

for the drive of your life...



The New 1951

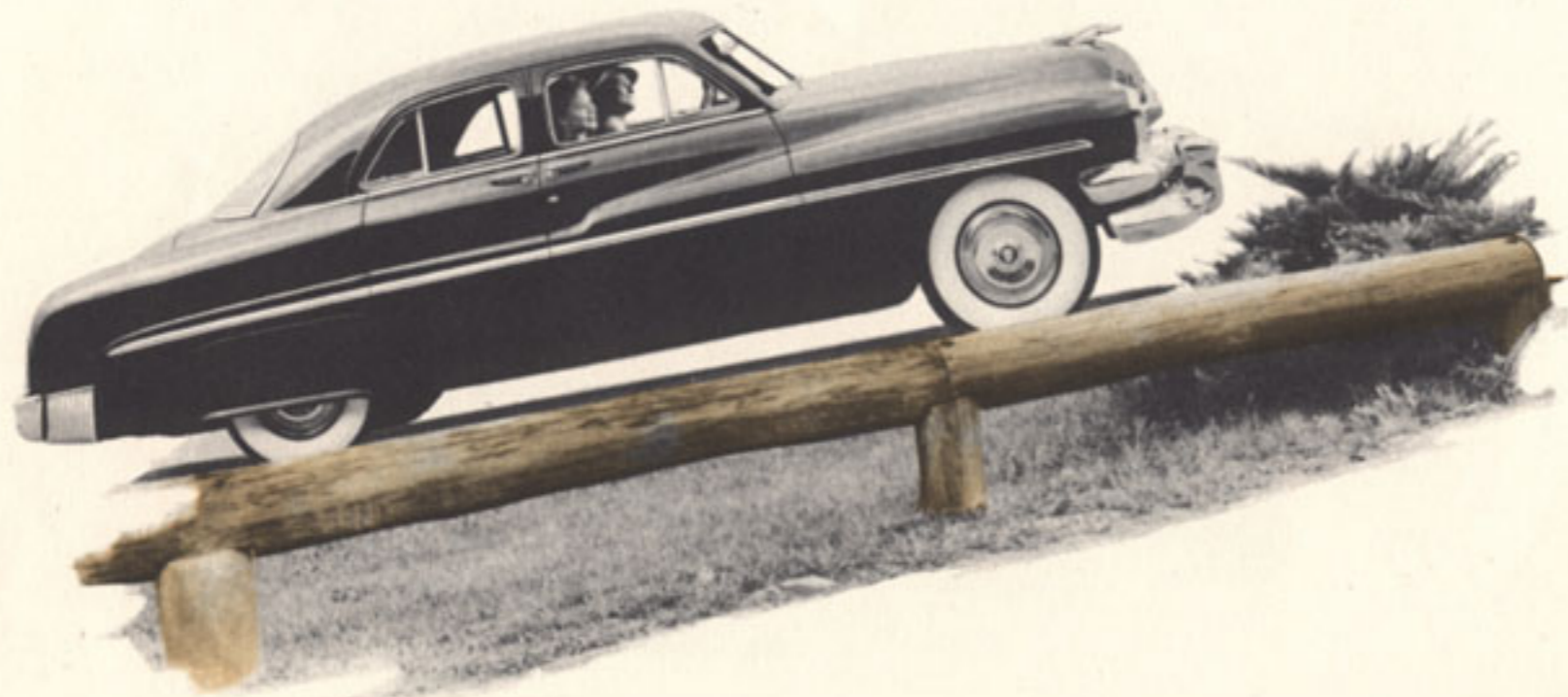
**MERCURY**

with **MERCO-MATIC** Drive

There's a new 1951 **MERCURY** styled just for you



# the New 1951 **MERCURY** —



It's here—the new, beautiful 1951 Mercury! And it's so new in so many ways. It's new in styling—inside and out. It's new in comfort, in safety. It's new—completely new—in driving ease and performance. For the thrill of *your* motoring lifetime, see and drive this great new car. Discover for yourself how thoroughly pleasant and completely enjoyable motoring can be—when you ride in the new 1951 Mercury.



