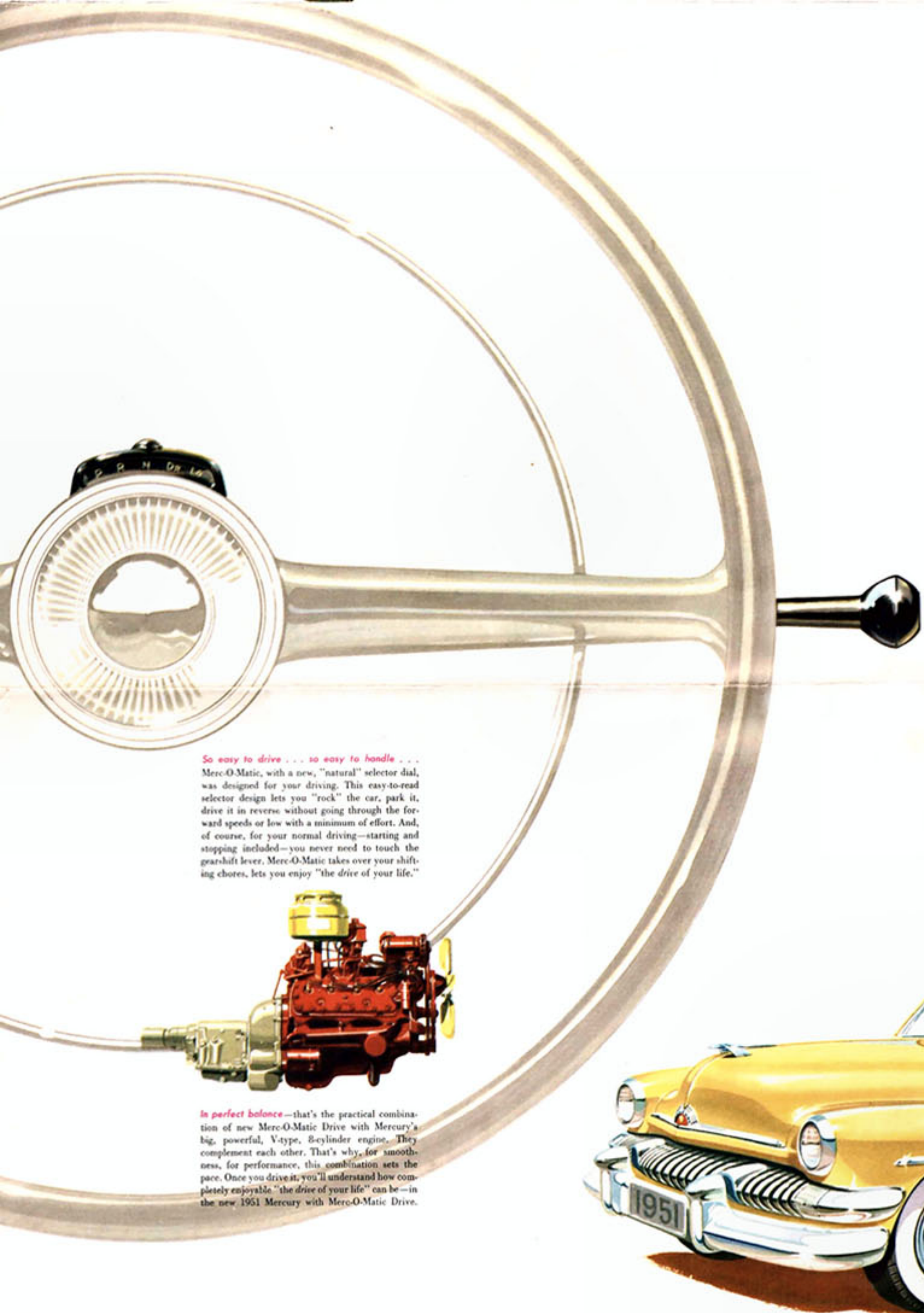


Presenting

**THE NEW
MERCURY**



FOR 1951



So easy to drive . . . so easy to handle . . .

Merc-O-Matic, with a new, "natural" selector dial, was designed for your driving. This easy-to-read selector design lets you "rock" the car, park it, drive it in reverse without going through the forward speeds or low with a minimum of effort. And, of course, for your normal driving—starting and stopping included—you never need to touch the gear-shift lever. Merc-O-Matic takes over your shifting chores, lets you enjoy "the drive of your life."

