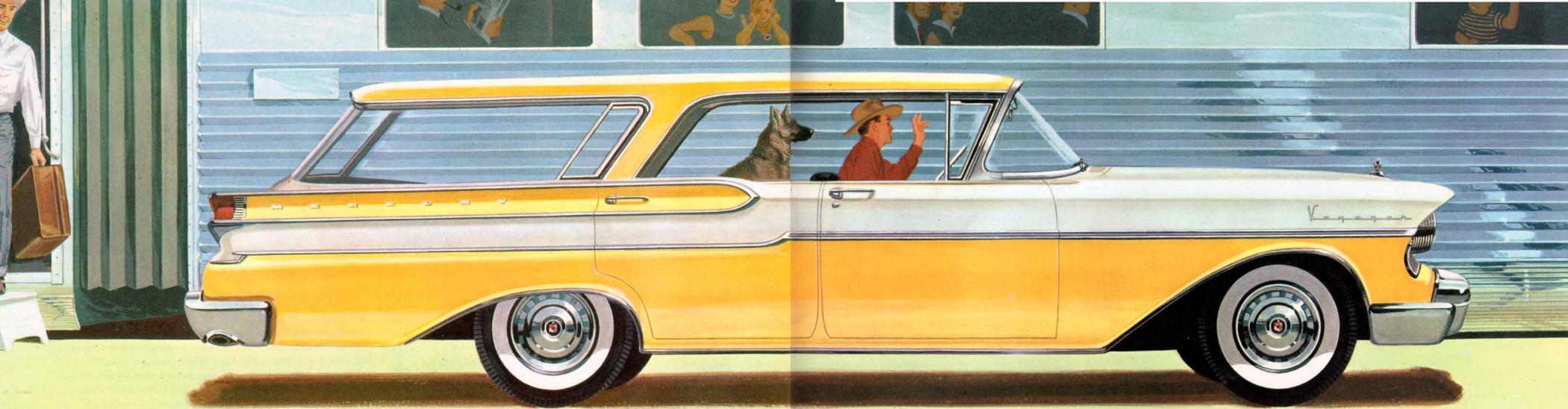
second, seating for 6 in either the 6 or 9-passenger models (with rear seat removed)—with the load space of 48 cu. ft. in yellow; third, maximum loading capacity in either model with center seat folded . . . maximum load capacity in yellow—a giant 87.4 cu. ft.

wider, longer, bigger—inside and out!

Wheelbase—122"	Rear of Front Seat to Rear of Floor	Floor to Roof Behind Front Seat—34.6"
Over-all Length—213.3"	Tailgate Opened—119.3"	Floor to Roof Behind 2nd Seat —34.4"
Over-all Height—58.3"	Tailgate Closed — 93.3"	Total Floor Area Behind Front Seat
Over-all Width	Rear of 2nd Seat to Rear of Floor	Tailgate Opened—49.0 sq. ft.
At Body Molding—77.2"	Tailgate Opened—84.8"	Tailgate Closed —38.2 sq. ft.
Tailgate Extension—26.0"	Tailgate Closed —58.8"	Total Cargo Capacity
Rear Opening Height—39.0"	Rear of 3rd Seat to Rear of Floor	Behind Front Seat—87.4 cu. ft.
Rear Opening Width—49.4"	Tailgate Opened—53.0"	Behind 2nd Seat —48.0 cu. ft.
Tailgate to Ground—24.8"	Tailgate Closed —27.0"	Behind 3rd Seat — 4.8 cu. ft.



