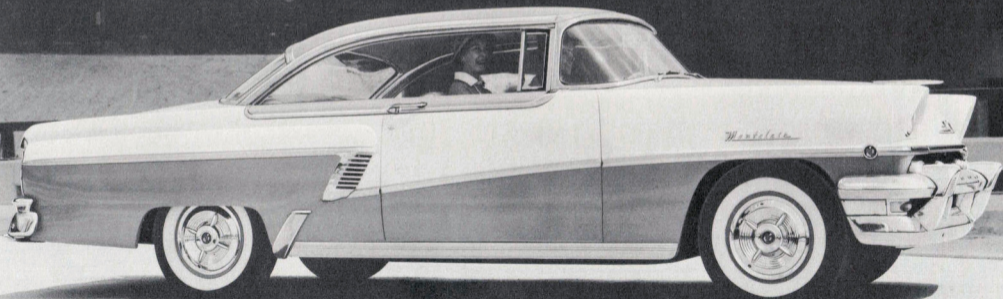


THE BIG
M

1956 MERCURY

introduces advanced motoring safety



SAFETY-ENGINEERED INSIDE AND OUT . . .

New advances in Safety-Engineering:

MERCURY MOVES NEW
SAFETY FEATURES OFF
THE TEST TRACK

... ON TO THE ROAD

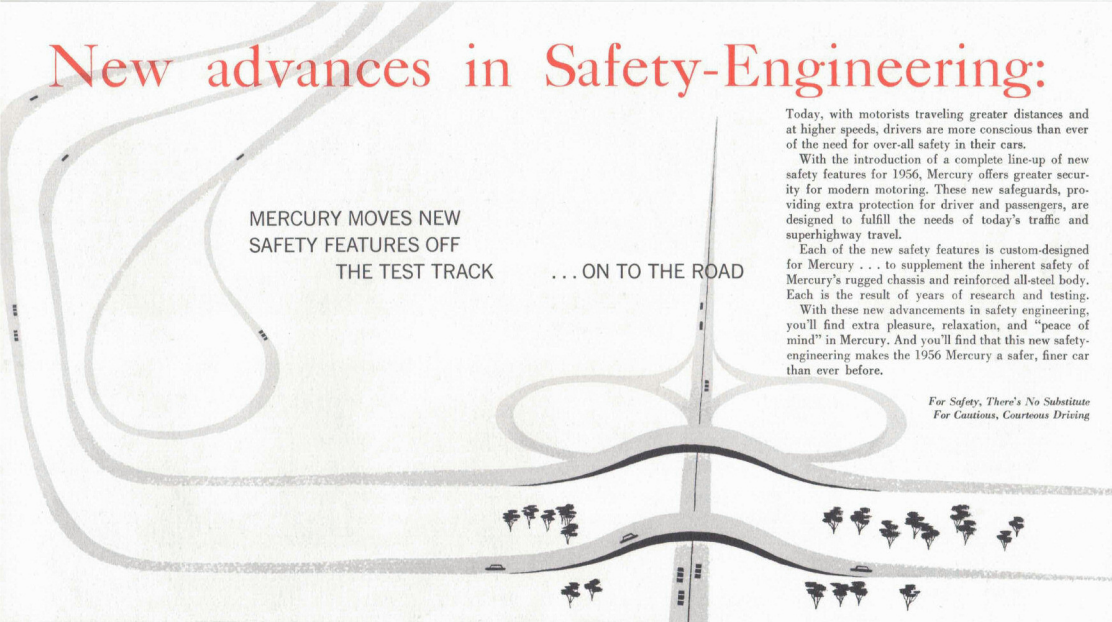
Today, with motorists traveling greater distances and at higher speeds, drivers are more conscious than ever of the need for over-all safety in their cars.

With the introduction of a complete line-up of new safety features for 1956, Mercury offers greater security for modern motoring. These new safeguards, providing extra protection for driver and passengers, are designed to fulfill the needs of today's traffic and superhighway travel.

