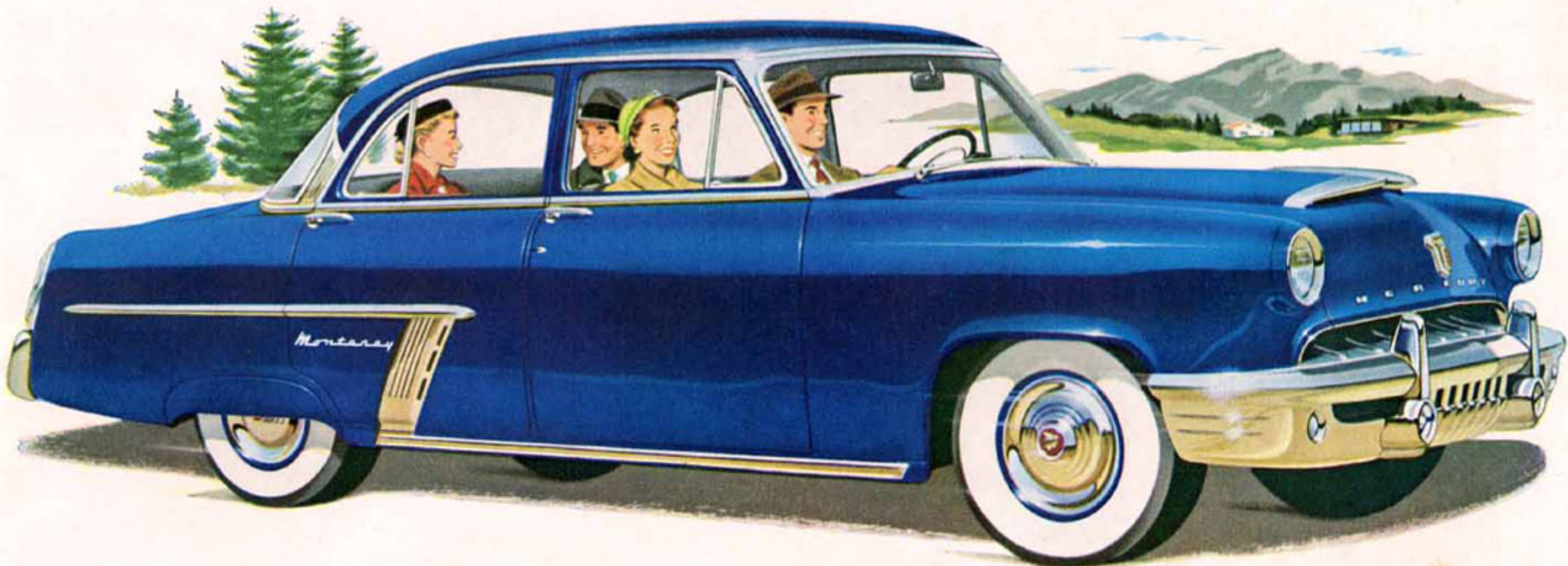


MERCURY *for* 1952



*The most
Challenging New
Car of Any Year!*

*The car that
puts you first!*

Here's YOUR car—the new 1952 Mercury—designed for Your motoring comfort . . . engineered for Your driving ease and relaxation . . . precision-manufactured to give You the things you want most in the car you own.

Its styling is smart, distinctive—the forerunner of cars of the future—with new “Jet-scoop” hood; bold, mass-unit grille; proud, sweeping fenders. New “air-foil” side scoop treatment accentuates the flowing lines of the new Mercury, and carries your eye to a pleasing conclusion at the attractive rear-end styling. Mercury's sleek top appearance is new, too—with clear-view “Mono-pane” windshield, narrow corner posts, and landscape-wide “wrap-around” rear window. In all ways, the 1952 Mercury is beauty-planned for your satisfaction.

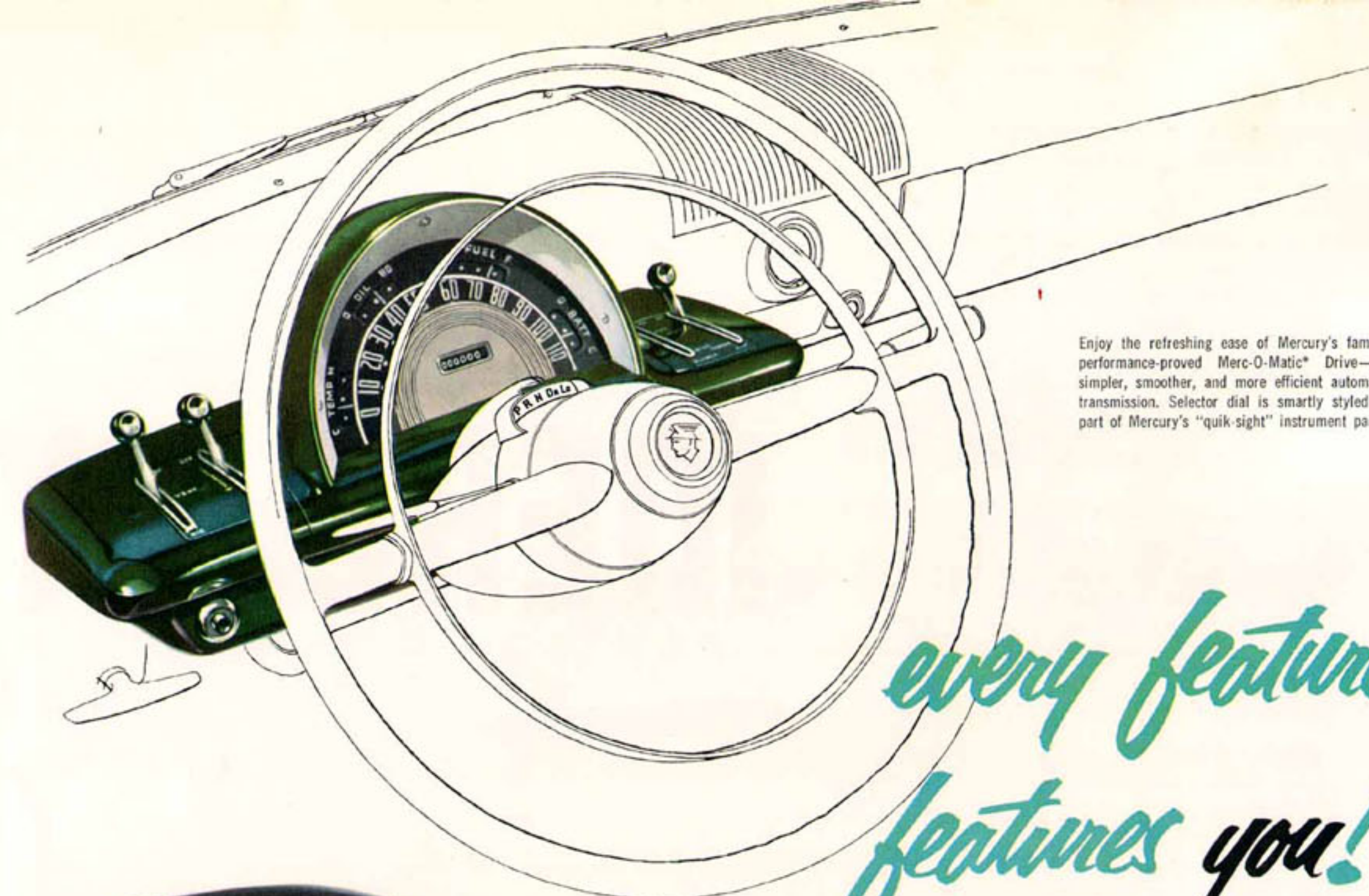
Mercury's luxurious interiors are more generously spacious than ever before to give you the comfort, the room you need for the most pleasant kind of riding. Its new “Interceptor” instrument panel—styled for “quik-sight” convenience—makes driving much more fun. And wait 'til you try Mercury's big “Tip-toe” brakes. They're safer because they're designed to provide greater braking action with less pedal pressure.