The 1951 **MERCURY** Sport Coupe



# with New **MERC-O-MATIC** Drive!

## MERCURY INTRODUCES THE BALANCED DRIVE THAT PROVIDES "THE DRIVE OF YOUR LIFE!"

Here's a new kind of drive that's more than fully automatic. It's fully balanced, too. That's right! Mercury's new Merc-O-Matic Drive not only takes the effort out of driving, it puts new power and performance into driving under all conditions.

And it's so easy to handle! There's no clutch pedal or conventional gearshift lever with Merc-O-Matic Drive. Just step on the accelerator pedal to go . . . step on the brake pedal to stop. And keep both hands on the wheel for normal driving. Merc-O-Matic's new selector dial makes driving in unusual conditions easier, too.

### It's simple as this:

"P"—PARKING. No chance of your Mercury rolling away—even on hills—when your gearshift lever is in *Parking* position. This locks your drive line . . . provides a parking brake for you.

"R"—REVERSE. Notice how the *Reverse* position is located next to *Neutral*. This lets you shift into *Reverse* without going through forward gears . . . helps you "rock" out of snow ruts, too.

"N"—NEUTRAL. Merc-O-Matic's selector dial system is designed for practical driving. From *Neutral* position you can shift into any other easily and quietly with no wasted motions. And for added safety, you can start only in *Neutral*.

"Dr"—DRIVE. You can do all your normal driving with your lever in *Drive* position. There's no need to do any shifting or stopping. Merc-O-Matic does all this for you—automatically.

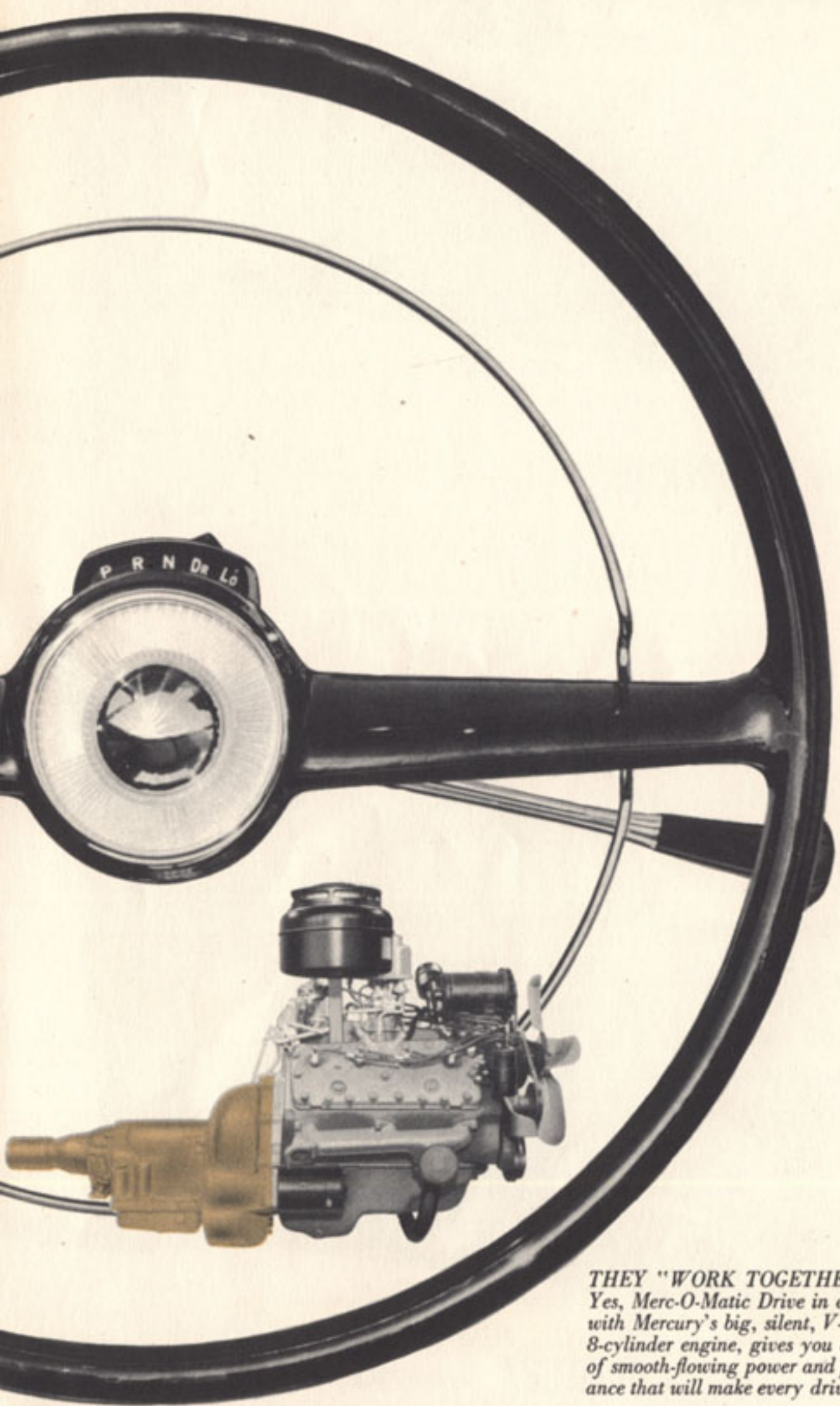
"Lo"—LOW. Here's your *Low* speed position. With your car in this gear, you get the extra pulling or braking power you need when driving in extraordinary situations. Merc-O-Matic Drive makes driving easier under all conditions.

