

THE DRAMATIC NEW MERCURY WITH DREAM-CAR DESIGN



AMERICA'S FIRST PRODUCTION

DREAM CAR...

Now, you can own and drive America's first and only production dream car . . . the bold and beautiful 1957 Mercury with fabulous Dream-Car Design! This booklet gives you a factual, close-up took at this startling new design that has influenced every important element of the car . . . for the 1957 Mercury has literally been dream-car inspired from the road up. All the

major styling—performance—comfort—safety and handling ease components have been designed and engineered with only one thought in mind . . . to introduce—in one record-smalling war—a car so advanced that it's straight out of tomorrow in every line and feature. These are Dream Car innovations you can enjoy today—only with the big 1957 Mercury!



... WILL INFLUENCE THE SHAPE OF CARS FOR YEARS TO COME!

A BOLD NEW LOOK fleet - clean-lined - dunamic

Mercury's new Dream-Car styling is a complete departure from the past. Gone is any trace of the plump bulging look-or, flat "boxy" shape —still utilized as the basic design element on many of today's cars. The Big M is clean-cut, graceful, fleet in every sweeping line. The

slim but strong roof seems to float above the vast new areas of glass. Every detail is fresh -exciting. The distinctive new projectles-shaped side channel theme says this is Mercury from every angle. Here's styling that will influence the shape of cars for years to come!









NEW JET-FLO BUMPERS

NEW STRAIGHT-LINE ROOF DESIGN

Neroury's new roof spans the longest, whoch, most spacious passenger compartment in Mercury bilater, Nate als also, straight line profile - Not it shades, other you do not again to of done or near headroom. The third area of the light, any persons wisited to of done to mark headroom. The birth area of the light, any persons will provide the or will display and whoch is ment models. He bird ways deposed of girts in over 40th displayer whoch is ment models. He bird ways

safaty vision in the source where it's most vital

NEW ROOF AND DECK STYLING

Menoury is the first car to treat the roof as an integrated design stature, with a wide, depressed channel on both road and mare deck. Deck channel even "New" is and through the rest window—edit son the package and through the rest window—edit son the package of the package of the package of the package car. Road disc this blooded with bow reinforcements for a road of the package of the package of the package of the in a road of the package of the package of the package of the in a road of the package of the package of the package of the in a road of the package of the p NEW V-ANGLE TAIL-LIGHTS

Mercany's distinctive new projectionshaped side channels are rakishly respect by massive new V-angle tail-lights. Visible from both the side and rear, these big, red baccers clearly define and emphasize the new

Massive and graceful, these gleaming beinovals serve as double bumpers . . . preside both high and low protection. The oval openings —shaped like jet intakes—scoop in air for cooling radiator and engine compartment. Frost grille extends full width of car. Rear humpers repeat the bein oval design the property of the cooling radiation and engine compartment.



UNIQUE NEW FEATURES OF THE FUTURE

... EXCLUSIVE WITH MERCURY

nush-hutton transmissions seem oldfashioned, since Keyboard Control NEW KEYBOARD engine, releases transmission lock. controls neutral, drive, low and CONTROLreverse, locks the car in year for parking and even releases the park-FOUND ON NO ing brake. It's as easy to operate as OTHER CAR pointing your finger. Control panel

trol glows red until released.

Keyboard Control is Mercury's exclusive new automatic transmission control. By comparison, makes other is conveniently mounted on the left side of the instrument panel-out of the way of curious children's hands. Reverse gear can't engage above 10 mph. Letters on keys are illuminated at night-parking brake release con





releases parking brake



NEW POWER SEAT THAT "PEMEMBERS"

Revolutionary indust in Marrier's new news sent with a memory? You select the seat position you needer from a single control dial on the instrument gazeland the usal moves to the "dialed" setting automatically. Now each driver in the family can "dial" his or her favority position quickly and easily . . . for the "dial" setting is the seal's "memory"-no more "testing" is over preded in addition this new seal control performs another automatic function. When ignition is berned off the cost mouse back to allow more space for entrance and exit. When ignition is turned on seat automatically returns to former posifor This "festore of the fature" is exother 1957 Mer-

cury exclusive. Ontional, at extra cost, on all models.

