

1955 MERCURY

in three great series:

the Montclair

the Monterey

the Custom



bold new styling with 195 hp to match

For 1955, Mercury presents the exciting new style and spirited performance which will set the new trend in cars for years to come. From its dramatically low silhouette and Full-Scope windshield to the tread of its new tubeless tires, this car is spectacularly new in each line, contour, and detail—the result of a dynamic new kind of thinking in American automotive design.

And, under its bold new look there is a magnificent new Mercury engine—the Super-Torque: a 195-hp overhead valve V-8 with dual exhausts in the brilliant Montclair

Series; 185-hp with dual exhausts in the popular Monterey Series, and a 185-hp engine with standard exhaust system in the value-line Custom Series. A new optional Merc-O-Matic Drive brings new smoothness and pleasant response to no-shift driving; a new longer chassis contributes greater ease, stability and safety to riding and handling.

To add still greater pleasure, ease and comfort to your motoring, Mercury offers a complete choice of optional power features: power steering, power brakes, 4-way power seat, and electric window lifts.



in 1955, ten new models in three distinctive series—the Montclair . . . the Monterey . . . the Custom

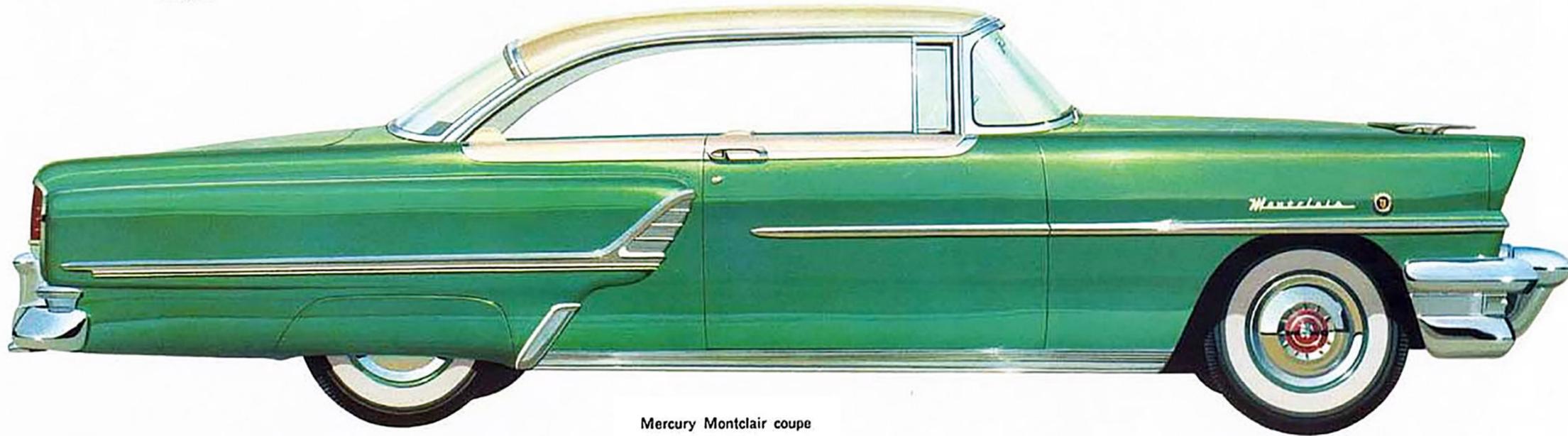
Ten special models—
each a new combination
of beauty and power

In 1955, Mercury introduces the Montclair Series—three cars with the jaunty spirit of the sports car captured in a ground-hugging silhouette only 58.6 inches high; and the mighty performance of a special 195-hp version of the new Super-Torque engine. Here, too, is luxury you expect only in the most expensive cars, now within reach of most car buyers.

For those who prefer advanced design with a hint of conservative distinction, there are the Monterey models. Here you find the timeless touch you recognize in a style leader; the superb confidence of 185 horsepower under the hood to carry you effortlessly through any driving circumstance.

For those who seek the most quality, beauty, and brilliant engineering a modest investment can buy, there is Mercury's Custom Series—cars which offer 185-hp performance, Mercury dependability and extra value, all for little more than the lowest-priced cars.

But whichever Mercury you select, depend on this: you'll discover a wonderful new kind of motoring.