Yes, Mercury is YOUR car, too, when it comes to power and performance. Its famous 125-hp, V-8 engine, made only for Mercury by the world's largest volume producer of V-type engines, is precision-built to last longer, to give you performance at its smoothest, and to treat you to the kind of motoring economy for which Mercury has an international reputation.

To learn the full, wonderful truth about this great car, you must take it for a drive. Then you'll know firsthand, why the 1952 Mercury is the car that puts you first!

MERCURY





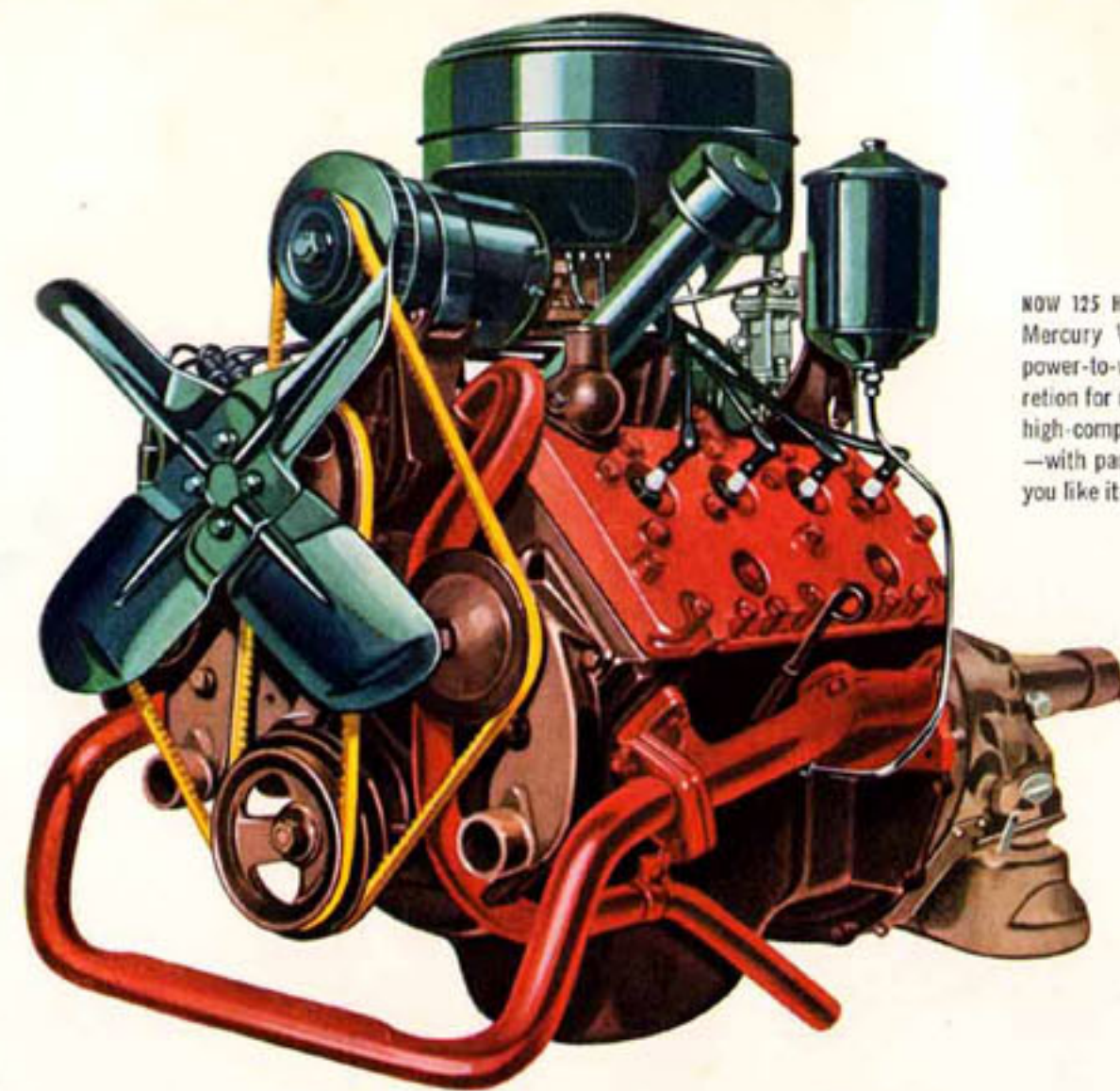
Enjoy the refreshing ease of Mercury's famous performance-proved Merc-O-Matic® Drive—the simpler, smoother, and more efficient automatic transmission. Selector dial is smartly styled as part of Mercury's "quik-sight" instrument panel.

every feature features you!



There's a new sweep of line to Mercury's smart "Jet-scoop" hood. It favors you, too, for never before has a car of Mercury's size offered you such "down-front" visibility . . . giving you a safety-clear view of the road ahead.

To realize how well your needs and desires are anticipated in the design of the new Mercury, you should drive it. Then, right from the start you'll discover how conveniently practical is its new "Interceptor" instrument panel, for example. All controls and gages are placed where you can see them—quickly, easily, with hardly more than a glance. Heating and ventilating system controls are located for simplest use, too.

