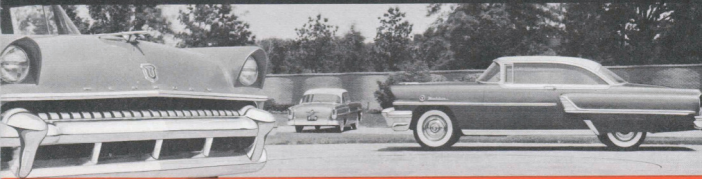


Quick Facts

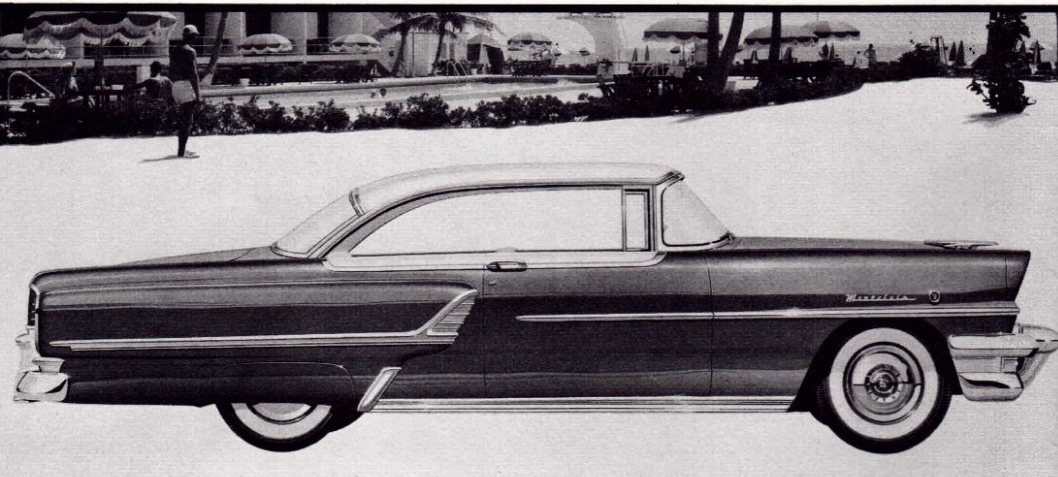


that prove the extra value in the

1955 MERCURY

brilliantly engineered in three great series: Montclair—Monterey—Custom

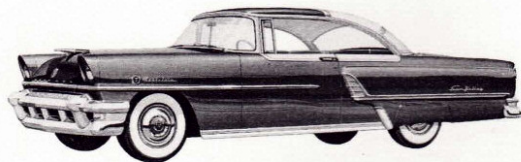
Choose the 1955 Mercury that suits you best: 10 new models in 3 big series



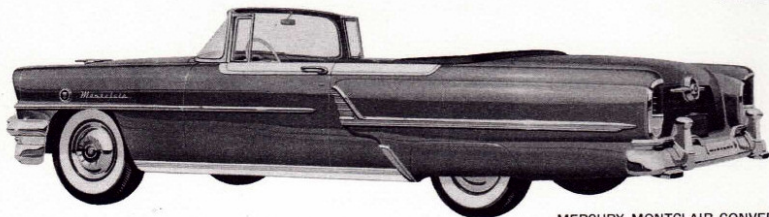
MERCURY MONTCLAIR COUPE

the luxurious Montclair—bold beauty with 195 horsepower

Proudest of all proud new Mercurys for 1955, the Montclair line introduces a dramatically different spirit to the field of luxury motoring. Here are the longer, lower style setters of the year—just 58.6 inches in height—with a new super-compression Super-Torque 195-hp V-8 engine and dual-exhaust system for spectacular performance.