Mercury Montclair coupe

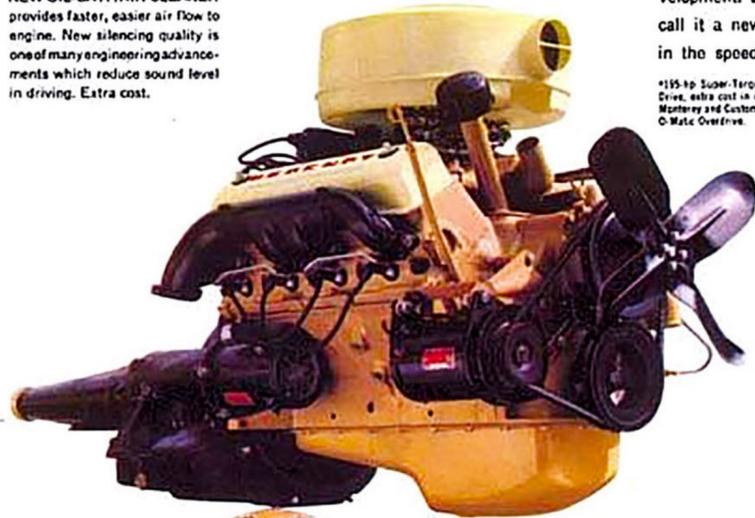
Montclair Series

featured in the 1955 Mercury Montclair

new 195-hp *Super-Torque* V-8



NEW OIL-BATH AIR CLEANER provides faster, easier air flow to engine. New silencing quality is one of many engineering advancements which reduce sound level in driving. Extra cost.



NEW 4-BARREL CARBURETOR contributes to better breathing, faster hot and cold starting, smoother idling, and greater operating economy. New 18 mm high-compression spark plugs, a Mercury "first" in its field, practically eliminates troublesome spark plug fouling.

BETTER BREATHING (freer "inhaling" of fuel mixture, "exhaling" of exhaust fumes) is provided by: Improved short-reach intake passages and bigger cylinder head ports, expanded exhaust manifold chambers and crossover pipe. Dual-exhaust system standard equipment for Montclair and Monterey Series and Custom Station Wagon. Optional at extra cost for other Custom models.

FULL-PRESSURE LUBRICATION to all main, connecting rod, and camshaft bearings protects the smooth, quiet level of Super-Torque performance. Full-flow oil filter (standard equipment) screens lubricant before it is directed to moving parts, lengthening engine life.



"SUPER STRUCTURE" CRANK-SHAFT features new vibration damper for extra durability and smoothness; five main bearings for better-balanced operation.

For new, advanced performance in motoring, Mercury presents a new Super-Torque engine in two versions: 195 hp, with 8.5 to 1 compression and dual exhausts, for Montclair models*; 185 hp, 7.6 to 1 compression with dual exhausts in Monterey models and conventional exhaust system for the Custom Series.

Here is new power for passing, greater responsiveness for all driving—plus still another Mercury performance development. Engineers call it "new low-end torque." You'll call it a new kind of driving! You experience now power in the speed ranges where most of your driving is done.

*195-hp Super-Torque V-8. Standard in Montclair models equipped with optional Merc-O-Matic Drive, extra cost vs. other Merc-O-Matic equipped models. 185-hp Super-Torque V-8. Standard in Monterey and Custom Series, and in Montclair models with standard transmission or optional Touch-O-Matic Overdrive.



ADVANCED HIGH-TORQUE DESIGN: large pistons traveling short strokes deliver high torque output within 292 cu in. displacement, greater usable power. Deep block provides extra strength and rigidity.

MECHANICAL OVERHEAD VALVE SYSTEM provides simplest, most efficient construction. Improved valve rotation maintains tight sealing, lengthens valve life. New high-lift camshaft contributes to better acceleration, smoother idling.

new easy ride chassis



Improved ball-joint front wheel suspension replaces kingpin construction with ball-and-socket joints which make steering easier, steadier and more controlled. Simple ball-joint principle eliminates binding, reduces lubrication points from 16 to four.



New, larger, self-energizing brakes provide increased stopping power, 20% more brake lining area. Suspended brake pedal action follows natural movements of your foot, reducing braking effort.



New anti-squeal tubeless tires are standard equipment on all Mercury models. Bonded butyl tire lining gives puncture and blowout protection. New tread pattern improves traction at all times and prevents squeals while cornering.