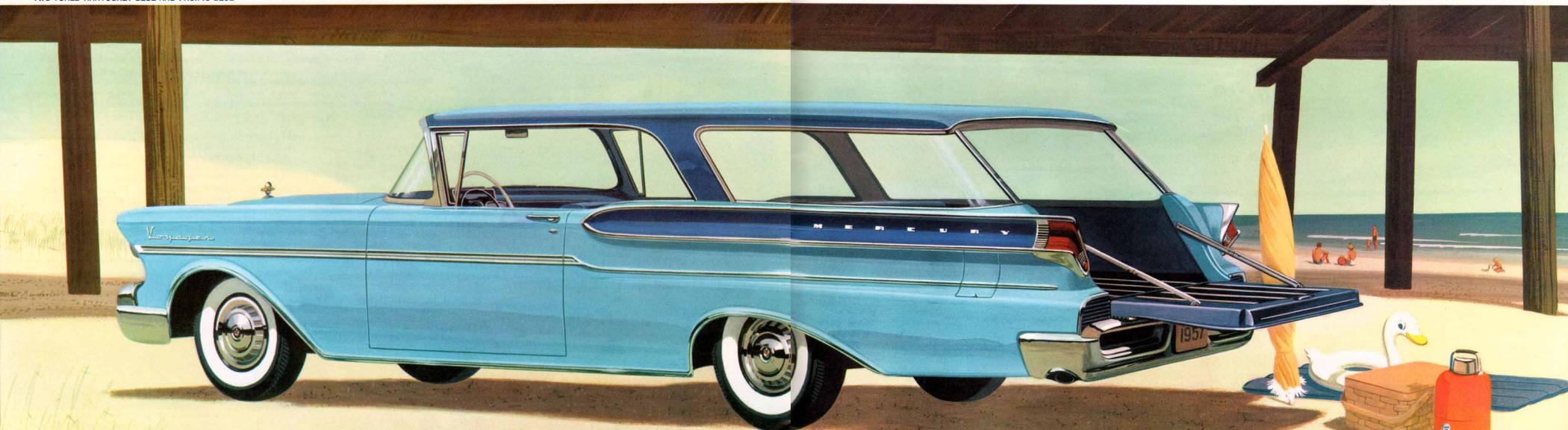
(Dimensions shown apply to both 6-passenger and 9-passenger models.)



FLO-TONED CLASSIC WHITE AND MOONMIST YELLOW

Voyager — AS SMART AND FUNCTIONAL AS SUBURBAN LIVING... NEW ALL-AROUND
"PICTURE WINDOW" VISIBILITY... SPACIOUS LUXURY INTERIORS... 6 OR 9-PASSENGERS BIG

TWO-TONED NANTUCKET BLUE AND PACIFIC BLUE

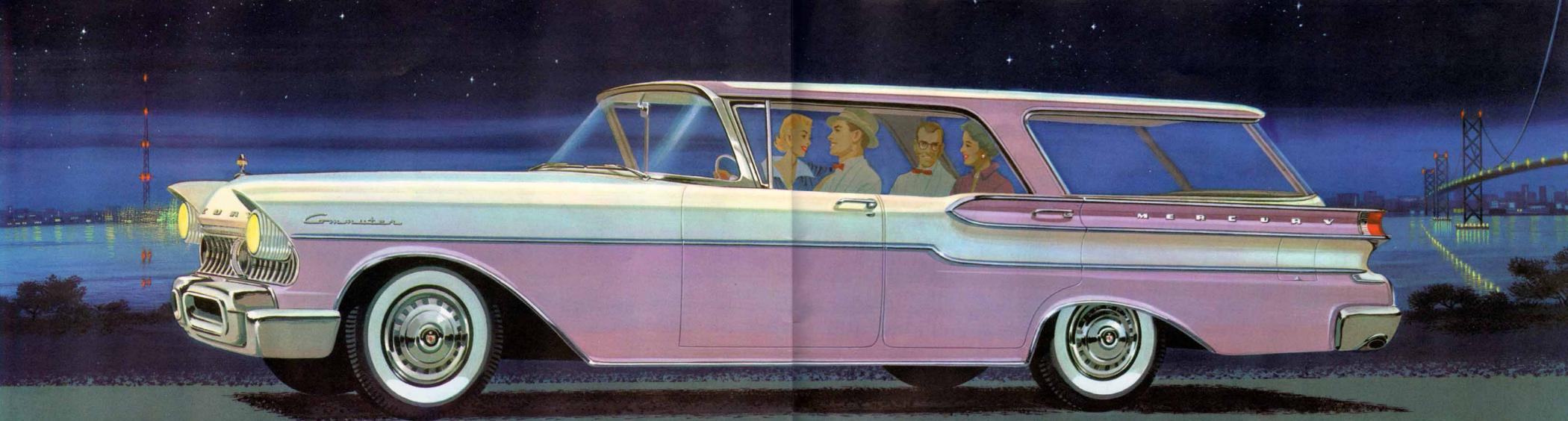


▲ *Voyager 4-door, 9-passenger*

Meet Mercury's exciting new Voyager Station Wagons—a skillful blending of beauty and utility. With the low-sweeping flair of hardtop styling and new high-capacity spaciousness there's new glamour... new zest... new convenience for "passenger-time" or "work-time." New power and roadability make motoring a sheer pleasure on any occasion—from daily suburban activities to answering the vacation-call of the open road.

