

# *1954 Mercury*



*with a new kind of power that makes any driving easy*



*new  
in  
style*



NEW INTERIORS are more beautiful than ever . . . with a wide variety of new interior color combinations that harmonize perfectly with exterior colors. Finest quality upholstery materials feature striking vinyls, attractive modern weaves, soft, rich nylon fabrics, or optional leather. Instrument panel is newly designed to add to interior beauty . . . and is more functional, to make driving easier.

AN ALL-NEW BODY STYLE in an all-new model—the Sun Valley . . . highlights Mercury styling for 1954. Featuring a dome of pure plexiglas over the front compartment, Sun Valley design offers striking modernity . . . and the most pleasurable riding ever.



## *presenting trend-setting beauty*

*with a flair for the future*

Mercury for 1954 offers new styling that matches perfectly the advanced design of the revolutionary new engine and chassis.

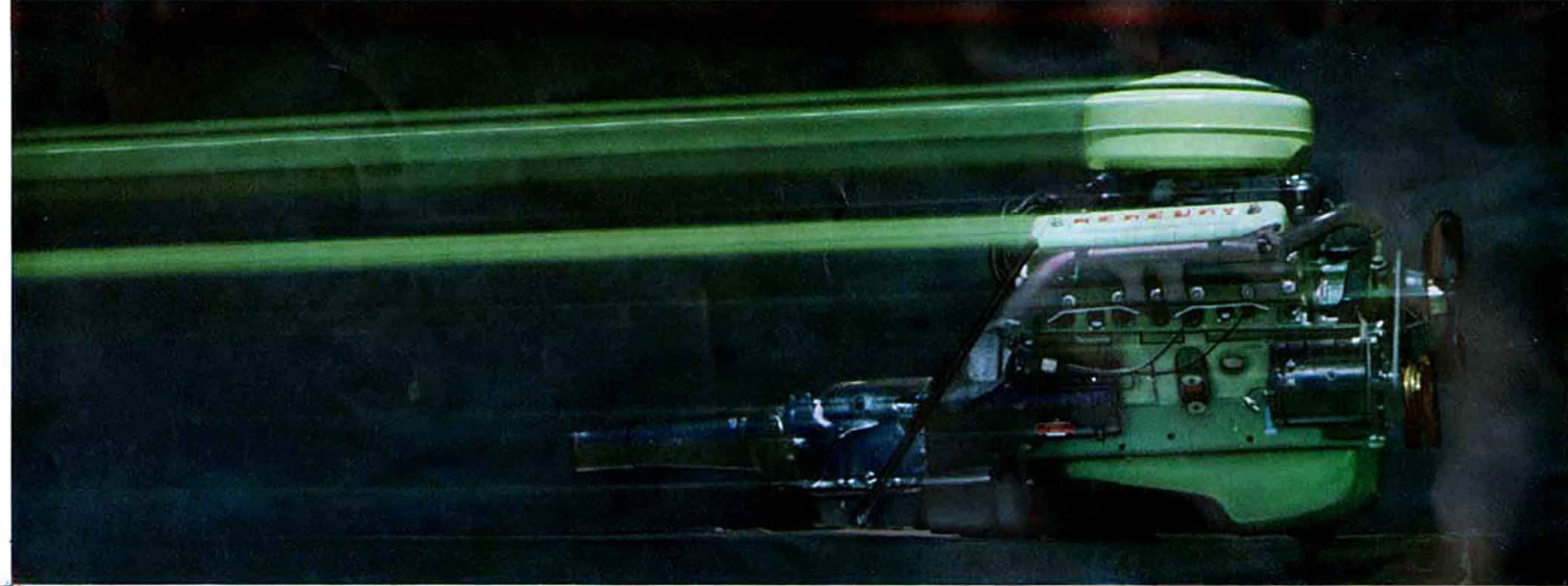
Surging power and fleet agility are reflected in longer, lower, and more graceful lines. New, carefully conceived style refinements—such as new grille, new hood scoop, and new ornamentation—complement one another to produce an appearance that's truly trim and beautiful. Yet Mercury's basic Unified Design remains intact. There is a perfect blending of body, engine, and chassis . . . to give unexcelled comfort and convenience, performance, and on-the-road control. Here is styling that's inherently right for a car designed to serve you better today.

*longer and lower—easier than ever on the eyes*

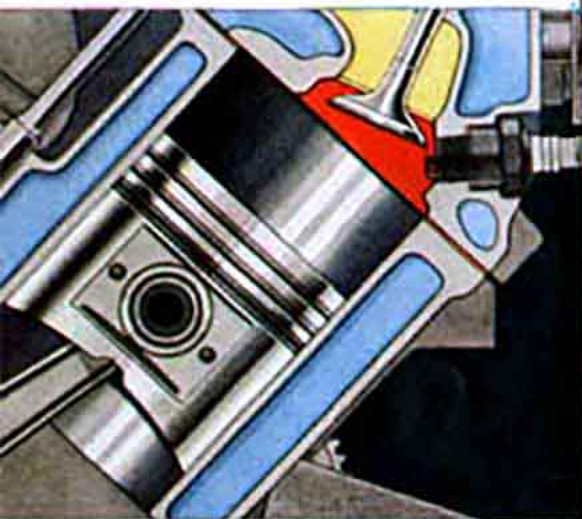




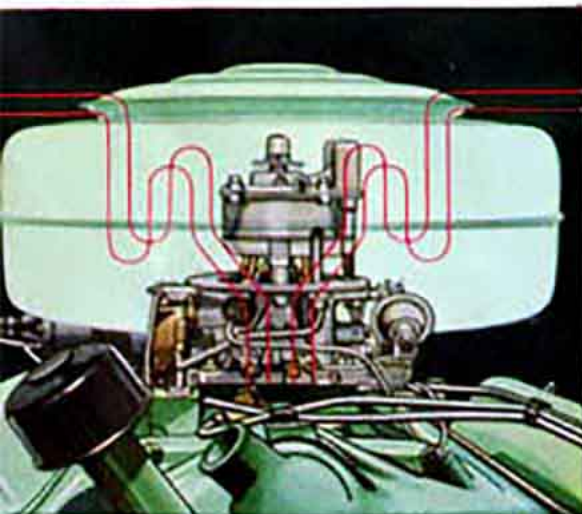
*new  
in  
power*



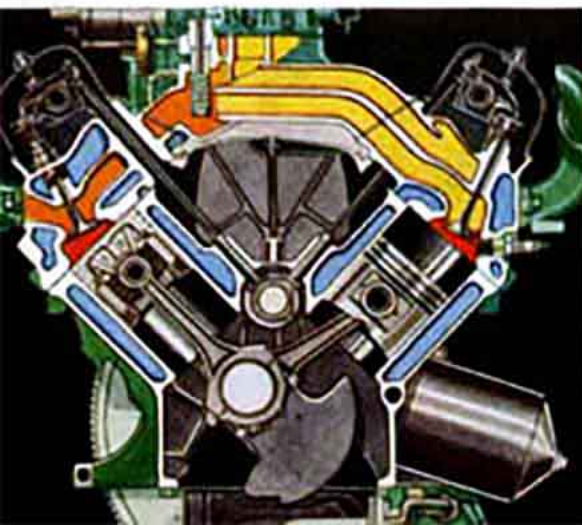
*presenting the great new 161 hp  
overhead valve Mercury engine*



NEW "TWIN TORNAADO" COMBUSTION CHAMBER takes full advantage of overhead valve efficiency. The combustion chamber is kidney-shaped to help produce an extremely high turbulence that mixes fuel and air thoroughly. This high turbulence is attained during the compression stroke . . . so that the flame from the spark spreads rapidly through the charge. The result is more power—and better fuel economy—from non-premium fuels.



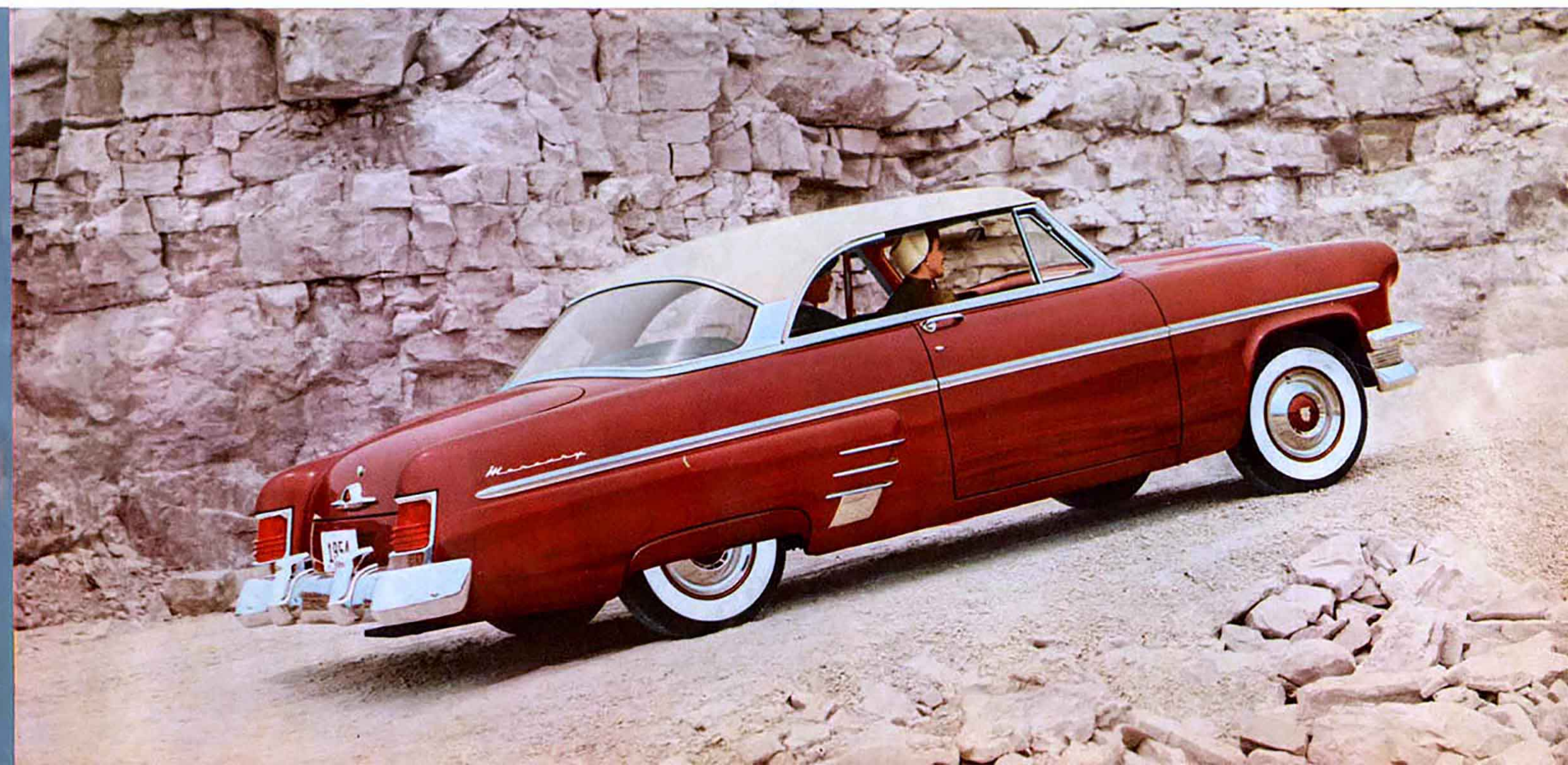
NEW FOUR-BARREL CARBURETOR affords smoother performance, more economical operation, and far more power, under all driving conditions. For normal driving, two barrels furnish the fuel-air mixture. When you accelerate rapidly, or travel at high speeds, all four barrels are in operation. The action of the four-barrel carburetor is governed by vacuum as the engine needs it . . . to give you livelier, smoother performance every mile you go.