MERCURY MONTCLAIR SUN VALLEY



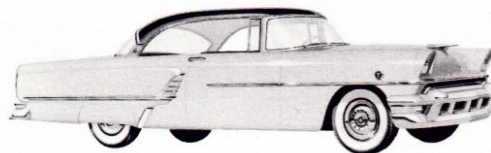
MERCURY MONTCLAIR CONVERTIBLE

the popular Monterey—advanced styling in a longer, lower family car

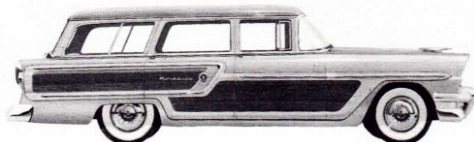
Styled and appointed with elegance, Mercury's Monterey Series is especially designed for the fastest growing group in America—the versatile young family. Here is the car to meet their needs—with smart distinction in every line, and outstanding performance from its dual-exhaust equipped 185-hp Super-Torque V-8 engine. And on both Monterey and Custom models equipped with Merc-O-Matic Drive, you can have the 195-hp Super-Torque engine at extra cost.



MERCURY MONTEREY 4-DOOR SEDAN



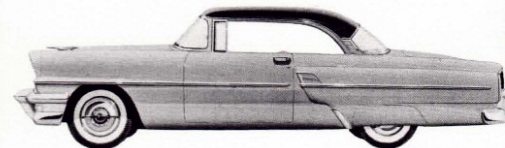
MERCURY MONTEREY COUPE



MERCURY MONTEREY STATION WAGON

the budget-priced Custom—big-car value at modest cost

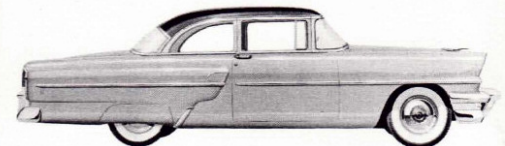
This is the buy for those who prefer big car quality and "feel" with a low price tag! Full 185-horsepower Super-Torque V-8 engine . . . bold new styling . . . and advanced engineering add up to top value per dollar found anywhere!



MERCURY CUSTOM COUPE



MERCURY CUSTOM 4-DOOR SEDAN

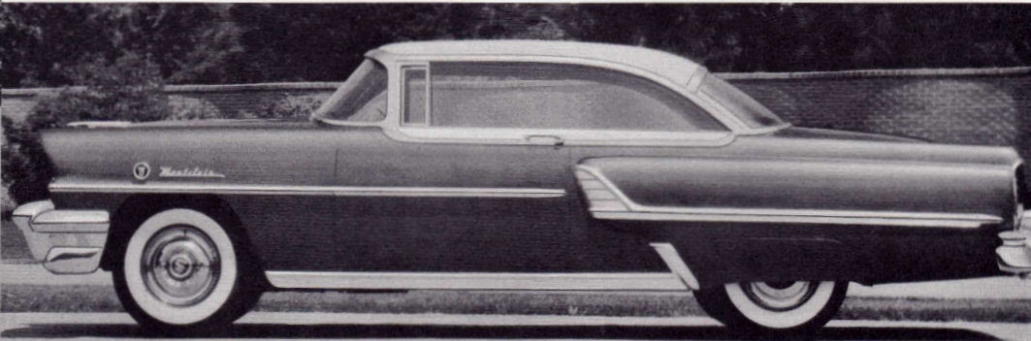


MERCURY CUSTOM 2-DOOR SEDAN

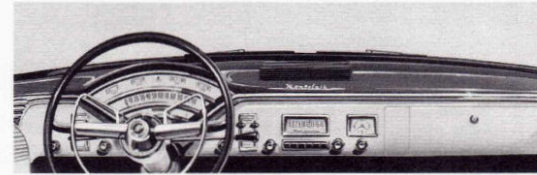


MERCURY CUSTOM STATION WAGON

Choose Mercury for new advancements in styling and luxurious comfort



NEW V-CLUSTER INSTRUMENT PANEL groups all driving gauges immediately below normal point of vision for quick reading. All controls are arranged within easy reach. Two-tone instrument panel is a feature of Montclair and Monterey Series.



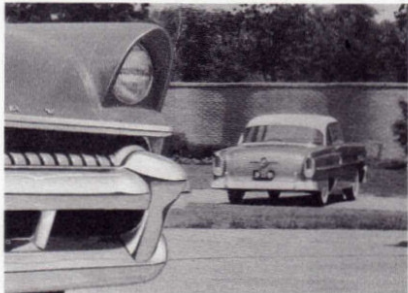
NEW COLORS AND FABRICS recreate the bold spirit of Mercury styling inside, too. Special interior schemes and fabrics are color-matched to brilliant new Mercury color options; this Tapestry Weave Nylon fabric is especially designed for Montclair Series.