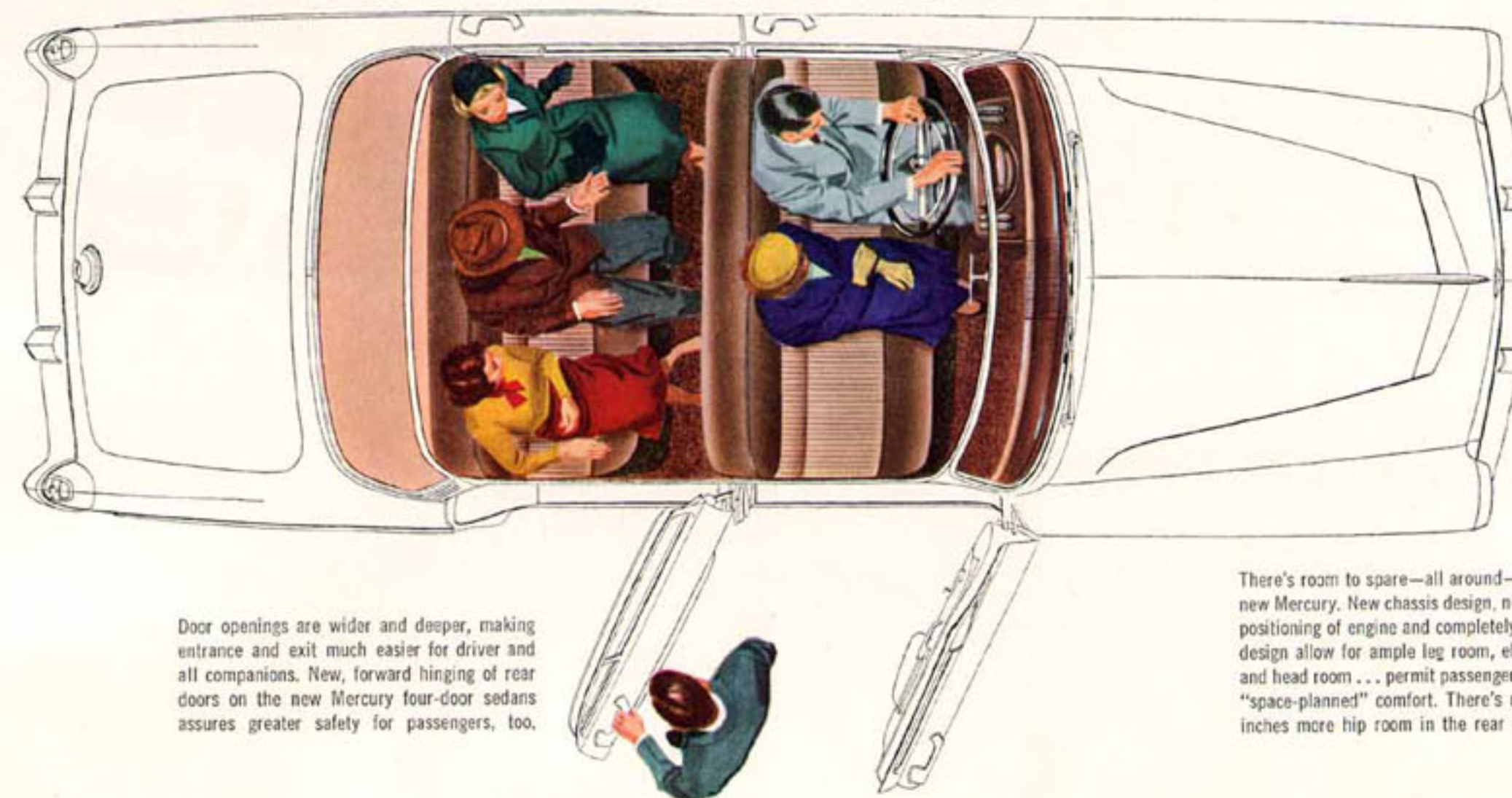


NOW 125 HORSEPOWER—the prize-winning Mercury V-8 engine has a far greater power-to-weight ratio and better carburetion for more efficient performance. It's high-compression, V-8 power at its best—with pace, balance and hustle—just as you like it—and expect it—from Mercury!



Mercury's new "Hide-away" gas tank opening makes refueling easier and faster. Centrally located at the rear of the car and hidden behind the new hinged license plate holder, it lets you approach gas pumps from either side—saving precious time when you're on the road.

You can enjoy up to 17 per cent greater visibility in the new Mercury, for windows are larger—3,210 square inches of safety vision in the 4-door sedan, for example. New "Mono-pane" curved windshield and new "wrap-around" rear window assure easier driving, too.



Door openings are wider and deeper, making entrance and exit much easier for driver and all companions. New, forward hinging of rear doors on the new Mercury four-door sedans assures greater safety for passengers, too.

There's room to spare—all around—inside the new Mercury. New chassis design, new forward positioning of engine and completely new body design allow for ample leg room, elbow room, and head room . . . permit passengers to ride in "space-planned" comfort. There's nearly nine inches more hip room in the rear seat alone.

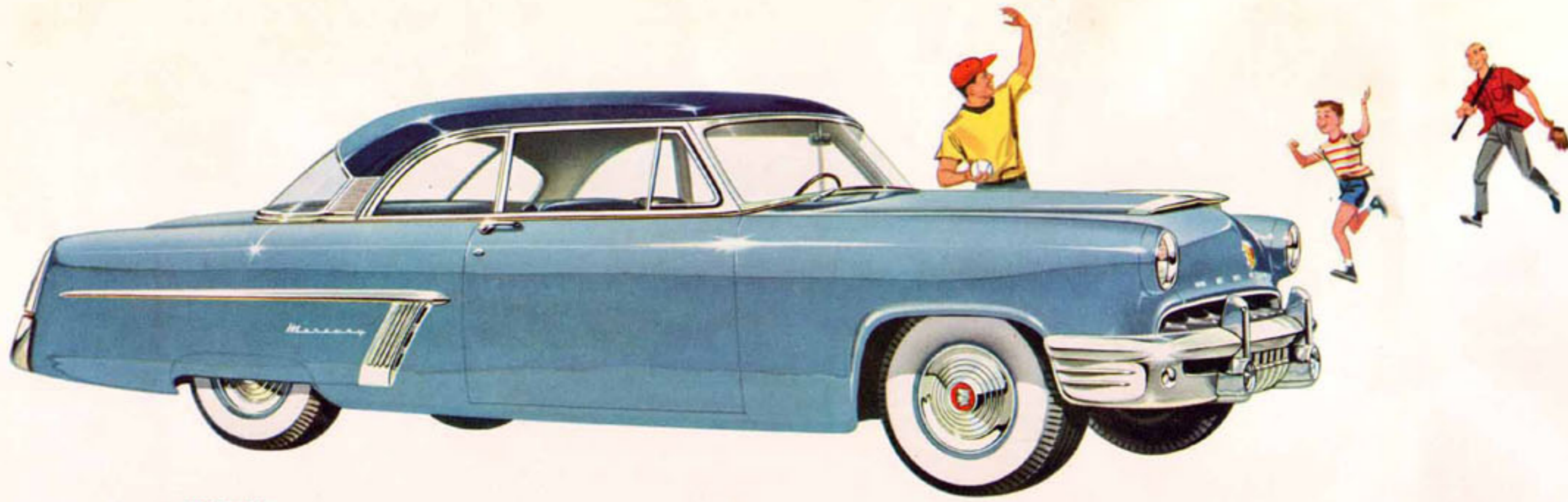
Its winning ways
meet the challenge of today—and tomorrow



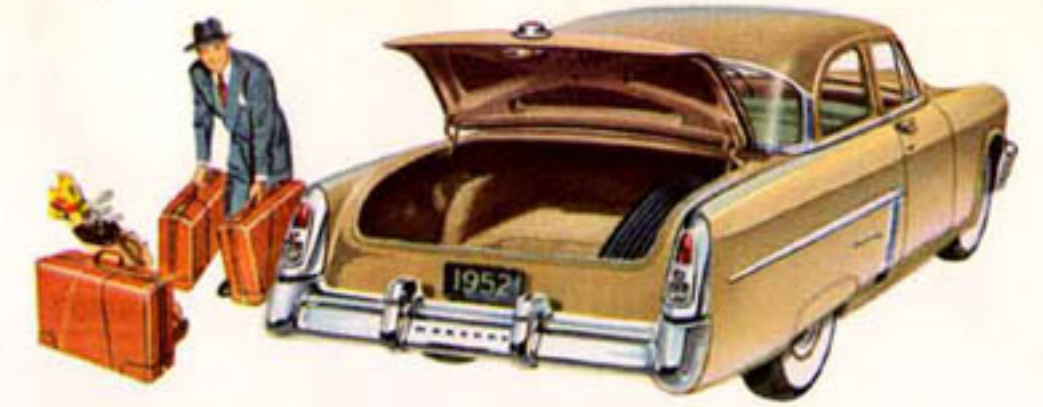
The 1952 **MERCURY** custom four-door sedan

A six-passenger car that you'll be proud to own—with plenty of room for the whole family. Deep-cushioned, foam-rubber seats are broader and far more comfortable. Door openings are larger . . . are hinged at the front . . . open wider, too . . . for easier entrance and exit. In every way it's better. In every way it's designed to satisfy your motoring needs for a long time to come.





The 1952 **MERCURY** custom sport coupe



Masterfully planned to serve many purposes, this model can be used for business and, of course, pleasure.

Its two-door design satisfies every need of the busy man . . . and eases the mind of the family man who desires single-door protection for his children. And it's truly beautiful!