Even after your eye has grown accustomed to the grace and beauty of the 1955 Mercury, the improved qualities of its advanced roadability continue to create fresh satisfaction with every mile. For in its longer, wider chassis are the fundamentals of modern motoring comfort: Solid stability . . . smooth, balanced ride . . . greater safety and comfort.

new Merc-O-Matic Drive

Mercury offers the ideal partner for the new Super-Torque engines—new optional Merc-O-Matic Drive with three-stage planetary gear set and bigger torque converter, for supreme smoothness and livelier response in all ranges. New "kick-down" feature automatically gives you "LO" range performance for maximum acceleration in starting, or "Intermediate" range passing power for extra safety at cruising speeds.

Mercury's three-way choice of transmissions also includes optional Touch-O-Matic Overdrive for completely versatile performance that also gives you up to 20% more gas mileage—and superquiet standard transmission for smooth, easy three-speed shifting.

Mercury's sturdy frame is lower, longer, and wider. New longer wheel base and wider rear tread distribute weight over larger area for greater stability and lower center of gravity.

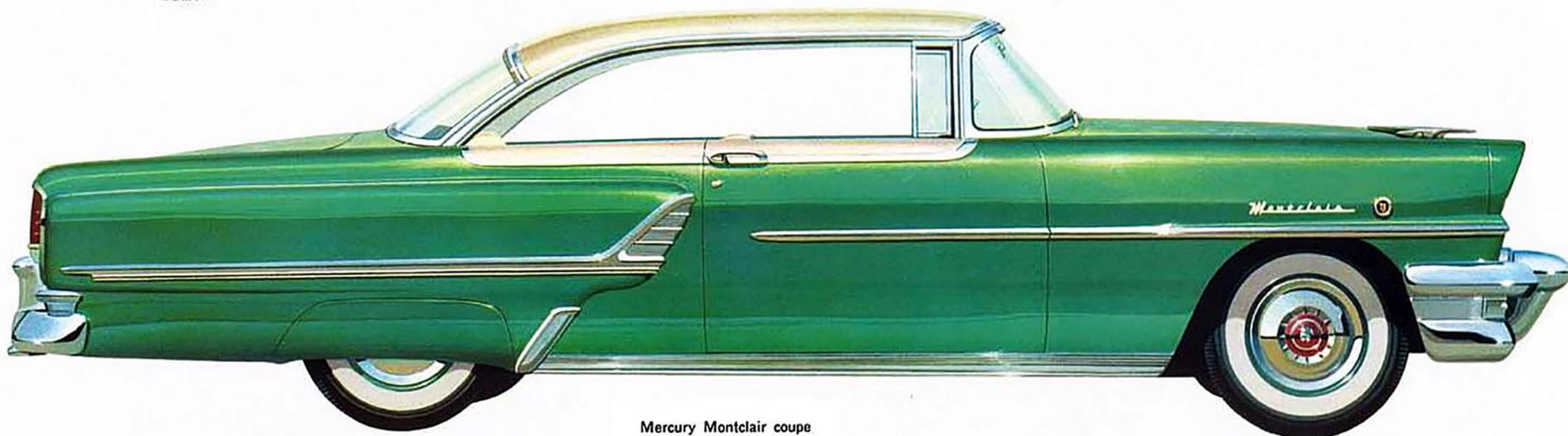
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But whichever Mercury you select, depend on this: you'll discover a wonderful new kind of motoring.



Mercury Montclair coupe

Montclair Series

Inside - Fully Open



Mercury Montclair convertible



Mercury Montclair Sun Valley

Monterey Series



Mercury Monterey station wagon



Mercury Monterey coupe



Mercury Monterey 4-door sedan

Custom Series



Mercury Custom 2-door sedan



Mercury Custom coupe



Mercury Custom 4-door sedan



Mercury Custom all-steel station wagon

choose the new 1955 Mercury with new Super-Torque power

ENGINE: The new Super-Torque V-8 is an advanced design, low-friction type in two versions: 8.5 to 1 super-compression engine, standard for Montclair models with Merc-O-Matic Drive* and available at extra cost for other Merc-O-Matic equipped models, develops 195 horsepower at 4400 rpm, 286 lb-ft torque at 2500 rpm; 7.6 to 1 compression version for Monterey and Custom Series and for Montclair models with standard or overdrive* transmission, develops 185 horsepower at 4400 rpm, 274 lb-ft torque at 2500 rpm. Displacement in both Super-Torque engines, 292 cu. in. Bore, 3.75 in., stroke, 3.30 in. Counterbalanced precision-molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type; vibration damper. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating overhead valves. Silent chain-driven camshaft, high-lift, high-torque cams. Two "high-point" rubber engine mounts in front, compression-type rubber mount in rear.