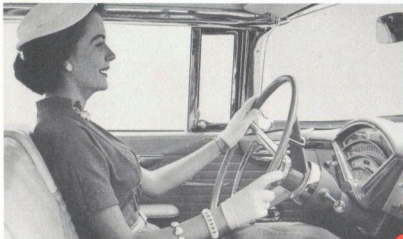
Each of the new safety features is custom-designed for Mercury . . . to supplement the inherent safety of Mercury's rugged chassis and reinforced all-steel body. Each is the result of years of research and testing.

With these new advancements in safety engineering, you'll find extra pleasure, relaxation, and "peace of mind" in Mercury. And you'll find that this new safety-engineering makes the 1956 Mercury a safer, finer car than ever before.

*For Safety, There's No Substitute
For Cautious, Courteous Driving*



For extra protection of driver

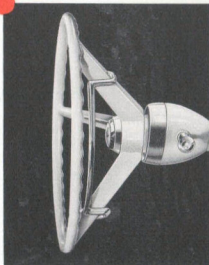


MERCURY'S SAFETY STEERING WHEEL

Mercury's new impact-absorbing steering wheel combines modern style and revolutionary new recessed hub construction to provide new safety for the driver's seat.

Because of the wheel's conical 3-spoke design, and the special formed plastic and steel bar construction, the wheel will bend under pressure to absorb — or cushion — impact.

For driving, the wheel maintains normal rigidity — affords safe-sure control and better view of instruments. As the hub of the conical-type wheel is six inches below the rim, the spokes can bend downward for as much as six inches before the rim reaches the level of the hub. The safety wheel is standard equipment on all 1956 Mercurys.



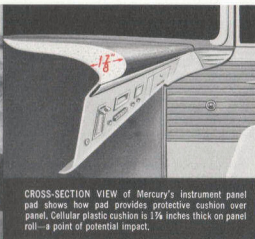
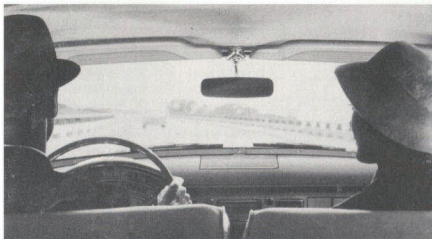
NEW SAFETY DOOR LOCKS

Mercury's newly developed safety door locks, made with a new interlocking device that holds door and pillar securely together, provide extra precaution against doors springing open . . . add an extra measure of safety for Mercury's all steel body.

Tests show that the new locks will hold doors closed under three times as much impact as the former locks. Research has established that driver and passengers are twice as safe if they remain inside the car after a collision.

Another safety feature parents like — the key-controlled optional interior door lock which holds the plunger in locked position until the safety latch is tripped by key.

and passengers



CROSS-SECTION VIEW of Mercury's instrument panel pad shows how pad provides protective cushion over panel. Cellular plastic cushion is 1 3/4 inches thick on panel roll—a point of potential impact.

PADDED INSTRUMENT PANEL

This instrument panel cushion, made of cellular plastic material, can serve to prevent or reduce injuries in case of sudden stops. Adds to feeling of security for driver and passengers.

Custom-designed for Mercury, the pad comes with non-reflective morocco-grain vinyl cover in color harmonizing with car interior. The non-reflective cover relieves eye-strain . . . prevents windshield reflections. Available as optional equipment, the instrument panel cushion can be installed either at the factory or by Mercury dealers.

PADDED SUN VISORS — As additional interior protection, Mercury offers optional sun visor pads for cushioning in upper windshield area. Made of material similar to the instrument panel pads.

FULL-SWIVEL SAFETY MIRROR — For its 1956 models, Mercury installs this newly developed safety-mirror as standard equipment. Two characteristics of its design which contribute to safety are the full-swivel mounting with dual ball-joints, and tape backing of safety glass mirror to reduce shattering.



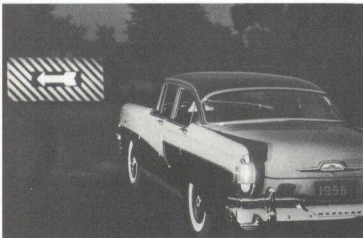
MERCURY SEAT BELTS

Mercury seat belts are lap-type, made of nylon webbing and with a new buckle designed for convenient one-hand operation.