NEW ADVANCEMENTS THROUGHOUT improve every phase of performance. New "Power Charge" intake manifold aids fuel economy by regulating fuel-air mixture perfectly. New "Power Stroke" connecting rods last longer, reduce maintenance costs. Exclusive "Super-Structure" crankshaft is stronger, runs quieter, due to special processing of metal. "Power Mount" transmission attachment adds to the smooth operation of the entire power train.

*new kind of power to make your driving easy*

Here is the great new "heart" of an all-new Mercury . . . powered for easy driving all the time . . . the most spirited, responsive, easy-going car you've ever known. The Mercury V-161 engine is completely new. It's an advanced engine brilliantly blending many great new features that are truly years-ahead of their time. Here's performance that's ideally balanced. Here's the surging-go of 161 hp—with economy, smoothness of operation, flexibility, and long life that are equally outstanding. Revolutionary new engineering advancements—such as kidney-shaped combustion chamber and 4-barrel carburetor—provide a new kind of power that sparks all phases of engine performance. Shorter piston stroke enables the new Mercury to go 29% farther with an equal amount of piston travel . . . for less engine wear, longer, more efficient operation. For your driving pleasure, here's an engine that measures up to all the requirements of today's finest motoring.





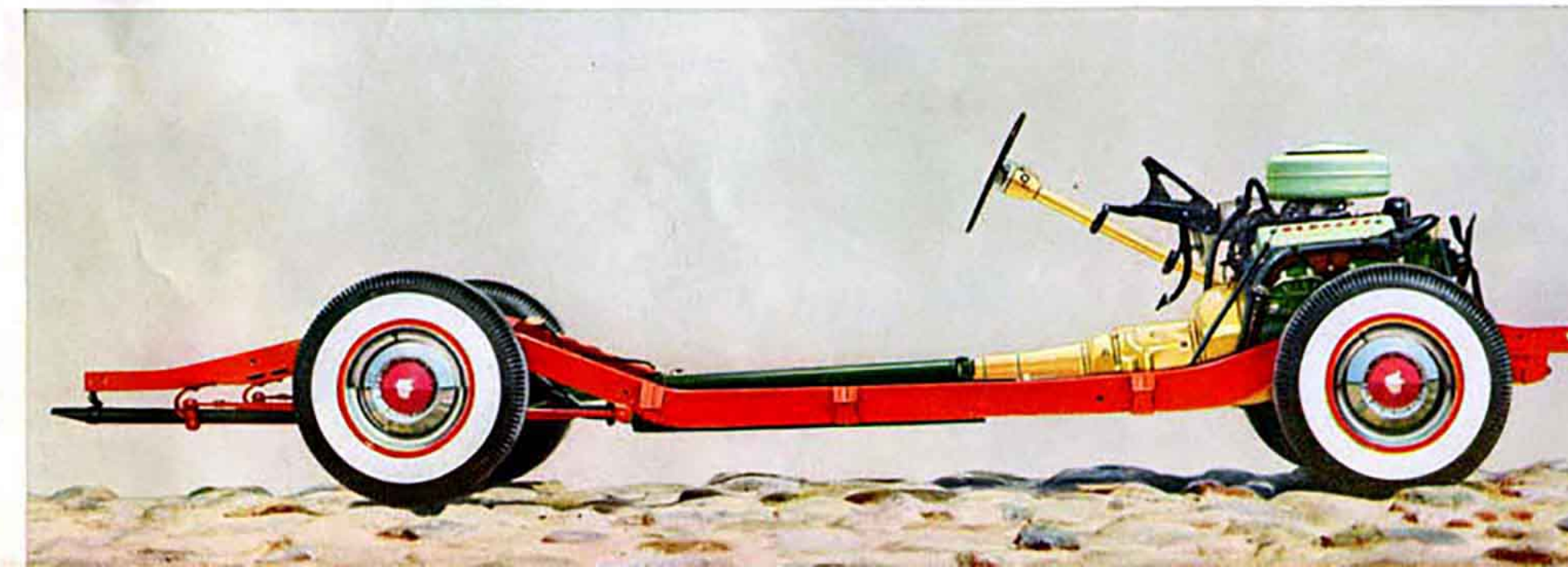
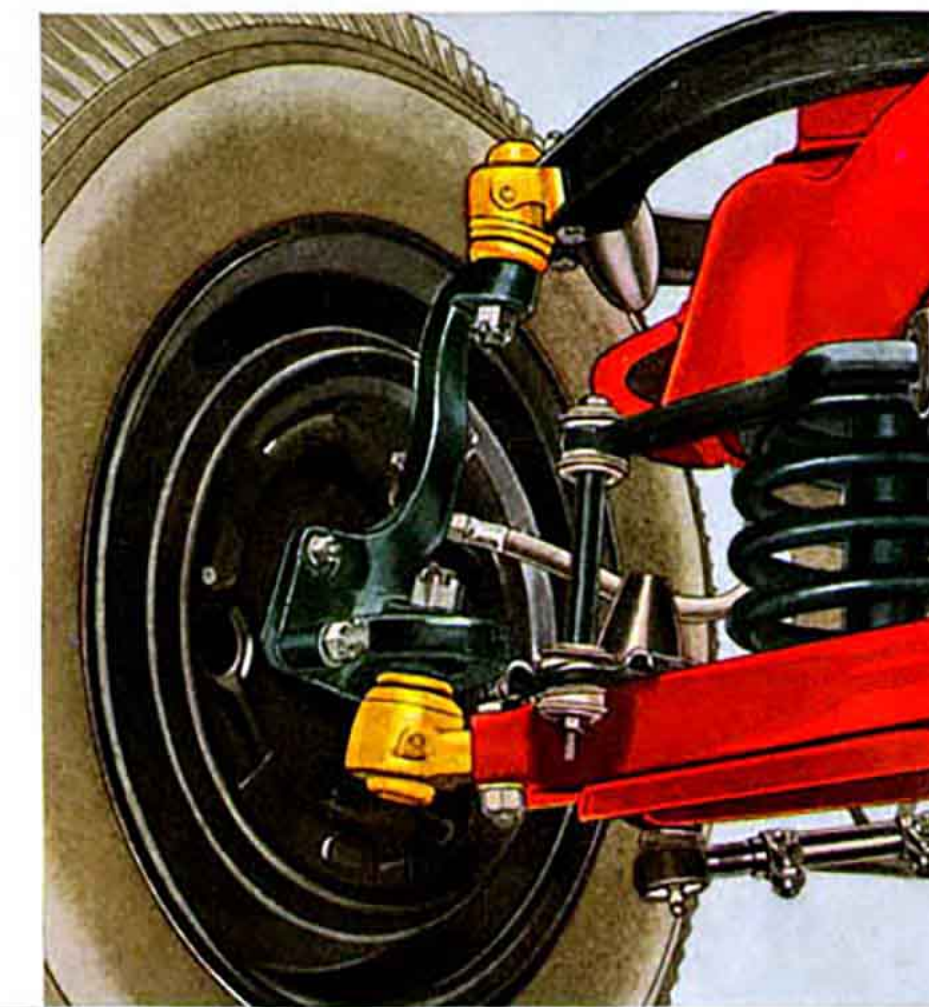
*new  
in  
ride*



## *presenting new first-in-its-class ball-joint front suspension*

*a new kind of ride  
that's easier on any road*

Easy on curves and corners—that's the new Mercury. This car makes fast-moving travel on winding highways much safer. That's because the new Mercury clings to the road with sure-footed steadiness, even on curves at high speed. And, on sharp turns, your Mercury will "corner" with ease and grace such as you've never experienced before. You'll find that steering, too, is easier than ever. The secret is new Mercury Ball-joint Front Suspension—a feature that's exclusive with Mercury in its field. This advanced front suspension unit, utilizing long-lasting, massive ball-in-socket joints which combine turning with up and down springing movement, gives riding that's softer, easier, safer than ever.



