

MERCURY 1960



1960 MERCURY: THE BEST-BUILT CAR IN AMERICA TODAY

"Mercury 1960"—created by internationally-known sculptor Marshall Fredericks, is the first new sculpture of this mythical figure in more than a century. Commissioned by Mercury Division for the permanent fine art collection of Ford Motor Company, the bust was cast in honed nickel alloy in Copenhagen, Denmark, and is mounted on a pedestal of black Belgian marble.

Women's dress fashions featured in this catalog are by Adele Simpson.



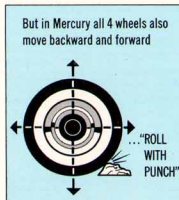
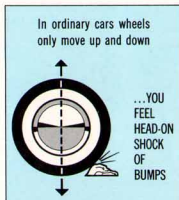
You'll be glad you bought a Mercury

...every time you look at it

Every inch of Mercury is new. Every line is a "go" line—pure, honest, clean. No clutter of useless chrome. There's dramatic new simplicity, new beauty all around—with Mercury's fabulous new SLEEK-LINE STYLING.

...every time you ride in it

Mercury's *Road-Tuned* wheels are the greatest ride advance in a generation. Here's why:



...every time someone has to sit in the middle

There's real comfort for six people, not just four. The clumsy center hump you find in most other cars has been cut way down. There's plenty of head room, shoulder room and leg room for everyone.

...every time you look inside

The 1960 Mercury offers you deluxe interiors at no extra cost in every distinctive model, even in the low-priced Monterey series.

And speaking of price—Mercury has a low price for 1960. Now, for only pennies a day more than a car with a "low-price" name, you can own a 1960 Mercury. You'll be glad you didn't settle for less.

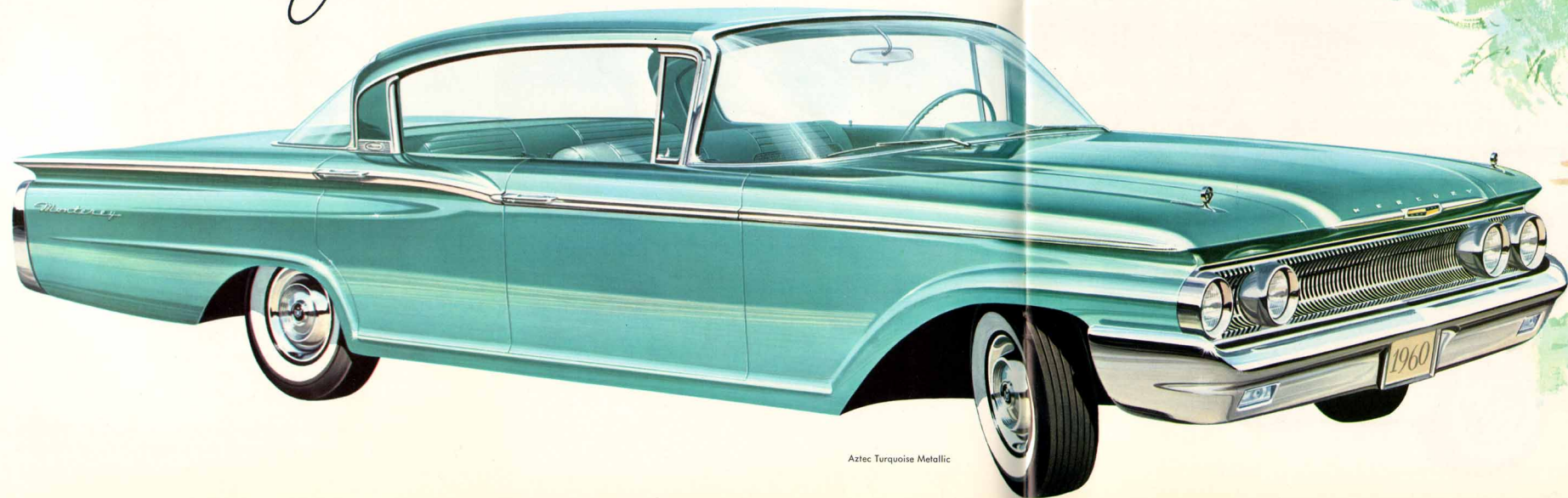
Compare Mercury with *any* new car in America today. You'll convince yourself: Mercury adds up to *more* for your money—it's America's *first* popular-price luxury car.

THE FASHIONABLE

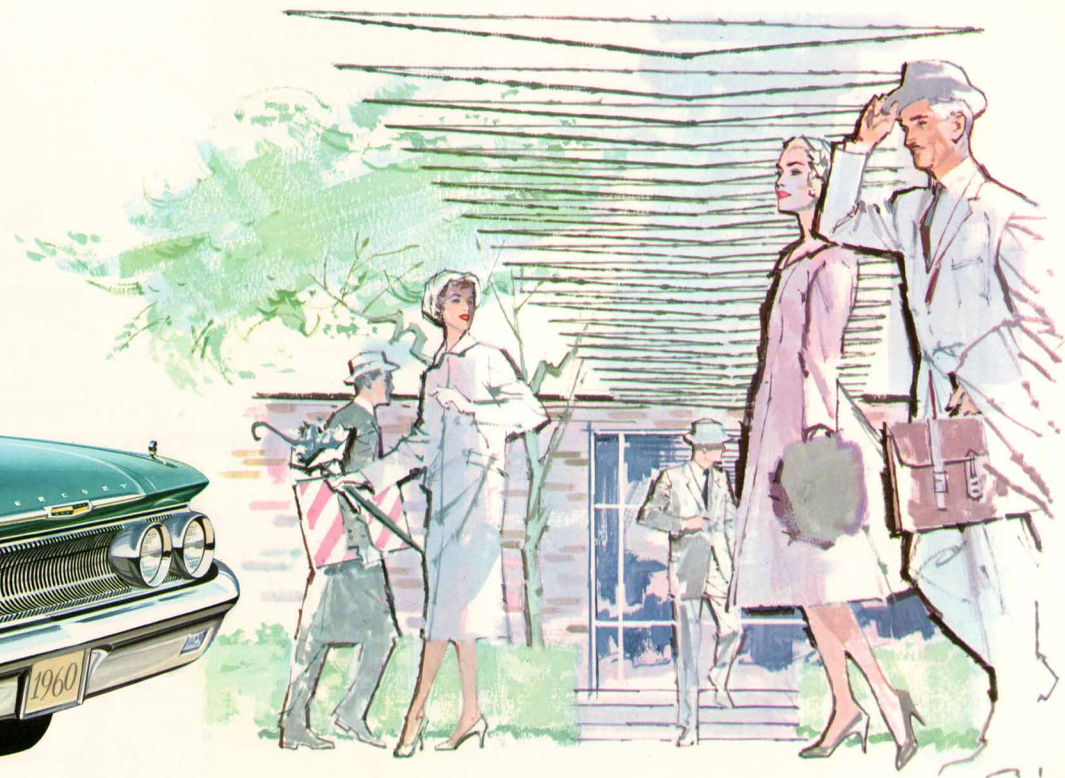
Monterey

Monterey 4-Door Hardtop Cruiser:

One of five models in the practical and popular Monterey series, this roomy 4-door Hardtop Cruiser is ideal for the smart buyer. Styled for discerning owners, this fleet-footed Monterey steps years ahead of the crowd with Sleek-Line design, pulse-quickenning performance and Mercury's exclusive *Road-Tuned* wheels. What a thrill to drive this amazingly responsive car.