**It's Fully Automatic!** There's no shifting with Merc-O-Matic, naturally driving is easier. You can drive all day without touching your gearshift lever—in traffic, on hills or straightaways. Merc-O-Matic shifts for you.

**It's Air-cooled!** Merc-O-Matic Drive has its own air-cooling system. This means comfort for you because Merc-O-Matic doesn't heat up excessively and make passengers uncomfortable. This special air-cooling system assures longer lasting, trouble-free service, too.

**It Takes Hills in Stride.** Whenever you want an extra burst of power, just press the accelerator pedal to the floor and Merc-O-Matic automatically "downshifts" to an intermediate gear . . . gives you the emergency power and speed when you need it.

**Enjoy "The Drive of Your Life"** in the new 1951 Mercury with Merc-O-Matic Drive. It's flexible . . . right for every driving condition—thanks to Merc-O-Matic's wide range of transmission ratios. Try it today. It's a motoring thrill you'll long remember.



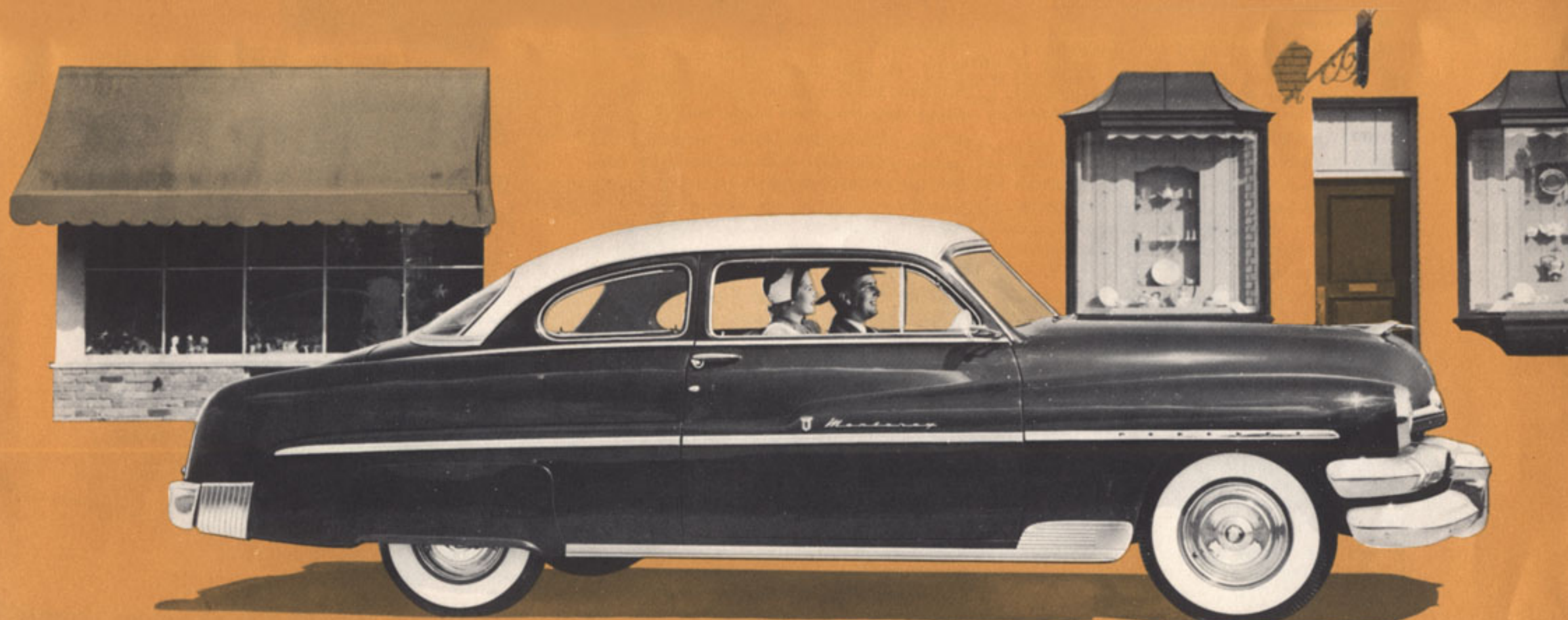
**THEY "WORK TOGETHER."**  
Yes, Merc-O-Matic Drive in combination with Mercury's big, silent, V-type, 8-cylinder engine, gives you a special kind of smooth-flowing power and performance that will make every drive a delight!