Here's Mercury's perfectly balanced chassis that smooths out the roughest roads. You ride softly in the "comfort zone" between the wheels. Precision-designed Stedi-Line steering affords complete control of the car at all times. Responsive 25.4 to 1 steering ratio enables you to park more easily than ever. The controlled flexibility of rugged variable-rate rear springs makes riding softer wherever you drive. Newly designed frame is stronger, incorporates new tubular cross-member for added rigidity. With welded all-steel body, it provides an ideal foundation for driving safety.



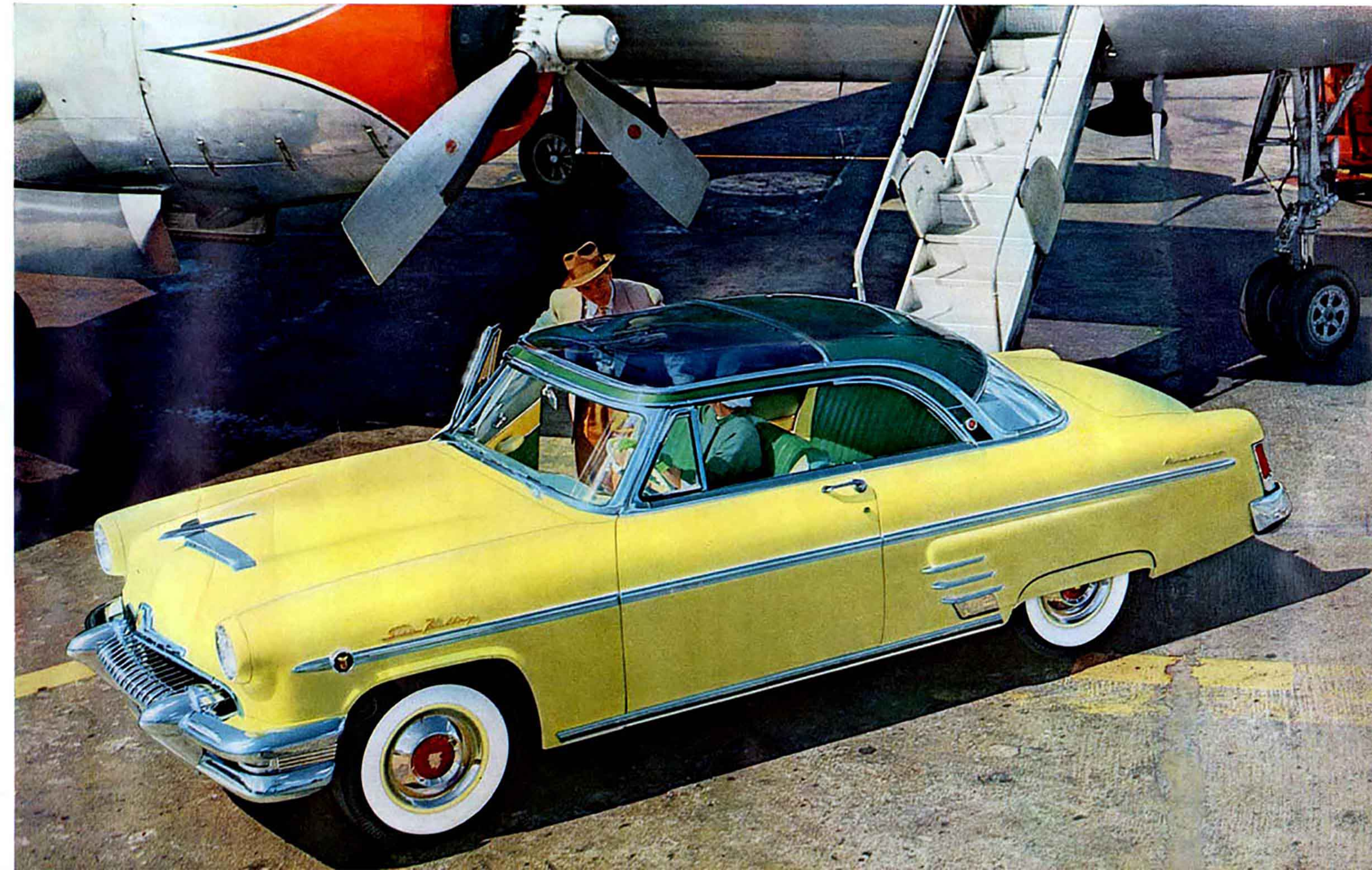
# *design that's keyed to the future... tuned to the times*

Here is a "dream car" come true . . . an all-new Mercury model designed in every detail to afford a new kind of driving ease and pleasure. You'll find a ride in the Sun Valley—under the dome of pure plexiglas that covers the front compartment—to be a thrilling new experience in motoring. There's all the wonderful freedom and visibility of a top-down convertible—yet there's a full measure of Mercury closed-car comfort. And the Sun Valley offers genuine distinction. It's a car that will stand out—in any crowd. For those who seek the ultimate in easy-going modern motoring, Mercury proudly presents the Sun Valley.

the all-new **MERCURY MONTEREY** Sun Valley

In the Sun Valley, the inherent enjoyment of a Mercury ride is enhanced by an overhead "dome" of pure plexiglas. This up-to-the-minute feature enables you to enjoy all the sights as you drive. The Sun Valley's attractive top aids driving convenience, too. Plexiglas is tinted to filter the rays of the sun, and provide a cool, glare-free interior.

From any angle, inside or out, the Mercury Monterey Sun Valley is a modern beauty you'll be proud to drive every day. The Sun Valley interior is harmoniously appointed with tasteful colors and fabrics that add to the holiday spirit of the car itself. Note the attractive pleated pattern utilized on seat cushion and seat back. Interior trim is of high-grade leather, attractive vinyl, and sturdy basket weave, in six different color combinations. Here is genuine quality . . . with beauty and luxury you'll always enjoy.





*smarter than ever*



Unmistakably, the striking modernity of this "hard top" model makes it a car for those who strive to enjoy the finest things in contemporary life. Fleet, crisply designed lines from bumper to bumper hint of the power and smoothness that await the driver's command. There's a dash of high-spirited sportiness, too—the "convertible" touch. Yet all the comfort of any Mercury closed car is there for passengers to enjoy. Every look, every line holds a promise of new driving pleasure, and—best of all—revolutionary new engine and chassis components make all of it come true.

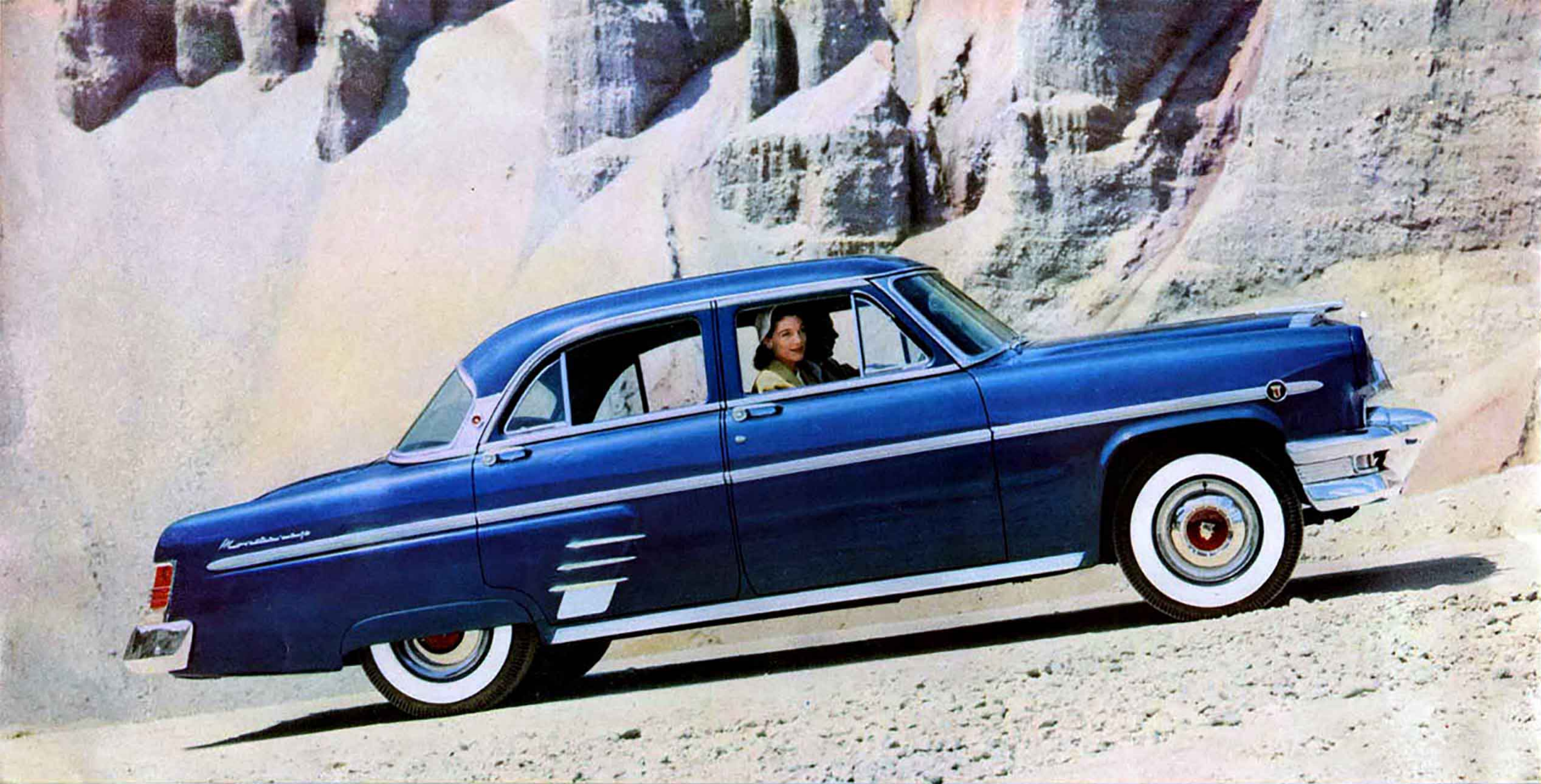
Seeing is wonderfully easy on the eyes—whether you're looking outside or in! With all windows down there's not even a center post to obstruct vision. Spacious windshield and wrap-around rear window provide final assurance of unexcelled visibility. Interior surroundings are constantly enjoyable, with 15 different Mercury Monterey Special Custom Coupe interiors to choose from. All are tastefully beautiful . . . and all are created from the finest upholstery materials. Upholsteries include luxurious vinyls, attractive modern weaves, rich nylon fabrics, or fine leathers. This car is as easy to look at as it's easy to drive!