Aztec Turquoise Metallic

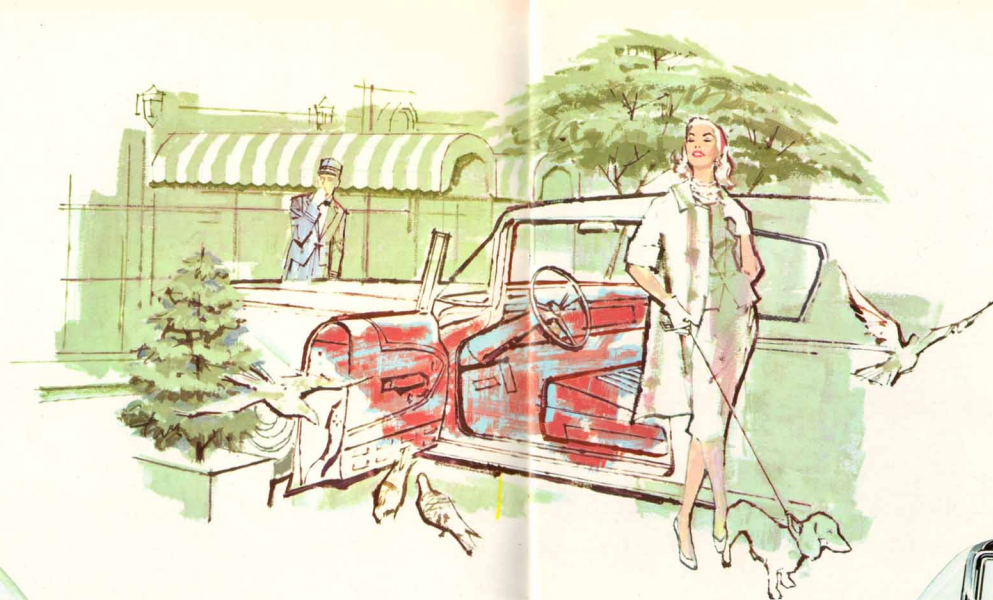




Medium Grey Tweed Cloth and Red Vinyl

Monterey 4-Door Sedan:

Wider door openings make Mercury so easy to get into and out of. And once inside its roomy interior—run your hand over these nylon-faced fabrics, the richest materials ever offered in an automobile so modestly priced. You'll enjoy, too, the extra savings—both initially and in the miles ahead—offered by Monterey's Economy V-8 engine which performs beautifully on regular gasoline . . . it's like getting one gallon free in every ten.



Silver Metallic and Black Vinyl

Monterey Convertible:

Here is a choice of luxurious interiors that will make you proud every time you lower the top. Just the touch of a button tells the world that inside, as well as out, Mercury 1960 offers more for the money. Here is more beauty, more comfort, more luxury, more quality than you'll find in cars priced much higher. Consider, too, how much more Mercury for 1960 offers than cars with "low-price" names that may cost just pennies a day less.



Cloud Silver Metallic



Signal Red



Bronze Tweed Cloth and Bronze Metallic Vinyl



Bronze Tweed Cloth and Bronze Metallic Vinyl

Monterey 2-Door Hardtop Cruiser:

No car, at such a modest price, gives this automobile's matchless combination of commanding performance, interior richness, roomy comfort and overall quality. Its high-fashion fabrics indicate the painstaking attention to detail that characterizes every component of the 1960 Mercury. As a result of this careful craftsmanship, you'll find the Mercury of your choice truly the best-built car in America today.



Monterey 2-Door Sedan:

Here, in Mercury's most modestly-priced model, you'll find all the style, luxury and roominess of a limousine for only pennies a day more than a car with a low-price name. You'll find, too, all of Mercury's *exclusives*, from *Road-Tuned* ride and *Sleek-Line* styling to parallel-action electric windshield wipers. More reasons why you shouldn't buy any new car until you drive the 1960 Mercury.



Valley Green Metallic



Javelin Bronze Metallic



MERCURY FOR 1960 INTRODUCES...

Road-Tuned Wheels

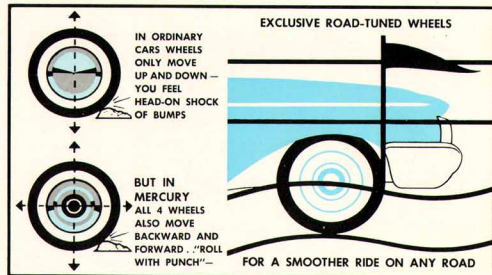
Road-Tuned wheels—the greatest ride advance in a generation—are a wholly new concept in automobile suspensions. They cushion shock horizontally as well as vertically. Wheels roll over road irregularities while the chassis remains level... "roll-with-the-punch" action literally smothers road shock that other cars transmit to passengers. You may pay pennies a day less for a lesser car, but you'll regret it every time the road gets rough.