In perfect balance—that's the practical combination of new Merc-O-Matic Drive with Mercury's big, powerful, V-type, 8-cylinder engine. They complement each other. That's why, for smoothness, for performance, this combination sets the pace. Once you drive it, you'll understand how completely enjoyable "the drive of your life" can be—in the new 1951 Mercury with Merc-O-Matic Drive.

THE NEW 1951 MERCURY

with new

MERC-O-MATIC DRIVE

for "the drive of your life!"

It's a triumph in engineering! Yes, with new Merc-O-Matic Drive (optional at extra cost) you can now enjoy the kind of balanced motoring of which you've always dreamed.

Merc-O-Matic Drive is the new fully automatic transmission that gives you the luxury of smooth, effortless driving . . . the balanced combination of power, pickup, and performance that's second to none . . . plus exceptional driving economy.

Merc-O-Matic Drive is completely new . . . completely different. It makes driving a snap. There's no clutch pedal, no shifting. It lets you keep both hands on the wheel for normal driving. And it gives you smooth, thrilling performance that you'll agree, is—"the drive of your life."

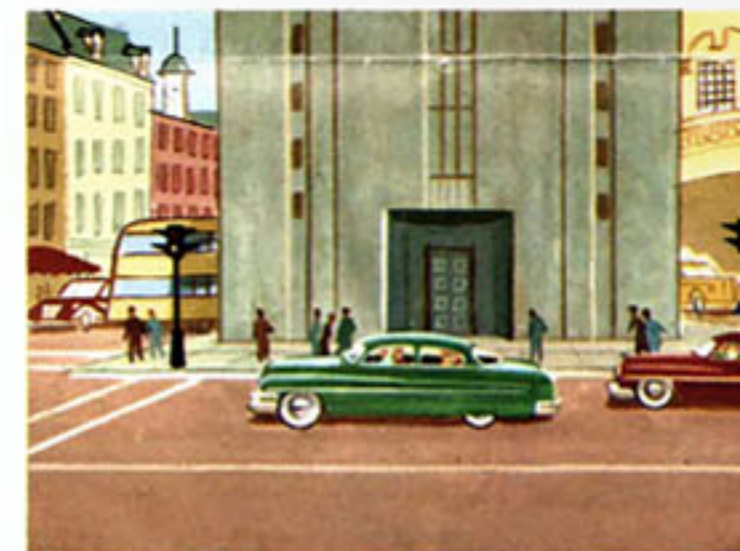
As a matter of fact, when you get behind the wheel of a big, new Mercury with Merc-O-Matic, you'll be surprised at how easily, how simply this car glides along over every road. Yes, once you drive Mercury you'll discover—there's nothing like it on the road!



Fully automatic! Just "safety-start" your new Mercury, in neutral, move your selector dial to the driving position (Dr), then enjoy "the drive of your life." No need to worry about shifting—in traffic or on hills. Merc-O-Matic shifts for you—up or down. Makes driving safer, too.



It's air-cooled! This means lots more comfort for you. Yes, Merc-O-Matic Drive doesn't heat up—has its own independent air-cooling system that keeps it cool, always at the right temperature for most efficient performance. This means that the front seat compartment is cooler, too.



There's no clutch! How easy it is to drive through city streets. Step on the accelerator to go . . . step on the brake pedal to stop—that's all there is to it. And for safer parking, Merc-O-Matic has a special parking position. It's easier to "rock" freely in snow or mud, too.