the 1954 **MERCURY MONTEREY** special custom coupe





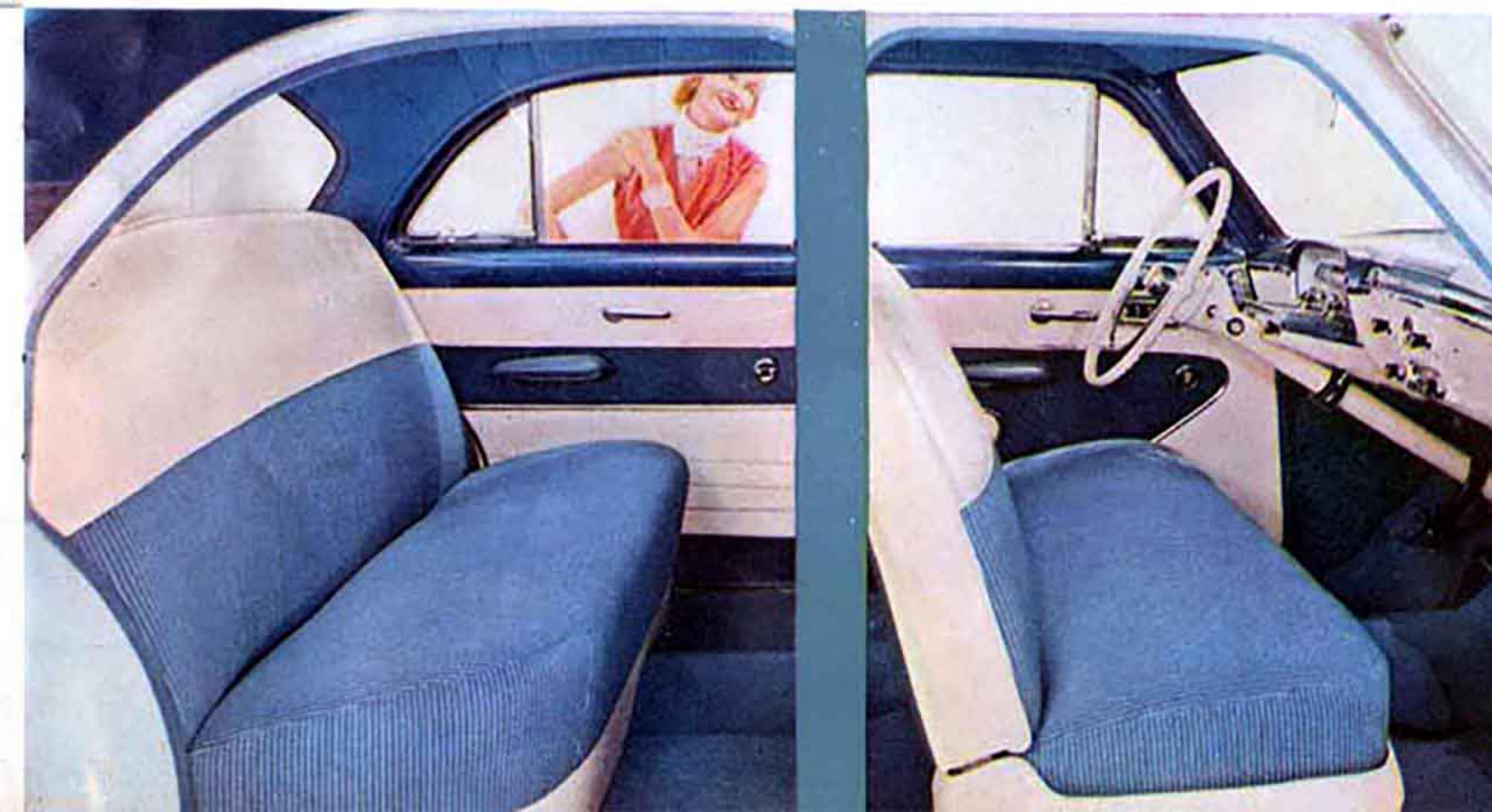


the 1954 **MERCURY MONTEREY** special custom 4-door sedan



Mercury's all-new instrument panel displays a perfect blending of style and utility. Trim, clean lines provide a neat background for the newly designed instrument cluster. Instruments appear horizontally, for easier reading. Instrument cluster is hooded to reduce light reflections. Lighting of cluster is easily controlled for easiest seeing. Everything is within easy reach of the driver. New key-type starter is provided, for more convenient starting. Here, certainly, is the last word in front compartment beauty and convenience.

Now you can be truly "at home on the road" . . . because now you can enjoy living room comfort wherever you go. The secret is Mercury's "space-planned" interior. Proper utilization of interior space assures plenty of leg room, head room, and hip room. Foam-rubber cushions and resilient zig-zag seat springs offer assurance of complete riding enjoyment. Beautiful nylon, vinyl, and broadcloth weaves (in six different color combinations) create an interior atmosphere of tasteful luxury. The whole family will find a ride in Mercury more fun!



## *styled . . . and powered ... to stay ahead*

Here are the best of all the things that are Mercury's . . . in a car designed especially for today's active family. Here is sparkling beauty in the modern vein . . . to grace your car-port and make you (and yours) the envy of the block. Here, too, is the matching performance, economy, and safety of a great engine that affords all the power you'll ever need—whenever you need it. You'll find traveling together more fun, with deep-seated luxury for six, and a smooth-cruising ride that levels each bump in the road. If yours is a family that enjoys "picking and choosing," you'll find the Mercury Monterey 4-door Sedan to be the car that suits you best.





*sun bright... or weather tight*



Here is the fullest measure of all the things that make Mercury a new kind of car for today's easiest driving. This beautiful convertible invites you to put your cares aside . . . and head for the places where sunshine is brightest and living most zestful. The carefree spirit of this car is fully enhanced by a magical responsiveness to your touch on the controls. Everything seems so "alive." Touch a handle and the top folds smoothly down to give you wide open spaces. Your foot on the accelerator commands the easy power and lively "go" of today's most advanced V-8 engine. Down to the last detail of design and performance, this is indeed convertible dash and verve at its best.

THIRTEEN DIFFERENT interior trim combinations highlight the bright new interior of the Monterey Convertible. Luxurious and enduring upholstery materials include smart vinyls, modern basket weave materials or, as extra cost options, striking combinations of soft, smooth leather. Colors include combinations of black and red, ivory and red, black and bittersweet, ivory and bittersweet, ivory and turquoise, and ivory and blue. Also available are three basic top selections; black, tan, or green, to complement the body tone. The top is power-operated and may be raised or lowered easily and dependably by a control conveniently located beneath the instrument panel.