▼ *Voyager 2-door, 6-passenger*

A style-sensation in any setting is this stunning new Voyager. Distinctive and versatile, it serves as a big, style-smart family car that can be adapted to carry "king-sized" loads... for business or pleasure... in the city, suburbs, farm, or ranch. No need to pamper this beauty either—it has plenty of "built-in" stamina for the toughest assignments. Tailored-to-weight springs adjust automatically to load tension for sure, even handling.



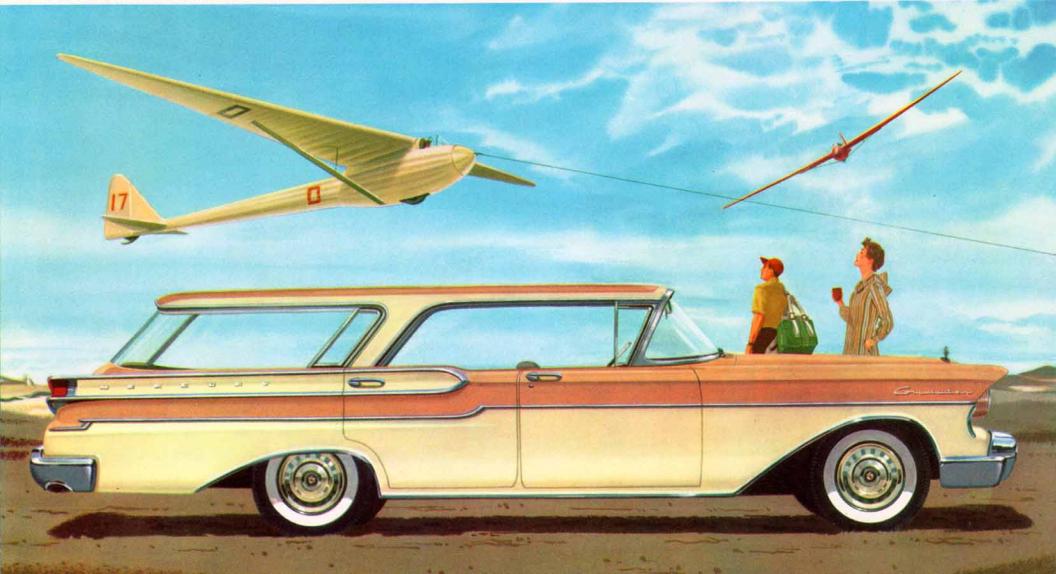
FLO-TONED SUNSET ORCHID AND CLASSIC WHITE

Commuter — THE BIG VALUE LEADERS
 IN STATION WAGONS... BIGGER. WIDER. LONGER. LOWER...
 WITH EXCLUSIVE MERCURY DREAM-CAR DESIGN

Commuter 4-door, 9-passenger

A sensational hardtop Mercury Commuter is the smartest buy for those who want to enjoy the advantages of Big M Dream-Car Design at moderate cost. For never have wagons of this size, luxury and beauty required such a modest investment. All of Mercury's ingenious new features are here, too... the all-clear loading platform... the retractable rear window... the convertible-type windows... and the sweeping expanse of glass.

FLO-TONED PASTEL PEACH AND DESERT TAN



Commuter 4-door, 6-passenger

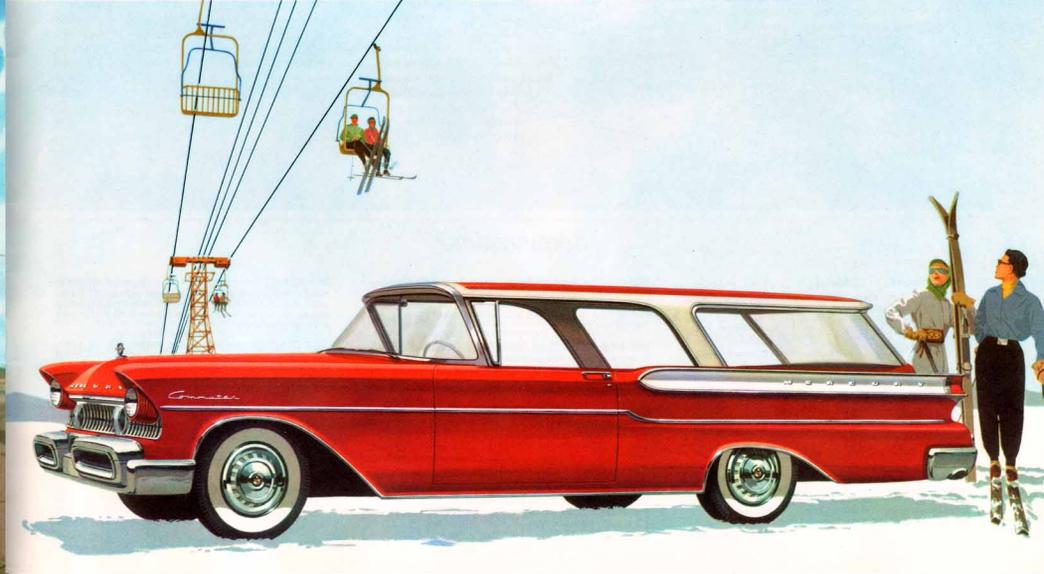
Here's the economical answer for those who prefer maximum load-space with 4-door convenience. Like its running mates, it's a road champion from the word "go"! For under the new front-hood, poised and ready to tackle any assignment, is the dynamic new power of Mercury's big, brawny Safety-Surge engine. Teamed with this new performance is Mercury's exclusive new Floating Ride that gives true passenger-car riding comfort.

