

MERCURY *for* 1952



*The most
Challenging New
Car of Any Year!*

*The car that
puts you first!*



Here's YOUR car—the new 1952 Mercury—designed for Your motoring comfort . . . engineered for Your driving ease and relaxation . . . precision-manufactured to give You the things you want most in the car you own.

Its styling is smart, distinctive—the forerunner of cars of the future—with new “Jet-scoop” hood; bold, mass-unit grille; proud, sweeping fenders. New “air-foil” side scoop treatment accentuates the flowing lines of the new Mercury, and carries your eye to a pleasing conclusion at the attractive rear-end styling. Mercury's sleek top appearance is new, too—with clear-view “Mono-pane” windshield, narrow corner posts, and landscape-wide “wrap-around” rear window. In all ways, the 1952 Mercury is beauty-planned for your satisfaction.

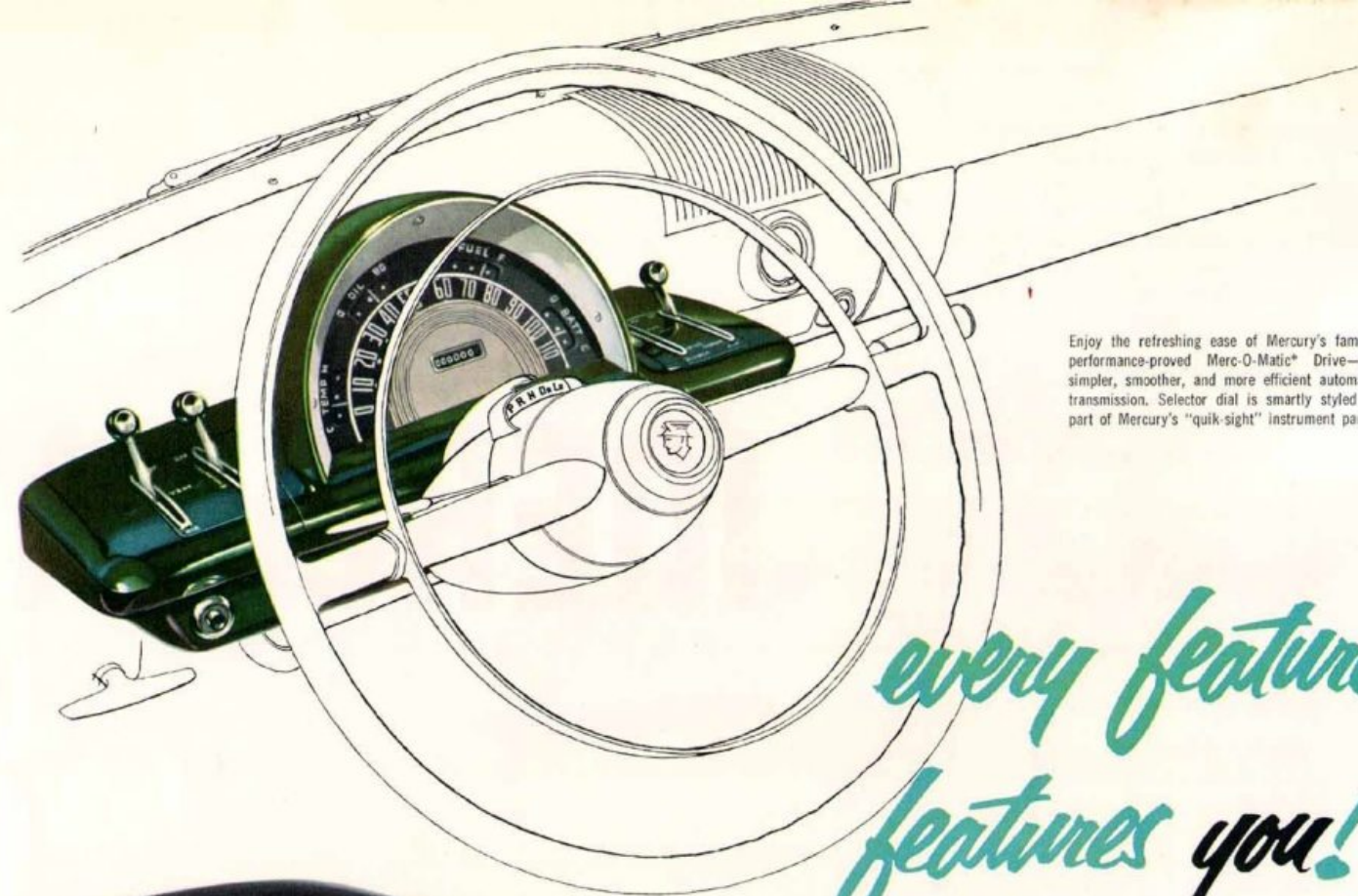
Mercury's luxurious interiors are more generously spacious than ever before to give you the comfort, the room you need for the most pleasant kind of riding. Its new “Interceptor” instrument panel—styled for “quik-sight” convenience—makes driving much more fun. And wait 'til you try Mercury's big “Tip-toe” brakes. They're safer because they're designed to provide greater braking action with less pedal pressure.