The 1952 **MERCURY** custom two-door sedan

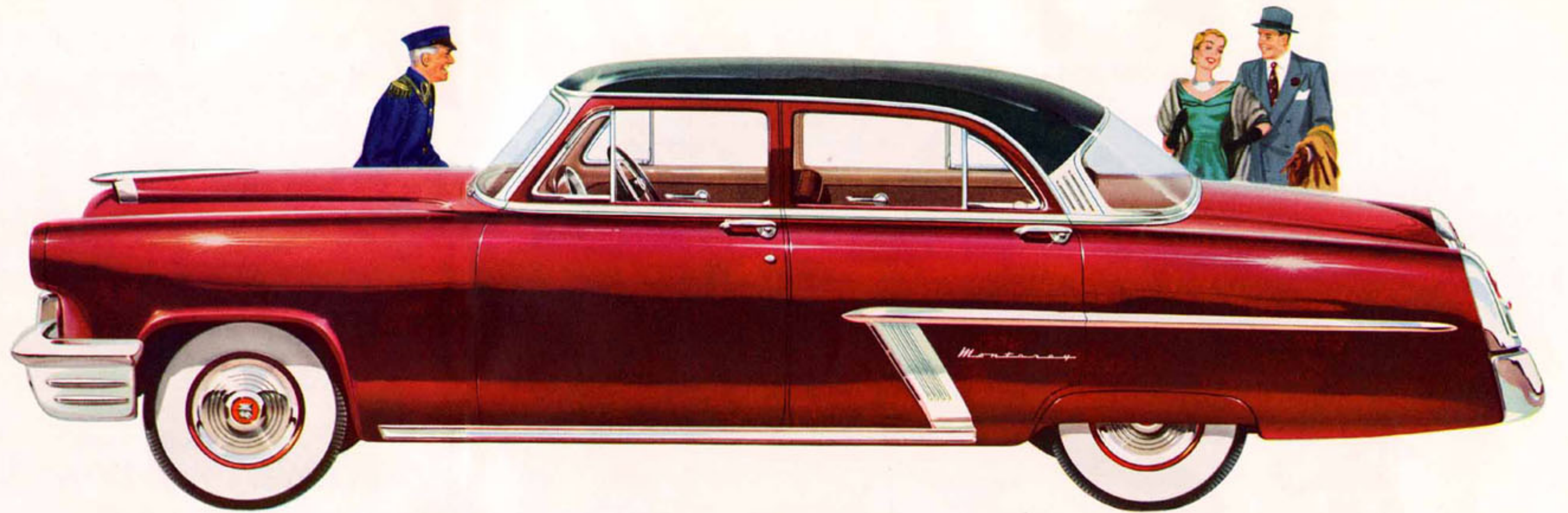
strikingly styled...with a practical flavor

Forerunner of tomorrow with smooth, flowing lines that will set a style-pattern for cars of the future.

Mercury styling is practical, too. Windows, for example, are deeper, wider, assuring better visibility, greater safety for all passengers. And Mercury is built to last!



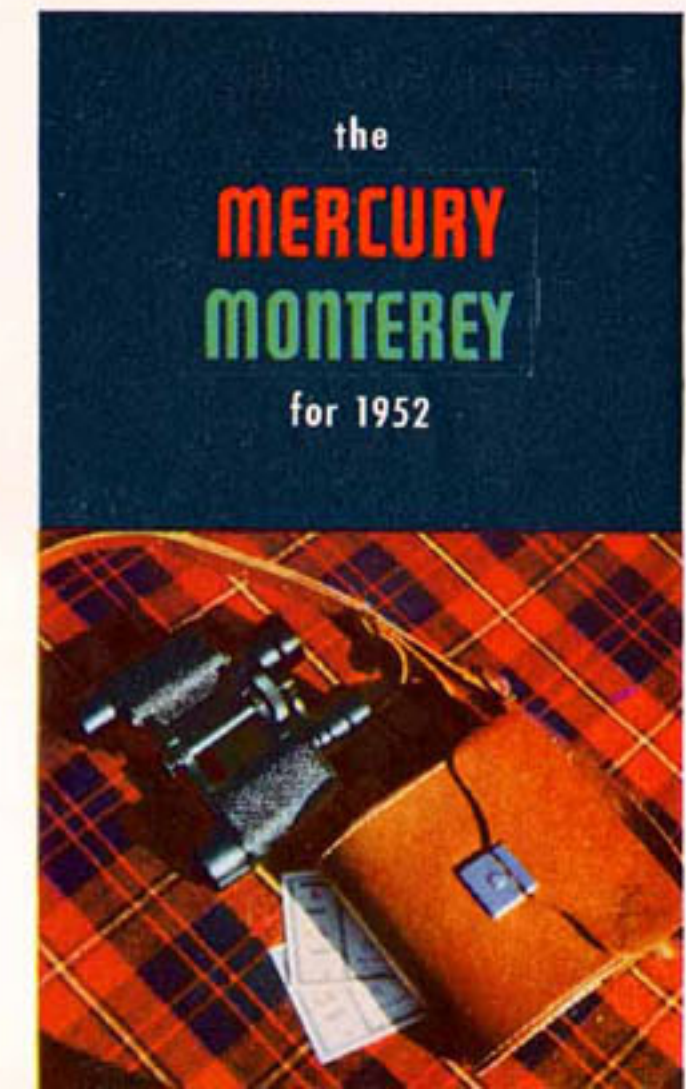
smart
elegant
distinctive
appealing



The 1952 **MERCURY MONTEREY** special custom four-door sedan



So luxuriously beautiful, it stands apart from all others. Rich and tastefully styled throughout, its superb interior upholsteries and appointments complement the variety of exterior colors. Destined to be the style-leader in any setting. It's truly smart . . . distinctive . . . elegant . . . appealing —in every way. Here's a car you will be proud to own.





the
MERCURY
MONTEREY
 for 1952

all the go...
in every sense
of the word



There's the racy feeling of a convertible to this car with its gracefully sleek lines. And there's the certain safety of a closed car with its all-steel top. Beyond this, there's an attitude to the Mercury Monterey that invites you to get in and drive every time you see it. And when you do, you'll discover new driving ease, too—the kind of driving ease that will alter your whole concept of motoring pleasure. It's an experience you'll not want to miss.

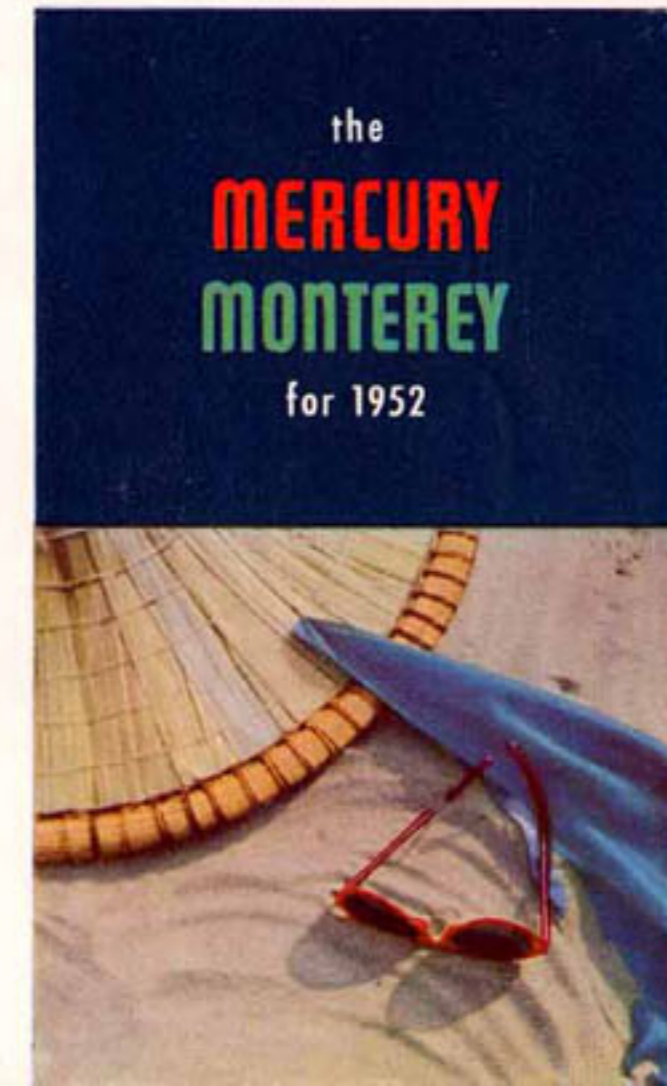
The 1952 **MERCURY** **MONTEREY** special custom coupe