Commuter 2-door, 6-passenger

Handsome is as handsome does—and this versatile 2-door Commuter does practically everything! As a big, hardtop-styled family sedan there's roomy "stretch-out" comfort for six—as a carrier there's load space for all your "freight" from groceries and garden supplies to vacation-time luggage and sports gear. With its 2-door "safety-factor" and surprisingly low cost, this Commuter is an excellent selection for the family with young children.



TWO-TONED FIESTA RED AND CLASSIC WHITE



Up to 290 h.p. ... The most spectacular performance in Mercury history

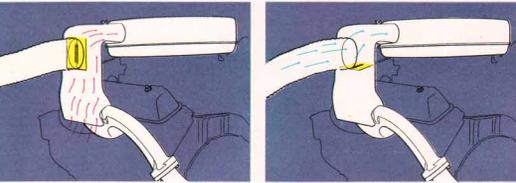
Choice of 2 great engines with brilliant new engineering advances that increase efficiency, boost economy and put every possible ounce of power to work

For 1957 Mercury offers two sensational, ultra-high compression V-8's . . . the most powerful in Mercury history. The advanced-design, high-performance SAFETY-SURGE engine with 255 horsepower, 9.75 to 1 compression ratio, is standard. Available at slight extra cost is the magnificent TURNPIKE CRUISER engine with 290 horsepower, 368 cu. in. displacement, 9.75 to 1 compression ratio . . . the mightiest engine ever offered in a Mercury.

You'll find outstanding new engineering advances in these great, new engines: Short-stroke, low-friction design that puts more torque to work turning the rear wheels, provides fast, instant-response acceleration, makes extra reserve power available when

needed. A new low-silhouette, 4-barrel Thermo-Matic Carburetor with dual air intakes that control carburetor air temperature, summer or winter. A new highlift camshaft and wide-opening valves that improve engine breathing. A super-protective carburetor air filter. As another standard exclusive feature on Montclairs, Colony Park and Voyager Station Wagons with the SAFETY-SURGE engine, you get a unique Power Booster Fan that saves up to 17 horsepower that other cars usually waste. It boosts performance, saves fuel, reduces engine sound.

With either of the Big M's engines you'll enjoy the most spectacular all-around performance you've ever known in a Mercury.



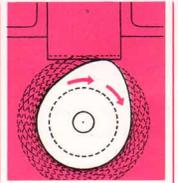
Power-adding carburation system

New Mercury Thermo-Matic carburetor has bigger air capacity and dual float chambers for better performance every mile you drive. In addition, Mercury's new dual air intakes practically do away with the variance in engine performance due to temperature and weather changes. . . they "hand pick" incoming air the engine breathes. In summer, cool air is drawn in from outside the hood. This increases the Big M's fuel economy and helps prevent vapor lock. In cold weather, warm air from under the hood is used. Gives faster warm-ups, better performance, helps prevent carburetor icing. You get an extra bonus in usable power with this remarkable temperature control air intake system.



Advanced Merc-O-Matic Drive

Better than ever! Coupled with new Keyboard Control for easier control of all driving operations, Merc-O-Matic, standard on Montclair, Colony Park and Voyager models, optional on Monterays and Commuter station wagons, offers you smooth, swift take-offs—a relaxed cruising glide—instant power when the situation calls for it.



Extra-high lift camshaft

Increases the breathing efficiency of this new V-8 by providing extra-wide openings for the overhead valves. Contributes to smoother idling, high torque for normal driving, and high performance at top engine speed. Free-flow intake manifold (not illustrated) packs more potent fuel-air charges into every cylinder.