Yes, Mercury is YOUR car, too, when it comes to power and performance. Its famous 125-hp, V-8 engine, made only for Mercury by the world's largest volume producer of V-type engines, is precision-built to last longer, to give you performance at its smoothest, and to treat you to the kind of motoring economy for which Mercury has an international reputation.

To learn the full, wonderful truth about this great car, you must take it for a drive. Then you'll know firsthand, why the 1952 Mercury is the car that puts you first!

MERCURY





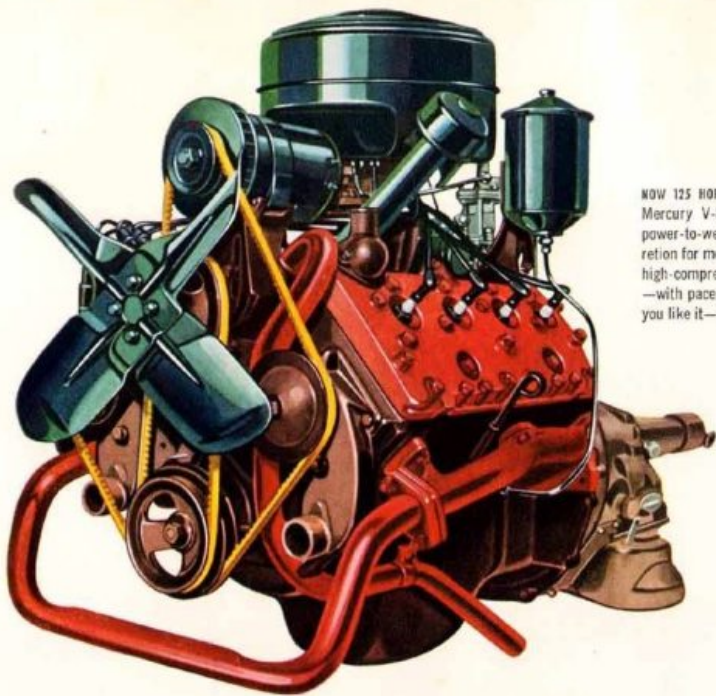
Enjoy the refreshing ease of Mercury's famous performance-proved Merc-O-Matic® Drive—the simpler, smoother, and more efficient automatic transmission. Selector dial is smartly styled as part of Mercury's "quik-sight" instrument panel.

*every feature
features you!*



To realize how well your needs and desires are anticipated in the design of the new Mercury, you should drive it. Then, right from the start you'll discover how conveniently practical is its new "Interceptor" instrument panel, for example. All controls and gages are placed where you can see them—quickly, easily, with hardly more than a glance. Heating* and ventilating system controls are located for simplest use, too.

There's a new sweep of line to Mercury's smart "Jet-scoop" hood. It favors you, too, for never before has a car of Mercury's size offered you such "down-front" visibility . . . giving you a safety-clear view of the road ahead.