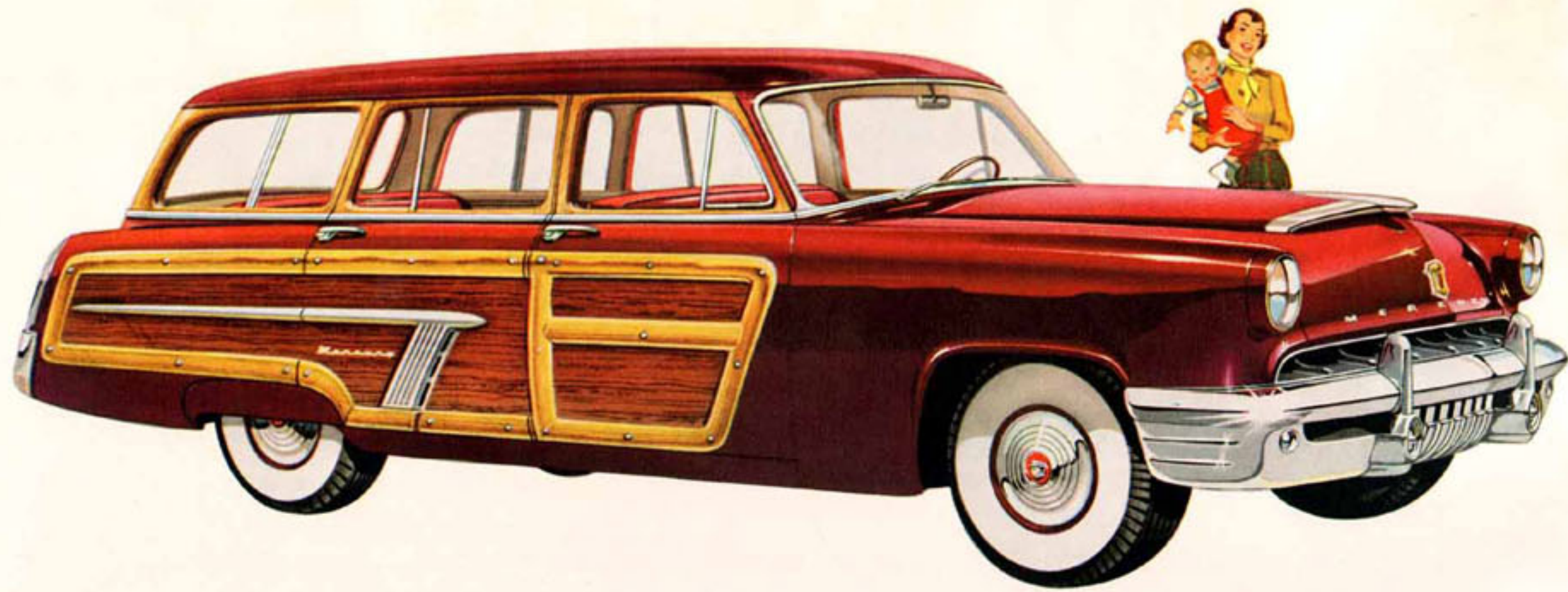


The 1952 **MERCURY MONTEREY** special custom convertible

All this car needs is an open road—and someone, like you, to drive it. It makes driving time seem like a pastime in any season . . . in any kind of weather. Come rain, its snug-fitting top completely protects you . . . come shine, and down with the top at a touch of the finger to the automatic control. Available in rich colors selected to make the most of its smart lines. Custom tailored vinyl and vinyl nylon upholsteries assure long-lasting enjoyment, too.

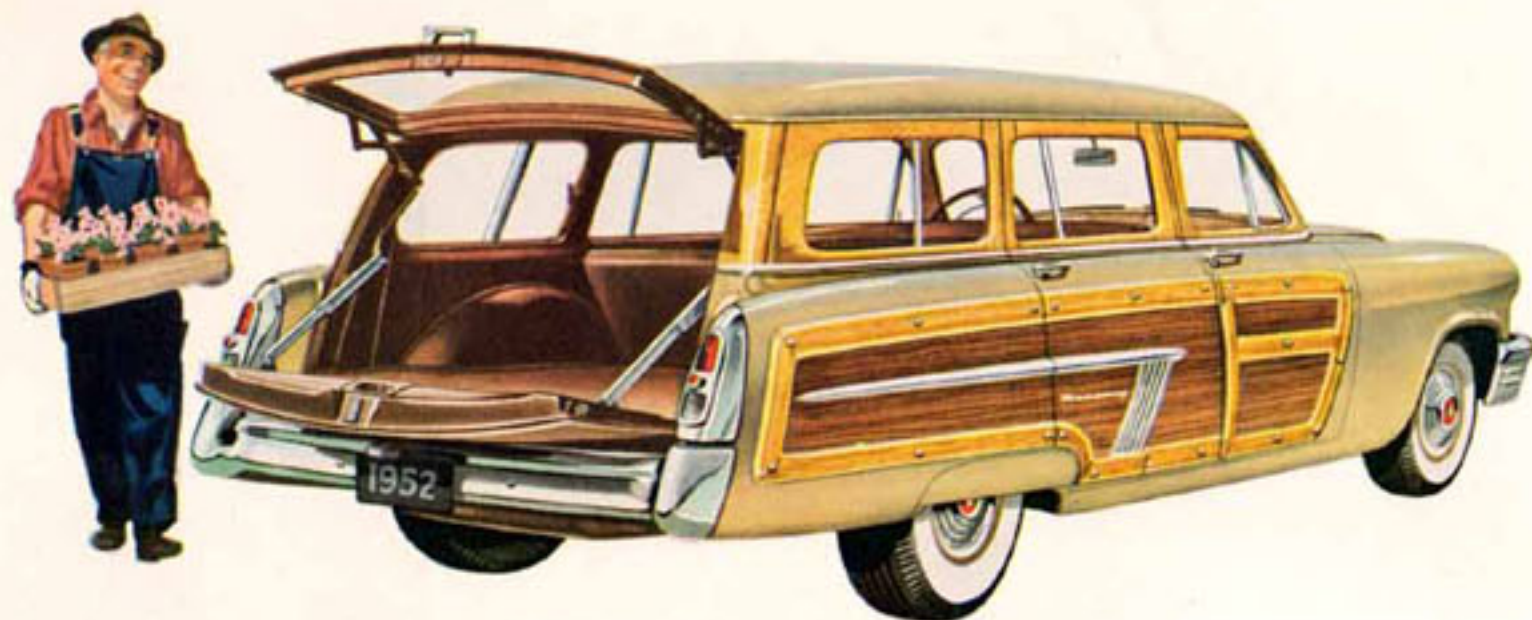
Spirited companion for continuing holidays





The 1952 **MERCURY** 8-passenger station wagon

for *carefree* days...and *busy* ones!