Super-protective carburetor air filter

Contains thousands of square inches of filter paper to remove foreign matter from incoming air before it reaches engine. It's efficient, easy for service man to clean—just tap dust and dirt from cartridge. New dual-action distributor (not illustrated) saves fuel, provides precise spark timing for best all-around performance.

Specifications

Models

MONTCLAIR SERIES: Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan. **MONTEREY SERIES:** Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan, 2-door Sedan. **STATION WAGON SERIES:** Colony Park, 4-door, 5-passenger; Voyager, 4-door, 5-passenger; and 2-door, 6-passenger; Commuter 4-door, 5-passenger, 4-door, 5-passenger and 2-door, 6-passenger.

Engine

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep skirt crankcase. Precision-milled alloy iron crankshaft with 5 steel-backed copper-lead main bearings. Rubber floated vibration damper. Autothermic closed type pistons in the Safety-Surge V-8; Autothermic slipper skirt type in Turnpike Cruiser V-8. Two compression and one oil ring. Overhead free-flow intake and exhaust.

SIZE AND RATING: The 1957 Mercury offers two mighty engines: The 255 horsepower Safety-Surge V-8 with 312 cubic inch displacement, 3.8 in. bore and 3.44 in. stroke, 9.75 to 1 compression ratio; 290 horsepower Turnpike Cruiser V-8 with 368 cubic inch displacement, 4.0 in. bore and 3.66 in. stroke, 9.75 to 1 compression ratio.

FUEL SYSTEM: A four-barrel Thermo-Matic carburetor with temperature controlled dual air intakes and super-protective air filter is standard on both engines. Automatic choke and idling control. Mechanical, diaphragm type fuel pump. Fuel tank capacity 20 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12 volt system. Low cut-in speed, high capacity 30-ampere generator with automatic current and voltage regulation. 12-volt, 6-cell, 66-plate battery. High torque, 12-volt "Folo-Thru" starter.

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Waterproof ignition with high-tension wiring and anti-flooding 15mm spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow, disposable oil filter. Rotor type oil pump. Directed flow crankcase ventilation. Oil capacity 6 quarts with filter change—5 quarts without.

OVERHEAD VALVES: Free-burning, rotating type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.925 in. on the Safety-Surge V-8; 2.01 in. on the Turnpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.64 in. on Turnpike Cruiser V-8. Silent, chain-driven camshaft.

COOLING SYSTEM: Pressurized series-flow cooling system with centrifugal-type high-capacity water pump. Full length water jackets. Positive action choke-type thermostat. Low-speed 4-blade silent fan. Coolant capacity, with optional heater: 21 quarts in Safety-Surge V-8; 24 quarts in Turnpike Cruiser V-8.

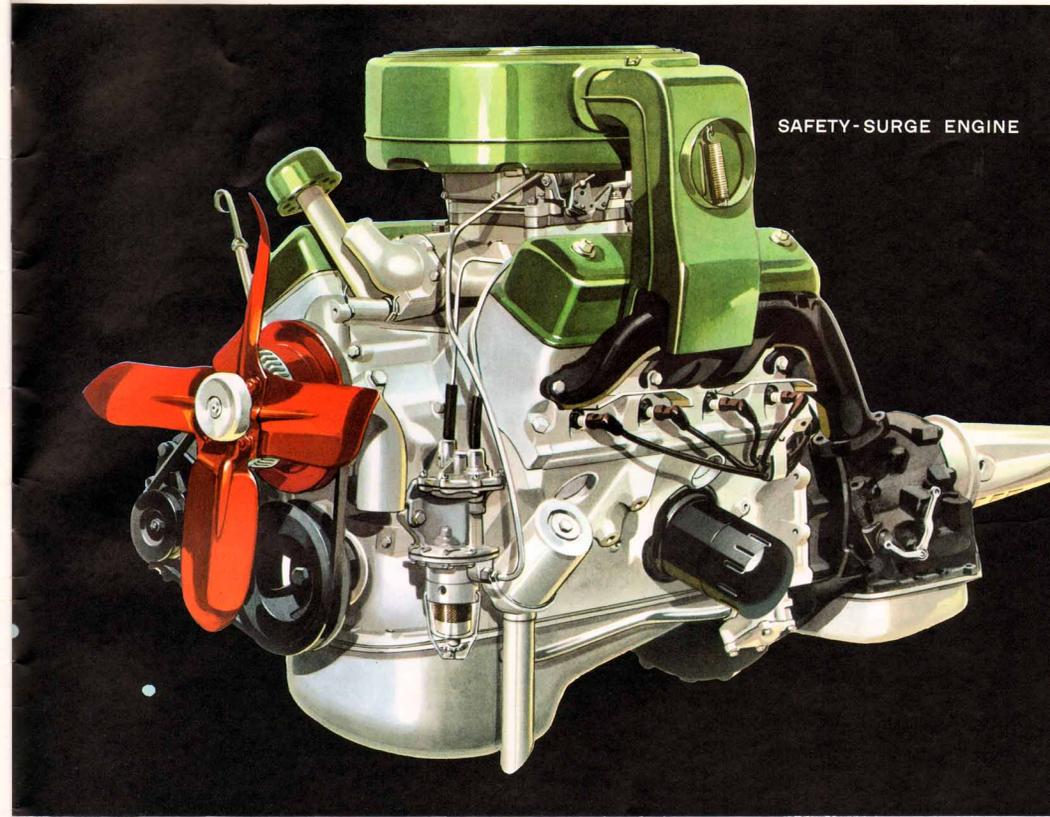
EXHAUST SYSTEM: Overhead free-flow manifold with rear outlets. Dual exhaust standard on Montclair and station wagon models, except Commuter station wagons; optional on Monterey models, except convertible.