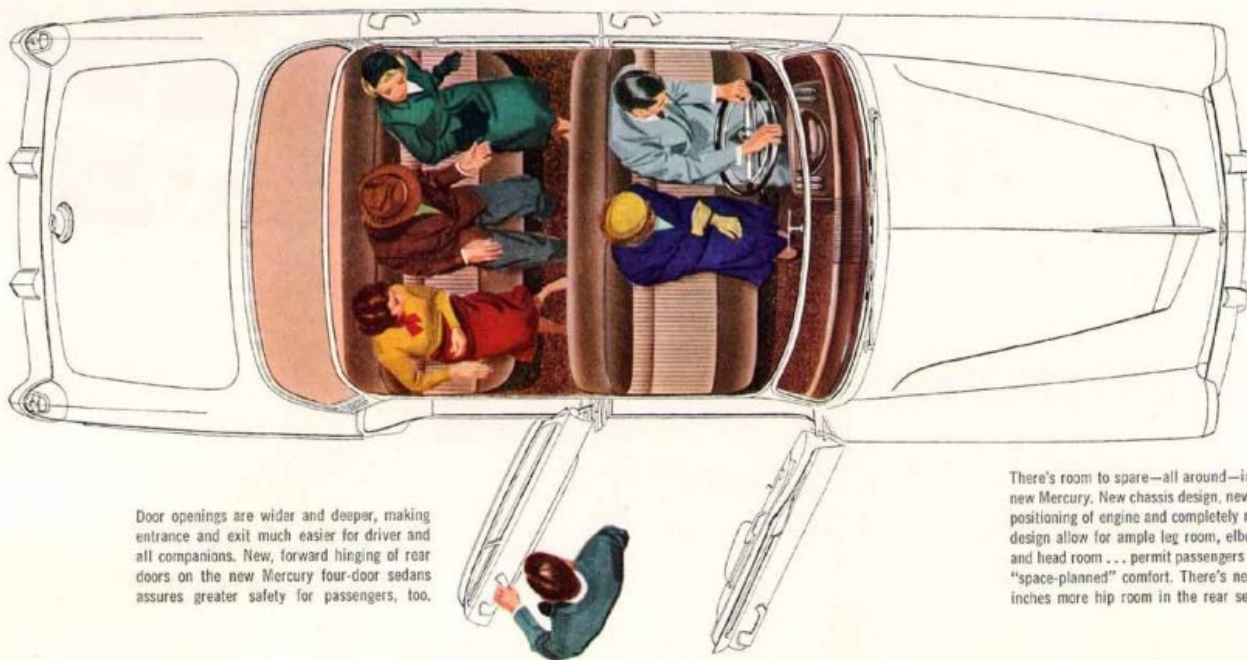


NOW 125 HORSEPOWER—the prize-winning Mercury V-8 engine has a far greater power-to-weight ratio and better carburetion for more efficient performance. It's high-compression, V-8 power at its best—with pace, balance and hustle—just as you like it—and expect it—from Mercury!



Mercury's new "Hide-away" gas tank opening makes refueling easier and faster. Centrally located at the rear of the car and hidden behind the new hinged license plate holder, it lets you approach gas pumps from either side—saving precious time when you're on the road.

You can enjoy up to 17 per cent greater visibility in the new Mercury, for windows are larger—3,210 square inches of safety vision in the 4-door sedan, for example. New "Mono-pane" curved windshield and new "wrap-around" rear window assure easier driving, too.



Door openings are wider and deeper, making entrance and exit much easier for driver and all companions. New, forward hinging of rear doors on the new Mercury four-door sedans assures greater safety for passengers, too.

There's room to spare—all around—inside the new Mercury. New chassis design, new forward positioning of engine and completely new body design allow for ample leg room, elbow room, and head room . . . permit passengers to ride in "space-planned" comfort. There's nearly nine inches more hip room in the rear seat alone.

*Its winning ways
meet the challenge of today—and*



The 1952 **MERCURY** custom four-door sedan

tomorrow

A six-passenger car that you'll be proud to own—with plenty of room for the whole family. Deep-cushioned, foam-rubber seats are broader and far more comfortable. Door openings are larger . . . are hinged at the front . . . open wider, too . . . for easier entrance and exit. In every way it's better. In every way it's designed to satisfy your motoring needs for a long time to come.