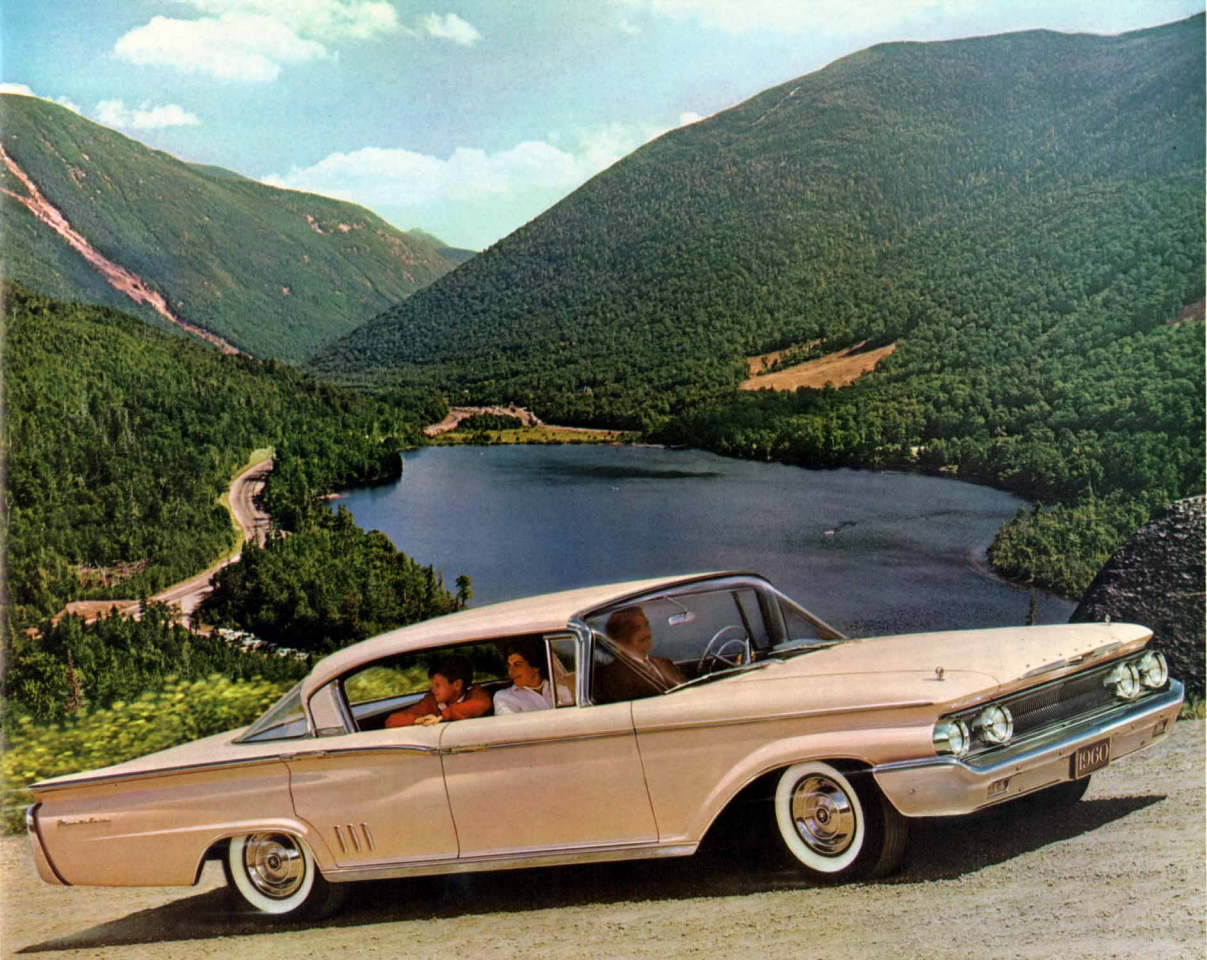
Compare Mercury with any other 1960 car and you'll see for yourself how *Road-Tuned* wheels add to driving comfort and safety. *Road-Tuned* ride does much more than smooth-out road shock. It practically eliminates steering-wheel flutter—even over deeply rutted roads—to give you driving command you've never before experienced. It provides you with sure-footed

handling while taking the lean out of curves and forward dip out of stops. You arrive relaxed and refreshed at your destination, even when it's a full day's drive away.

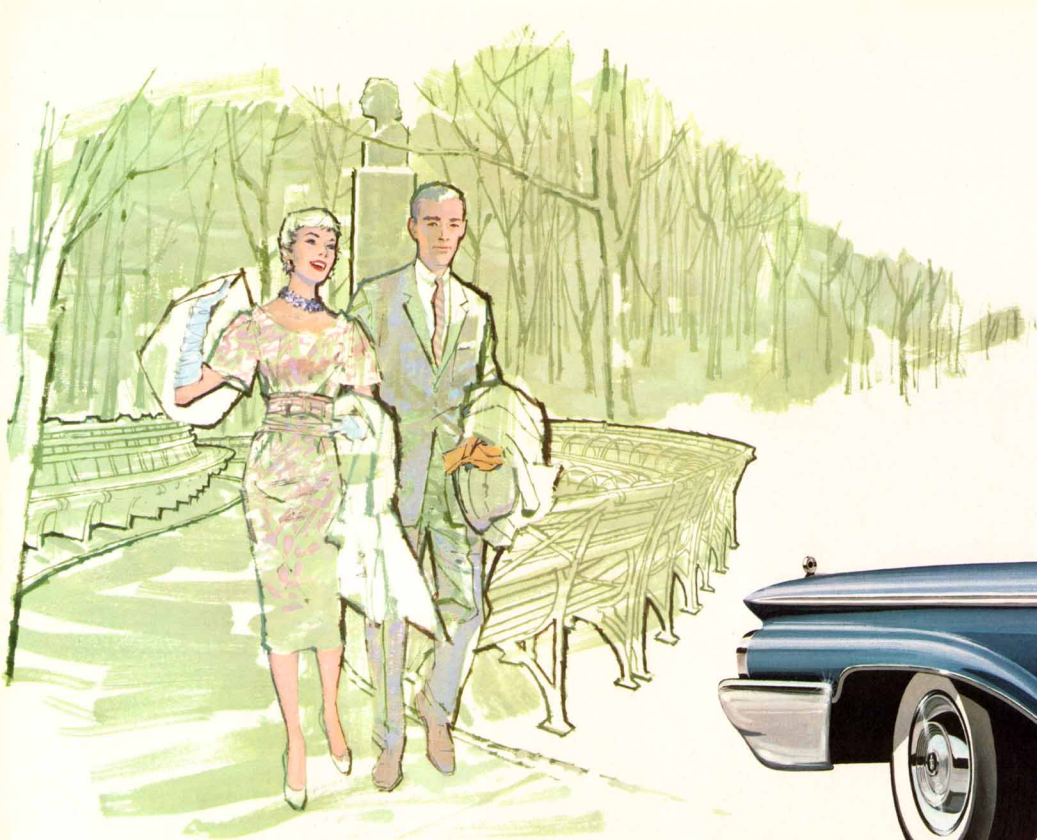
Annoying vibration and irritating road noise are things of the past in the *Road-Tuned* Mercury. No rear-seat passenger need raise his voice to include you in the conversation. *Road-Tuned* ride irons out the thumps and thuds of unseen chuckholes and other common road irregularities.

Add Mercury's wide stance, long wheelbase, cushion-quiet 3-phase shock absorbers and heavy-duty stabilizer bar and you'll see why, in Mercury, only the passing scenery speaks of motion. Before you buy any new car—drive the *Road-Tuned* 1960 Mercury!





Promise yourself the exciting experience of Mercury's superb combination of outstanding performance, vibrationless ride and finger-tip control. Three power-packed, dependable Mercury V-8's for 1960 make your minutes behind the wheel a real enjoyment, yet save you money every mile. Monterey and Commuter models feature a 205-hp Economy V-8 or optional 280-hp Marauder V-8. Both perform excellently on economical regular fuel. Montclair, Park Lane and Colony Park offer a 310-hp V-8.