NEW POWER-ROOSTED FAN Another standard exclusive feature on Montdairs.

Colony Park and Vayaner Station Wesses with SAFETY-SURGE enrine! Automatically controlled, this remarkable new fan operates only when needed for of the time in normal driving). When off you save up to 17 ho-a usable power bonus either cars waste. Other important hangits are: Ear Duister Coursion -harause fan neuer enerates at high sneed. Fuel Fronzmybecause of reduced load on envine. When fan is not operating an indicator on the instrument genel informs friest that the nower-hooster is in effort "on" and



NEW FLOATING RIDE . .



SMOTHERS RUMPS, VIRRATIONS AND ROAD NOISES-OFFERS YOU DREAM-SMOOTH DRIVING WHEELBARROWS PRINCIPLE OF SWIRT, BACK SUSPENSION

that the bonus power reserve is available.







Mercury's unique new Floating Ride-the result of outstanding Mercury chassis advances....newides smoother, sufter riding over all kinds of coads. The features that contribute most to this exclusive new Floating Ride are: 1) New Swept-Back Ball-Joint Front

Suspension . . . 2) New Full-Cushion Shock Absorbers . . . 3) oved Springing Action . . . 4) Lower Center of Gravity . . . 5) Scientific Weight Distribution. For the full details of Mercury's exclusive new Floating Ride see the Bream-Car Chassis Section.

It's a fact that it's easier and smoother to "pull" than "push" a wheelbarraw over curbs and, in offset, that's how Mercury's new Sweet, Rack Rall, Joint Freet Suspension reacts. Lower suspension arms have been swept-back and tilted upward-now front wheels flow smoothly over obstacles without jarring jotts.



... the most spectacular performance in Mercury history For 1957 The Big M offers 2 sensational, ultrahigh compression V-8's . . . the most powerful in Mercury history. The advanced-design, highperformance SAFETY-SURGE engine with 255 horsepower, 9.75 to 1 compression ratio. is standard. Available as an option is the magnificent TURNPIKE CRUISER engine, with 290

TORQUE RATING COMPRESSION RATIO DISPLACEMENT PISTON BORE & STROKE CARRURETOR CARBURETOR AIR INTAKE SPARK CONTROL LUBBICATION SYSTEM ELECTRICAL SYSTEM

UP TO 290 HP

feature on Montclairs, Colony Park and Voyager station wagons with the SAFETY-SURGE V-8. you get Mercury's unique Power-Booster Fam that saves up to 17 horsepower other cars waste. You find outstanding engineering artyances in these great new engines-a number of them described below. Whichever engine you choose, you enjoy the most spectacular performance you've eyer known in a Mercury



SPECIFICATIONS

Te	rnpike Cruiser Engine	Safety-Surge Engine
Overh	rad-valve, 90-degree V-	8, deep-block constructs
290 €6. 4600 rpm		255 (ii) 4600 rpm
405 lbft, 60 2800 rpm		340 lbft. 6i. 2600 rps
9.7		9.75 to 1
36	Cubic inches	312 cubic inches
4.1	x 3.66 in.	3.8 x 3.44 in.
	Thermo-Matic 4-barr with dual fit	rel, downdraft design oat chambers
	for hot o	ostatically controlled or cold air
		ugal-vacuum control

NEW THERMO-MATIC CARBURETOR WITH DUAL AIR INTAKES

Both new V-8's feature a new Thermo-Matic Carburetor with unique dual air intakes that automatically select and deliver either cool outside air heated under the bood air or a mixture of both-for top engine efficiency. Compare this "all-weather" system with competitive "compromise" systems which are designed and adjusted to "get-by" by using only the air available under the engine hood. Furthermore, Mercury's system will provide the correct temperature for efficient fuelair mixing with the higher octane fuels of the future.



When anning representment air is about \$0.4serses \$1 aut. ide air comes in through a "rold air dust" in the stille Competitive systems pull in hot, thin air from directly the bond Marrury's cooler air increases unable nower by as much as 11%_improves performance and gas mileage ... prevents vanor lock and shappish operation.



When enring removement air in below 65 decrees 6. the cold air duct is closed off and all air coming to the carburgers is heated around the exhaust manifold. Prevents orewarmup icing stalls in traffic . . . and improves gas mileage by as much as 1 miles per eating during warm up parind This system is another Mercury earliesive in its field.