# so quick to respond...



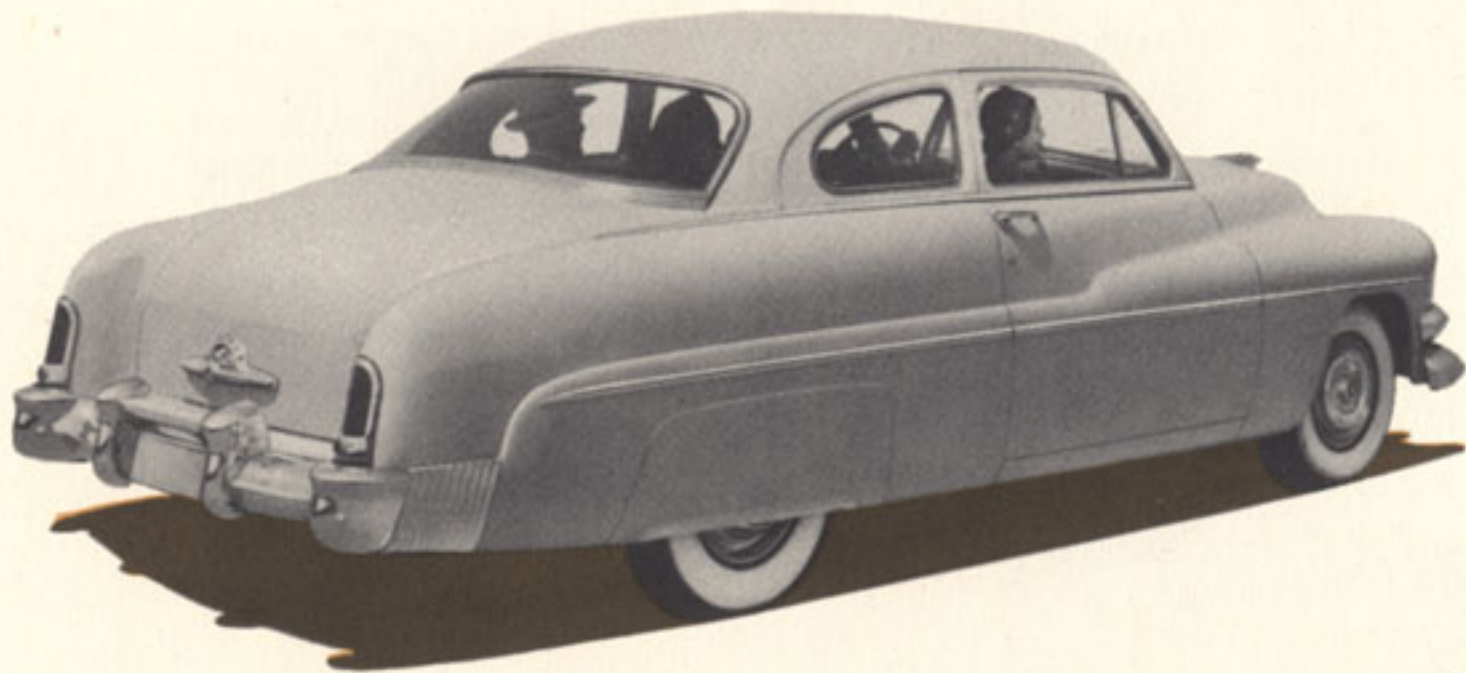
With the wheel of a new 1951 Mercury in your hands, you'll soon sense a feeling of sureness and satisfying safety. It's so quick to respond to your every desire. Whether you're pulling away from a traffic light . . . climbing a steep hill . . . taking sharp curves . . . stopping, you'll discover that the magnificent new 1951 Mercury is a car that's really dependable—in every driving situation.