The 1952 **MERCURY** custom sport coupe

strikingly styled...with a

Forerunner of tomorrow with smooth, flowing lines that will set a style-pattern for cars of the future.

Mercury styling is practical, too. Windows, for example, are deeper, wider, assuring better visibility, greater safety for all passengers. And Mercury is built to last!





Masterfully planned to serve many purposes, this model can be used for business and, of course, pleasure.

Its two-door design satisfies every need of the busy man . . . and eases the mind of the family man who desires single-door protection for his children. And it's truly beautiful!

The 1952 **MERCURY** custom two-door sedan

practical flavor



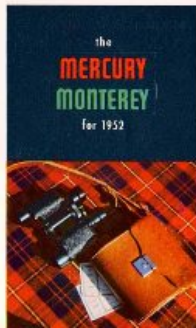
smart
elegant
distinctive
appealing

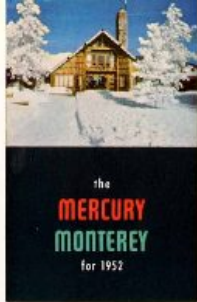


The 1952 **MERCURY MONTEREY** special custom four-door sedan



So luxuriously beautiful, it stands apart from all others. Rich and tastefully styled throughout, its superb interior upholstery and appointments complement the variety of exterior colors. Destined to be the style-leader in any setting. It's truly smart . . . distinctive . . . elegant . . . appealing —in every way. Here's a car you will be proud to own.





all the go...
in every sense
of the word



There's the racy feeling of a convertible to this car with its gracefully sleek lines. And there's the certain safety of a closed car with its all-steel top. Beyond this, there's an attitude to the Mercury Monterey that invites you to get in and drive every time you see it. And when you do, you'll discover new driving ease, too—the kind of driving ease that will alter your whole concept of motoring pleasure. It's an experience you'll not want to miss.

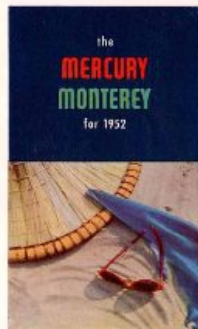
The 1952 **MERCURY** **MONTEREY** special custom coupe