Dress by Adele Simpson

THE ELEGANT

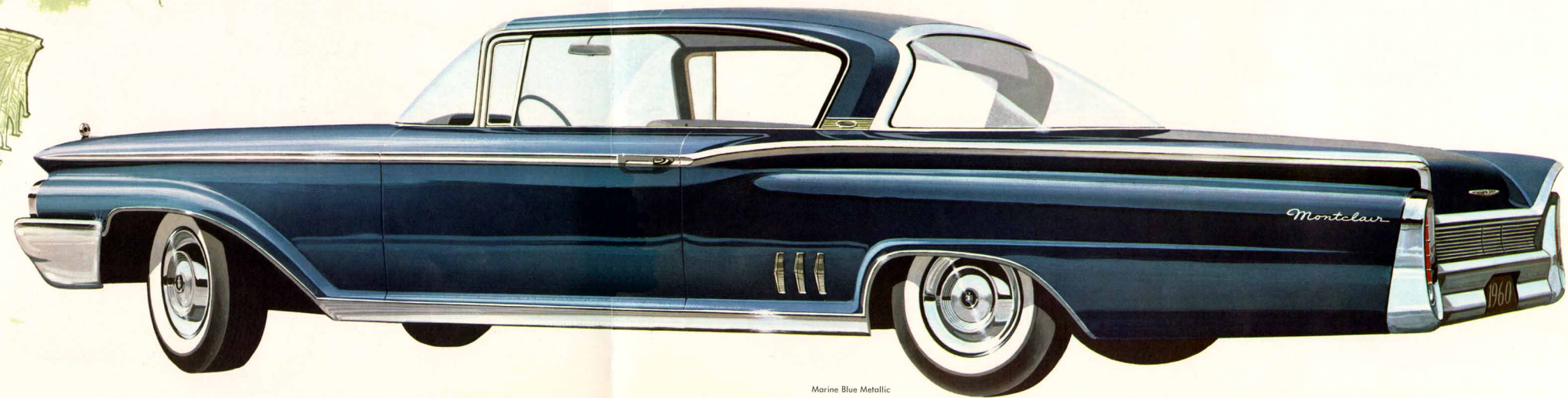
Montclair

Montclair 2-Door Hardtop Cruiser:

There's something about the tasteful simplicity of this automobile, combined with the brilliant performance of its Marauder V-8 engine, that invites you to step inside and go. And, since this Mercury Montclair, unlike its competition, shares its body shell with no other car, you go with distinction.

Why not accept the invitation to drive the *Road-Tuned* Mercury Montclair. You have three models from which to choose, each as stunning as any car on the road today. Experience for yourself the effortless handling ease, the spirited performance, the roomy comfort of this car!

How deft on the straightaway; how adroit in turns—its potent 310-hp Marauder V-8, silk-smooth Merc-O-Matic transmission and mighty, self-adjusting wide-shoe brakes extend to you safe, sure control on the road for countless miles ahead.



Marine Blue Metallic



Blue Avalon Cloth and Blue Metallic Vinyl



Dresses by Adele Simpson



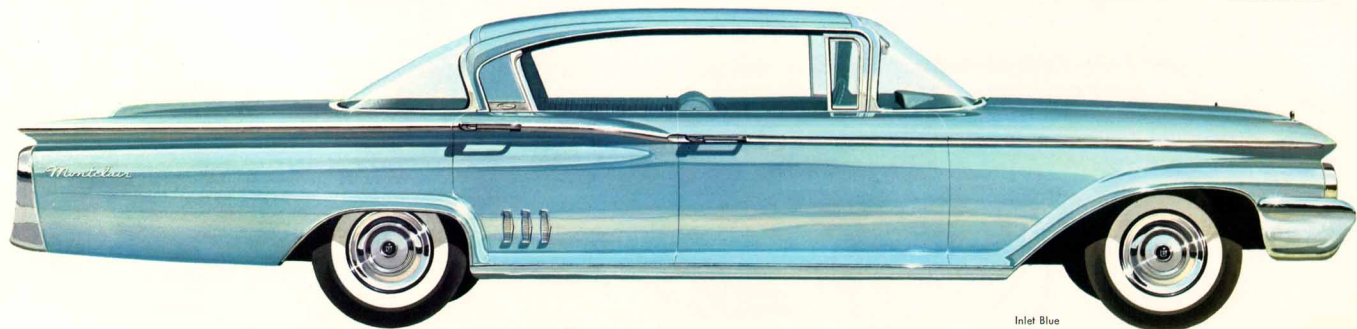
Grey Avalon Cloth and Silver Metallic Vinyl

Montclair 4-Door Hardtop Cruiser:

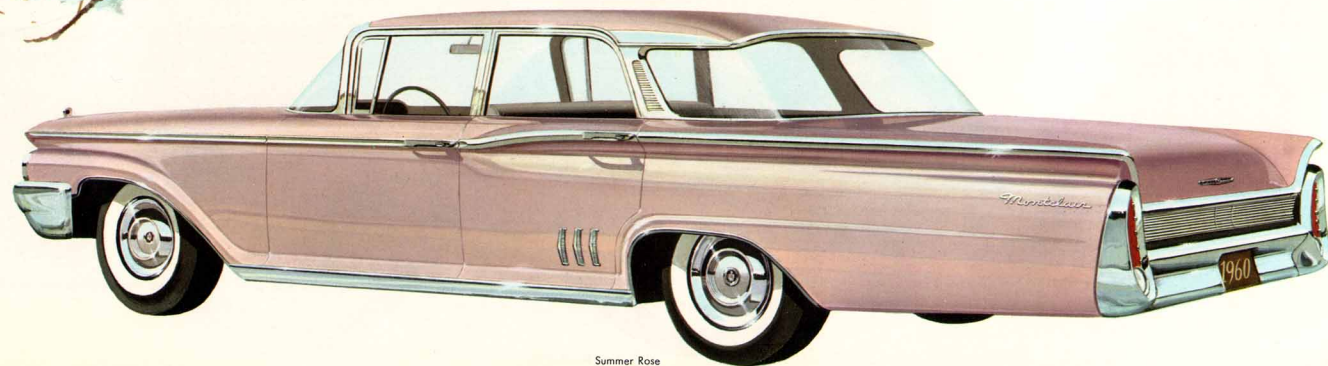
When the wonderful fun of faraway places beckons, picture yourself behind the wheel of this dazzling 4-door Montclair Cruiser. There are roomy reservations for six full-sized passengers in its space-planned interior. You drive, relaxed, surrounded by picture-window visibility. And, however lengthy your trip, you'll find Mercury's ease of handling lets you arrive at your destination as refreshed as your passengers. And, like all 1960 Mercurys, this model wears the gleam of long-lasting Super-Enamel.

Montclair 4-Door Sedan:

Here's a whole world of driving excitement, combined with family comfort and safety. This sparkling Montclair 4-door Sedan with its distinctively-styled wraparound rear window and Panoramic Skylight windshield provides you with unexcelled driving visibility. An upward glance allows you to see overhead traffic lights easily. Safety-Sweep windshield wipers and "Jet Stream" defrosters quickly clear your complete field of vision in rain, sleet, ice or snow.