CARBURETOR AIR FILTER Contains thousands of source inches of special filter namer to ramous all foreign matter from incoming air before it reaches the engine. Easy for service man to clean . . . just remove cartridge and shake dust and diet aut. Lasts up to 20,000 miles.



HIGH-LIFT CAMSHAFT Increases the deep breathing efficiency of Mercury's nowerful new V-8's by providing wide openings for the bir overhead values. Contributes to smoother idling, high torque output for normal driving, and high performance at top engine speeds.



HIGH COMPRESSION PATIO Mercury's han great engines with their office-bigh compression ratios squeeze more power from today's high octane fuels . . , afford reserve to accommodate even higher powered future field blick-burbulance combuttion chambers afford more complete burning



IMPROVED MERC-O-MATIC DRIVE camed with Mercury's new Keyboard Control in

the most versatile and enevenient automatic trans on in its field . . . Merc-O-Matic Drive. Improved for still faster smoother response. It's standard on Montdairs, Colony Park and Voyager models

A UNIQUE NEW FLOATING RIDE

Mercury's new FLOATING RIDE brings you the most sensational advance in riding comfort to he 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 humos, vibrations and noise that it's like rolling along on a luxurious carnet. And you enjoy this remarkable, cloud-soft Floating Ride in all Big M models.



DREAM-CAR CHASSIS

> SWEPT-BACK BALL-JOINT FRONT SUSPENSION -Mercury-first to offer ball-joint front suspen sign-introduces a new and improved version of this famous suspension. Because of the new swent-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,



of number of passengers.

with Mercury's Full-Cushion shock absorbers

they give uniform ride smoothness regardless







... PLUS ALL THESE DREAM-CAR CHASSIS ADVANCES THAT ADD TO STABILITY—HANDLING EASE—COMFORTI

- ONGER 122-INCH WHEELBASE
- improve "road-hugging" stability-
 - LOWER REAR, AND FRATIOS ... new engines
- BIG FADE-RESISTANT BRAKES . . . Larger braking area-more effective and more

NEW BOW-SHAPED FRAME . . . permits the lowering of the floor and center of gravity.

- NEW BALL-ACTION STEERING . . . 54 easier. Rubber-insulated steering column belos soak up coad noise, vibrations,
- more effective braking. Extra-low pressure proved riding qualities.

advanced design that permits a lower drive



DREAM-CAR DESIGNED STATION WAGONS

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 50 beautiful—so low, wide and long—so spacious and fuxerflows. You'll find exclusive functional innovations that outdate all other station wagons—the refractable rear window that improves ventilation and eliminates the oldflashioned liftgate—the "all-clear" loading platform—the "through-level" taligate floor. The widest salection in Mercury history, too-six big models—2-doors and 4-doors, 6- or 9passangers big. Here are the finest, most advanced station wagons you can buy at any price.



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SLEEK, AIRY HARDTOP STYLING
In one bold, frend setting advance Mercury has a support instead of the 3 view-cramping pillars completely revolutionated the station wagon—with the long, low lines and wide open viewing with the long, low lines and wide open viewing much provided to the state of the state of

UNIQUE NEW TAILGATE WITH PETRACTABLE

REAR WINDOW

With Mercary's new retractable rear worder the easily, 466 fashioned filippin, still found on most station wagers, is eliminated completely. Mindow 1005 flows neatily into the falgace—providing a new source of verification. With the liftgate gare, the salgate



LONGER—LOWER—WIDER SPACIOUS NEW DIMENSIONS

INSIDE AND OUT UP TO 49 SQ. FT. OF LOAD-SPACE

Mercury Station Wagons feature as exclusive new all steel body that's fall
tagger inside and out—for new load-carrying capacity—now sate and con-

venience. All dimensions shown apply to both 6- and 9-passenger models.				
Wheelbase Over-all length		122.0° 212.3°	Rear of 2nd seat to rear of floor Taligate opened. Taligate closed	84,8° 58,8°
Over all height Over all width	(at freet feeders) (at body molding)		Rear of 3nd seat to rear of floor Taligate opened Taligate closed	53.0° 27.0°
Tailgate extension		26.0° 39.0°	Floor to reef behind freet seat Floor to reef behind 2nd seat Total floor area behind front reat	
Rear opening width. Tailgate to ground		49.4"	Tailgate opened 49. Tailgate closed 38.	0 sq. ft. 2 sq. ft.