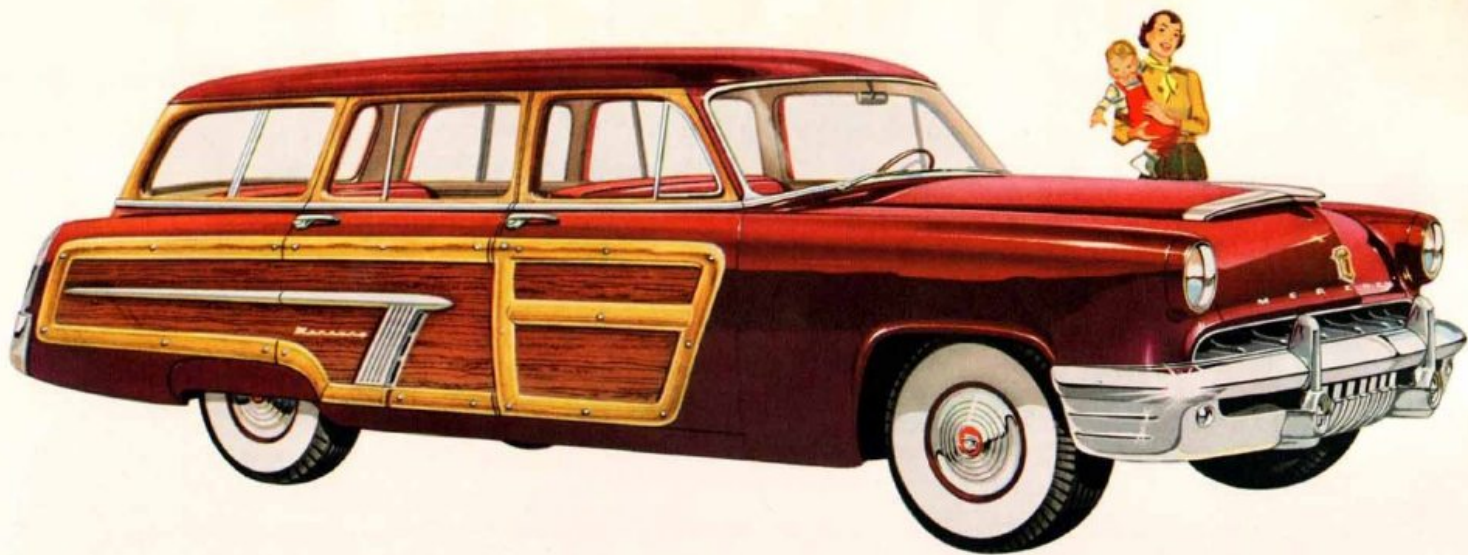


The 1952 **MERCURY MONTEREY** special custom convertible

All this car needs is an open road—and someone, like you, to drive it. It makes driving time seem like a pastime in any season . . . in any kind of weather. Come rain, its snug-fitting top completely protects you . . . come shine, and down with the top at a touch of the finger to the automatic control. Available in rich colors selected to make the most of its smart lines. Custom tailored vinyl and vinyl nylon upholstery assure long-lasting enjoyment, too.

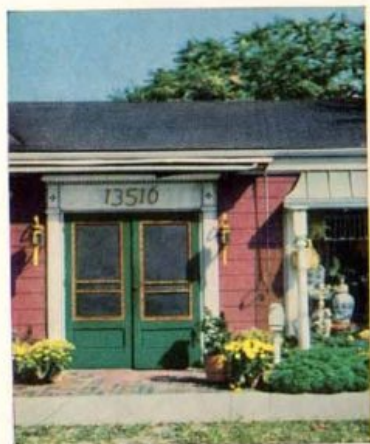
Spirited companion for continuing holidays





The 1952 **MERCURY** 6-passenger station wagon

for *carefree* days.



The 1952 **MERCURY** 6-passenger station wagon



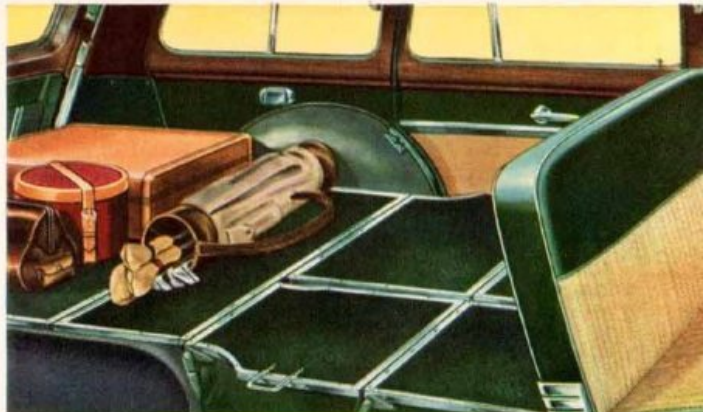
and busy ones!

Now in two versions—a luxurious eight-passenger and a highly practical six-passenger—the new Mercury Station Wagons are

the most versatile ever. There's room for all the family in the eight-passenger Station Wagon, whether you're on a week-end jaunt or an extended vacation. For large-scale hauling as well as pleasure use, the six-passenger Station Wagon is ideal. Upholstered in a choice of beautiful vinyl and woven plastics, these smart pleasure-business cars are right for every occasion—every day of the year.



TRULY VERSATILE, the Mercury Station Wagon provides plenty of stretch-out room for all of your passengers . . . and it carries all of their week-end needs.



PRACTICAL, TOO . . . with rear seat and center seats down, you can carry up to half a ton of whatever you want to haul.