Inlet Blue



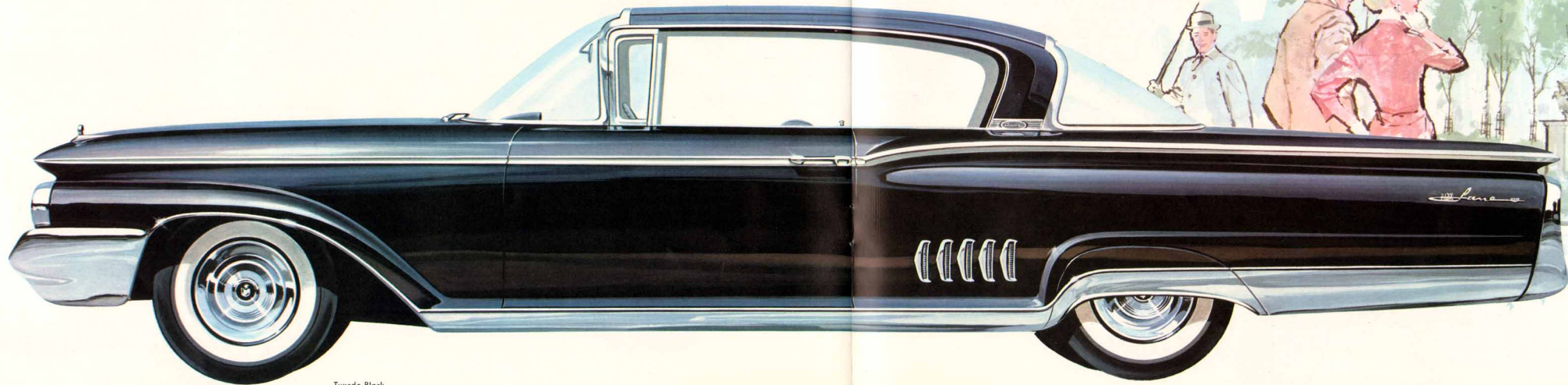
Summer Rose

THE DISTINGUISHED

Park Lane

Park Lane 2-Door Hardtop Cruiser:

Outstanding among America's really fine motorcars is this magnificent automobile. Here is the peak of Mercury perfection . . . meticulous craftsmanship . . . impeccable interiors . . . superb performance. There is no finer car built today, regardless of price. And the Park Lane offers many standard features available only at *extra cost* on competitive makes. Multi-Drive Merc-O-Matic transmission gives you instant, effortless command with the powerful 310-hp Marauder V-8. Power steering provides you with finger-tip control, while the Park Lane's large, self-adjusting power brakes provide for safe, sure stopping at the merest touch of your toe. In the distinguished Park Lane, you'll find big-car luxury everywhere you look—except on the price sticker. Compare and you'll discover this exceptional automobile offers everything you would expect to find only in a much higher-priced car.



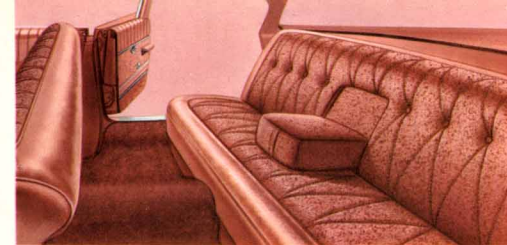
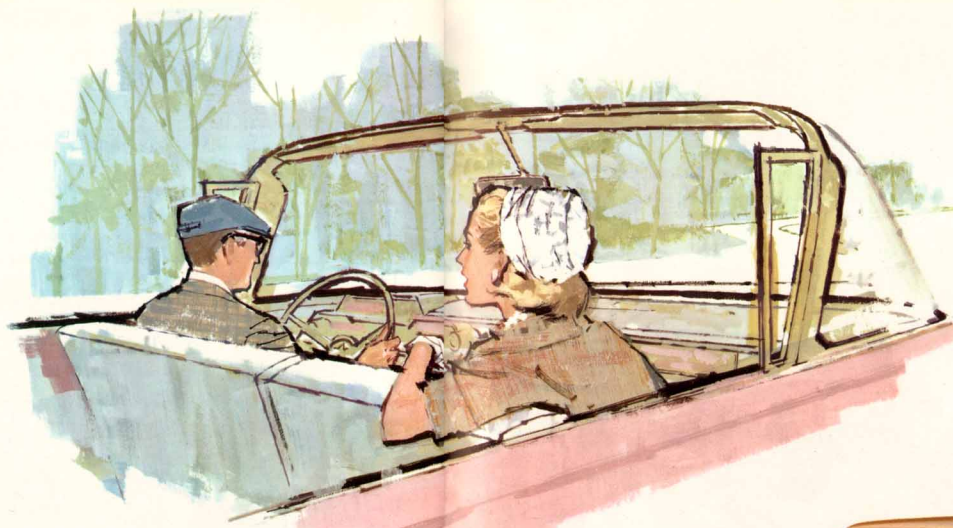
Tuxedo Black



Turquoise Metallic Vinyl

Park Lane Convertible:

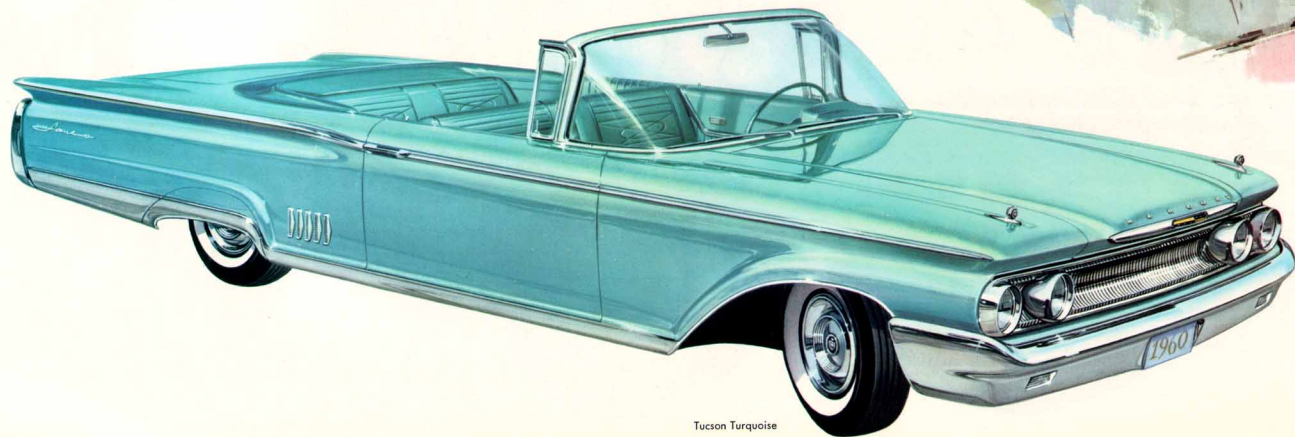
For those who enjoy the flair of this carefree kind of car, the Park Lane Convertible is an invitation to the open highway. Its low, sleek lines give a look of motion even at the curb. Imagine yourself behind the wheel of this solidly-built beauty—top down—breezing lightly over the highway. It's an experience you owe yourself. Why not give it a try?