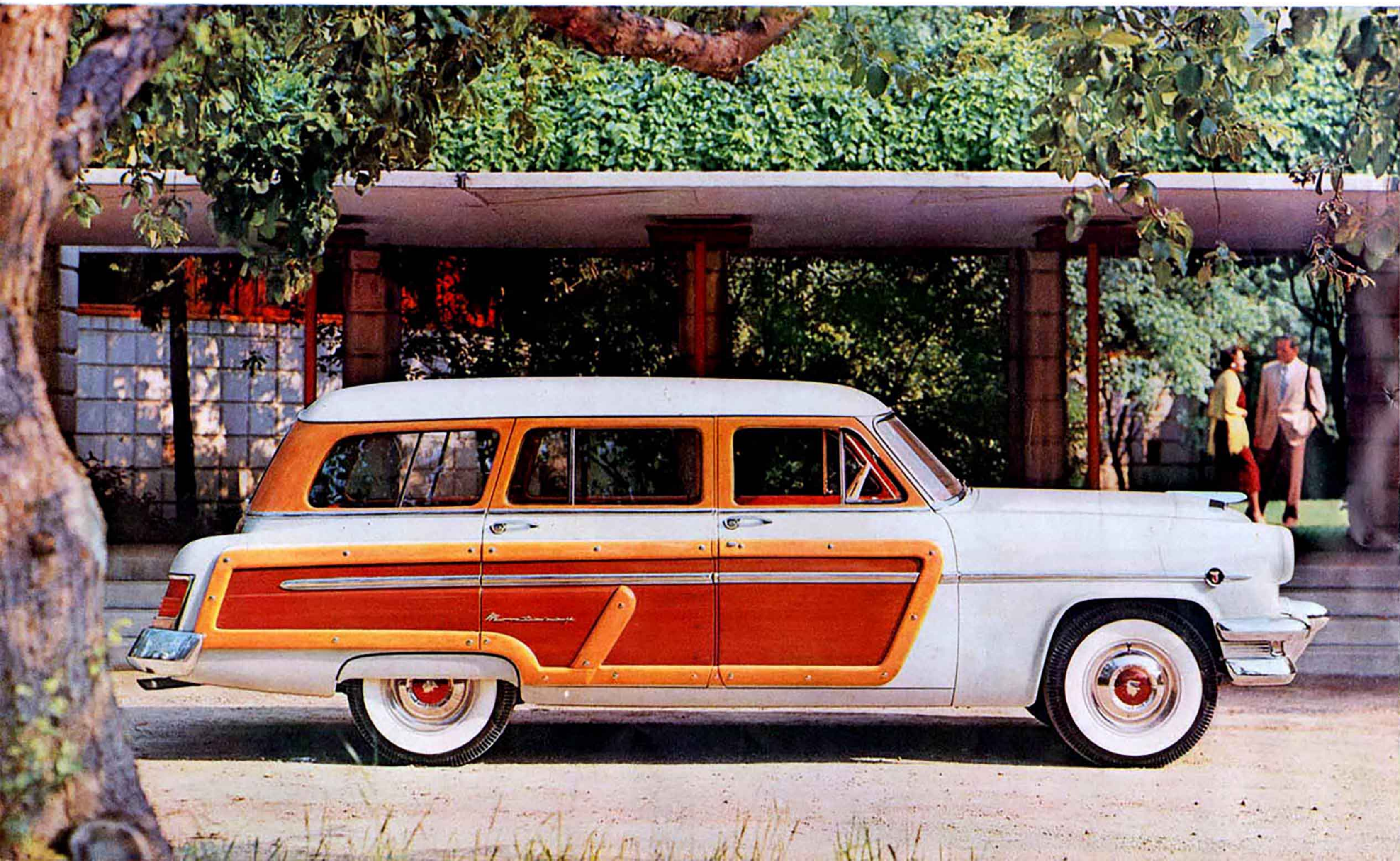


the 1954 **MERCURY MONTEREY** special custom convertible





# *designed for beauty ... planned for duty*



Take the beauty and grace of a Mercury sedan . . . add a smart interior that's tops for roominess and utility . . . and you have a completely versatile car—the Mercury Monterey Station Wagon. The practical luxury of this car spells real enjoyment for the family with outdoor interests. Eight passengers ride comfortably . . . in stylish surroundings that feature lovely, yet durable, vinyl upholstery materials. Two attractive two-tone interior trim combinations are available—turquoise and ivory or red and ivory. Smooth-flowing exterior lines are enhanced by mahogany-grained side panels. And, when there's work to be done, the Station Wagon hauls loads of up to half-a-ton—with ease.



the 1954 **MERCURY MONTEREY** 8-passenger station wagon



Here, actually, are two cars in one . . . to fill all your motoring needs completely. With all seats up, you enjoy the most spacious of family cars. The center seat is divided, to make entering or leaving the rear compartment

extremely easy. Center seats and rear seat fold down neatly into the floor . . . to enable you to carry bulky loads. Big windows all around afford excellent visibility . . . added driving pleasure and safety.



The Station Wagon floor features lovely durable, carpeting material . . . whether seats are up or down. To assure easy loading and unloading, the tailgate lowers to a position that's flush with the floor. Liftgate is hinged at the

top with scissor-type counterbalanced hinges. Station Wagon rear end is distinctively stylish with steel mahogany-grained paneling and decorative liftgate handle. Tailgate and liftgate have rotary latches for rattle-free operation.





*personal car...*  
*in the modern manner*

There's a world of motoring pleasure waiting for you behind the wheel of this newly styled Sport Coupe. You'll find it to be a more beautiful world . . . one where looking is always more enjoyable. Hard-top body construction enhances vision all-around . . . the fashionable interior is a continuous delight to the eye . . . while styling on the outside reflects the most modern trend in automobile design. You'll find it to be a more easy-going action-packed world, too—one sparked by Mercury's great new performance features. Here is a car that brings a new touch of life to the roads you travel today.



Details of interior design add to the sports atmosphere and casual utility that characterize the Custom Sport Coupe. Handsome, durable, ladder stripe weaves afford unusually beautiful interior trim combinations. Three two-tone interior trim combinations are yours to choose from. Brake and clutch pedals are suspended from instrument panel bracket. This feature increases foot room, makes pedal operation far easier, and affords a better sealed, more dust-free front compartment floor.

Here is a really spacious trunk compartment—an outstanding feature of all Mercury models. Mercury Unified Design, which affords styling features that are always functional, gives you up to 30 cubic feet of load-carrying space beneath the smooth-lined bustle back rear deck. Best of all, this space is organized properly—so that each foot of space can be utilized. Wherever you go—on business trips, vacation trips, sport outings, or simply down to the store for groceries—you can be certain there's more than enough room for everything you'll want to put in Mercury's trunk compartment.



the 1954 **MERCURY** custom sport coupe





*space-planned and smartly perfect*



This roomy rear compartment invites you to stretch out and relax. Every detail of design has been thoroughly tested to assure its contribution to riding comfort. There's plenty of head room, hat room, leg room, and hip room.

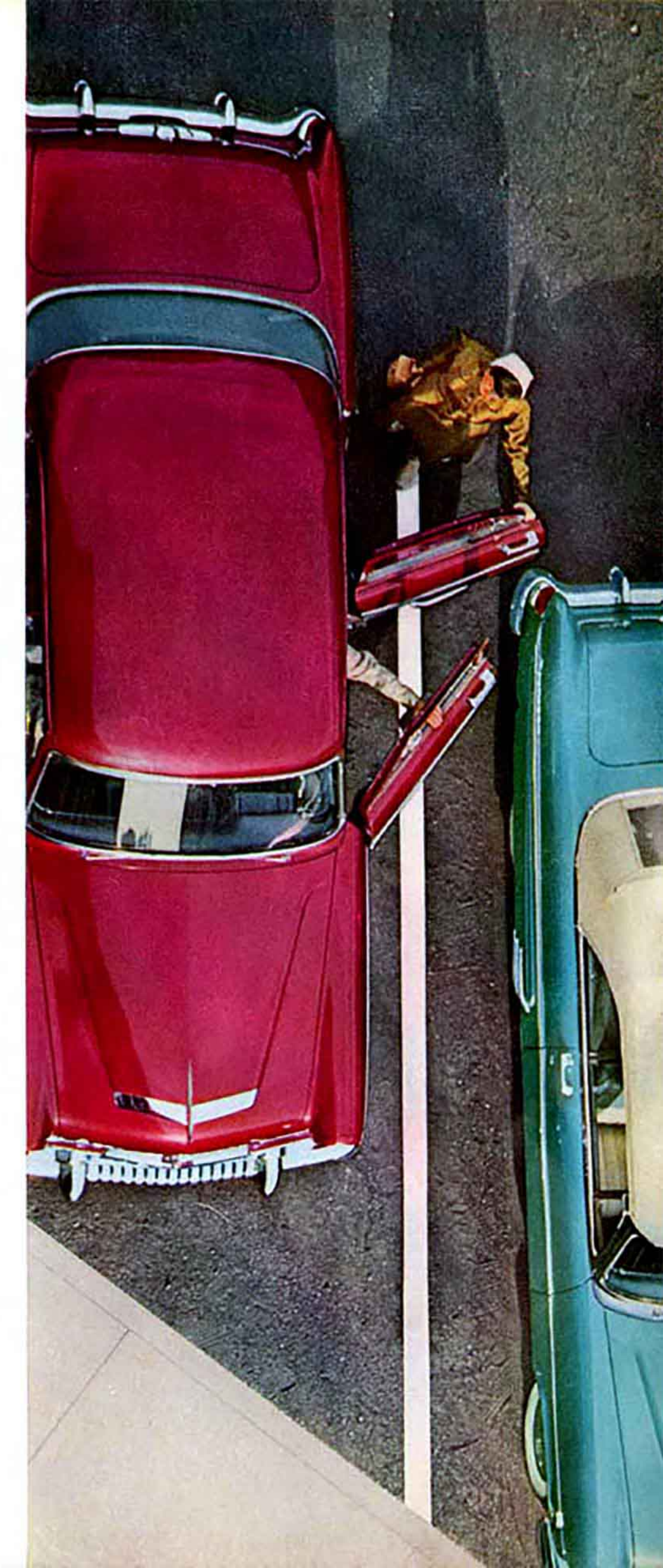
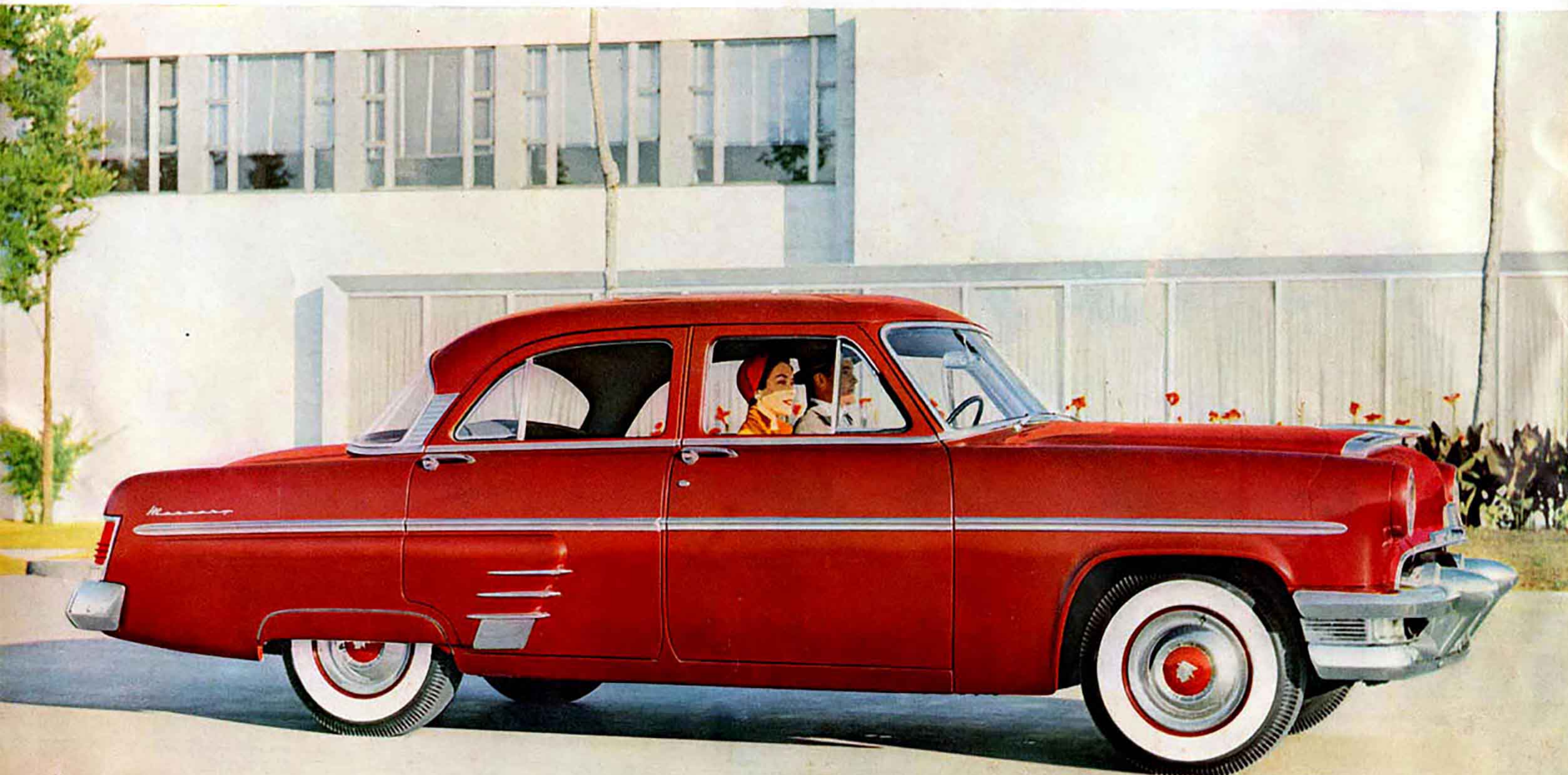
All the inherent benefits of 4-door design are better than ever in this handsome Mercury Custom Sedan. Roomy comfort for all the family combines with today's easiest going performance . . . to give riding that's always as you like it. The effortless performance and tremendous power reserve of Mercury's V-161 engine makes cruising easier, more restful—and safer. Ball-joint ride enables you to take curves and corners with new ease and confidence. "Space-planned" interiors, featuring luxurious ladder-stripe weave upholstery, are as beautiful as they are spacious. Here is a new kind of driving ease . . . tailored to the needs of today's family.