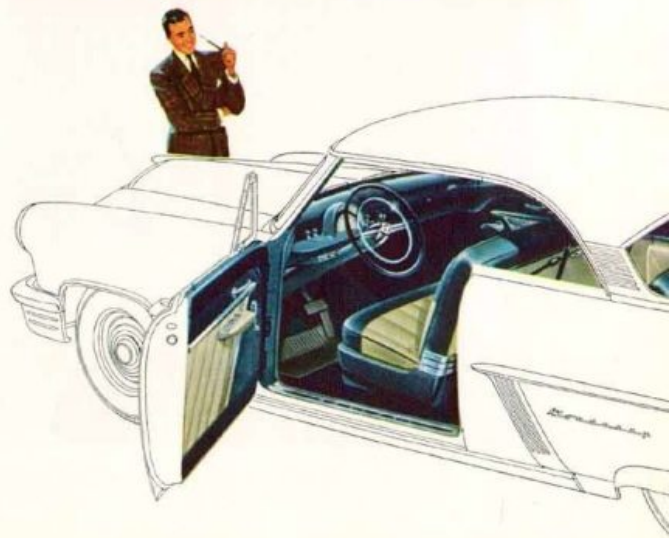
AND SO USEFUL . . . there's room for your passengers, and their luggage. Center seats can be arranged in virtually any fashion best suited to your needs.

new *smartness*
new *luxury*
new *color*



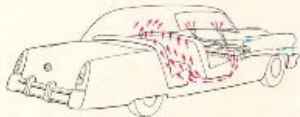


Here's where you ride—in elegant comfort. For the well-planned spaciousness in every Mercury model is a feature you will appreciate every time you ride or drive. There's enough room in the Mercury so that you can really relax. And it's so beautifully appointed with new "Colorama" upholstery and fabrics, the Mercury interior will add immeasurably to your motoring enjoyment.





Accents for your motoring pleasure



CLIMATE HEATING AND VENTILATING SYSTEM—style exclusively for your new Mercury provides comfort for you in any season.

Heated fresh air, thermostatically controlled, keeps you comfortably warm when winter comes. Cooling fresh air streams in, around, and out of your car in summer.

New, full-width defroster assures safer driving, too. It melts ice off the entire windshield in freezing weather . . . keeps fog windshield fog-free on humid days.

Control panel for heat or ventilation so easy to operate, and within easy reach of the driver. It's beautifully styled, too, as a featured element of your "telescope" instrument panel.



MERCURY STYLED ACCESSORIES



HOOD ORNAMENT—Here's a style that's built especially to fit the hood of your new Mercury. A classic-hood ornament, it fits in with the rest of your car. And it's beautifully styled, with easy-to-reach parking buttons for extra holding to any one of your five favorite motor vehicles. Dual-colored hood ornament highlights new and old values. Hood ornament lets you take it to the car that's new to you and at your nearest local shop.

WINDSHIELD WIPERS—For better visibility while driving, especially at the low light hours, the new "rain-flo" wipers are recommended. The new Mercury Styled Assembly design and bright glass, accessible light switches. It keeps the weather out of your car, too . . . makes driving safer for you.

DOOR MIRROR—A warning line that adds beauty to the convenience of your new Mercury. It protects your car, too, against being dented and gored . . . and helps you.

HOOD GRILL GUARD—A smart style note and added protection for the motor front end of your new Mercury. Its smart simplicity of design adds a bold, modern feeling to the overall features of the entire car.

HEAD LIGHTS—They throw a wide, brilliant beam of light in front of you so you can see the road—making it safer and easier for you to drive through the rain or storm weather. These powerful sealed beam lamps are built into the front grille guards.

REAR VIEW MIRROR—It's the accessory that helps you see better in back of your Mercury better than you can see on its own. This year has parking and backing out of maneuvers. Save your time.

TRUNK AND LUGGAGE RACKS—For those people who park their cars out of sight, the new Mercury Styled Assembly is probably the best. It's probably the best because it can be opened and locked only by a key . . . the key to your luggage compartment.

TRUCK MIRROR—Greater nighttime visibility is assured for you with the new Mercury night-light. It shines a 3-second beam of light . . . you get it sooner in the road ahead . . . lets you spot road signs and better understand how. Beautifully designed for added beauty.