FUEL SYSTEM: New four-barrel downdraft carburetor of simplified concentric bowl design enclosed by oil-bath air cleaner.* Vacuum controlled secondary throttles. Dirtproof 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, 17 gal.

EXHAUST SYSTEM: Dual exhausts with reverse-flow mufflers for Montclair and Monterey Series, and Custom Station Wagon; single exhaust with Y-connector pipe below and to rear of engine for other Custom Series models.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for new 18 mm anti-fouling spark plugs and hi-tension wiring. High capacity 57-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type "Folo-thru" 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, 5 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 with heater: 20 quarts.

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BODY DIMENSIONS: Wheelbase 119 in. Over-all length, 206.3 in., with bumper guards.* Height, loaded: Montclair, 58.6 in.; Monterey and Custom coupes, 60.3 in.; sedans, 61.2 in. Over-all width, 76.4 in. Tread, 58.0 in. front, 59.0 in. rear. Station Wagon models: Wheelbase, 118 in. Over-all length with bumper guards,* 201.78 in. Over-all width, 76.44 in. Height, loaded, 62.43 in. Tread, 58.0 in. front, 56.5 in. rear.

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

CHASSIS FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. All hardtop models have extra-heavy outer side rail sections for extra strength; Montclair Convertible has X-member frame with extra-heavy outer side rail sections.

SUSPENSION: Independent ball-joint front suspension. Telescopic shock absorbers 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: "Oversize" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Total braking area, 190.9 sq. in. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

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

*At extra cost, Merc-O-Matic Drive, Touch-O-Matic Overdrive, sea-lint windows, full-disc hubcaps, and white side-wall tires are also extra-cost equipment. Chrome curb buffers are standard equipment on Montclair Series, optional on Monterey and Custom Series. Rear fender shields are standard equipment on Montclair and Monterey Series (except Station Wagon), optional on Custom Series (except Station Wagon).



a new adventure in driving awaits you behind this wheel
—the new and mighty 1955 Mercury

choose the new 1955 Mercury
with new Super-Torque power

ENGINE: The new Super-Torque V-8 is an advanced design, low-friction type in two versions: 8.5 to 1 super-compression engine, standard for Montclair models with Merc-O-Matic Drive* and available at extra cost for other Merc-O-Matic equipped models, develops 195 horsepower at 4400 rpm, 286 lb-ft torque at 2500 rpm; 7.6 to 1 compression version for Monterey and Custom Series and for Montclair models with standard or overdrive* transmission, develops 185 horsepower at 4400 rpm, 274 lb-ft torque at 2500 rpm. Displacement in both Super-Torque engines, 292 cu. in. Bore, 3.75 in., stroke, 3.30 in. Counterbalanced precision-molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type; vibration damper. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating overhead valves. Silent chain-driven camshaft, high-lift, high-torque cams. Two "high-point" rubber engine mounts in front, compression-type rubber mount in rear.

FUEL SYSTEM: New four-barrel downdraft carburetor of simplified concentric bowl design enclosed by oil-bath air cleaner.* Vacuum controlled secondary throttles. Dirtproof 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, 17 gal.

EXHAUST SYSTEM: Dual exhausts with reverse-flow mufflers for Montclair and Monterey Series, and Custom Station Wagon; single exhaust with Y-connector pipe below and to rear of engine for other Custom Series models.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for new 18 mm anti-fouling spark plugs and hi-tension wiring. High capacity 57-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type "Folo-thru" 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, 5 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 with heater: 20 quarts.

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

CHASSIS FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. All hardtop models have extra-heavy outer side rail sections for extra strength; Montclair Convertible has X-member frame with extra-heavy outer side rail sections.