NEW IDEAS IN BODY ENGINEERING make possible a sleek, lowered silhouette without sacrificing interior head-room. Narrow, sloped rear roof supports combine strength with new beauty and grace in the sculptured contours of advanced Mercury design.

FAMOUS MERCURY VISIBILITY is further improved in 1955 with Mercury's new Full-Scope windshield to afford increased safety vision to each side. Tight body construction and insulation contribute "studio quiet" motoring.

Over-all length, with bumper guards	206.3 in.
Over-all width	76.44 in.
Over-all height, loaded	
Montclair Series	58.6 in.
Monterey and Custom Coupes	60.3 in.
Monterey and Custom Sedans	61.2 in.
Seat width (hiproom)	(fr.) 60.6 in.; (r.) 60.3 in.*
Glass area	23½ sq. ft.*

*Custom 2-door sedan



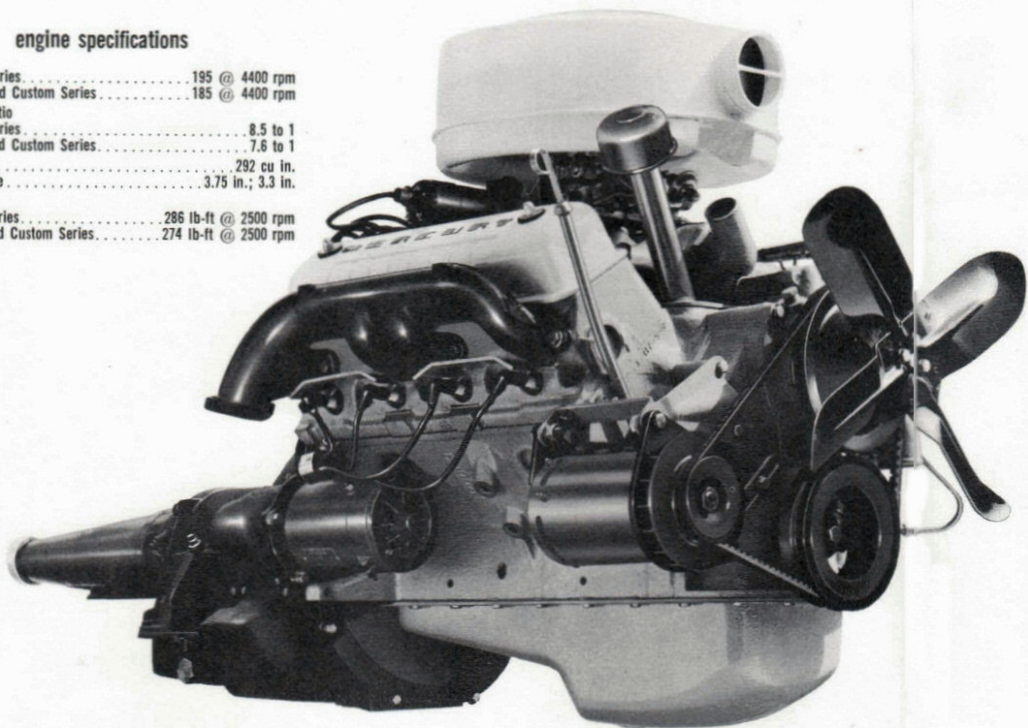
FROM HOODED HEAD LAMPS and clean-lined bumper-grille to safety-set tail lights, Mercury's bold new styling sets a trend in sleek beauty.



Choose Mercury for new *Super-Torque* V-8 power that improves driving on city streets and superhighways

engine specifications

Horsepower	
Montclair Series	195 @ 4400 rpm
Monterey and Custom Series	185 @ 4400 rpm
Compression ratio	
Montclair Series	8.5 to 1
Monterey and Custom Series	7.6 to 1
Displacement	292 cu in.
Bore and Stroke	3.75 in.; 3.3 in.
Torque rating	
Montclair Series	286 lb-ft @ 2500 rpm
Monterey and Custom Series	274 lb-ft @ 2500 rpm



195, 185 horsepower engines with new high torque output

"New low-end torque" makes an important difference in Mercury's high-horsepower Super-Torque engines. You get new performance under traffic and cruising conditions, where most of your driving is done . . . power you can use in everyday motoring. And with it, Mercury combines new acceleration and safety reserves for

emergencies or superhighway traveling.