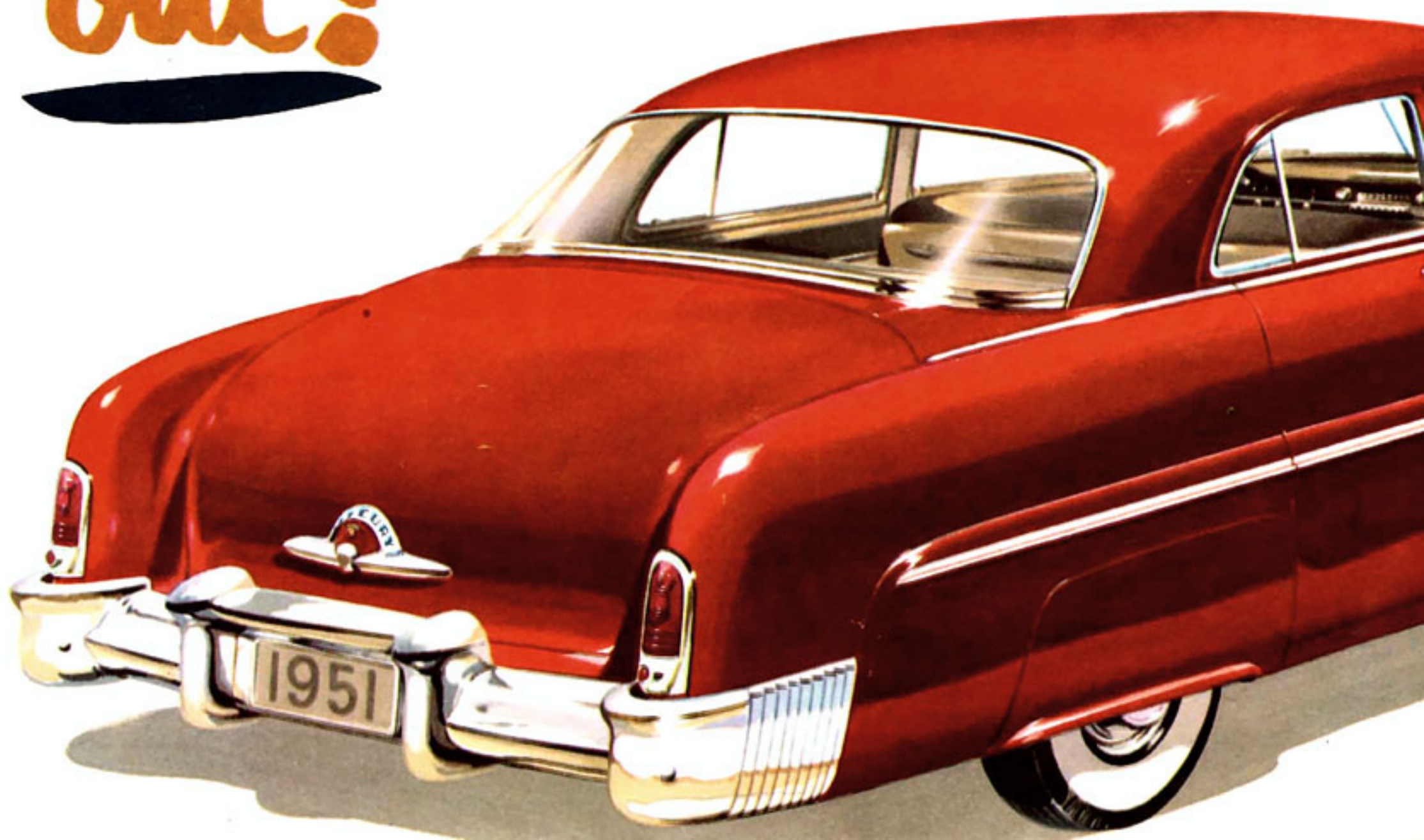
Enjoy thrilling performance in the new 1951 Mercury with Merc-O-Matic Drive. This new, fully automatic transmission—designed to fulfill your every driving want—will give you "the drive of your life" . . . a thrilling, pleasure-full drive that you have always longed for.

New
styling
inside
and
out!



A new impression of luxury will be yours when first you see and enjoy the tastefully styled interior of the new 1951 Mercury. With beautiful new upholsteries, attractive new trim, delightful new color combinations, it will alter your concept of luxury . . . and comfort, too. For when you sit in the new Mercury you'll really appreciate the generous proportions that provide such comfortable spaciousness.

Beautiful from every angle, the 1951 Mercury has the kind of attractive charm you will quickly sense and approve. Responsible in part for Mercury's pleasing appeal are the many new features that have been successfully blended together in a smart modern fashion. "Front-on" style note is set by a massive new grille, complemented by an interesting new front bumper treatment. And this note is carried out by sweeping fenders that convey the swift flowing lines of the car throughout its length, where they are gracefully concluded by a striking new rear fender and bumper design that fully complements the broad back window with more than 1,000 square inches of unobstructed vision.