Mercury's functional Unified Design includes the provision of two-stop front doors on all models. Doors stop either half-way open, or full-open. This is real convenience in the garage, driveway, or in any other tight place. Furthermore, all Mercury doors are hinged at the front to make entering or leaving easier.

This Mercury feature adds to convenience . . . helps to maintain exterior beauty. Fill pipe for center-fill gas tank is concealed behind the license plate. Tank may be filled from either side—with less chance of scratching or fuel-staining the finish.



the 1954 **MERCURY** custom 4-door sedan





# *family car for the family with a future*



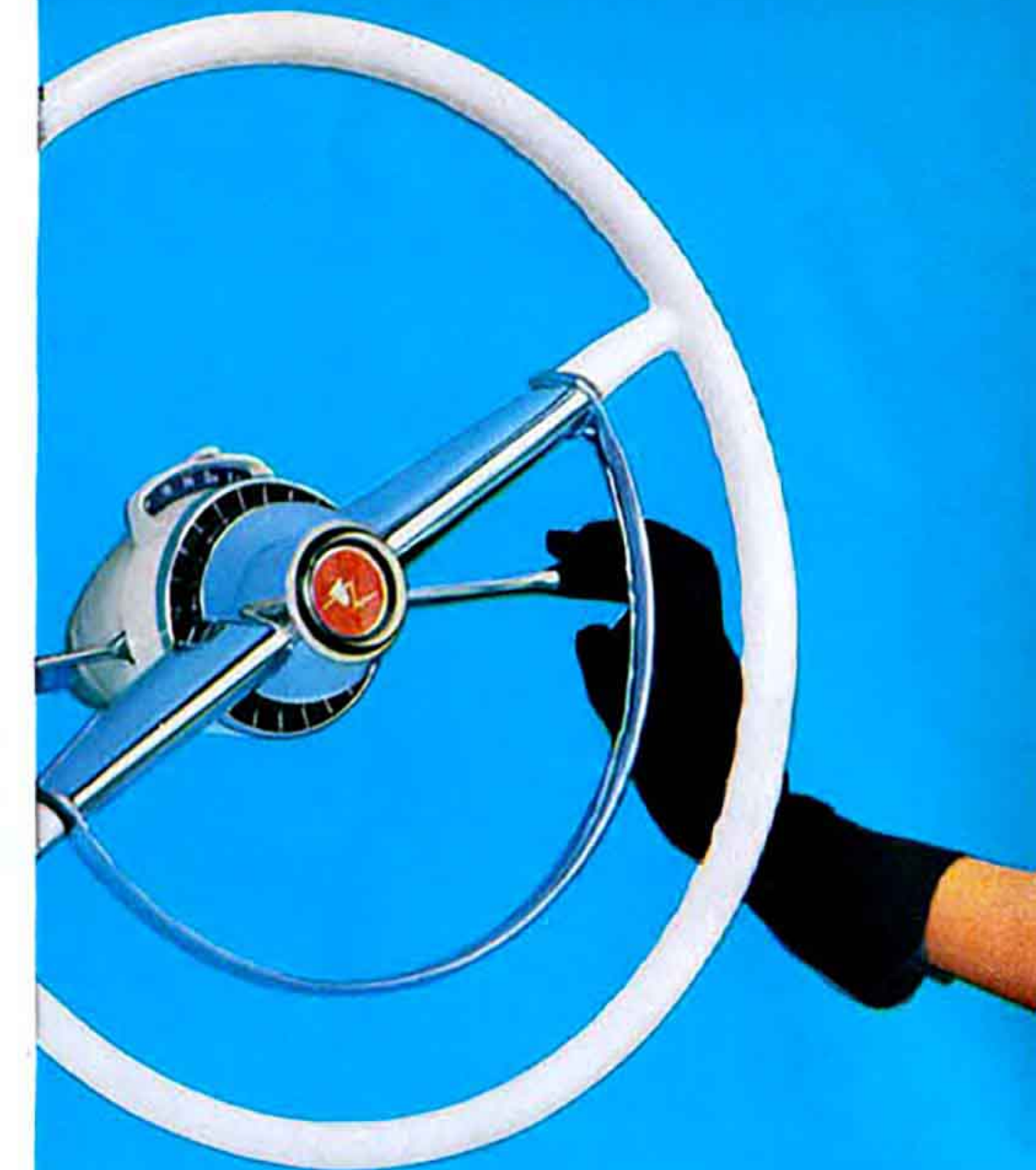
Now Mercury presents two-door design with dash and sparkle that's up-to-the-minute—the perfect car for a family with very young children. The man of the house will find it ideal for business as well as pleasure. Mercury's great performance features will ease his hours on the job . . . and he'll profit from Mercury's famous economy. Mothers will be quick to appreciate the 2-door safety that means worry-free driving when youngsters are aboard.

Interiors offer four-door roominess and are upholstered in handsome-yet-rugged fabrics that withstand the activity of energetic children. The two-door sedan's spacious luggage compartment hauls the family's largest load—from suitcases or groceries, to sports or children's equipment. In every way, the family with a future will find in this Mercury model their car for today.



The Mercury Custom 2-door Sedan blends utility with style to give maximum driving ease and safety. The exceptional visibility it affords is typical of all Mercury models. The one-piece windshield is gracefully curved for widest vision. The hood sweeps down before the driver's eyes to enable him to see more of the road directly in front of the car. And the stylish one-piece rear window wraps around the sides to afford better rear quarter visibility. Such Mercury features help provide family transportation that's more enjoyable . . . and safer.

the 1954 **MERCURY** custom 2-door sedan



## MERCURY TRANSMISSIONS your choice of 3 proved performers

### 1. Smooth-going MERC-O-MATIC DRIVE

Merc-O-Matic Drive\* combines the smoothness and fast acceleration of a torque converter with a highly efficient planetary gear set . . . to make motor-ing safer, easier, more relaxing! Here is the ease of today's most advanced automatic gear shift—with a full measure of the efficient, economical operation you expect of Mercury. Just put the Selector in drive. Merc-O-Matic does the rest!

### 2. Economical OVERDRIVE

Operating in conjunction with Mercury's new 161 hp engine, Touch-O-Matic Overdrive\* gives quiet, smooth performance . . . and amazing fuel economy. Overdrive saves up to 20% of your gas and gives you as much as two extra gallons in every ten.

