



features

*Quick facts*

body



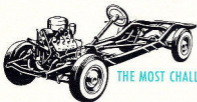
*about the new*

engine

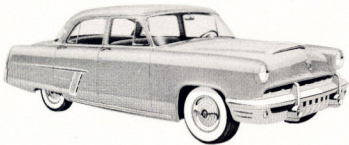


*1952* **MERCURY**

chassis



THE MOST CHALLENGING NEW CAR OF ANY YEAR



## *quick facts about 1952* **MERCURY**

## *features*

### "PREVIEW-OF-TOMORROW" STYLING

- New, centralized "Interceptor" instrument panel
- Welded all-steel body with integral rear fenders
- Combination double-bar bumper-grille
- Curved "Mono-pane" windshield; "wrap-around" rear window
- Wide selection of color and upholstery combinations
- One-piece "finger-lift" counterbalanced engine hood
- Simulated air scoop trim on hood and rear fenders

### POWERED FOR PEAK PERFORMANCE

- Full 125-horsepower, V-8 engine
- Greater power and higher power-to-weight ratio
- Scientific weight distribution and precision balance
- Coordinated front and rear spring action
- Choice of three great Mercury transmissions
- Smooth, efficient Hotchkiss drive propulsion
- High torque output at low engine speed

### ALL-SEASON COMFORT

- Bigger, wider easy-in-and-out double-panel doors
- Deep, wide cushions with new zig-zag springs
- "Space-planned" for increased leg room, head room, hip room
- Dual-duct fresh air ventilation with separate controls
- Large capacity custom heater (extra cost)
- Electric push-button window controls available at extra cost

### ECONOMY EVERY MILE

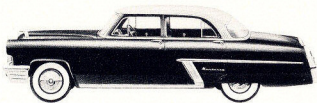
- High gas mileage with thrifty V-8 engine
- Precision-built parts, designed to last longer
- Major parts easily accessible for inspection, adjustment, or repair
- Mercury engine gets peak performance on regular (non-premium) gas. You save the difference on every gallon!
- With unnecessary weight eliminated, tires have longer life
- 51-plate battery designed to give longer service

### EXTRA DRIVING SAFETY

- Large, 1-piece "Mono-pane" curved windshield
- Better driving vision with slender windshield posts
- All doors front-hinged to open against windstream
- Better, more effective braking, with 11-inch composite drums
- Abundant power reserve when you need it in Mercury's dependable, responsive 125-horsepower, V-8 engine
- 17% greater safety vision—total area 3210 sq in. (4-door sedan)

### LONG-LASTING VALUE

- Precision manufacture assures long dependable service life
- "Preview-of-Tomorrow" style designed to stay new longer
- Mercury's popularity lasts—official records show 90% of all Mercurys sold for use in this country are still in service
- Wide selection of colors and interiors help individualize Mercury
- Mercury's great V-8 engine is precision-built for long, economical service, dependable performance



MONTEREY SPECIAL CUSTOM 4-DOOR SEDAN

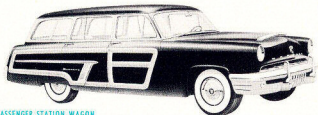


MONTEREY SPECIAL CUSTOM CONVERTIBLE

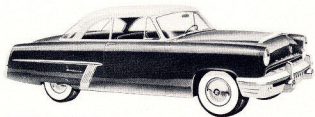


CUSTOM 4-DOOR SEDAN

*quick facts about 1952* **MERCURY** *models*



8-PASSENGER STATION WAGON  
(6-Pass. Model also available)



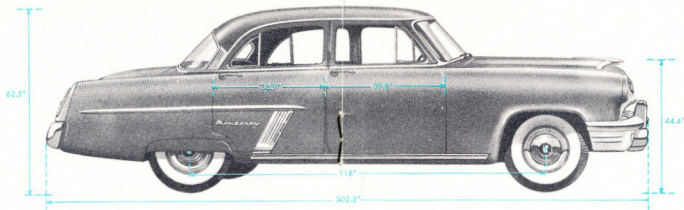
MONTEREY SPECIAL CUSTOM COUPE



CUSTOM 2-DOOR SEDAN  
(Cust. Sport Coupe also available)

Here are six of the eight new 1952 Mercury body styles featuring Mercury's "Preview-of-Tomorrow" design. It's the biggest selection ever of Mercury models, available in more than a score of fashionable solid and two-tone color combinations.