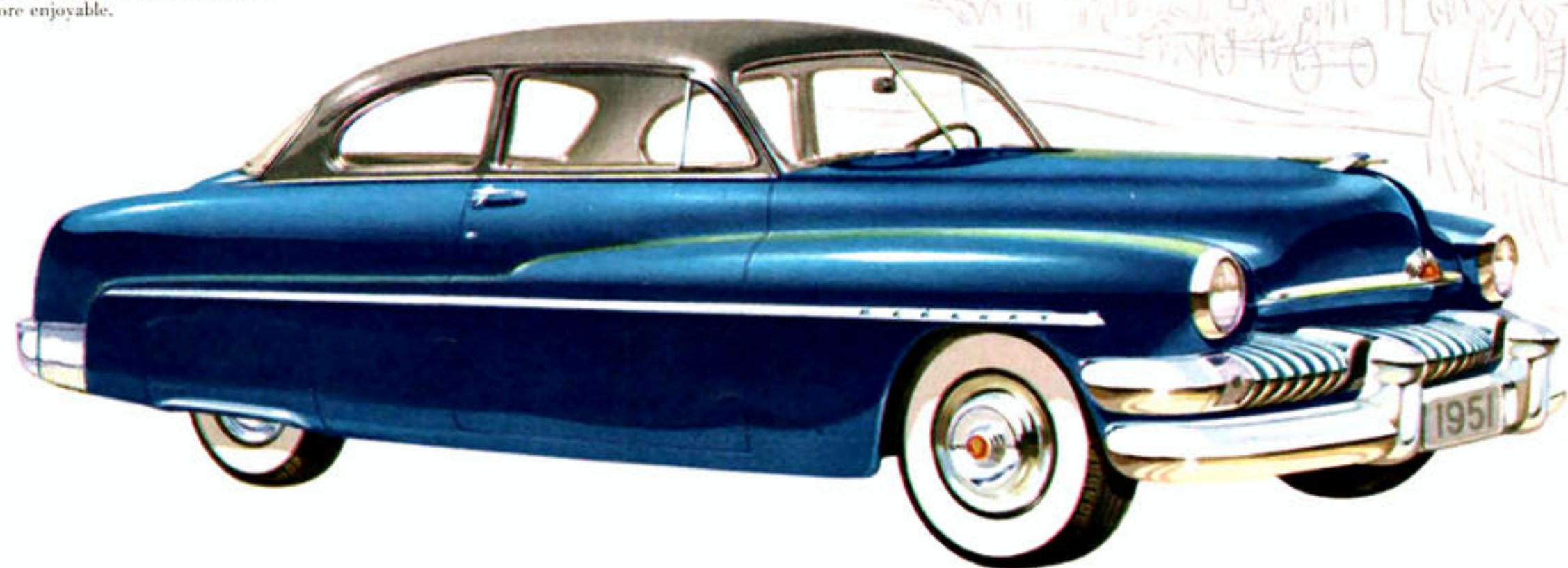
There's a New

1951 MERCURY

Styled just for you!



What room! And what solid, down-to-earth comfort! New zigzag springs in front seat cushions of the new 1951 Mercury assure more natural support that does away with riding fatigue . . . makes driving more restful and more enjoyable.

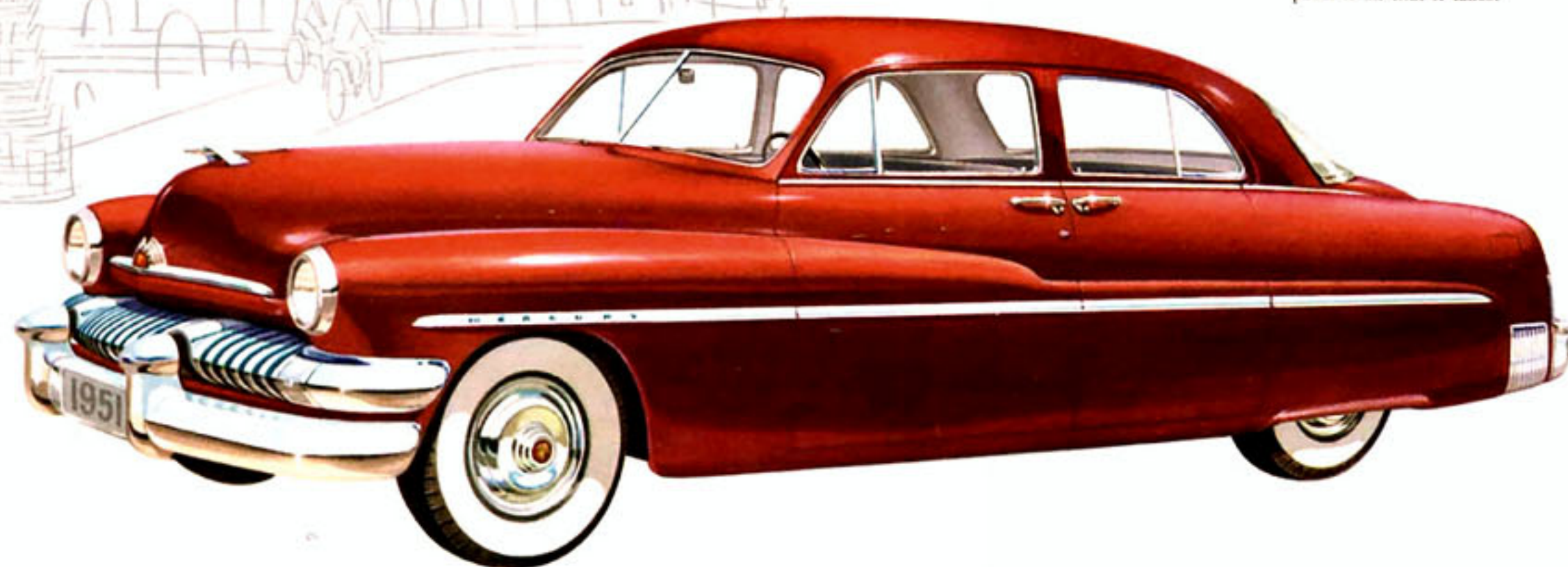


For people who use their cars for business as well as pleasure, this new 1951 Mercury is exceptionally practical. It rides ever so smoothly with one passenger or six. And, with the roominess of a sedan, it fits the needs perfectly for those families with children who desire two-door protection.

the 1951 **MERCURY** sport coupe



Big, super-safe brakes, that give you sure, straight-line stops, protect you and your whole family. And they're quick-acting. Just the touch of your toe to the brake pedal is all that it takes.

