



The new ultra-smart Montclair Sport Coupe, shown above, is one of Mercury's 11 models in 3 series.

Can you find a clue to Mercury's new 1955 performance in this picture?

WE'LL GIVE YOU A HINT. IT'S AT THE BACK OF THE CAR. IT'S DUAL EXHAUST—THAT CUTS POWER LOSS, BOOSTS USABLE POWER, AND INCREASES ECONOMY.

It's another "First" for Mercury in its Price Range. Mercury's new Montclairs and Montneys are the first medium-priced cars to offer this fine-car feature at no extra cost. In the photograph above, you'll see those dual-exhausts built into the rear bumper assembly—and they're the tip-off on Mercury's super-power story for 1955.

New Super-Torque V-8's on Every Model. Horsepower is up to 198 in the Montclair series, 188 in Montneys and Customs. But the real reason for Mercury's big edge in performance is the way this high horsepower is put to work—not just for greater top speeds, but for everyday driving.

Special Mercury Features. In addition to the dual exhausts, there's a special 4-barrel vacuum carburetor . . . unique high-compression spark plugs . . . wedge-shaped high-turbulence combustion chambers . . . and dozens of other "exclusives." All have been especially engineered to increase

pickup power, passing power, hill-climbing power—the kind of power that makes sense for your normal driving needs—adds to your safety, too.

1955's Most Advanced Styling. And, remember, Mercury's one of the few cars that doesn't look like any other car on the highway. Its all-new styling is exclusive—designed for Mercury and Mercury alone. We invite you to drop in and see—and try—America's most advanced car at your nearest Mercury dealer's.

MERCURY DIVISION • FORD MOTOR COMPANY

IT PAYS TO OWN A **MERCURY** FOR FUTURE STYLING — SUPER POWER



You don't have to look twice to tell it's a Mercury

MERCURY'S STANDOUT STYLING IS SHARED BY NO OTHER CAR!

There's no mistaking a 1955 Mercury. Its styling is exclusive—designed for Mercury alone.

Extra-low silhouette: For example, in the Mercury Montclair Sport Coupe shown. No other 6-passenger car has such a low silhouette—only 58½ inches high. And no other car combines two-tone colors in such a distinctive way.

Notice the striking panel of color under the windows. It makes the Montclair look even lower and sleek-

er—brings out the rich luster of the lower body color.

Distinctive touches everywhere, in all 3 Mercury series: The hooded headlamps blend in smoothly with the body—are not just added to it. The front bumper and grille have been simplified into a *single* graceful assembly—rather than a collection of separate parts.

From every angle you can tell it's a Mercury. The clean, uninterrupted sweep of line and chrome, the Full-Scope windshield, the massive tail-lights all say "Mercury"—for they are unlike any on the road.

New performance to match: There's a new SUPER-TORQUE V-8 engine in every model—198 horsepower in the Montclairs, 188 horsepower in the Montereys and Customs.

We invite you to see your Mercury dealer for a demonstration drive.
MERCURY DIVISION • FORD MOTOR COMPANY

IT PAYS TO OWN A

MERCURY

FOR FUTURE STYLING _ SUPER POWER

Now—high horsepower you can use—not just boast about!

NEW SUPER-TORQUE V-8 ENGINES BOOST USABLE POWER



You get 198 horsepower (and an 8.5 to 1 compression ratio) in the new ultra-smart Mercury Montclair Series; 188 horsepower (7.6 to 1 compression) in the Monterey and Custom Series. But even more important to you is Mercury's new acceleration in *every* speed range.

YOU GET MORE POWER WHERE AND WHEN IT COUNTS



In conventional engines, *high* horsepower is often *wasteful* power—useful only for high speeds which are rarely needed. But with Mercury's new super compression, special axle ratios—and dual exhaust on the Montclair and Monterey Series—more of the engine's power is delivered to the rear wheels for *everyday* driving.

YOU ENJOY FASTER GETAWAY—
MORE POWER IN THE MOST-USED SPEED RANGES



You enjoy brilliant, responsive performance at *all* speeds, but particularly for *normal* driving. New Super-Torque V-8 engines give you split-second pickup from a standing start. A lightning-quick reserve of passing power at cruising speeds. In short, instant acceleration all the way up to superhighway limits.

DARING NEW BEAUTY IN 3 NEW BIGGER-ALL-OVER MERCURY SERIES



Mercury offers you 10 longer, lower, wider models for 1955. Just about everything's new. There are entirely new bodies for all models . . . fabulous new interior patterns and fabrics specially created for Mercury . . . and a new longer, lower chassis. And there's a new Full-Scope windshield, new tubeless tires at

no extra cost, hooded headlamps, quicker-action Merc-O-Matic (optional). You even get a finer-than-ever edition of famed ball-joint front wheel suspension. We invite you to see all 3 series of 1955 Mercurys at your dealer's today—the ultra-smart Montclair, the beautiful Monterey, the budget-priced Custom.

FOR FUTURE STYLING AND SUPER POWER IT PAYS TO OWN A NEW 1955

MERCURY

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Mercury offers you all this for less than many models in the "low price" field



BIG-CAR WIDTH, LENGTH, AND ROADABILITY—All cars shown on this page are in the low-cost Mercury Custom series. They're bigger than cars in the low-price field—in length, width and wheelbase. And there's more than 3600 pounds of heft and brawn for big-car stability.



HIGH HORSEPOWER SUPER-TORQUE V-8 PERFORMANCE—The Mercury Custom is the most powerful car at its price you can buy. Every model in the Custom series has a new 188-horsepower SUPER-TORQUE V-8. And there's a special 4-barrel vacuum carburetor at no extra cost.



ULTRA-SMART AND LUXURIOUS INTERIORS—Mercury offers you exclusive styling inside and out—distinctive beauty shared by no other car. Instead of ordinary upholsteries, you get specially designed fabrics and patterns. So colorful you'll want to leave the doors open.



4 HIGH-STYLED MODELS IN LOWEST-PRICED CUSTOM SERIES—Even at budget prices, you have a choice of a 2-door sedan, a 4-door sedan, a hardtop coupe, and an entirely new all-metal station wagon. And for a few dollars more, there are 7 more models to choose from.



THIS MERCURY COSTS LESS THAN 13 MODELS IN LOW-PRICE FIELD*—And that is only one reason why Mercury is so easy to own. High-volume sales by Mercury dealers let them give you a top allowance for your present car. Most important, Mercury protects your investment with the consistently highest record for resale value in its field. Better see your Mercury dealer soon.

*Based on comparison of manufacturers' suggested list or factory retail prices

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MERCURY

FOR FUTURE STYLING SUPER POWER

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