SUSPENSION: Independent ball-joint front suspension. Telescopic shock absorbers 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: "Oversize" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Total braking area, 190.9 sq. in. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

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

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1955 MERCURY

in three great series:

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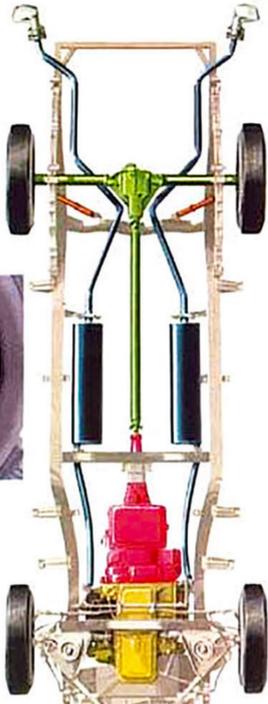
the Custom



new Merc-O-Matic Drive

Even after your eye has grown accustomed to the grace and beauty of the 1955 Mercury, the improved qualities of its advanced roadability continue to create fresh satisfaction with every mile. For in its longer, wider chassis are the fundamentals of modern motor-ing comfort: Solid stability... smooth, balanced ride... greater safety and comfort.

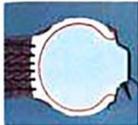
new easy ride chassis



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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 with heater: 20 quarts.

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, 5 quarts.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for new 18 mm anti-fouling spark plugs. High-tension wiring, high-tension coil, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type "Fold-Thru" starter.

EXHAUST SYSTEM: Dual exhausts with reverse-flow mufflers for Montclair and Monterey Series, and Custom Station Wagon; single exhaust with Y-connector tube below and to rear of engine for other Custom Series models.

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ENGINE: The new Super-Torque V-8 is an advanced design, low-friction type in two versions: 8.5 to 1 super-compression engine, standard for Montclair models with Merc-O-Matic Drive* and available at extra cost for other Merc-O-Matic equipped models, develops 195 horsepower at 4400 rpm, 285 lb-ft torque at 2500 rpm; 7.6 to 1 compression version for Monterey and Custom Series and for Montclair models with standard or overdrive* transmission, develops 185 horsepower at 4400 rpm, 274 lb-ft torque at 2500 rpm. Displacement in both Super-Torque engines, 292 cu. in. Bore, 3.75 in., stroke, 3.30 in. Counterbalanced precision-molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type; vibration damper. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating overhead valves. Silent chain-driven camshaft, high-lift, high-torque cams. Two "high-point" rubber engine mounts in front, compression-type rubber mount in rear.

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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: "Overstop" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Total braking area, 190.9 sq. in. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

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

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bold new styling with 195 hp to match



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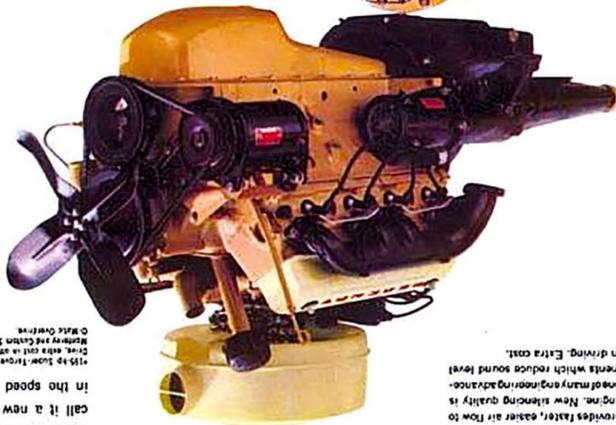
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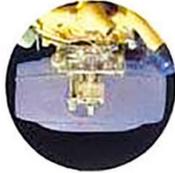
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NEW 4-BARREL CARBURATOR: Faster hot and cold starting, smoother, and greater operating economy. New 18 mm high-compression spark plugs, a Mercury "First" in its field, practically eliminates trouble-some spark plug fouling.

BETTER BREATHING: "Free" intake manifold has two passages and four cylinder head ports, expanded exhaust manifold flanges and polished exhaust manifold flanges and crossover pipe. Dual-belt system standard equipment for Montclair and Monterey Series and Custom Station Wagon. Optional at extra cost for other Custom models.



FULL-PRESSURE LUBRICATION: To all main, connecting rod, and camshaft bearings provides the smooth, quiet, and carburetor bearings the smooth, quiet level of Super-Torque performance. Full-flow oil filter (standard equipment) screens lubricant before it is directed to moving parts, lengthening engine life.

MECHANICAL OVERHEAD VALVE SYSTEM: Large piston traveling short strokes deliver high torque output within 292 cu. in. displacement, greater extra strength and rigidity.

SHAFT: Features new vibration damper for extra durability and smoothness; five main bearings for better-balanced operation.

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FORM NO. MS-101

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