POWER BOOSTER FAN: Temperature controlled clutch, completely automatic, variable speed. Idles when not needed for cooling. (On Montclairs, Colony Park, Voyagers with Safety-Surge engine only.)

Power Train

MERC-O-MATIC DRIVE: Combination of fluid torque converter with a 3-speed planetary gear train. Multiplies engine torque more than 5 times. Fluid heat exchanger cooling. Mechanical Keyboard Control limits driving operations. Oil capacity 10 1/2 quarts.

CONVENTIONAL TRANSMISSION: Selective gear type with three speeds forward, one reverse. All gears helical. Constant mesh second gear. Oil capacity 3 1/2 pints.



SAFETY-SURGE ENGINE

Specifications

OVERDRIVE TRANSMISSION: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (.72 to 1 ratio). Oil capacity 4 1/2 pints.

CLUTCH: (With conventional and overdrive transmissions.) Dry, non-centrifugal disc-type. Diameter clutch face, 10 1/2-in. Suspended pedal.

REAR AXLE: Hypoid gears with straddle-mounted pinion gear. Rear axle ratios 3.70 or 3.89 to 1 with conventional transmission or overdrive; 2.51 or 3.22 to 1 with Merc-O-Matic.

Chassis

FRAME: Rigid ladder-type, double-drop design with welded box-section side rails and 5 cross-members. Internally and externally reinforced. Extra-strength reinforcements for convertible models.

FRONT SUSPENSION: Independent ball-joint front suspension of swept-back design. Suspension arm back sweep—20° lower, 0° upper. Suspension arm tilt—upward 3° for both upper and lower arms. Silent-bloc rubber bushings. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece front torsion-bar stabilizer. Auxiliary rubber compression springs.

REAR SUSPENSION: Splay-mounted long-leaf type rear springs—55

inches long. Auxiliary rubber compression springs. Compression-type rear shackles. Hotchkiss Drive. Full-cushion hydraulic shock absorbers, sea-leg mounted.

STEERING: Ball and rack type gear with 54 recirculating ball bearings. Steering shaft straddle-mounted between anti-friction bearings. Equal-length tie-rods. Overall steering ratio, 27 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding, hydraulic self-energizing type. 11-inch brake drum. With 312-cubic-inch engine, 232.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 233.44 sq. inch total area.

PARKING BRAKE: Independent mechanical parking brake operating rear brakes. Toe-set pedal.

WHEELS AND TIRES: Riveted steel wheels, 14-inch diameter, 6-inch rims. Tubeless tires, 8.00 x 14 inches on Montclair and Monterey closed models; 8.00 x 14 or 8.50 x 14 on other models.

Body

DIMENSIONS: Overall length 211.1 in., Overall height 56.4 in., Overall width 76.9 in.; Hijogram (F) 63.5 in., (P) 63.5 in., Headroom (F) 39.1 in.,

(R) 38.3 in., Legroom (F) 46.5 in., (R) 45.1 in. (Dimensions are for 4-door sedans.)

STRUCTURE: Welded steel body. Center-fill gas tank. Baked enamel finish. Front-hinged hood. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-step front doors. One-piece windshield and rear window. Up to 1178 sq. in. windshield area, and up to 4122 sq. in. total window area.