The safety seat belts serve to restrain the person in case of sudden or emergency stop or turn. Also help keep driver in normal position to control car in emergencies . . . add to comfort when traveling over rough roads . . . reduce fatigue on long trips.

Mercury seat belt kits, for front and back seat passengers, are available as optional equipment. They attach to heavy bolt-anchored steel reinforcing plates beneath the floor panel.

New lighting, power and braking



NEW SAFETY-BEAM HEAD LAMPS

Mercury's new sealed-beam head lamps provide up to 80 feet greater low-beam seeing distance . . . improve vision along the right side of the road where pedestrians, cyclists, and parked cars may be . . . give better illumination for all kinds of driving.

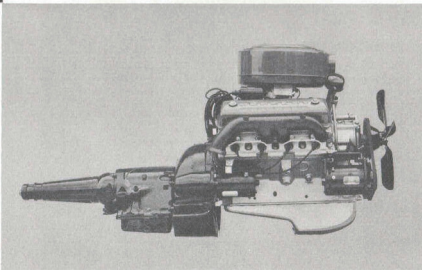
Newly developed filament shield prevents stray light upward. Helps improve visibility in fog, rain, snow or dust. These new head lamps, the result of five years of research to improve road lighting, are standard equipment on all 1956 Mercurys.

NEW SAFETY-SURGE V-8 POWER

Mercury's big new Safety-Surge V-8 puts more usable power to work in the range of your everyday driving, the 0 to 60 range where you need it most.

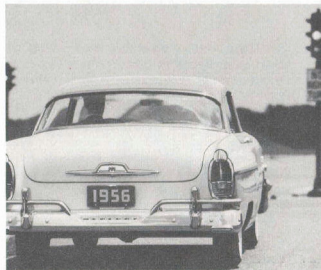
You command new super-compression efficiency that puts extra "go" in every gallon of gas — flashing acceleration and power reserve that make highway passing quicker and safer.

New 4-barrel carburetor . . . fast-acting full-vacuum spark control . . . and new high-compression ignition contribute to the high performance and dependability of the bigger, more powerful 1956 Mercury V-8.



NEW SAFETY-GRIP BRAKES

There's quicker, surer braking for the 1956 Mercury with new fixed single-anchor brakes. This design, introduced on Mercury for greater driving safety, affords smoother operation . . . makes Mercury's big, internal expanding brakes even more effective and dependable . . . provides simpler, easier adjustment. Brake linings are 2½ inches wide in front . . . 2 inches in rear. Braking area totals 190.9 square inches.



SAFETY-ENGINEERED FEATURES ADD EXTRA VALUE TO 1956 MERCURY

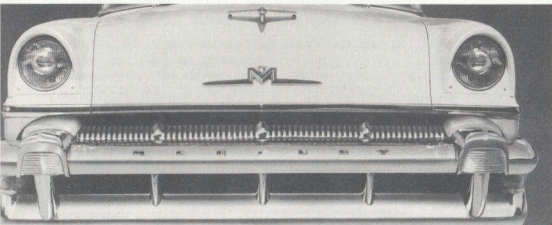
The new safety features offered for 1956 models add still further to Mercury's inherent safety and stability.

Besides having these outstanding new developments, every 1956 Mercury provides easier handling and better riding with ball-joint front suspension — a Mercury exclusive in its field. Tubeless tires and superb

all-around visibility are other safety benefits offered by Mercury.

With all of these advanced features and new engineering, the new Mercury for 1956 offers still more exclusives that contribute to motoring pleasure . . . provide extra security for driver and passengers . . . add greater value to Mercury.

The BIG MERCURY for 1956 — Montclair • Monterey • Custom



ACKNOWLEDGMENT

All Mercury safety features were developed, tested and approved under direction of the Engineering Research Department, Ford Motor Company. The Mercury Division of Ford Motor Company expresses grateful appreciation to the organizations, both public and private, which contributed to development of Mercury safety features with information and other assistance. Among these are Civil Aeronautics Administration, Society of Automotive Engineers, Automotive Manufacturers' Assn., Cornell University, U.S. Air Force, and many others.

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A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS