

the new 1953

MERCURY



ROBERT H. IRWIN
MOTORS, INC.
Bisson Ave., Laconia, N. H.

farther than ever ahead of its field



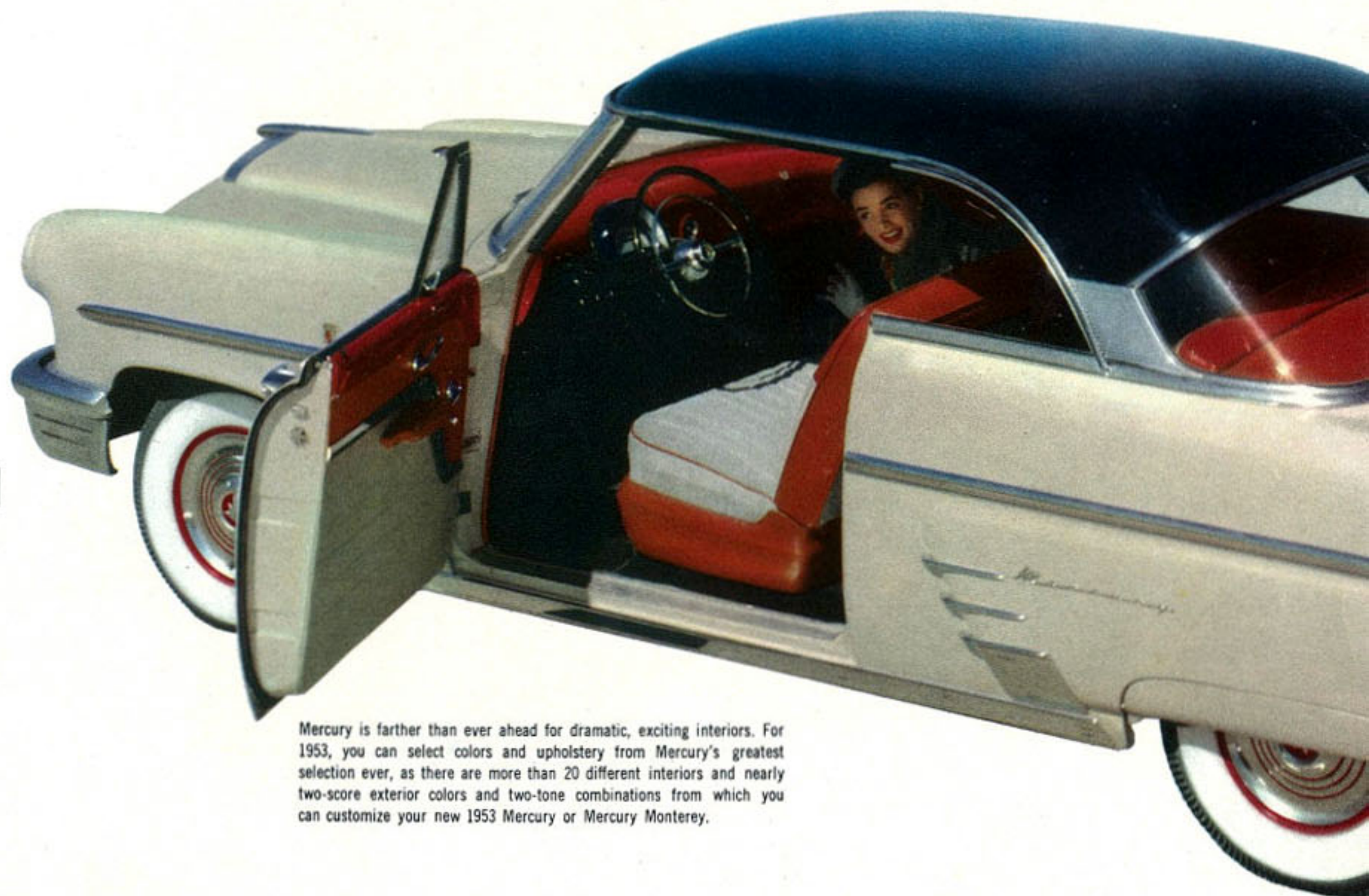
Mercury introduces Unified Design that serves double purpose for style and utility. With this carefully planned design every pound of metal serves you better. Every line and contoured panel flow smoothly together to produce smart, functional beauty.

Mercury's better balanced chassis and welded steel body take you smoothly over the rough roads. You ride in the "comfort zone" between the wheels. The big shock absorbers and co-ordinated springs smooth the way. You ride smoother and better in the balanced Mercury.

You'll discover livelier performance because the Mercury V-8 is still further improved for 1953. Mercury's better balance and Unified Design give you unmatched performance for any road. For most driving you cruise along using only a fraction of Mercury's big power reserve.

Mercury's Interceptor instrument panel brings instruments and controls closer for practical, easier use. All instruments are arranged in convenient cluster for quick reading recognition. All controls are grouped directly before you within easy reach for finger-tip operation.

**puts you
years ahead
in style and
performance**



Mercury is farther than ever ahead for dramatic, exciting interiors. For 1953, you can select colors and upholstery from Mercury's greatest selection ever, as there are more than 20 different interiors and nearly two-score exterior colors and two-tone combinations from which you can customize your new 1953 Mercury or Mercury Monterey.

Mercury introduces the two-stop door as a feature of Unified Design. You can stop front doors either half-way or full-open. It's a great convenience in your garage, driveway, or other close places. On Mercury, all doors are front-hinged to open against the windstream, for extra safety.

Mercury's sweeping vision—front and back, over the hood and to each fender—affords greater driving safety, extra comfort, and relaxation. Mercury's big windows, one-piece windshield, and one-piece rear window give you as much as 22½ square feet of safety vision area.

Mercury's combination bumper-grille provides extra double bumper-bar protection and airslots for radiator, engine compartment and passenger compartment vents. Bright metal is centered in single fixture. Long narrow airslots and new 1953 styling accent width and lowness.

Mercury goes unchallenged for prize-winning economy. In AAA-supervised Mobilgas Economy Run, Mercury, with optional overdrive, averaged best in ton-miles-per-gallon performance in its class for three consecutive years, and two out of three times has won Sweepstakes award.



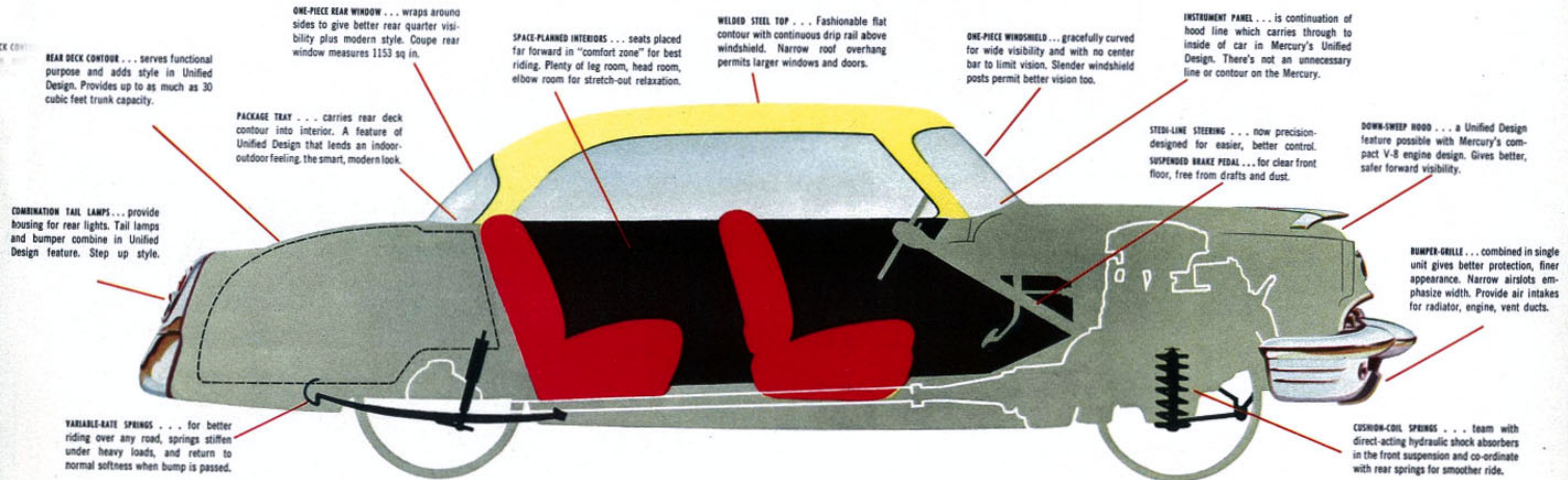
new Mercury

unified design

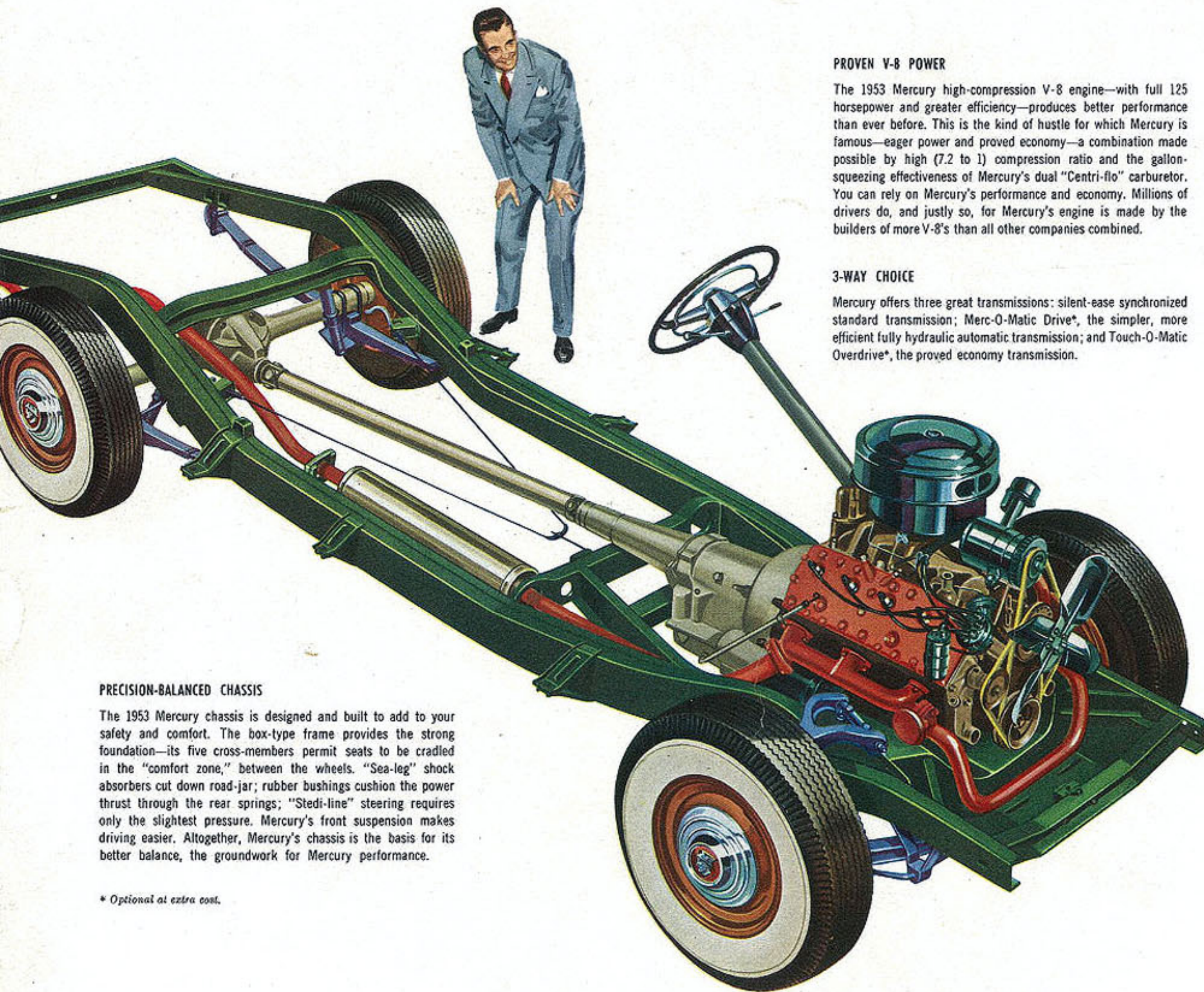
Here's the Mercury with the years ahead style and features, and many new refinements. Here is smoother, cleaner good looks, with the lower, longer, ready-to-go appearance of Mercury's Unified Design. Here are body, engine, and chassis that blend perfectly to give greater comfort and convenience, better performance, and easier handling.

From its "Jet-scoop" hood to racy, swept-forward tail lamps there isn't an unnecessary line or contour on this car. Unified Design gives you distinctive styling . . . combination bumper-grille . . . large windows . . . Interceptor instrument panel . . . "carry through" package tray . . . roomy, space-planned interiors . . . integral-styled rear bumper and tail-lamp assembly . . . spacious trunk compartment.

Examine Mercury yourself and see the many advantages Unified Design offers for modern style and convenience. Try it out for on-the-road performance. Test it on any kind of road and learn what Unified Design means with you at the wheel. You'll say it's the greatest thing that ever happened to motor cars. You'll agree the 1953 Mercury is in every way the greatest yet.



for miles ahead performance



PRECISION-BALANCED CHASSIS

The 1953 Mercury chassis is designed and built to add to your safety and comfort. The box-type frame provides the strong foundation—its five cross-members permit seats to be cradled in the "comfort zone," between the wheels. "Sea-leg" shock absorbers cut down road-jar; rubber bushings cushion the power thrust through the rear springs; "Stedi-line" steering requires only the slightest pressure. Mercury's front suspension makes driving easier. Altogether, Mercury's chassis is the basis for its better balance, the groundwork for Mercury performance.

* Optional at extra cost.

PROVEN V-8 POWER

The 1953 Mercury high-compression V-8 engine—with full 125 horsepower and greater efficiency—produces better performance than ever before. This is the kind of hustle for which Mercury is famous—eager power and proved economy—a combination made possible by high (7.2 to 1) compression ratio and the gallon-squeezing effectiveness of Mercury's dual "Centri-flo" carburetor. You can rely on Mercury's performance and economy. Millions of drivers do, and justly so, for Mercury's engine is made by the builders of more V-8's than all other companies combined.

3-WAY CHOICE

Mercury offers three great transmissions: silent-ease synchronized standard transmission; Merc-O-Matic Drive*, the simpler, more efficient fully hydraulic automatic transmission; and Touch-O-Matic Overdrive*, the proved economy transmission.

Engine Specifications

TYPE: The 1953 Mercury engine is an L-head, V-eight, developing 125-hp at 3700 rpm and 211 ft-lb torque at 1900-2200 rpm. Bore, 3 $\frac{3}{8}$ in.; stroke, 4 in. Displacement, 255.4 cu in. Compression ratio, 7.2 to 1. Three-point rubber mountings. Counterbalanced crankshaft with 3 main bearings. Aluminum-alloy solid skirt pistons with steel struts. Two compression and two oil rings. Rotating type valves for smoother, quieter engine operation and longer valve life.

LUBRICATION: Pressure lubrication to all main, connecting rod and camshaft bearings. Gear type oil pump. Positive crankcase ventilation. Oil capacity, 5 quarts with heavy duty oil filter*.

COOLING SYSTEM: Full-flow cooling system with two high-velocity water pumps. Full length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity (without heater) 21.5 quarts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor of simplified design, mounted inside oil-bath air cleaner*. Automatic idling control. 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, 19 gallons.

IGNITION: High-speed, single breaker-arm distributor with full-pressure type automatic spark control. Waterproofed ignition with neoprene coverings for spark plugs and hi-tension wirings.

Body Specifications

DIMENSIONS: Wheelbase, 118 in. Over-all length, 202.2 in. Over-all height, loaded, 62.2 in. Over-all width, 73.5 in. Tread, 58.0 in. front, 56.0 in. rear.

CONSTRUCTION: All-steel welded body with heavy, reinforced floor and dash. Insulated with glass fiber pads and other materials against heat, cold, noise, and dirt. Counterbalanced hood and deck lids. Two-stop front doors.

VENTILATION: Dual air-duct ventilation system with separate controls for driver. Full-length defroster vent. Front and rear ventilating windows.

ELECTRICAL: Long-life, 51-plate, 100-ampere-hour battery. High-capacity 35-ampere generator with automatic current and voltage control. Ratchet-type starter for cars equipped with Merc-O-Matic Drive. Starter to flywheel ratio—18 to 1.

Chassis Specifications

FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double-channel box-section side rails and 5 cross-members. Monterey Coupe and Mercury Sport Coupe have additional reinforcing for extra rigidity. Monterey Convertible has X-member frame with heavy reinforcing.

SUSPENSION: Independent front wheel suspension with coil springs. Telescopic shock absorbers mounted inside the springs. Torsional stabilizer bar to reduce roll. Longitudinal, semi-elliptic leaf springs in rear, with full-length liners for permanent lubrication. Telescopic rear shock absorbers mounted "sea-leg" fashion to reduce sidesway.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

DRIVE: Hotchkiss drive with tubular propeller shaft. Carrier type rear axle with hypoid ring gear and pinion. Rear wheel bearings permanently lubricated.

BRAKES: "Duo-servo" type hydraulic brakes. Self-energizing action decreases pedal pressure required for quick straight-line stops. Cable-type hand parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Monterey Convertible and Station Wagon models) on pressed-steel wheels with extra-wide rims for greater safety, more traction. Rim width 5 $\frac{1}{2}$ inches.

* Optional equipment at extra cost. White side-wall tires, full disc hubcaps are also extra cost equipment. Curb buffers and rear fender shields are standard equipment on Monterey models only. Bumper-grille guard is extra cost equipment on all models.

These specifications were in effect at the time this brochure was approved for printing. Mercury Division of the Ford Motor Company, Detroit, Michigan, follows a policy of continuous improvement. Therefore, they reserve the right to discontinue or change at any time, specifications, design or prices without notice and without incurring any obligation.

drive the greatest yet—new 1953 Mercury

Mercury—symbol of progress of the Ford Motor Company in its 50th anniversary year.