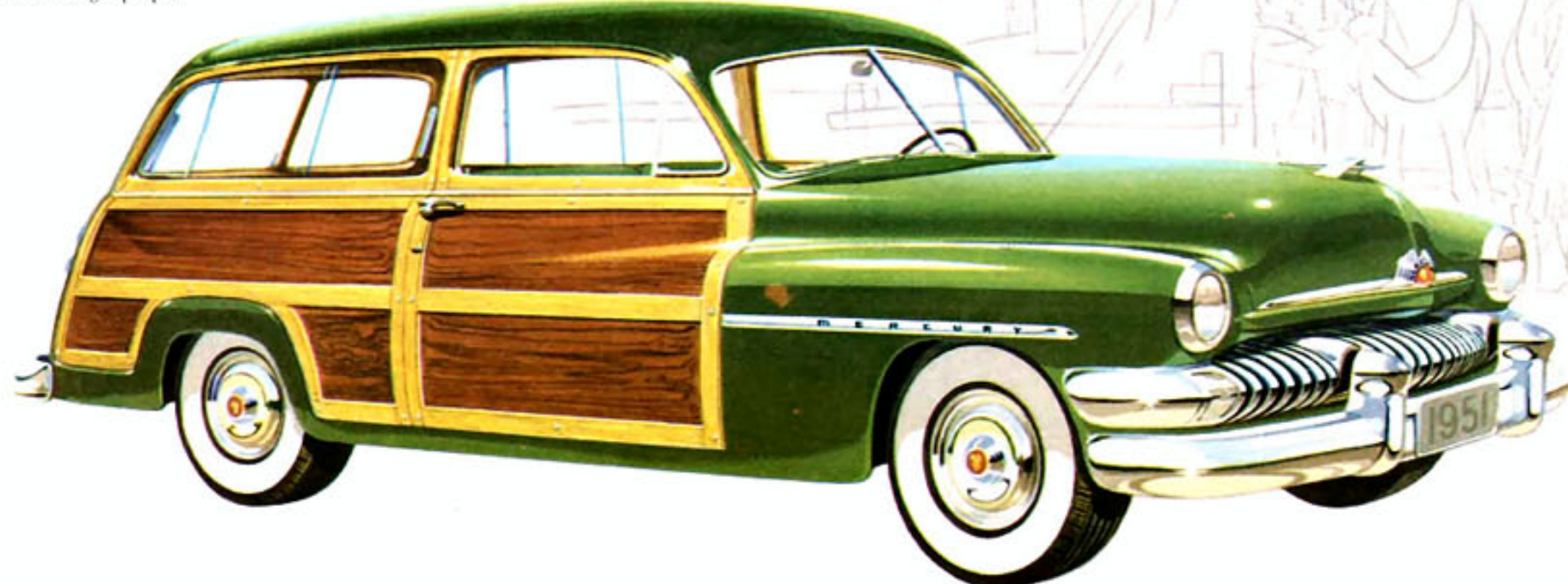


Here's a car the whole family can enjoy. With its soft, cushioned springing, its road-hugging stability, and its super-smooth starting and stopping it's no wonder everyone wants to ride. And six big people can relax completely in the wide, deep-comfort seats of the beautiful new Mercury.

the 1951 **MERCURY** sport sedan



There's over 9 feet of continuous, level loading space in the new 1951 Mercury Station Wagon with the tailgate lowered. That's plenty of room for your heavy-duty hauling. And with its comfortable seats in place, there's room for eight people.

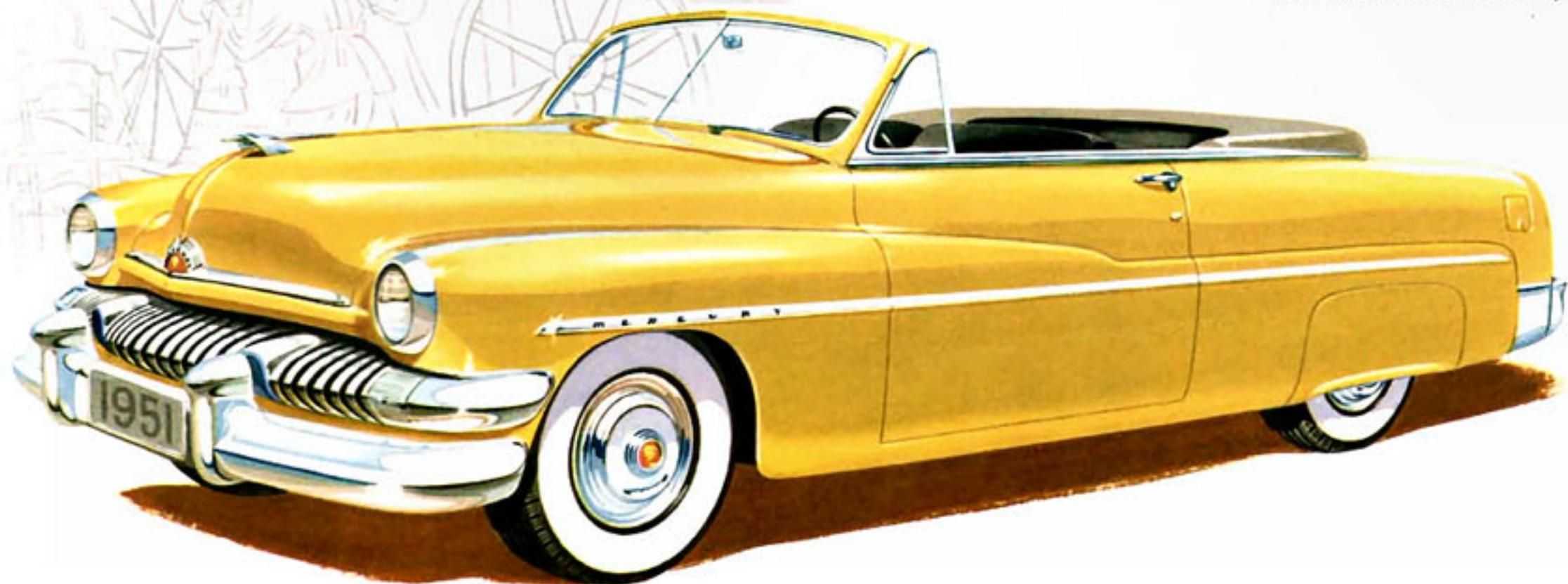


Your answer to a car for town and country driving is the new 1951 Mercury Station Wagon. It's designed to simplify your business chores . . . to magnify your motoring pleasure. And its all-steel body structure makes this car last for years and years—without losing any of its attractive beauty.

the 1951 **MERCURY** station wagon



No matter what the weather, you're as comfortable as you want to be in the 1951 Mercury Convertible. Improved "Merco-Therm" heating* and ventilating system helps keep you warm in winter . . . cool in summer . . . comfortable in any season.