TRUCK MIRROR—This Mercury Styled Assembly lets you see and be seen in the area of your car when you're parking or pulling away from the curb. It's designed so, too . . . attractively finished in sparkling chrome.



All accessories shown are available separately. Some accessories may be included in your car's standard equipment. All accessories are available in your area. Mercury dealers are your best source for more information.

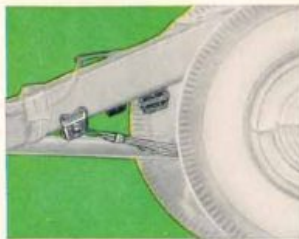


*puts you miles
in comfort..*

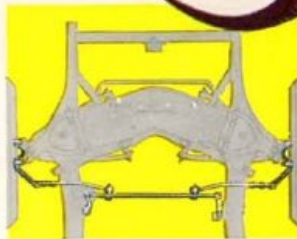
Engineered for strength, safety, and riding comfort, the 1952 Mercury chassis features a new box-type frame design that provides an extra-strong foundation for the entire car. This new frame, with its five sturdy cross-members, permits a better location of all seats in the car and a new mounting of "sea-leg" rear shock absorbers, which adds to the riding comfort of all passengers.



You ride cradled between the wheels . . . where the ride is best. This "comfort-ride" is one of many motoring benefits you enjoy because of Mercury's new "advanced-design" chassis.



New, bigger, heavy-duty rubber bumpers for rear springs of the Mercury cushion power thrusts and soften the ride—no matter what the road—make the Mercury ride velvet-smooth.



Practically no effort is required to steer the new Mercury—just the control of finger pressure. Improved "Stedi-line" steering is but another reason why you'll like your new Mercury.



Mercury's front wheel suspension and springing is improved, too, so that driving under any conditions—on or off the highway—is easier for you . . . and far more enjoyable, too.

ahead
in performance



A full 125 horsepower—that's what the great Mercury power plant now delivers. Its improved high-compression V-8 design has a far better power-to-weight ratio. That means Mercury's already proved performance has even greater "go". And Mercury's prize-winning economy is better, too, because the new dual "Centri-flo" carburetor squeezes more mileage out of every gallon of gasoline.

Starting will be sure in any kind of weather. Weatherproofed ignition assures this. In fact, no matter what the driving condition may be—uphill, downhill, in traffic, or on the open road—the great Mercury engine will more than meet your every demand. It's a V-8 and it's built exclusively for Mercury by the world's largest producer of V-8 engines.

MERC-O-MATIC DRIVE
—simpler...smoother
...more efficient!

Add to Mercury's great engine, Merc-O-Matic Drive*, and you have a smooth-running performance team that's "the hit of the highway!" For Merc-O-Matic Drive cushions the power flow, makes driving liquid-smooth. Furthermore, this performance-proved automatic transmission takes the effort out of driving . . . puts more pleasure in. There's no gear shifting required for normal motoring . . . there's no clutch pedal, either. You just slip your easy-to-use selector lever into "Drive" position after starting, then step on the gas and go! That's all there is to it.

3-WAY CHOICE! You have your selection of three dependable drives to complement Mercury's economy-proved V-8 engine: in addition to Merc-O-Matic Drive*, there's the thrifty Touch-O-Matic Overdrive* which gives you up to two gallons of gasoline in every ten; or the Silent-Ease Standard Transmission.

1952 MERCURY SPECIFICATIONS

ENGINE SPECIFICATIONS

TYPE: The 1952 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 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. Heavy-duty oil filter*. Positive crankcase ventilation. Oil capacity, 5 quarts.

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, 22 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 gal.

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, 62.5 in. Over-all width, 73.5 in. Tread, 58.0 in. front, 56.0 in. rear.

CONSTRUCTION: All-steel welded body with heavily reinforced floor and dash. Insulated with Fiberglas pads and other materials against heat, cold, noise, and dirt. Counterbalanced hood and deck lids.

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 generator with automatic current and voltage control. Ratchet-type starter for cars equipped with Merc-O-Matic Drive.

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 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 sideway.

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 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.

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

Go by value...



Go buy **MERCURY!**