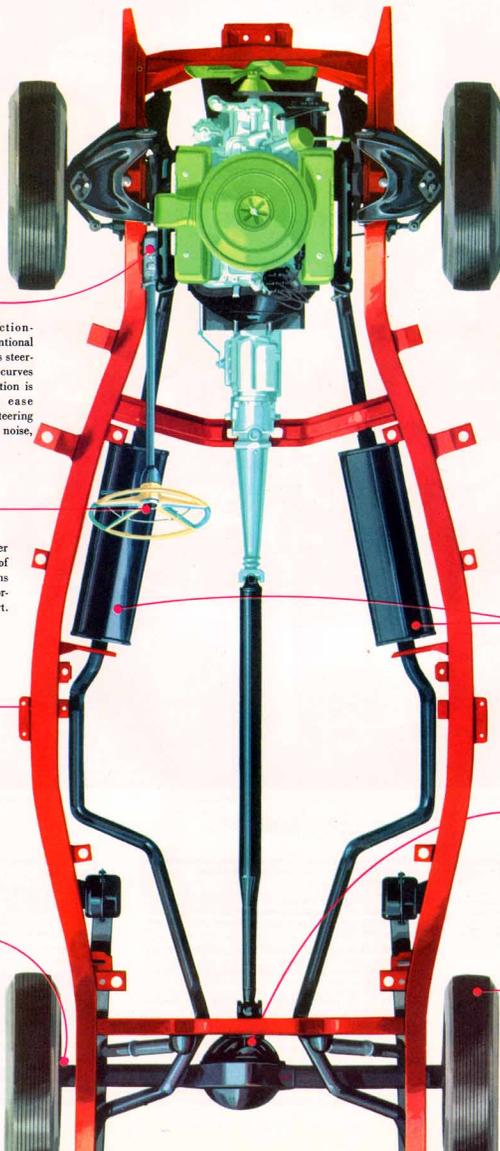
VENTILATION: High-level cowl ventilation. Adjustable vent windows on all doors.

MAJOR OPTIONS*: Merc-O-Matic with Keyboard Control, Power Booster Fan, Touch-O-Matic Overdrive, power steering, power brakes, Power Seat That Remembers, 4-way power seat, power windows, power lubrication, Dream-Car spare carrier, tinted windows, white sidewall tires, Climate-Master air conditioner and heater, padded instrument panel, sun visors and seat belts.

*Optional at extra cost. †Standard on some models.

These specifications were in effect at the time this literature was approved for printing. Mercury Division of Ford Motor Company, Detroit, Michigan, reserves the right to discontinue or change at any time, specifications or design without incurring any obligation.

Entirely new **chassis** design cradles you in comfort,
provides improved roadability and safety



smoother, easier steering

Fifty-four recirculating friction-reducing balls replace conventional type steering mechanism. Makes steering easier, especially on sharp curves or when parking. Steering friction is greatly reduced, handling ease increased. Rubber-insulated steering column helps block out road noise, soaks up road vibrations.

improved deep-dish safety steering wheel

New 4-spoke design provides the driver with even greater protection in case of sudden stops. New wheel design means surer, more positive control—better forward visibility—greater wheel comfort.

longer, stronger frame

The new bow-shaped frame permits the lowering of the floor and center of gravity.

new bigger, safer brakes

They're bigger with larger braking area—more effective and more efficient under all driving conditions. New Toe-Set parking brake provides easier, safer method of application. A light pressure by the left foot does it.

NEW BOW-SHAPED CHASSIS GIVES RUGGED FRAME CONSTRUCTION, LOWER CENTER OF GRAVITY, LOWER FLOOR FOR INCREASED RIDING ENJOYMENT

The change has been just as great *under* the Big M's beautiful new body shell. Changes that mean better handling, increased safety and durability, improved road-holding qualities. Here is a chassis—of completely new design—that cradles you in complete comfort—provides a longer, stronger base for a Big M body that's bigger and more beautiful in every way.

performance-improving dual exhausts

Cut exhaust back-pressure and save up to seven horsepower. Help boost Mercury performance to an all-time high, while adding a clean, trim look. Standard on most models.