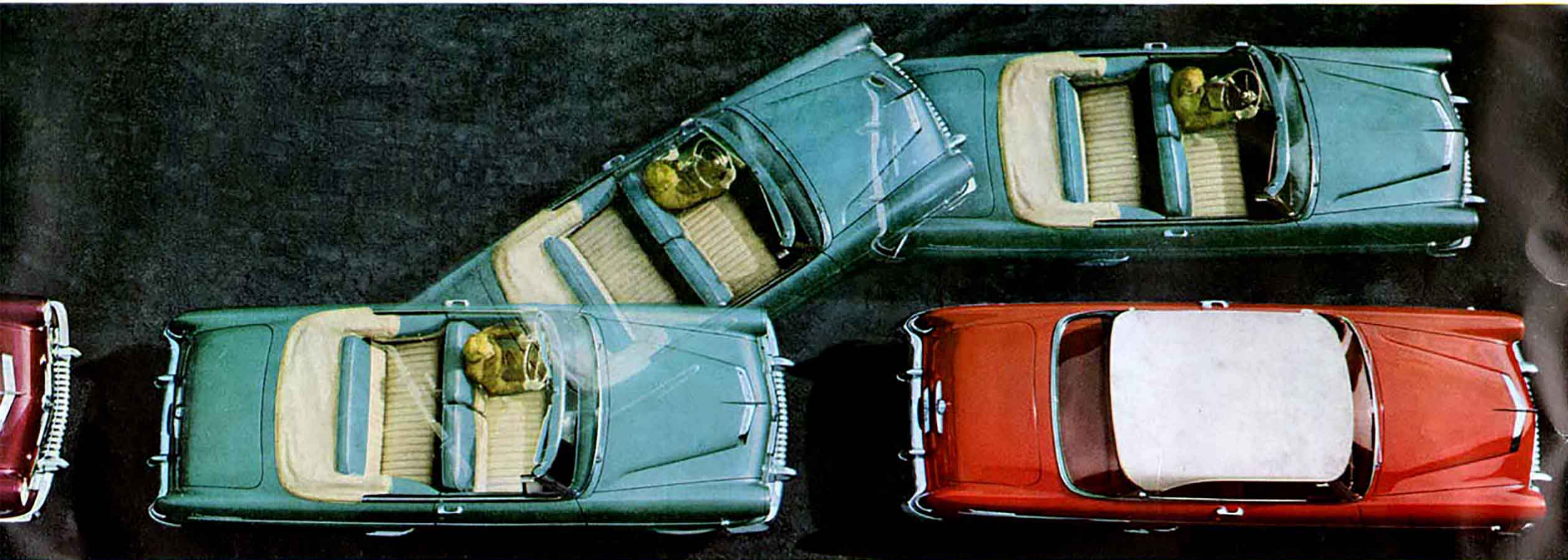
### 3. Silent-ease STANDARD TRANSMISSION

Mercury's silent-ease standard drive operates smoothly, shifts easily . . . gives you quiet performance, long life, and excellent fuel economy. Gear clashing is virtually impossible. Helical-cut gears assure effortless shifting and quieter operation.

\*Optional equipment, at extra cost



# now Mercury is completely powered...



## to make any driving easy

Now Mercury brings you the power-assisted driving that formerly was available in only the world's costliest cars. Here is final assurance of the easiest driving ever . . . with new comfort, convenience, and safety. The moment you get behind the wheel, power starts working, magically, for you. At the touch of a button, Mercury's 4-way Power Seat puts you where you want to be for maximum comfort and safest vision. Hydraulic power amplifies your lightest touch on the wheel into full, sure steering control. A slight press of your toe on the brake pedal brings your Mercury to a firm, gentle stop. To learn all the benefits of power features, you'll want to drive a fully equipped Mercury for yourself.



## MERCURY POWER STEERING\* for easier driving with complete safety

With Mercury Power Steering, you can pilot your car with scarcely one-fourth the effort ordinarily required. Parking, wheeling through traffic or around curves becomes extremely easy.

Power Steering provides assistance exactly in proportion to the amount of effort needed . . . to enable you to retain the vital "feel" in steering. Consequently, you drive relaxed, free from fatigue, and safely.

In fact, Mercury Power Steering adds to driving safety. That's because the hydraulic system dampens the shock of wheel-jarring bumps, and aids control in the event of a blowout.

At a finger's touch the hydraulic muscles of Mercury's Power Steering Unit ease the burden from your hands—and arms — to make driving infinitely more enjoyable and easier than ever.

\*Optional equipment, at extra cost.

## MERCURY POWER BRAKES\* for the easiest stopping ever

Now you can enjoy the easiest, safest braking ever, with Mercury Power Brakes.

You can bring your Mercury to a stop on a sharply graded street and the weight of your foot alone is sufficient to safely "hold" the car. On level pavement, the lightest touch of your toe on the brake pedal gives a smooth, straight-line stop. Easy braking is enhanced by the suspended brake pedal, which enables you to pivot your foot on its heel.

Physical tension and strain are wonderfully reduced, whether you're driving in city traffic or on the open highway.

Mercury Power Braking system provides maximum safety. Though slowing down or stopping is much easier and faster, normal hydraulic brake operation remains unchanged. Try Mercury Power Brakes for yourself . . . and discover a feature you won't want to be without!

\*Optional equipment, at extra cost.



## MERCURY 4-WAY POWER SEAT\* gives you easy seating—automatically

Here is assurance of seating comfort that suits you to a "T"—whether you're tall, short, or in-between! An effortless touch of a button serves to move the seat up, down, forward, or back... to whatever position gives the most comfort, best vision, and easiest access to controls.

Long hours behind the wheel become less fatiguing and you arrive refreshed and relaxed. This dependable, smooth-running, and entirely automatic feature is further evidence that Mercury today is fully equipped to give you the easiest motoring ever.

\*Optional equipment, at extra cost.



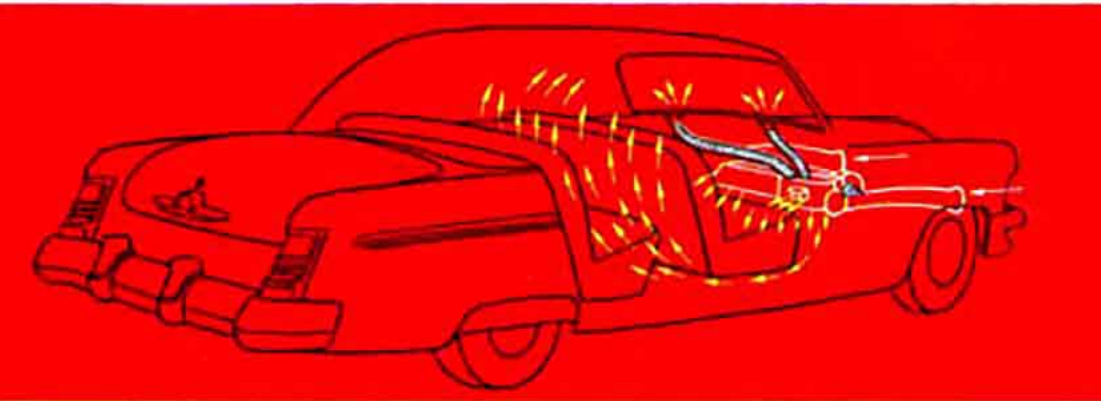


Add to Mercury's carefree driving the added beauty . . . the extra pleasure of

## accessories styled for your Mercury



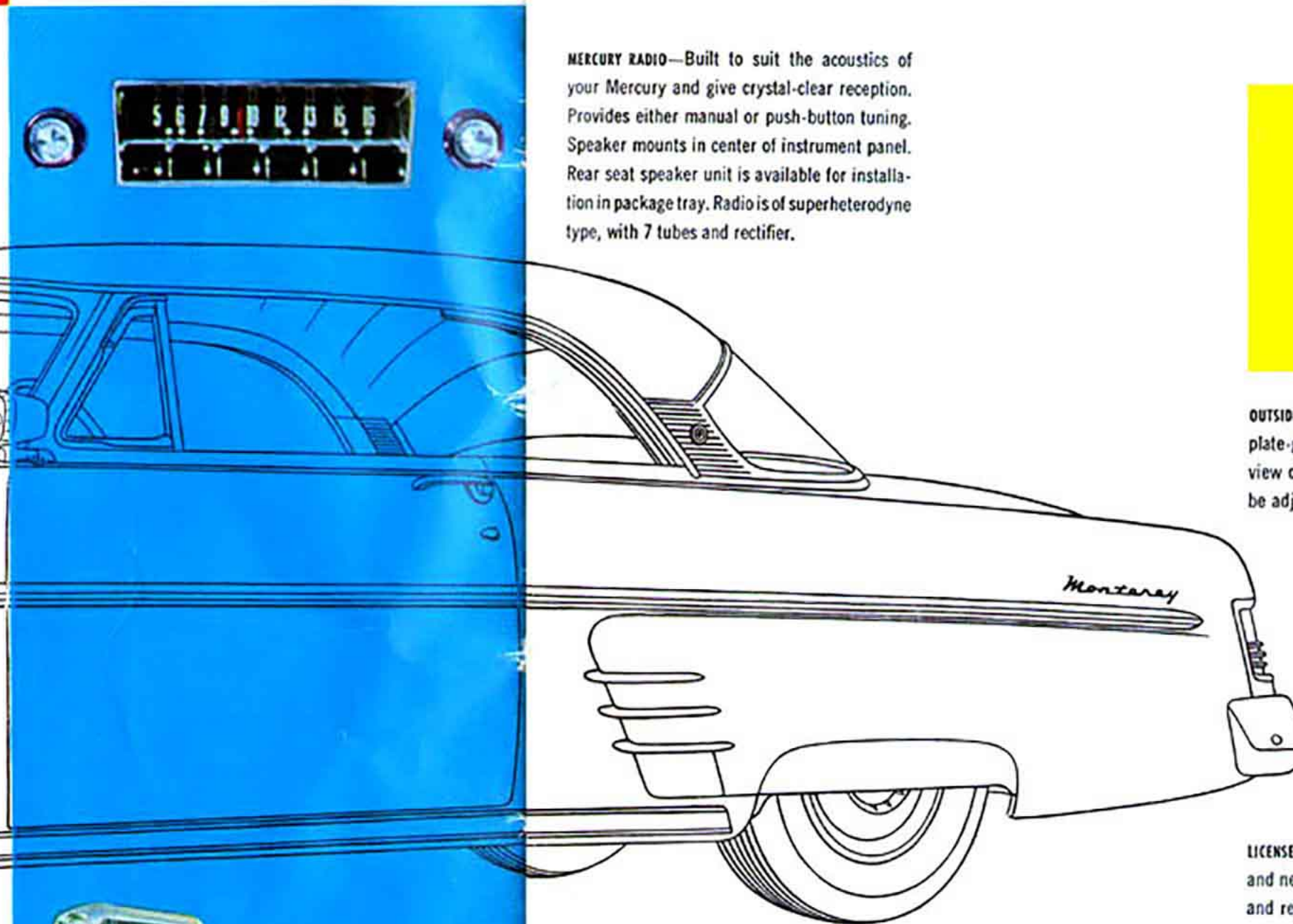
**MERC-O-THERM HEATER**—No matter how cold it is outside, this high-capacity hot water heater-defroster unit with 2-speed electric blower, maintains perfect comfort inside. Styled exclusively for Mercury. Complete temperature control is afforded by four controls regulating heating, ventilation, and defrosting.