The 1951 **MERCURY** Monterey



# So thrilling to drive!

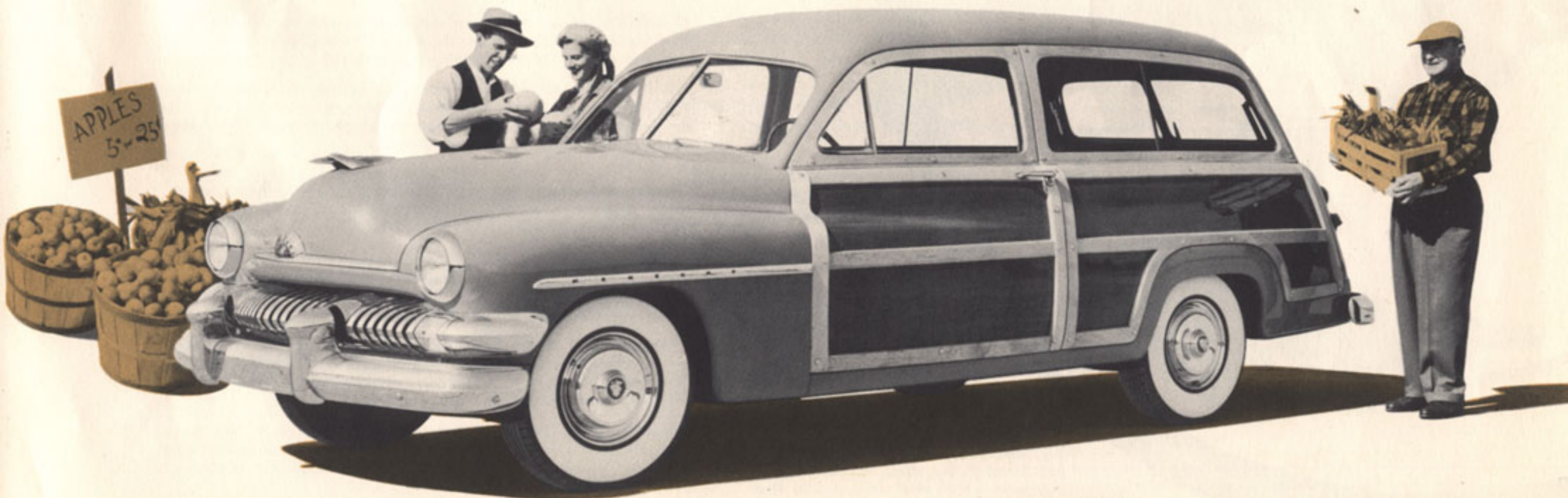


The new 1951 Mercury is so completely pleasing that you must drive it yourself to enjoy the full experience.

You'll appreciate its smoothness . . . its simple ease of handling . . . its economical performance, too.

Yes, the new 1951 Mercury gives you "the *drive* of your life"—in more ways than one.

You've a treat in store when you experience this wonderful new driving thrill.



The 1951 **MERCURY** Station Wagon



## NEW PERFORMANCE

The quiet-running, made-only-for-Mercury, V-type, 8-cylinder engine gives you the power you need . . . the power you want. Merc-O-Matic Drive converts this power into smooth, effortless driving that shortens all journeys.



## NEW COMFORT

There's new comfort for you in Mercury's new driving ease. There's new comfort for you in Mercury's abundant roominess. New zigzag springs in front seat cushions provide more natural support . . . add to driving restfulness.