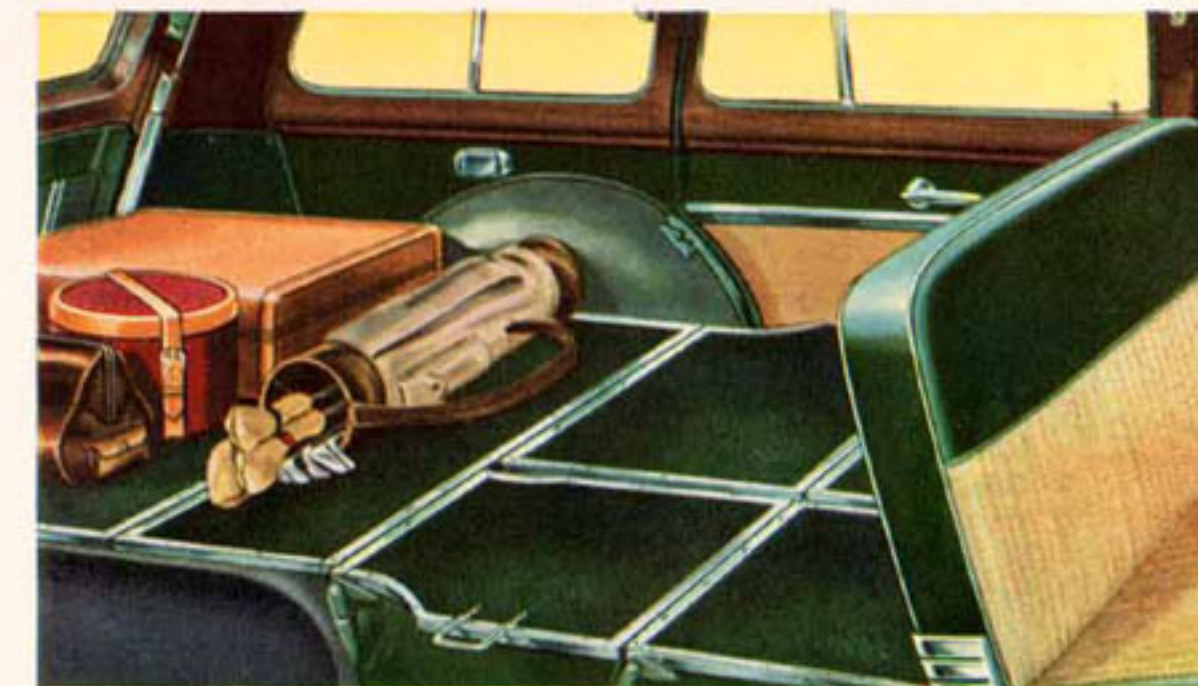


The 1952 **MERCURY** 6-passenger station wagon

Now in two versions—a luxurious eight-passenger and a highly practical six-passenger—the new Mercury Station Wagons are the most versatile ever. There's room for all the family in the eight-passenger Station Wagon, whether you're on a week-end jaunt or an extended vacation. For large-scale hauling as well as pleasure use, the six-passenger Station Wagon is ideal. Upholstered in a choice of beautiful vinyl and woven plastics, these smart pleasure-business cars are right for every occasion—every day of the year.



TRULY VERSATILE, the Mercury Station Wagon provides plenty of stretch-out room for all of your passengers . . . and it carries all of their week-end needs.

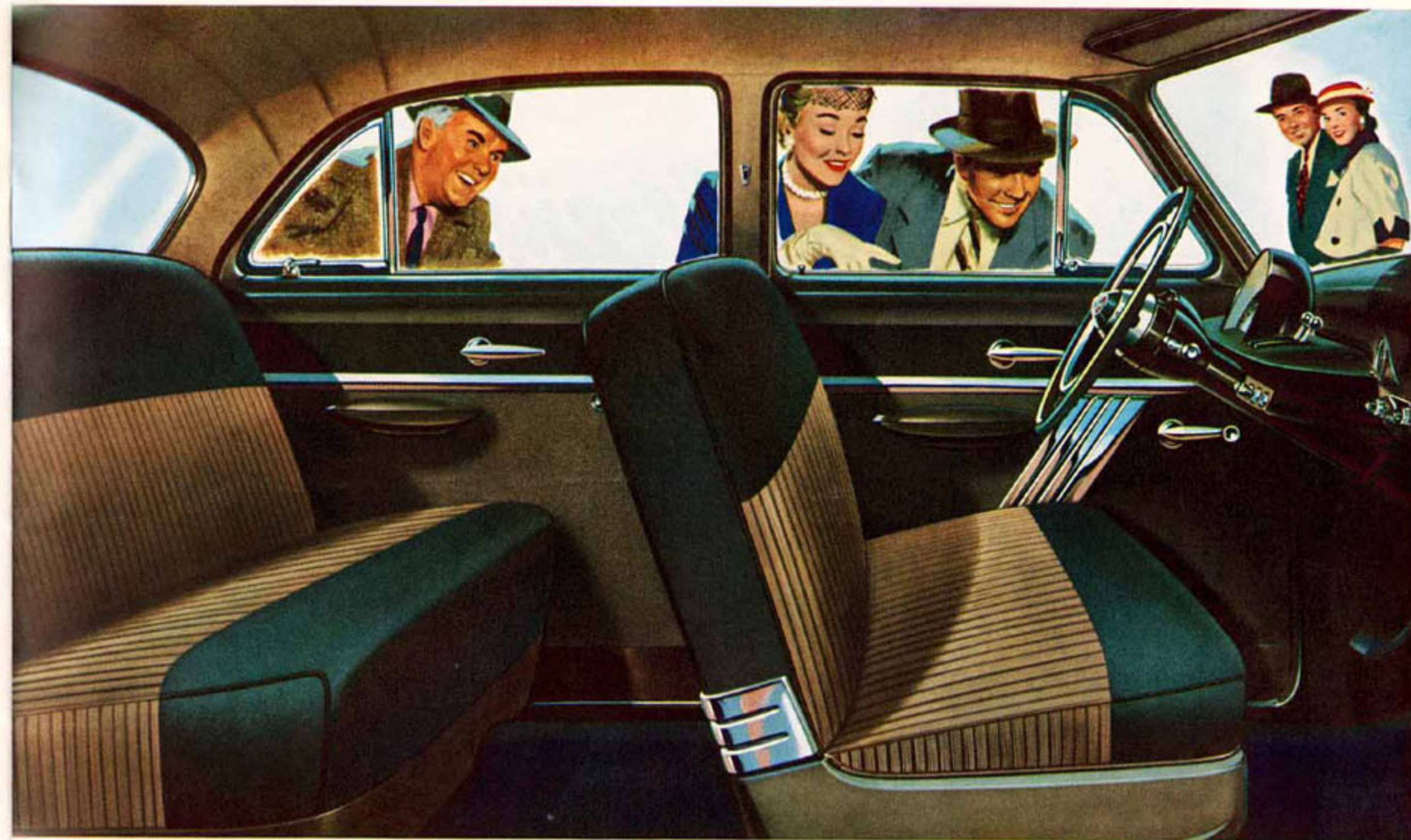


PRACTICAL, TOO . . . with rear seat and center seats down, you can carry up to half a ton of whatever you want to haul.