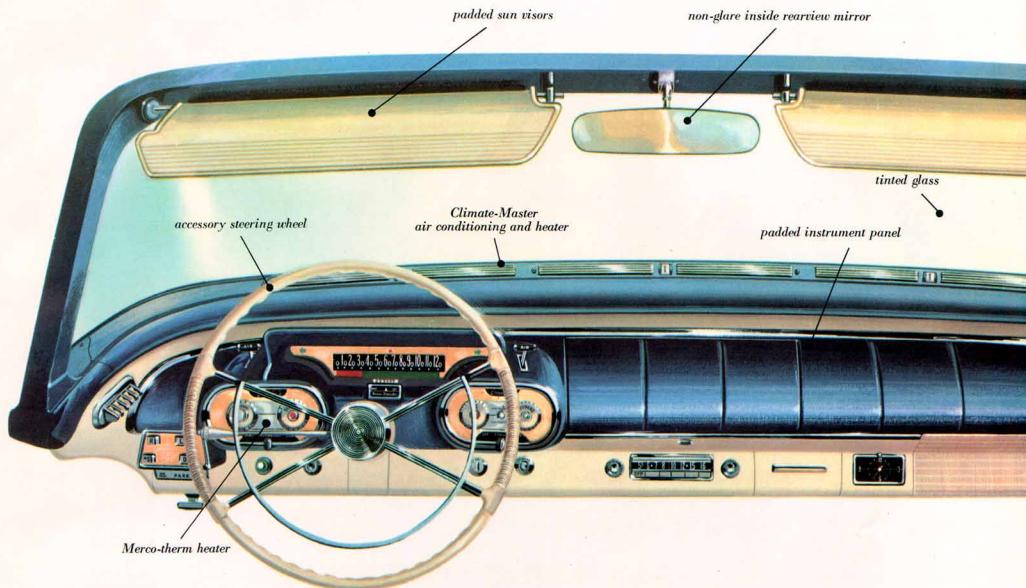
quieter, longer-lasting rear axle

A revolutionary new straddle-mounted axle design! Makes possible a lower drive shaft which, in turn, means a lower floor tunnel. This reduces the overall height of the Big M body, and you still get more head and leg room.

new-design 14-inch wheels

Mean more effective braking. Extra-low-pressure tires on wide-shouldered 6-inch rims contribute to improved riding qualities.

For greater **comfort** and **safety** choose from Dream-Car accessory groups



Now you can add even greater driving pleasure and safety to your 1957 Mercury by equipping it with your choice of Dream-Car accessory groups. Look at the groups noted below—select those that meet your particular needs—for more convenient and comfortable driving. You'll find that specifying accessory groups at the time you order your new car is more convenient. Ask your Mercury dealer to outline all of the advantages of purchasing by groups.

Safety Group

Safety is a byword with Mercury—and the accessories in this group provide even more protection—and peace of mind—for the driver and front seat passengers in the event of sudden stops.

- Padded instrument panel
- Padded sun visors
- Front seat safety belts

Standard equipment Mercury safety features include: Safety door locks, impact absorbing steering wheel, safety rearview mirror, tubeless tires, positive front seat stops, front-hinged hood.

Glamour Group

Smart and functional—just the thing to add extra chromed smartness to your new Big M for '57.

- Wheel Opening Molding—richly-finished chrome strip embellishes and protects front and rear wheel openings and lower side panel
- Rear Deck Dress-up Kit (not available on station wagons)
 1. Deluxe license plate frame with lustrous chrome finish and protective glass window
 2. Chrome Archway—accents the integrated beauty of the massive rear bumper pods
- Anodized Gold Projectile Molding Applique (available only with Glamour Group)

Visual Aid Group

Each of these accessories helps make driving a lot more convenient. As a group they're a *must* for all drivers who want safer, more relaxed motoring.

- Tinted glass
- Windshield washers
- Back-up lights
- Non-glare inside rearview mirror

Courtesy Light Group

Practical . . . useful . . . inexpensive . . . you'll be glad you bought these added conveniences for your Big M—every *night* you drive.

- Vanity mirror and light
- Luggage light
- Courtesy light (both front doors)
- Ashtray bleed light (silhouettes ashtray)

Other Mercury accessories which contribute to more driving pleasure are:

- | | |
|-------------------------|--|
| Push-Button radio | Plastic seat covers |
| Travel-Tuner radio | Contour floor mats |
| Coaxial rear speaker | Compass |
| Rear mounted antennas | Traffic signal reflector |
| Electric antenna | Conical rearview mirror |
| Dream-Car spare carrier | Remote control conical rearview mirror |
| Special steering wheel | Tire chains |
| Locking gas tank cap | Special spotlight and mirror |
| Curb signals | Rear bumper pod reflectors |
| Door edge guards | Full-disc hubcaps |
| Child's safety jacket | |