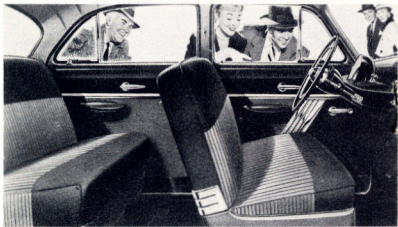
In any Mercury you select, you have flashing high-compression performance with the powerful new 125-horsepower, V-8 Mercury engine. On the inside, Mercury's "space-planned" interiors give you more room, more comfort, and the smartest style.



**OTHER SEDAN SPECIFICATIONS:**

Over-all width . . . . .	73.5 in.	Front hip room . . . . .	58.9 in.	Rear hip room . . . . .	58.9 in.	Tire size (closed cars) . . . . .	7.10 x 15
Wheel tread . . . . .	58 in.(F) 56 in. (R)	Front seat depth . . . . .	18.2 in.	Rear seat depth . . . . .	19.0 in.	Fuel tank capacity . . . . .	19 gal.
Windshield area . . . . .	940 sq in.	Front seat height . . . . .	13.0 in.	Rear seat height . . . . .	13.5 in.	Leg room—front . . . . .	42.8 in.
Total glass area . . . . .	3210 sq. in.	Head room—front . . . . .	35.4 in.	Head room—rear . . . . .	34.2 in.	Leg room—rear . . . . .	41.5 in.

*quick facts about 1952* **MERCURY** *body features*



INTERIOR MONTEREY SPECIAL CUSTOM 4-DOOR SEDAN

**BODY CONSTRUCTION**

- Welded and reinforced all-steel construction
- Tightly sealed body with "studio-quiet" insulation
- One-piece counterbalanced hood; combination bumper-grille
- Feather-lift trunk lid with scissor-type hinges
- Simulated airscoop trim on hood and rear fenders
- Long, graceful rear fenders integral with body

**"SPACE-PLANNED" INTERIORS**

- "Interceptor" instrument cluster directly in front of driver
- Big selection of broadcloth, vinyl, and nylon upholstery
- Ample leg room, head room, wider seats, larger windows
- Deep, wide seats and cushions with zig-zag springs
- Dual-duct fresh air ventilation system
- Custom fresh air heater and de-icer (optional at extra cost)
- All-clear "foot-free" front compartment floor

## RATING AND TYPE

- 8-cylinder, V-type, L-head high-compression engine
- Mercury engine develops full 125-horsepower at 3700 rpm
- Maximum torque: 211 foot-pounds at 1900 to 2200 rpm
- Bore  $3\frac{3}{16}$ , stroke 4 in. Displacement, 255.4 cu in.
- Compression ratio 7.2 to 1. Taxable horsepower 32.5

## CONSTRUCTION

- One-piece block with cylinders in two banks 90 degrees apart
- Counterbalanced cast alloy steel crankshaft
- Aluminum 4-ring pistons, with steel thermal expansion struts
- Rotating-type one-piece precision ground valves
- 3-point rubber-insulated engine mounting
- High-quality drop-forged steel connecting rods
- Three extra-wide steel-backed replaceable main bearings
- Combustion chambers shaped to complete fuel-air mixing

*quick facts about 1952* **MERCURY**

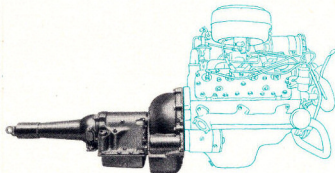
## FUEL SYSTEM

- New gas-saving "Centri-Flo" dual-downdraft carburetor
- Double-acting fuel pump, 19 gallon fuel tank
- Dual throat carburetor; short equal-length intake passages
- Automatic choke with manifold-mounted control unit
- New oil-bath carburetor air cleaner and silencer (optional)
- Greater power, performance—all from regular (non-premium) gas

## ELECTRICAL SYSTEM

- 51-plate, 100-ampere-hour battery mounted under hood
- Weatherproofed ignition. Single breaker distributor
- High-capacity 35-ampere generator, with 3-unit regulator
- Efficient vacuum-operated automatic spark control
- Ratchet-type starter for cars with optional Merc-O-Matic Drive

Every MERCURY built is powered by the owner-proven 8-cylinder, V-type, Made-Only-For-Mercury engine... a product of the world's leading manufacturer of V-type engines.