Whether you command the 185-hp Super-Torque engines in Monterey and Custom Series, or the special 195-hp version in the Montclair Series, you'll discover that motoring in a 1955 Mercury offers response and versatility—and thrills—unlike any you've ever known.

NOTE: 195-hp Super-Torque V-8: Standard in Montclair models equipped with optional Merc-O-Matic Drive, extra cost in other Merc-O-Matic equipped models. 185-hp Super-Torque V-8: Standard in Monterey and Custom Series, and in Montclair models with standard transmission or optional Touch-O-Matic OverDrive.

ADVANCED LOW-FRICTION DESIGN Large pistons travel short strokes, deliver high power output per cubic inch of displacement. Wedge-shaped combustion chambers create maximum fuel turbulence for quicker, more efficient burning. Deep block provides strength and rigidity impossible in conventional engines.

MECHANICAL OVERHEAD VALVE SYSTEM is of simple, efficient construction. Improved valve rotation maintains tight seating, longer valve life. New high-lift camshaft contributes to better acceleration and idling.

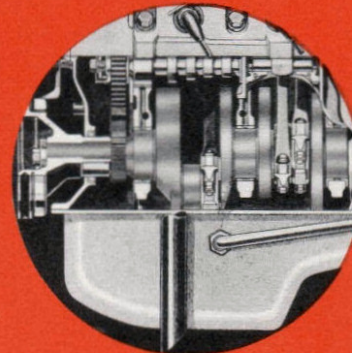
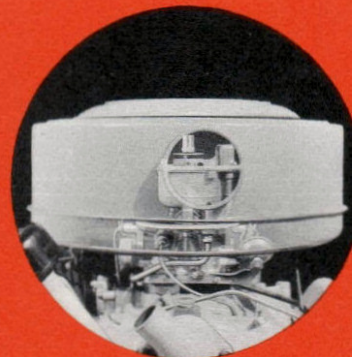
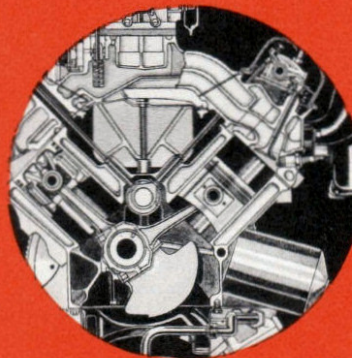
NEW 4-BARREL CARBURETOR contributes to better breathing with larger primary barrels. New choke plate location improves hot and cold starting, idling smoothness and operating economy. New 18 mm high-compression spark plugs, a Mercury "first" in its field, minimize fouling and pre-ignition. New oil bath air cleaner combines effective screening with faster, easier air flow to engine. On all models at extra cost.

BETTER BREATHING (freer "inhaling" of fuel mixture, "exhaling" of exhaust gases) is achieved through improved short-reach intake passages and bigger cylinder head ports; expanded exhaust manifold chambers and crossover pipe.

DUAL EXHAUST SYSTEM aids exhaust cleanout, reduces back pressures for improved performance. Standard equipment for Montclair and Monterey Series and Custom Station Wagon, optional at extra cost for other Custom models.

"SUPER STRUCTURE" CRANKSHAFT has short, precision-molded shaft with 8 integral counterweights for greater balance; vibration damper for smoother, quieter operation. Five selectively fitted main bearings.

PLUS FULL-FLOW OIL FILTER for effective screening of all lubricant—full-pressure lubrication—pressure cooling system—full-length water jackets—integral valve guides—full-vacuum spark control and many other advanced engineering features.