It's a thrill just to be seen in the new 1951 Mercury Convertible. It's so beautifully styled . . . so fashionably appointed. And it's built to weather all kinds of conditions. What's more, the snug-fitting top, front seat adjustment, and windows are all hydraulically controlled—and automatic!

the 1951 **MERCURY** 6-passenger convertible



How strikingly beautiful is the luxurious interior of the new Mercury Monterey. Rich upholstery combinations with interesting all-leather trim, are exquisitely tailored to custom standards. And the use of bright, gleaming chrome on moldings emphasizes the elegant interior beauty.



Magnificent in every detail, the beautifully styled, new 1951 Mercury Monterey is designed for those who want the custom touch in personal transportation. With a colorful, vinyl-leather safety-steel top, and rich, tasteful interior, in leather or leather and cord combinations, the Mercury Monterey is a car anyone would be proud to own.

the 1951 **MERCURY** MONTEREY



with new
MERC-O-MATIC DRIVE

for "the drive of your life!"

Specifications—

THE 1951 MERCURY

ENGINE SPECIFICATIONS

RATING: The 1951 Mercury, 8-cylinder, V-type, L-head engine develops 112 hp at 3600 rpm. Maximum torque: 206 foot pounds at 2000 rpm. Taxable hp, 32.5. Bore, $3\frac{3}{16}$ in; stroke, 4 in. Total displacement, 255.4 cu. in. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counter-balanced crankshaft with 3 main bearings. Heat-treated aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel exhaust valve inserts for long life. One-piece valve guides.

LUBRICATION: Gear-type oil pump. Forced feed to all crankshaft and camshaft bearings. Heavy-duty oil filter. Sludge traps in crankshaft. Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 5 quarts.

COOLING SYSTEM: Full-flow system circulates all coolant through block and cylinder heads, for uniform cooling and longer engine life. Two high-velocity water pumps. Long water jacket warms oil in cold weather—cools oil on long drives. Silent fan. Coolant capacity, 22 quarts.

FUEL SYSTEM: Fuel tank capacity, $19\frac{1}{2}$ gallons. Camshaft driven diaphragm-type fuel pump. Automatic choke. Oil-bath air cleaner*. New dual-downdraft "Econ-O-Miser" carburetor, concentric type, checks vapor lock, saves fuel.

ELECTRICAL SYSTEM: Battery, 17 plate, 100-ampere hour. High capacity generator with automatic voltage control. Automatic spark. Single-breaker distributor.

CHASSIS SPECIFICATIONS

FRAME: Heavy steel, cold-riveted and welded. X member frame with K reinforcement bracing. Frame for convertible reinforced to provide even greater rigidity and strength. Wheelbase, 118 inches. Overall length, 206.8 inches; station wagon, 213.5 inches.

BODY: All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat. Roomy luggage compartment with counter-balanced lid.

WHEEL SUSPENSION: Front, independent coil springs, with hydraulic shock absorbers inside. Stabilizer bar to reduce roll. Rear, extra-long longitudinal semi-elliptic leaf springs, with full-length liners which require no lubrication. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shock and sideway.

BRAKES: "Duo-servo" type, four-wheel hydraulic brakes. "Auto action" decreases pedal pressure required for quick straightline stops. Cable-type parking brakes on rear wheels.

TIRES: Super-balloon 7.10 x 15 tires are mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.

REMEMBER...

The new 1951 MERCURY
is available 3 ways—

- with *Merc-O-Matic Drive**—the new fully automatic transmission that gives you "the drive of your life."
- with *Touch-O-Matic Overdrive**—that reduces engine speed 24% . . . saves you up to two free gallons in every ten for top economy.
- with *Silent-Ease Standard Drive*—the quiet, synchronized transmission that responds to the touch of a finger.

* Optional equipment illustrated or described in this booklet at extra cost—white side-wall tires (and rear wheel shields on all models but the Mercury Monterey). Curb buffer illustrated on the Monterey is also optional equipment.

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