*engine*



## COOLING SYSTEM

- Full-flow system circulates coolant through block, cylinder heads
- Pressure cooling system; coolant capacity 22 qt (without heater)
- Full-length water jackets; pressure radiator cap
- Dual high-capacity centrifugal water pumps
- Large, 4-bladed fan with irregularly spaced, curved tip blades
- Dual thermostats—one in each cylinder head outlet

## LUBRICATION

- Force-feed pressure lubrication to all moving parts
- Gear-type oil pump with floating filter screen intake
- Oil capacity 5 quarts (refill); deep sump-type oil pan
- External oil filter installed as optional extra cost equipment
- Positive crankcase ventilation and screened breather cap

### STRONG, RIGID FRAME

- Double-drop frame with box-section side-rails, rigidly reinforced
- Special X-member reinforcement for convertible frame
- Five cross-members, welded and riveted to sturdy side rails
- 18-point body mounting. Live-rubber body mounts
- Wheelbase 118 in. Over-all length 202.2 in. (Sedan)
- Frame fabricated of heavy-gauge cold-rolled steel

### FRONT SUSPENSION

- Independent "Cushion-Coil" suspension with helical coil springs
- Extra-large shock absorbers mounted inside springs
- Torsional stabilizer bar to control sidesway, roll tendencies
- Rubber pad insulators installed above and below coil springs
- Special cone-shaped rubber limit bumpers

## quick facts about 1952 **MERCURY**

### REAR SUSPENSION

- 53-inch-long semi-elliptic leaf-type rear springs
- Rubber-cored bushings installed in spring shackles
- "Sea-leg" mounted direct-acting hydraulic shock absorbers
- Silent-glide wax-impregnated liners separate longer spring leaves

### DRIVE SYSTEM

- Hotchkiss drive, with thrust transmitted through rear springs
- Tubular propeller shaft dynamically balanced
- Two long-life universal joints with needle bearings

### REAR AXLE

- Quiet-running hypoid-type ring gear and pinion
- Carrier-type differential with malleable iron housing
- Semi-floating tapered forged steel axle shafts

### "STEDI-LINE" STEERING

- Symmetrical geometry with equal length tie-rods
- 26.4 to 1 steering ratio (over-all mechanical advantage)
- Slender, full-length concentric steering column
- 18-inch diameter, 2-spoke steering wheel

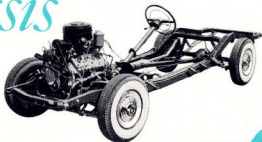
### "AUTO-ACTION" BRAKES

- Internal expanding type hydraulic brakes with 11" drums
- Pendant brake pedal suspension from instrument panel bracket
- Independent mechanical hand brake operating rear wheel brakes
- Long-lasting molded asbestos brake linings

### WHEELS AND TIRES

- New 15-inch steel disc wheels with wide safety rims
- Extra-low pressure tires, 4-ply, 7.10 x 15 (closed cars)
- Large, 4-ply, 7.60 x 15 tires for convertible, station wagon

## chassis



### YOUR CHOICE OF THREE DEPENDABLE TRANSMISSIONS

#### MERC-O-MATIC DRIVE\*

Mercury's new simpler, smoother, fully hydraulic and fully proven transmission. Power is always transmitted through fluid. Clutch pedal is eliminated for new driving ease. Drive selector and dial on steering column.

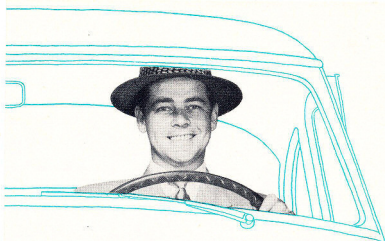
#### TOUCH-O-MATIC OVERDRIVE\*

Provides automatic fourth forward speed, cuts fuel consumption as much as 20%. Reduces engine speed, aids engine life. Quiet running, economical.

#### SILENT-EASE STANDARD TRANSMISSION

Has three forward speeds, synchronized shifting, matched helical-cut gear sets. Manual control in three forward speeds and reverse.

\*Optional at extra cost



*1952* **MERCURY**  
*the car that*  
*puts you first*

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MERC-O-MATIC DRIVE, FULL-DISC HUB CAPS, BUMPER GUARDS, AND WHITE SIDE-WALL TIRES, WHEN AVAILABLE, OPTIONAL AT EXTRA COST. FENDER SHIELDS AND CURB BUFFER ARE STANDARD ON MERCURY MONTEREY SPECIAL CUSTOM 4-DOOR SEDAN, SPECIAL CUSTOM COUPE, AND SPECIAL CUSTOM CONVERTIBLE, AND OPTIONAL AT EXTRA COST ON ALL OTHER MODELS.