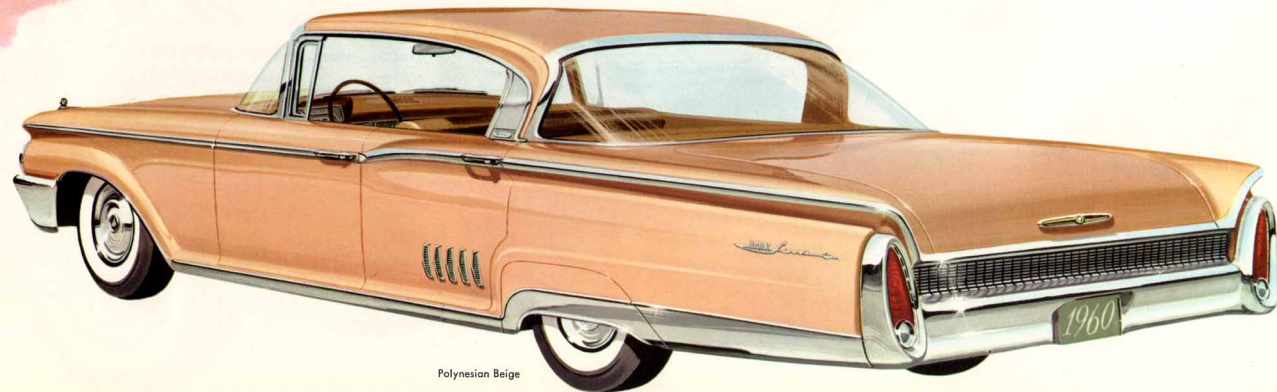
Bronze Jamaica Cloth and Bronze Metallic Vinyl

Park Lane 4-Door Hardtop Cruiser:

Here you see the peak of Park Lane elegance . . . distinctive in every detail, from decorator-designed interiors to fashionably restrained metal trim. The luxurious Park Lane incorporates all the advantages of America's most expensive automobiles—yet is priced so much lower. Truly the *Road-Tuned* Mercury is the one new car that adds up to more for your money.



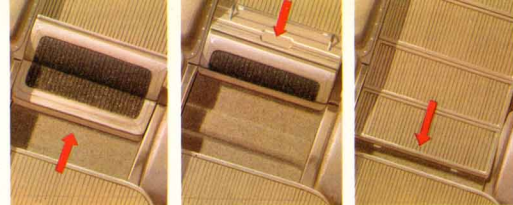
Tucson Turquoise



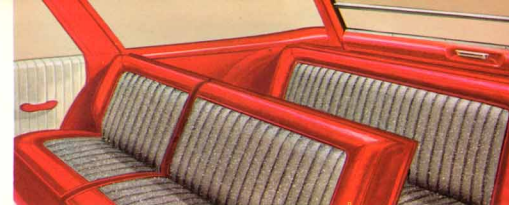
Polynesian Beige

MERCURY'S SPACIOUS

Country Cruiser



Mercury's exclusive slow-away seat folds quickly and easily; becomes flush with floor, thus provides extra cargo space as you need it.

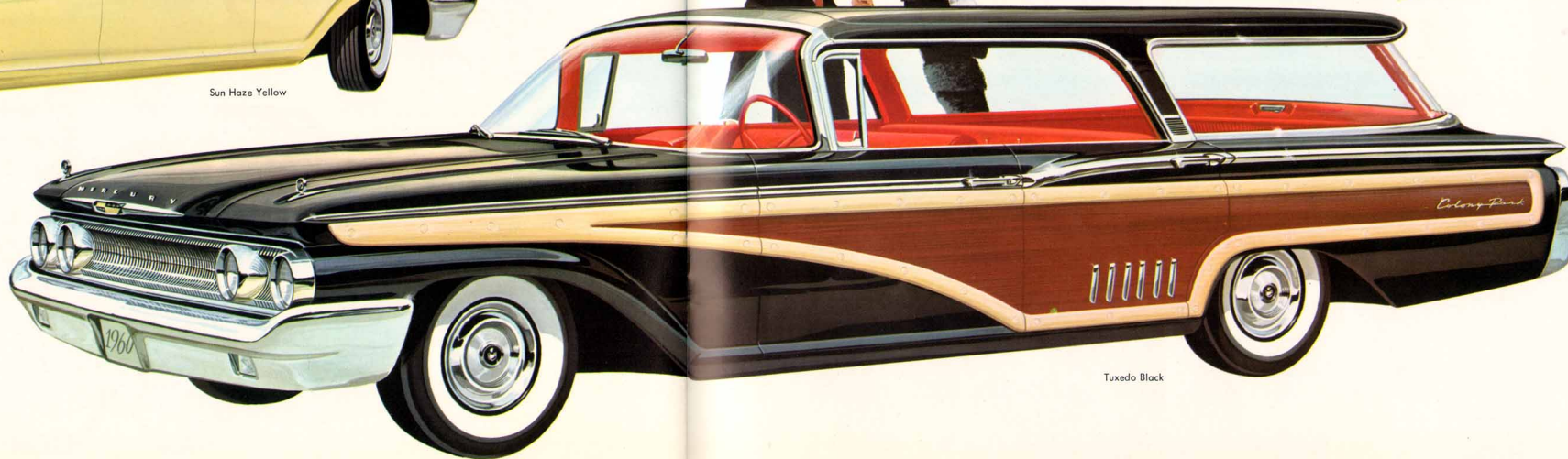


Note the luxury of the Colony Park interior. See, too, how Mercury's roll-down rear window eliminates old-fashioned liftgate arrangement. Tailgate folds down flat to give all-clear, easy-load platform.



Sun Haze Yellow

Only Mercury Country Cruisers offer this exclusive combination of advanced features for 1960: Road-Tuned wheels, the greatest ride advance in a generation; hardtop styling; passenger-planned comfort; forward-facing stow-away third seat; roll-down rear window and Mercury V-8 engine efficiency. Select your favorite: the popular Comuter (above) with Economy V-8 engine and choice of transmissions. The superb Colony Park (right) features the 310-hp Marauder V-8, Mere-O-Matic transmission, simulated wood side panels, and power-operated rear window as standard equipment. Both are available as 6- or 9-passenger models.



Tuxedo Black

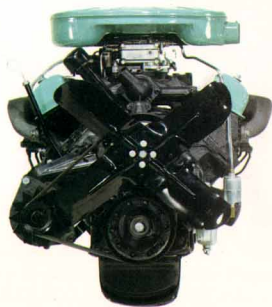
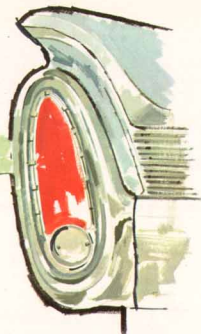




A PERFECT MARRIAGE OF POWER AND ECONOMY

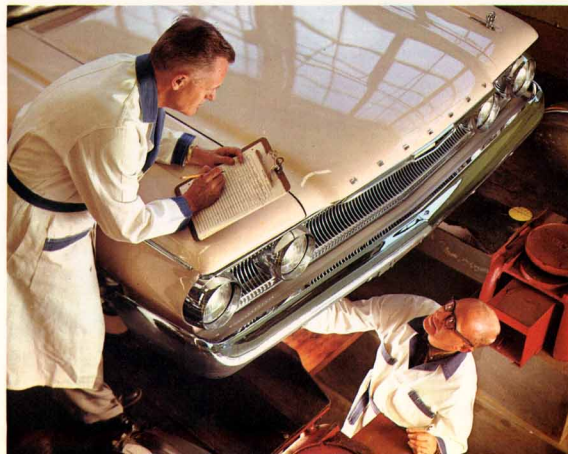
Because Mercury V-8's are specifically designed to meet the performance standard of the Mercury series with which they are teamed, you can expect any of them to deliver both top performance and optimum mileage. In Monterey and Commuter models, both the 205-hp Economy V-8 and optional 280-hp

Marauder V-8 perform efficiently on regular grades of gasoline. It's like riding one mile free out of every ten. In Montclair, Park Lane and Colony Park models the 310-hp Marauder V-8, Mercury's biggest and finest engine, delivers the ultimate in instant command and spirited performance.



Mercury's Economy V-8, standard in Monterey and Commuter series, is designed not only to function smoothly on regular-grade fuel, but to squeeze extra miles from every tankful of gas. An excellent engine choice for smart car-buyers.

Rigid quality-control checks are the reason you can't buy a 1960 Mercury with "zero" on its speedometer. After exhaustive mechanical checks, like this one, all along the assembly line, each and every Mercury automobile is given a thorough road check by an experienced test driver to provide for your satisfaction as an owner. Another way of saying: You'll be glad you bought a Mercury every time you drive it.





Specially designed windshield seats make getting into and out of the 1960 Mercury extremely easy. No more banged knees or bumped heads. Door width is up to 6 inches wider than on other cars.



Mercury's chair-high foam-cushioned front seats allow you to sit in a normal, more comfortable position, provide extra-stretch leg room for six adult passengers, making long trips more satisfying.



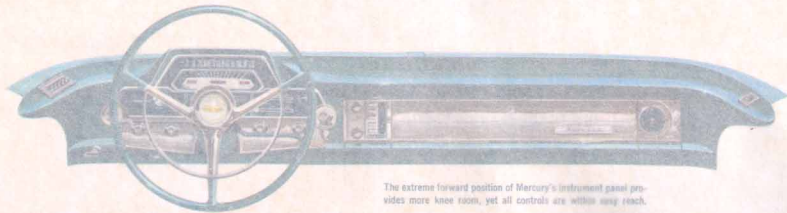
Mercury's Panoramic Skylight windshield provides extra visibility, allows you to see overhead traffic lights without straining. It avoids the limited viewing area of ordinary windshields on other cars.



Exclusive "Jet Stream" defroster focuses first on the most important parts of windshield area, then quickly clears remaining glass. Conventional defrosters on most cars clear slowly from instrument panel up.

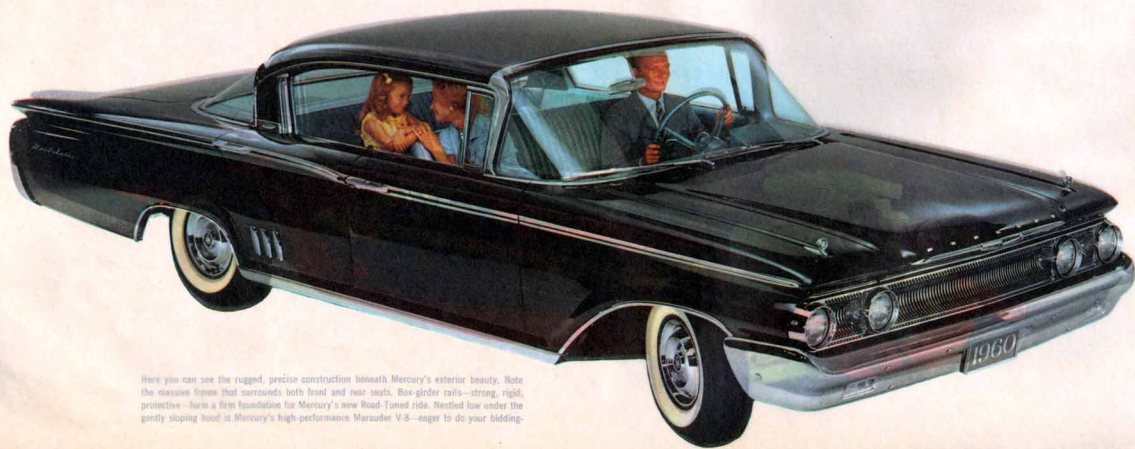


Safety-Sweep electric windshield wipers—a Mercury exclusive—clear a 5-foot swath, including the middle area ordinary wipers cannot reach. Constant action electric power with 3-speed control.



The extreme forward position of Mercury's instrument panel provides more knee room, yet all controls are within easy reach.

THE BEST-BUILT CAR IN AMERICA TODAY . . . *with extra value in each new feature*



Here you can see the rugged, precise construction beneath Mercury's exterior beauty. Note the massive frame that surrounds both front and rear seats. Box-girder rails—strong, rigid, protective—form a firm foundation for Mercury's new Road-Tuned ride. Nestled low under the gently sloping hood is Mercury's high-performance Marauder V-8—eager to do your bidding.



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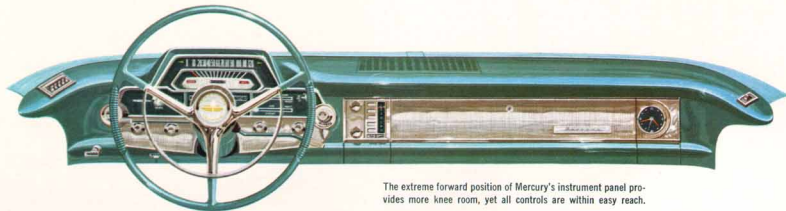
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1960 MERCURY FEATURE FACTS AND SPECIFICATIONS

MAKE YOUR OWN SELECTION OF EQUIPMENT

Air-Blending Heater-Defroster—Temperature precisely controlled by mixing heated and unheated air. Heating capacity increased by 14% for 1960. More efficient center-spot "Jet Stream" defroster.

Air Conditioner-Heater—Combination unit with Climate Dial control. Factory installed with special body insulation and extra heavy-duty engine cooling system including 5-blade Power-Booster fan. Direct-flow discharge register in center of instrument panel. Cooling capacity increased 15%.

Independent Air Conditioner—Dealer-installed independent unit mounts below instrument panel. Cooling efficiency increased 20% for 1960.

Power Steering—Hydraulic power does 88% of work. Fully modulated varying puts power to work as soon as the steering wheel is turned.

Power Brakes—Power assistance reduces pedal effort by 40% for more fatigue-free driving. Can be either factory- or dealer-installed.

4-Way Power Seat—Instrument panel control adjusts seat to any position within 3-inch vertical range and 5-inch horizontal travel.

Power Window Lifts—Self-contained electric power units operate the regular lift mechanism for each window. System includes individual window switches plus full set of switches for driver.

Transistorized Radio—A 4-watt receiver with four durable miniature tubes and one transistor. Printed circuits. Push-button control.

Merc-O-Matic Transmission—Combination of hydraulic torque converter and efficient planetary gears. 5-position selector lever. (Opt. Monterey and Commuter models.)

Multi-Drive Merc-O-Matic—Dual range performance with 6-position selector lever. Standard for Park Lanes. Available as a feature for other models.

Bigger-Engine Power Option—A 22% bigger engine with 36% gain in power for Monterey and Commuter models with Merc-O-Matic. Has high-torque, big-displacement efficiency. Uses regular-grade gas.

Windshield Washer—With belt-driven pump that produces high pressure spray through dual jets—one for each wiper blade.

Trunk Compartment Lock Release—Allows driver to unlock trunk compartment without key . . . without leaving seat. A handy convenience when shopping or traveling.

Tinted Windshield and Windows—Safety glass with light-green tint effectively filters sun's light and heat rays. Filtration reduces solar glare . . . keeps passenger compartment cooler. Tinted windshield carries blue-gray tint for upper area. All Mercury glass, tinted or clear, is safety glass.

1960 MERCURY MODELS

Series	2-door Sedan	4-door Sedan	2-door Cruiser	4-door Cruiser	Convertible	4-door Country Cruiser
MONTEREY	X	X	X	X	X	
MONCLAIR		X	X	X		
PARK LANE			X	X	X	
COMMUTER						X
COLONY PARK						X

STANDARD EQUIPMENT ON ALL 1960 MERCURYS

- SELF-ADJUSTING BRAKES
- DIRECTIONAL SIGNALS
- BACKUP LIGHTS
- SAFETY STEERING WHEEL
- PADDED GARNISH MOLDINGS
- 3-SPEED ELECTRIC WIPERS
- SAFETY GLASS IN EVERY WINDOW
- FOAM FRONT SEAT CUSHION
- DISPOSABLE AIR CLEANER
- DISPOSABLE FUEL FILTER
- FULL-FLOW OIL FILTER
- 8.00 x 14 or 8.50 x 14 TIRES
- DUAL FENDER ORNAMENTS
- ALUMINIZED MUFFLER
- TEFLON BEARINGS IN BALL-JOINT FRONT SUSPENSION

MAJOR SPECIFICATIONS (4-Door-Door/Top)

Overall Dimensions	Passenger Space
Wheelbase 126.0"	Front head room* 38.5"
Wheel tread, front and rear 60.0"	Rear head room* 37.1"
Over-all length 219.2"	Front leg room* 46.2"
Over-all width 81.5"	Rear leg room* 43.0"
Over-all height (design load) 55.8"/56.1"	Front hip room 62.5"
	Rear hip room 62.8"
	Front shoulder room 60.5"
	Rear shoulder room 60.8"
	*Effective Dimension

1960 MERCURY ENGINE-TRANSMISSION COMBINATIONS

Series	Displacement Bore & Stroke	Horsepower Torque	Compression Ratio	Transmission
MONTEREY & COMMUTER	312 cu. in. 3.8" x 3.44"	205-hp 228 ft-lbs	8.9 to 1	3-speed manual Merc-O-Matic
MONTEREY & COMMUTER (Opt.)	383 cu. in. 4.30" x 3.30"	280-hp 405 ft-lbs	8.5 to 1	Merc-O-Matic Multi-Drive
MONCLAIR & COLONY PARK	430 cu. in. 4.30" x 3.70"	310-hp 460 ft-lbs	10.0 to 1	Merc-O-Matic Multi-Drive
PARK LANE	430 cu. in. 4.30" x 3.70"	310-hp 460 ft-lbs	10.0 to 1	Multi-Drive

*Optional at extra cost.

Specifications shown herein were in effect at the time this book was approved for printing. Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligation. White sidewall tires, accessories and any other equipment that is not standard equipment are optional at extra cost.

BODY FEATURES

Rigidized body construction: Welded steel with five full-width floor-panel reinforcements. Roof panel reinforced with five full-width cross-members. Double-panel front-hinged hood. Double-panel deck lid. Double-panel doors with vertical interior reinforcements. Compound windshield with 1883 sq. in. area of safety plate glass. Electric-powered, 3-speed, Safety-Sweep windshield wipers. Cowl-level fresh air intakes and cross-flow passenger compartment ventilation. Safety steering wheel. **Exterior finish:** Baked Super-Enamel in choice of 15 solid colors, and 36 two-color combinations. **Interiors**—Closed cars: Monterey series—luxurious Tweed cloth and vinyl upholstery. Montclair series—Avalon cloth and vinyl combination. Also all-vinyl upholstery for Montclair Cruiser models. Jamaica cloth and vinyl or all-vinyl for Park Lane closed models. **Interiors**—Convertibles: Monterey and Park Lane Convertibles have all-vinyl upholstery. **Interiors**—Station Wagons: Commuter Country Cruiser—woven plastic and vinyl combination, or all-vinyl, optional. Colony Park Country Cruiser—Avalon cloth and vinyl or all-vinyl. **Carpeting:** Tufted-loop carpeting standard. (Except Commuter Country Cruiser—textured rubber mat.)

POWER TRAIN

Engines: Overhead valve V-8 engines in three sizes. 12-volt electrical system. Combination vacuum-centrifugal spark control. Full-flow oil filter. Full-pressure lubrication. Gas-saving 2-lbld carburetors. Self-cleaning 180mm spark plugs. The 383- and 430-cubic-inch engines have in-block combustion chambers; 3-stage cooling system; water-jacketed intake manifold; hydraulic valve lifters; step-top pistons. Capacities: oil—5 quarts (or 6 quarts with filter change); fuel—20 gallons; coolant—20 or 21 quarts (without heater). **Merc-O-Matic Transmission:** Combination of fluid torque converter and 3-speed planetary gear train. 5-position selector lever control. Water cooled. **Multi-Drive Merc-O-Matic:** Dual drive ranges with 6-position selector lever control. **Conventional Transmission:** Selective gear type with 3 forward speeds, one reverse. **High-torque rear axles:** 2.91 to 1 or 2.71 to 1 with 383- or 430-cu. in. engines. 3.10 to 1 with 312-cu. in. and Merc-O-Matic. 3.56 to 1 with manual transmission.

CHASSIS FEATURES

Ladder-type frame with bowed box-girder side-rails. X-type center reinforcement for convertible frame. **Front suspension:** Swept-back ball-joint design with anti-dive. Helical-coil springs. Full-cushion shock absorbers. Link-type front torsion-bar stabilizer. **Steering:** Ball- and rack-type with 54 recirculating balls. Over-all steering ratios—29.1 to 1 for Monterey and Commuter; 31.1 to 1 for Montclair and Colony Park; 20.5 to 1 with power steering. **Rear suspension:** Splay-mounted leaf-type rear springs—60" long and 2½" wide. All models have 6-leaf springs except station wagons (7). Compression-type rear spring shackles. Sea-leg mounted hydraulic shock absorbers. Hotchkiss drive. **Self-adjusting brakes:** Internal expanding, hydraulic brakes. 11-inch brake drum with full-circle ribs for extra cooling. Brake width—3" (f), 2½" (r). Total brake lining area—233.1 sq. in. **Tire sizes:**—8.00, 8.50, 9.00 x 14.

DON'T BUY ANY CAR UNTIL YOU'VE DRIVEN



THE ROAD-TUNED 1960 MERCURY

SCHENCK MOTORS, INC.

6114 MONTGOMERY RD., RE 1-4856
CINCINNATI 13, OHIO



HEADQUARTERS
...YOUR MERCURY
DEALERS