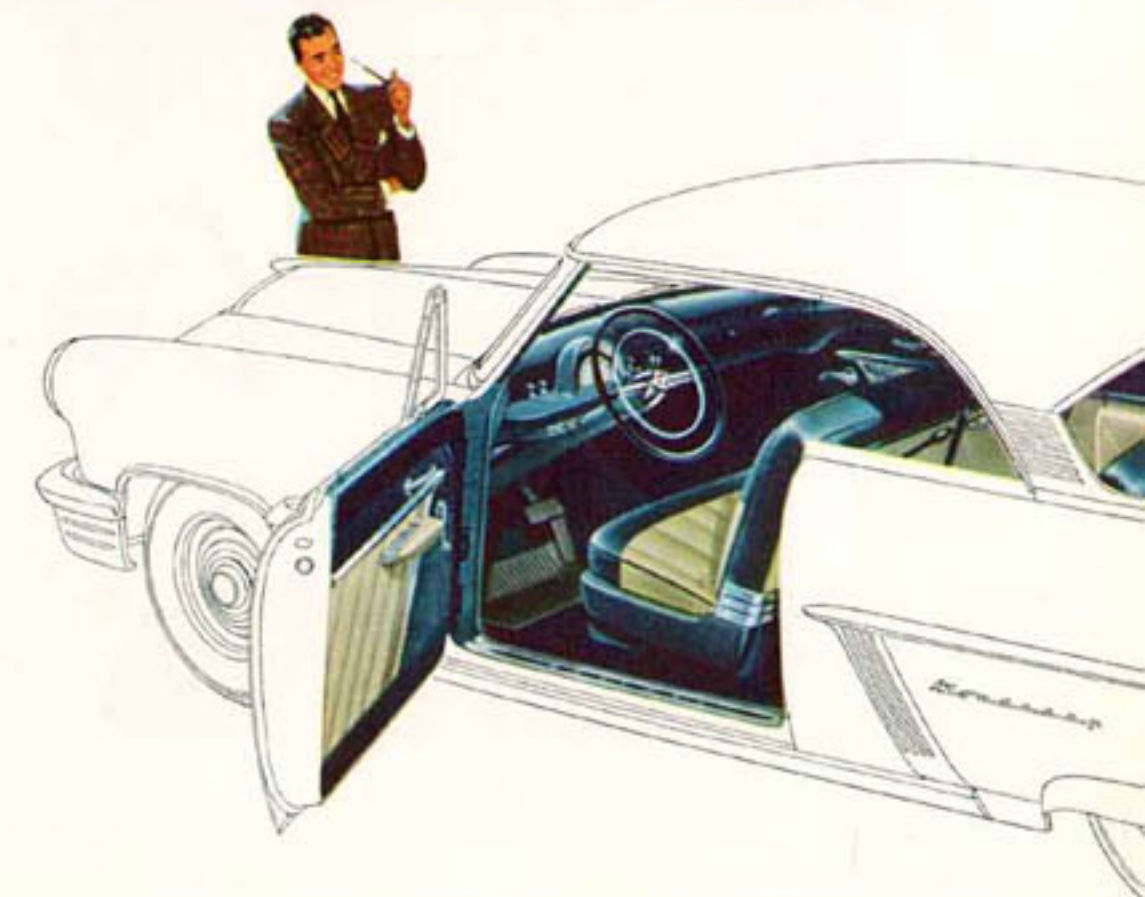


AND SO USEFUL . . . there's room for your passengers, and their luggage. Center seats can be arranged in virtually any fashion best suited to your needs.

new smartness
new luxury
new color



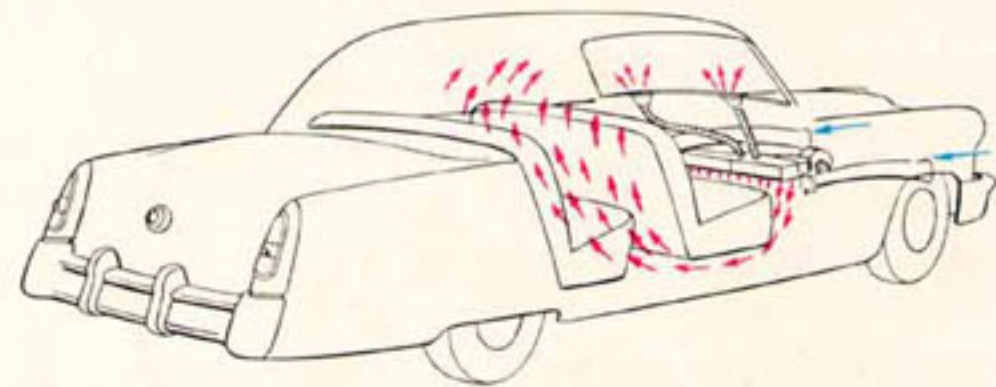
Here's where you ride—in elegant comfort. For the well-planned spaciousness in every Mercury model is a feature you will appreciate every time you ride or drive. There's enough room in the Mercury so that you can really relax. And it's so beautifully appointed with new "Colorama" upholstery and fabrics, the Mercury interior will add immeasurably to your motoring enjoyment.





Accents

for your motoring pleasure



CUSTOM HEATING AND VENTILATING SYSTEM—styled exclusively for your new Mercury provides comfort for you in any season.

Heated fresh air, thermostatically controlled, keeps you comfortably warm when winter comes. Cooling fresh air breezes in, around, and out of your car in summer.

New, full-width defroster assures safer driving, too. It melts ice off the entire windshield in freezing weather . . . helps keep windshield fog-free on humid days.

Control panel for heat or ventilation so easy to operate, and within easy reach of the driver. It's beautifully styled, too, as a featured element of your "Interceptor" instrument panel.



MERCURY STYLED ACCESSORIES



MERCURY RADIO—Here's a radio that's built especially to fit the acoustics of your new Mercury. A super-heterodyne unit, it assures you of crystal-clear, undistorted reception. And it's handsomely styled, with easy-to-reach push buttons for instant tuning to any one of your five favorite radio stations. Dual-control knob lets you regulate tone and volume. Manual control lets you tune in distant stations when you are out of your normal local range.

SEA-TINT WINDOWS—For better visibility while driving, especially at the twilight hours, Solex "sea-tint" windows are recommended. This new Mercury Styled Accessory blocks out twilight glare, excessively bright sunshine. It keeps hot sunshine heat out of your car, too . . . makes driving cooler for you.

CURB BUFFER—A sweeping line that adds beauty to the over-all styling of your new Mercury. It protects your car, too, against flying stones and gravel . . . and high curbs.

FRONT GRILLE GUARD—A smart style note and added protection for the entire front end of your new Mercury. Its smart simplicity of design adds a bold, massive feeling to the over-all fashion of the entire car.

ROAD LAMPS—They throw a wide, brilliant beam of light in front of your car, close to the road—making it safer and easier for you to drive through fog, rain, or misty weather. These powerful sealed-beam lamps are built into the front grille guards.

BACK-UP LIGHTS—Here's automatic light—light that helps you see better in back of your Mercury every time you put your car in reverse gear. This simplifies parking and backing out of driveways. Saves you time, too.

GAS TANK AND LICENSE PLATE LOCK—For those people who park their cars out all night, this neat Mercury Styled Accessory is practically a "must." It protects your fuel supply, since it can be opened and locked only by a key—the key to your luggage compartment.

SPOTLIGHT—Greater nighttime visibility is assured for you with the new Mercury spotlight. It throws a thousand-foot beam of light . . . pin-points hazards in the road ahead . . . lets you spot road signs and house numbers, too. Beautifully chromed for added beauty.

OUTSIDE REARVIEW MIRROR—This Mercury Styled Accessory lets you see out back and to the side of your car when you're passing or pulling away from the curb. It's decorative, too . . . attractively finished in sparkling chrome.



All accessories shown on these two pages are available at extra cost. Your Mercury dealer will be glad to give you complete details as well as a comprehensive catalog fully describing these and many other Mercury-styled accessories for you to choose from.



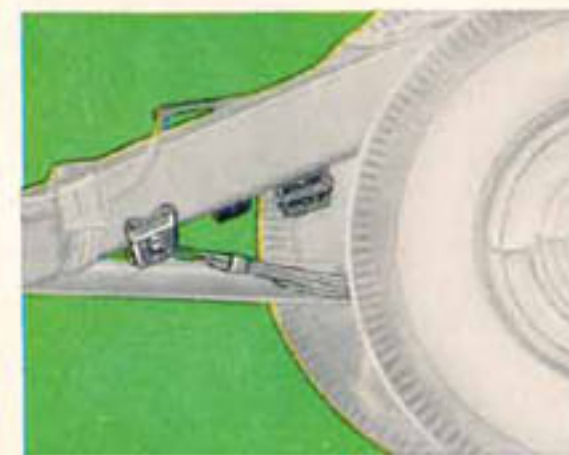
*puts you miles ahead
in comfort... in performance*



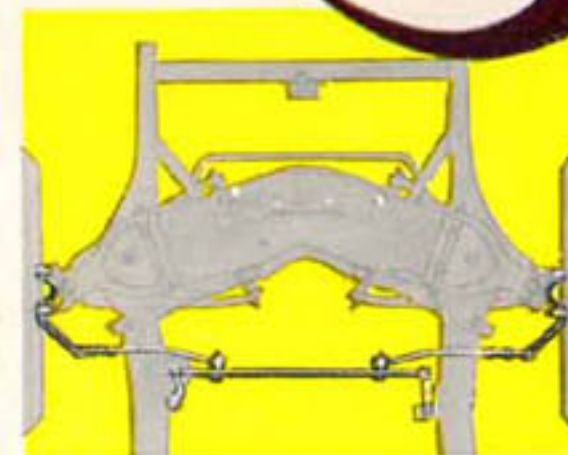
Engineered for strength, safety, and riding comfort, the 1952 Mercury chassis features a new box-type frame design that provides an extra-strong foundation for the entire car. This new frame, with its five sturdy cross-members, permits a better location of all seats in the car and a new mounting of "sea-leg" rear shock absorbers, which adds to the riding comfort of all passengers.