Total cares remarks behind least real \$7.5 cm ft.

Yotal cargo capacity behind 2nd seat. 48.0 ou. ft.
Total cargo capacity behind 3nd seat. 4.8 ou. ft.



BUILT-IN SAFETY

all around you

Mercury continues to lead its field in Safety-Engineered advancements for new and greater
driver-passeneer safety. Developed after intensive research, these new safeguards serve

a dual purpose... to help prevent accidents... and to reduce the severity of accidents when they do occur. All of these outstanding features are illustrated and described below.

STANDARD FEATURES

24 OUTSTANDING FEATURES-ENGINEERED FOR YOUR MOTORING SECURITY















FRONT-HINGED HOOD—
SAFETY REARVIEW
Property open at high and tooket beginning











the widest selection of

POWER FEATURES in the field

POWER BRAKES
Smooth, straight-line, stops are twice as early with vaccint power doing the hard work for you turn power doing the hard work for you turn podul derigh lift you hell-givet from accelerate to, teske poist without having 40 kH your foot.

POWER
WINDOWS
down raise or lower at the boath of
the Down raise regulate all windows
makeler control passis—instrudual
tests for passingers. Softly fustion
each operation unless genden is an.







smart new custom-designed

ACCESSORIES

for every model







AIR-CONDITIONER AND HEATER

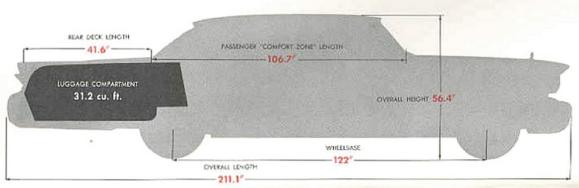
NEW TRAVEL-TUNER RADIO

SPARE TIRE CARRIER

DREAM-CAR DIMENSIONS

most impressive features of Big fit Dream-Car Design ... for this is, by far, the biggest Morcury ever built. It's completely "all over" new ... with a big, I warry-sized body. Only a sheek 45 feet high, the Big M is over 17½ feet long and more than 6½ feet wide. The laggage compart-

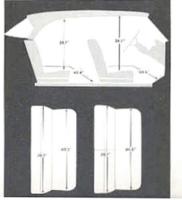
10 cubic feet more space than many other carel As for weight-the Big M is close to two-tons big-as much as 225 lbs. heavier than last year's Mercury. Scientifically distributed, this increased weight is one factor contributing to Mercury's big-car comfort and stability.



SPACIOUS

oversized luxury interiors

In creating an exclusive new body for the 1967 Mercury, increased passenser compactment spaciousness was of prime importance! The length of the passenger "comfort-zong" is increased 6 inches over even last year's Big M. There's more legroom -more biproom-more shoulder room than ever before. These all-important extra inches provide the Big M with a decided comfort advantage over many of the cars in Mercury's price field that share body shells with their smaller "cousins" in the low-price field. And, with Mercury's new straightback roof design, there's no shorp die or angle to out down on rear headroom as in so many other cars. The Big M for '67 gives you true dreamcar honey dimensions in every direction.



BIG M DIMENSIONS FOR 1957

SKULSKAWIO BOTRALKA

CATEBION DIMENSIONS	
LENGTH, OVER-ALL	
(with bumper guards).	
WIDTH, OVER-ALL	76.9 in.
HEIGHT, OVER-ALL	56,4 in.
GLASS AREA (total)	
TRUNK CAPACITY (total)	
CURB WEIGHT (approx.)	3946 lbs

INTERIOR DIMENSIONS

Width	63.5 in.
Legroom	44.4 in.
Headraom	34.1 in.
Shoulder Room	
REAR SEAT	
Width	63.5 in
Legroom.	.43.4 in.

Headroom	33.7 in.
Shoulder Room	59.7 in.

(All directions shown are for the Montdair 4-door Seden.)