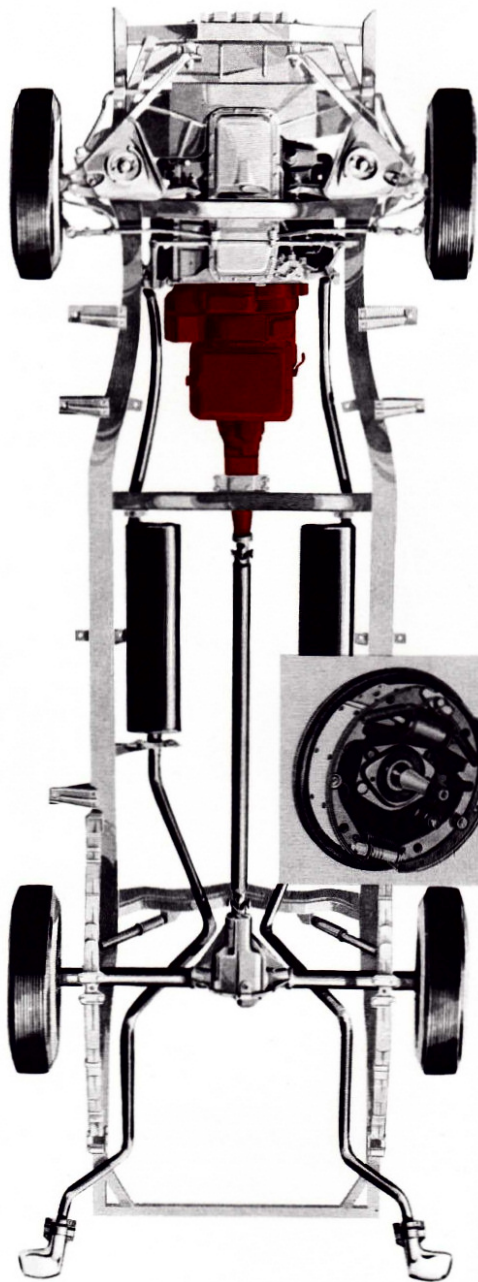
Choose Mercury for the smoothest, most responsive automatic drive ever made

New and advanced for 1955, optional Merc-O-Matic Drive is the finest automatic transmission in its field—with three-stage planetary gear set for maximum flexibility, and torque converter for extra torque multiplication. You enjoy livelier performance in all ranges and incomparably easy no-shift driving. New "kick-down" feature now automatically moves Merc-O-Matic Drive into "LO" range when you need extra acceleration for quick starts, or into "Intermediate" range for an extra surge of passing power at cruising speeds.

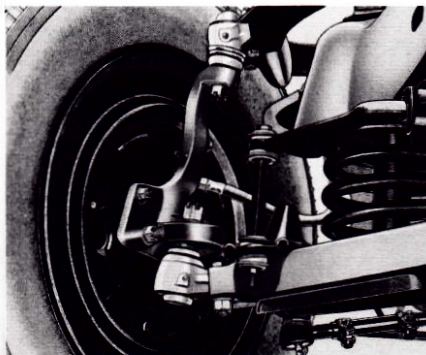
Two great manual-shift transmissions

For extra flexibility in manual shifting, optional Touch-O-Matic Overdrive affords an automatic "fourth" gear that offers extra economy at cruising speeds, and a "second second" especially helpful in traffic or accelerating.

Mercury's superquiet 3-speed standard transmission provides outstanding performance in conventional manual shifting. Tough helical-cut gears give smoothness plus easy operation.



Choose Mercury for roadability and easiest handling on any kind of road

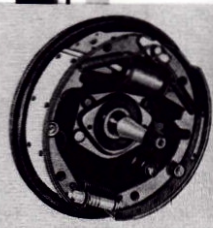


In this longer, wider chassis are the fundamentals of Mercury's new riding pleasure: The smooth balance that creates relaxing comfort; the stability that adds to highway safety and easier control. Here are some of the advancements that contribute to the new 1955 Mercury ride:

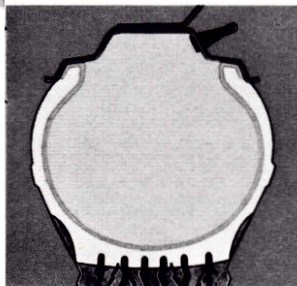
IMPROVED BALL-JOINT FRONT WHEEL SUSPENSION

replaces kingpin construction with ball-and-socket joints which eliminate binding and permit easier, steadier steering; better control and freer action in cornering.

NEW "OVERSIZE" BRAKES with 20% more brake lining area provide increased safety and stopping power. Suspended brake pedal path follows natural movement for easier brake application.



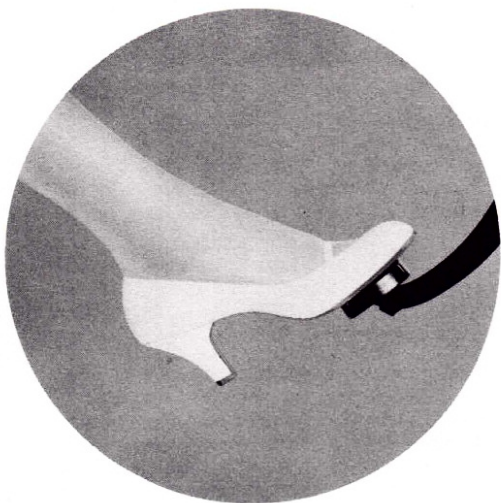
NEW MERCURY FRAME is lower, longer and wider. New longer wheel base and wider rear tread distribute weight over larger area for better stability and handling.



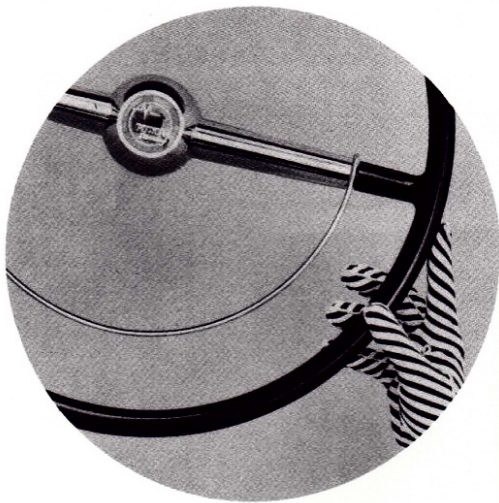
NEW TUBELESS TIRES are standard equipment on all models. Bonded butyl tire linings provide blowout and puncture protection. New anti-squeal tread improves traction and reduces squeals while cornering.

NEW POWER TRAIN—transmission, drive shaft, and rear axle—is designed to transform new Super-Torque power into smoother, quieter and more efficient performance.

Choose Mercury for "power pluses" that introduce new luxury to your motoring



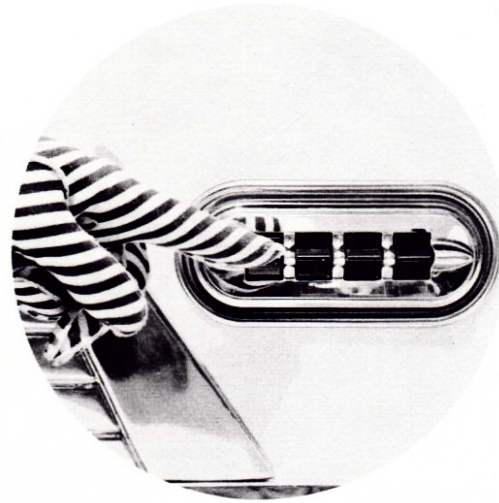
POWER BRAKES* will bring your Mercury to a quick, straight stop with easy toe-pressure. Pedal height lets you heel-pivot from accelerator to brake; new linkage improves braking action when engine is off.



POWER STEERING* removes up to 80% of the effort under hardest steering situations, yet leaves full sense of control in your hands. Hydraulic system dampens bumps and wheel-pull on rough roads.



4-WAY POWER SEAT* adjusts to the precise position that provides greatest visibility and control for the driver. Push-button power automatically moves you up or down, forward or back without tugging or pushing.



POWER WINDOW CONTROLS* raise or lower windows at the touch of buttons below each window or on the driver's master panel. New safety feature prevents operation unless ignition key is turned on.

*Optional equipment at extra cost.