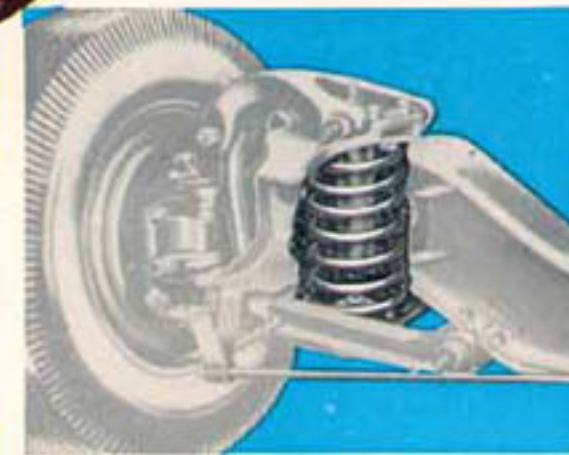
You ride cradled between the wheels... where the ride is best. This "comfort-ride" is one of many motoring benefits you enjoy because of Mercury's new "advanced-design" chassis.



New, bigger, heavy-duty rubber bumpers for rear springs of the Mercury cushion power thrusts and soften the ride—no matter what the road—make the Mercury ride velvet-smooth.



Practically no effort is required to steer the new Mercury—just the control of finger pressure. Improved "Stedi-line" steering is but another reason why you'll like your new Mercury.



Mercury's front wheel suspension and springing is improved, too, so that driving under any conditions—on or off the highway—is easier for you... and far more enjoyable, too.

A full 125 horsepower—that's what the great Mercury power plant now delivers. Its improved high-compression V-8 design has a far better power-to-weight ratio. That means Mercury's already proved performance has even greater "go". And Mercury's prize-winning economy is better, too, because the new dual "Centri-flo" carburetor squeezes more mileage out of every gallon of gasoline.

Starting will be sure in any kind of weather. Weatherproofed ignition assures this. In fact, no matter what the driving condition may be—uphill, downhill, in traffic, or on the open road—the great Mercury engine will more than meet your every demand. It's a V-8 and it's built exclusively for Mercury by the world's largest producer of V-8 engines.

MERC-O-MATIC DRIVE
*—simpler...smoother
...more efficient!*

Add to Mercury's great engine, Merc-O-Matic Drive*, and you have a smooth-running performance team that's "the hit of the highway!" For Merc-O-Matic Drive cushions the power flow, makes driving liquid-smooth. Furthermore, this performance-proved automatic transmission takes the effort out of driving... puts more pleasure in. There's no gear shifting required for normal motoring... there's no clutch pedal, either. You just slip your easy-to-use selector lever into "Drive" position after starting, then step on the gas and go! That's all there is to it.

3-WAY CHOICE! You have your selection of three dependable drives to complement Mercury's economy-proved V-8 engine: in addition to Merc-O-Matic Drive*, there's the thrifty Touch-O-Matic Overdrive* which gives you up to two gallons of gasoline in every ten; or the Silent-Ease Standard Transmission.

1952 MERCURY SPECIFICATIONS

ENGINE SPECIFICATIONS

TYPE: The 1952 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 $\frac{3}{8}$ in.; stroke, 4 in. Displacement, 255.4 cu in. Compression ratio, 7.2 to 1. Three-point rubber mountings. Counterbalanced crankshaft with 3 main bearings. Aluminum-alloy 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, 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, 22 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. Over-all height, 62.5 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 Fiberglas pods 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.

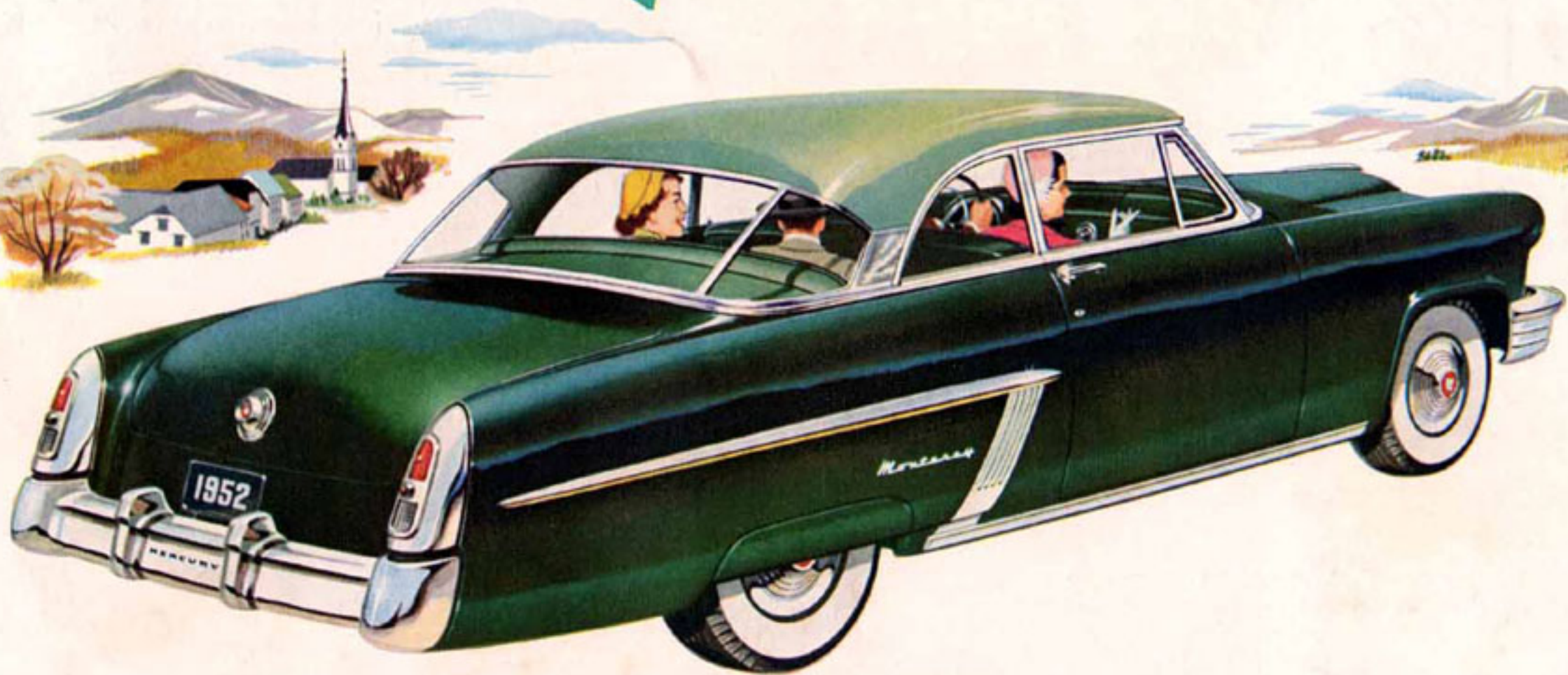
DRIVE: Hotchkiss drive with tubular propeller shaft. Carrier-type rear axle with hypoid ring gear and pinion. Rear wheel bearings permanently lubricated.

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, when available, 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.

Go by value...



Go buy **MERCURY!**