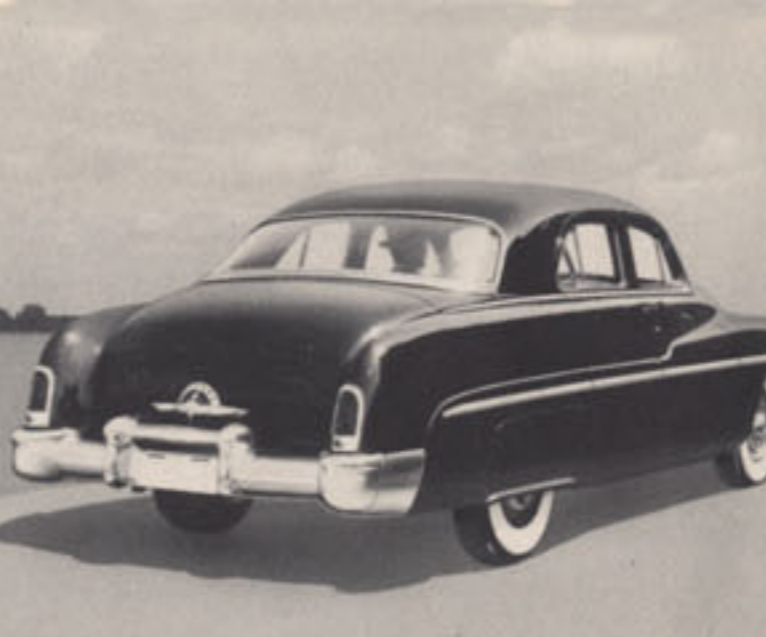
## NEW INTERIORS

A wide choice of beautiful new upholsteries, in smart colors and combinations, sets the new Mercury in a class by itself. It's so tastefully styled, with all elements—upholstery, instrument panel, and trim—blended to provide new luxury.



## NEW STYLING

From the smart sweep of its massive new grille and bumper, to its attractive rear fender styling, the 1951 Mercury has eye-catching appeal that will make you want to own it . . . will make all of your friends envious when you do.



## NEW SAFETY

A highlight of Mercury's new styling, the new rear window provides new safety, too. With over 1000 square inches of unobstructed rear window vision (2845 square inches in all), it's no wonder Mercury is safer and easier to drive.



## NEW VALUE

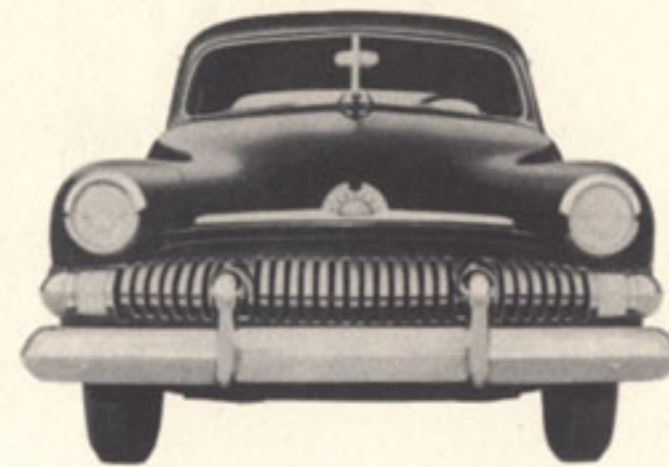
Yes, the new 1951 Mercury, with so many new features, offers the kind of value in which everybody is interested. You'll discover this new value when first you see and drive Mercury. And you'll appreciate it most when you own one.





# Specifications

## The New 1951 **MERCURY**



### ENGINE SPECIFICATIONS

**RATING:** The 1951 made-only-for-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. Quiet acting, rotary valves for longer life. Alloy-steel inserts in exhaust valve seats.

**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 sidesway.

**BRAKES:** "Duo-servo" type, four-wheel hydraulic brakes. "Auto action" decreases pedal pressure required for quick straight-line stops. Straight-pull

cable-type parking brake applies brakes on rear wheels.

**TIRES:** Extra low-pressure tires, 7.10 x 15, 4-ply (6-ply for station wagon) 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...s-m-o-o-t-h-e-r, simpler, more efficient.
- 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.

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BROCHURE WAS APPROVED FOR PRINTING. MERCURY DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN, OR PRICES WITHOUT NOTICE AND WITHOUT INCURRING ANY OBLIGATION.

FEB 25 1951

LITHO IN U.S.A. 1-51