CHOOSE MERCURY BY THE ENGINEER'S STANDARD OF VALUE

ENGINE: The new Super-Torque V-8 is an advanced design, low-friction type in two versions: 8.5 to 1 super-compression engine, standard for Montclair models with Merc-O-Matic Drive* and available at extra cost for other Merc-O-Matic equipped models, develops 195 horsepower at 4400 rpm, 286 lb-ft torque at 2500 rpm; 7.6 to 1 compression version for Monterey and Custom Series and for Montclair models with standard or overdrive* transmissions, develops 185 horsepower at 4400 rpm, 274 lb-ft torque at 2500 rpm. Displacement in both Super-Torque engines, 292 cu. in. Bore, 3.75 in., stroke, 3.30 in. Counterbalanced precision-molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type; vibration damper. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating overhead valves. Silent chain-driven camshaft, high-lift, high-torque cams. Two "high-point" rubber engine mounts in front, compression-type rubber mount in rear.

FUEL SYSTEM: New four-barrel downdraft carburetor of simplified concentric bowl design enclosed by oil-bath air cleaner.* Vacuum controlled secondary throttles. Dirtproof outside vent for fast hot-starts. 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, 17 gal.

EXHAUST SYSTEM: Dual exhausts with reverse-flow mufflers for Montclair and Monterey Series, and Custom Station Wagon; single exhaust with Y-connector pipe below and to rear of engine for other Custom Series models.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for new 18 mm anti-fouling spark plugs and hi-tension wiring. High capacity 57-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type "Folo-thru" starter.

LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Directed-flow crankcase ventilation. Oil capacity, including filter, 5 quarts.

COOLING SYSTEM: Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity with heater: 20 quarts.

BODY DIMENSIONS: Wheelbase 119 in. Over-all length, 206.3 in., with bumper guards.* Height, loaded: Montclair, 58.6 in.; Monterey and Custom coupes, 60.3 in.; sedans, 61.2 in. Over-all width, 76.4 in. Tread, 58.0 in. front, 59.0 in. rear. Station Wagon models: Wheelbase, 118 in. Over-all length with bumper guards,* 201.78 in. Over-all width, 76.44 in. Height, loaded, 62.43 in. Tread, 58.0 in. front, 56.5 in. rear.

VENTILATION: Dual air-duct ventilation system with individual controls. Front and rear ventilating windows.

CHASSIS FRAME: Heavy steel, cold-rieveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. All hardtop models have extra-heavy outer side rail sections for extra strength; Montclair Convertible has X-member frame with extra-heavy outer side rail sections.

SUSPENSION: Independent ball-joint front suspension. Telescopic shock absorbers mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

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

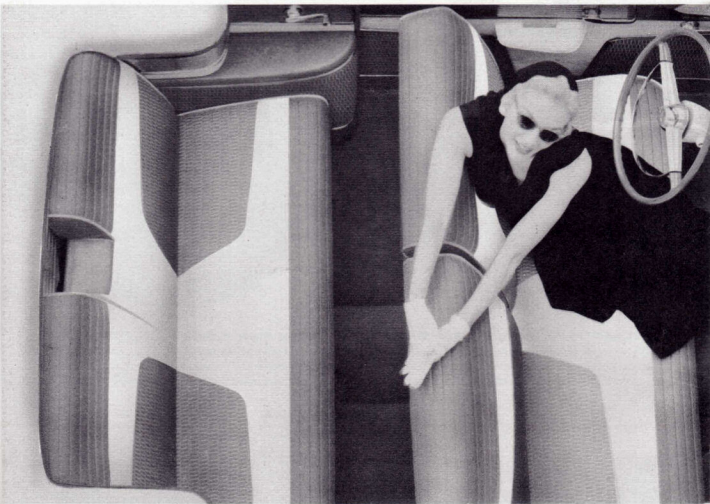
BRAKES: "Oversize" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Total braking area, 190.9 sq. in. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tubeless tires, 7.10 x 15 (7.60 x 15 on Convertible and Station Wagon models) on pressed-steel wheels with wide rims.

*At extra cost. Merc-O-Matic Drive, Touch-O-Matic Overdrive, sea-tint windows, full-disc hubcaps and white side-wall tires are also extra-cost equipment. Chrome curb buffers are standard equipment on Montclair Series, optional on Monterey and Custom Series. Rear fender shields are standard equipment on Montclair and Monterey Series (except Station Wagon) optional on Custom Series (except Station Wagon).

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Choose Mercury for the proud pleasure
of advanced motoring mile after mile



in three great series: Montclair • Monterey • Custom