**FRONT BUMPER-GRILLE GUARDS**—Made of heavy bumper stock, chrome-plated, these add smart and positive protection to the front of your Mercury.

**ROAD LAMPS**—Throw a wide, brilliant beam of light in front of your car. Add to driving safety.

**CURB BUFFERS**—Afford an extra measure of distinctive beauty, plus protection against flying gravel and high or ragged curbs.



**MERCURY RADIO**—Built to suit the acoustics of your Mercury and give crystal-clear reception. Provides either manual or push-button tuning. Speaker mounts in center of instrument panel. Rear seat speaker unit is available for installation in package tray. Radio is of superheterodyne type, with 7 tubes and rectifier.

**CUSTOM SPOTLIGHT AND MIRROR**—Powerful Mercury spotlight adds greatly to nighttime visibility. Rearview mirror, an integral part of this unit, can be easily maneuvered from inside the car for better rearward vision.



**OUTSIDE REARVIEW MIRROR**—For safer driving, wide plate-glass surface permits an undistorted view of the road behind. Smartly styled; may be adjusted easily.

**LICENSE PLATE FRAME**—Keeps plates looking bright and new the year 'round. Gleaming chrome rim and replaceable insert.

Added comfort, convenience, and safety are offered by accessories styled exclusively for Mercury. Here is a complete assortment . . . to enable you to add to the designed-in pleasure of Mercury the "extras" that assure motoring as you like it, in every detail. All are extremely practical and of the highest quality. The choice is yours . . . and so is the enjoyment.

### Additional Accessories designed for Mercury

- Inside control rearview mirror
- Seat covers
- Curb buffer
- Door edge guards
- Exhaust deflector
- Back-up lamps
- Spotlight
- Utility spotlight
- Engine compartment light
- Hand brake signal light
- Safety door locks
- Exterior visor
- Signal viewer
- Porcelainize and Blue Coral
- Fender shields
- Full-disc hubcaps
- Windshield washers
- Custom steering wheel
- Undercoating
- Touch-up paint tubes
- Car-care chemicals
- Curb signals
- Door handle fingernail shields
- Floor mats
- Emergency-utility light and case
- Arctic windshield blades
- Chrome head-lamp rims
- Vanity mirror
- Window vents
- Front vent wind deflectors
- Rear compartment draft deflectors
- Tissue dispenser
- Rear window wiper
- Rear window defroster
- Locking gas tank cap

ALL ACCESSORY ITEMS SHOWN HERE ARE AVAILABLE AT EXTRA COST. SEE YOUR MERCURY DEALER FOR COMPLETE DETAILS. THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BROCHURE WAS APPROVED FOR PRINTING. MERCURY DIVISION OF THE 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.

### 1954 MERCURY ENGINE SPECIFICATIONS

**TYPE:** The new 1954 Mercury V-161 engine is an advanced design, overhead valve V-eight, developing 161 horsepower at 4400 rpm. Bore, 3.62 in., stroke 3.10 in. Displacement, 256 cu. in. Compression ratio, 7.5 to 1. Two "high-point" rubber engine mounts in front. Compression rubber mount in rear. Counterbalanced precision molded crankshaft with five selectively fitted main bearings of replaceable micro-babbit type. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating valves. Chain-driven camshaft, high-lift cams.

**FUEL SYSTEM:** Four-venturi downdraft carburetor of simplified, concentric bowl design enclosed by oil-bath air cleaner\*. Vacuum-controlled secondary throttles. Dirt-proof outside vent for fast hot-starts. 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.

**ELECTRICAL:** High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for spark plugs and hi-tension wiring. High capacity, 51-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type starter.

**LUBRICATION:** Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter\*. Directed-flow crankcase ventilation. Oil capacity, including filter, 6 quarts.

**COOLING SYSTEM:** Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, 20 quarts, with heater.

### 1954 MERCURY BODY SPECIFICATIONS

**DIMENSIONS:** Wheelbase, 118 in. Over-all length, 206.2 in., with bumper guards\*. Height, loaded, 62.2 in. Over-all width, 74.4 in. Tread 58.0 in. front, 56.0 in. rear.

**CONSTRUCTION:** All-steel welded body with reinforced floor, dash, and rear cross sill. Insulated with glass fiber pads and other materials against weather, noise, and dirt. Counterbalanced hood and deck lids.

**VENTILATION:** Dual air-duct ventilation system with individual controls. Front and rear ventilating windows.

### 1954 MERCURY 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, Sun Valley, and Sport Coupe have extra-heavy outer side rail sections for extra strength. Monterey Convertible has X-member frame with extra-heavy outer side rail sections.

**SUSPENSION:** Independent ball-joint front suspension. Telescopic shock absorber mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

**STEERING:** Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

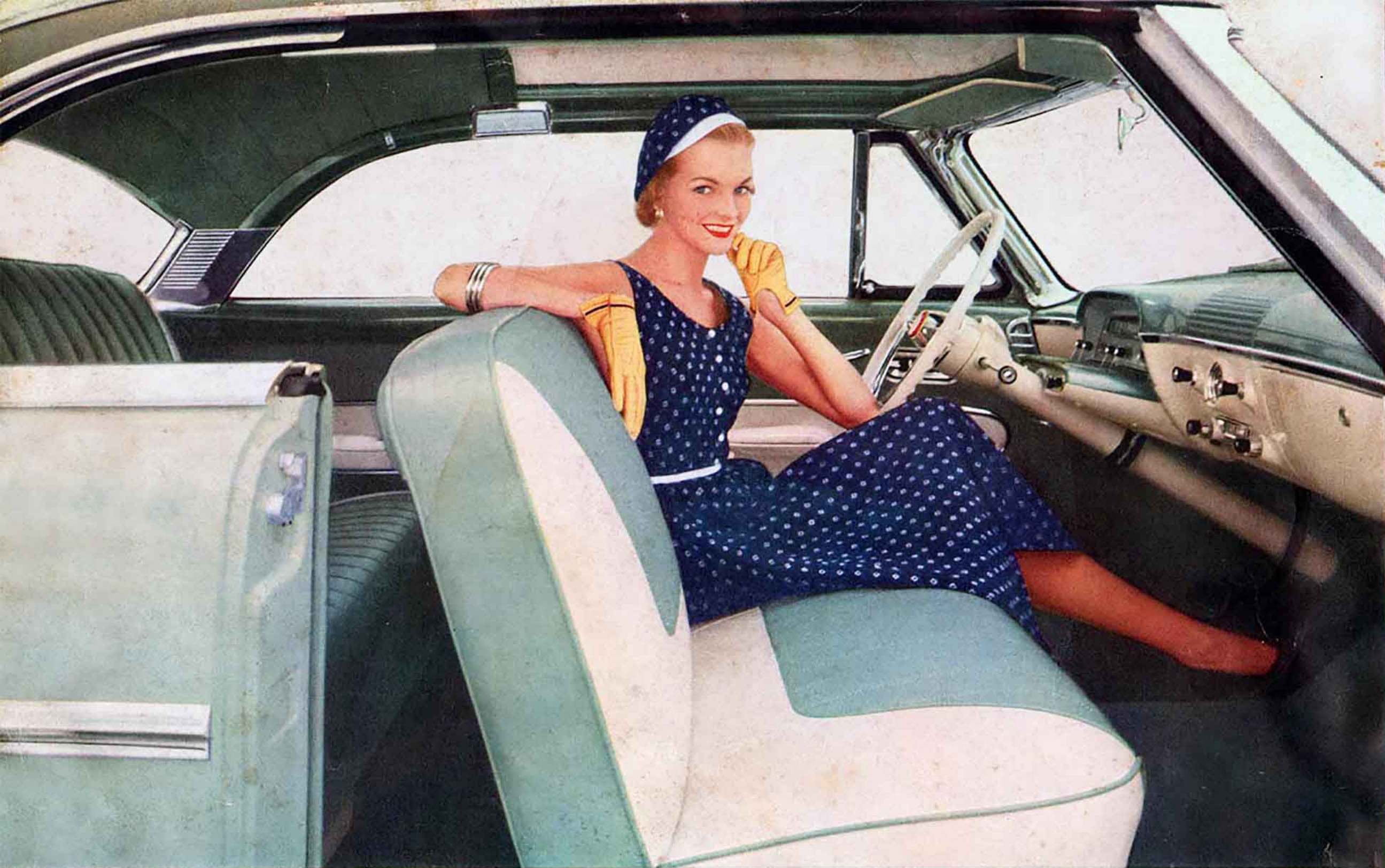
**DRIVE:** Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated.

**BRAKES:** "Duo-Servo" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

**TIRES AND WHEELS:** Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible and Station Wagon models) on pressed-steel wheels with wide rims.

\*Optional equipment at extra cost. Touch-O-Matic Overdrive, Merc-O-Matic Drive, power steering, power braking, 4-way power seat, 2-way power seat, electric window lifts, sea-tint windows, bumper-grille guards, full-disc hubcaps, curb buffers, and white side-wall tires are also extra-cost equipment. Rear fender shields are standard equipment on Monterey Models only.





1954 **MERCURY** makes any driving easy