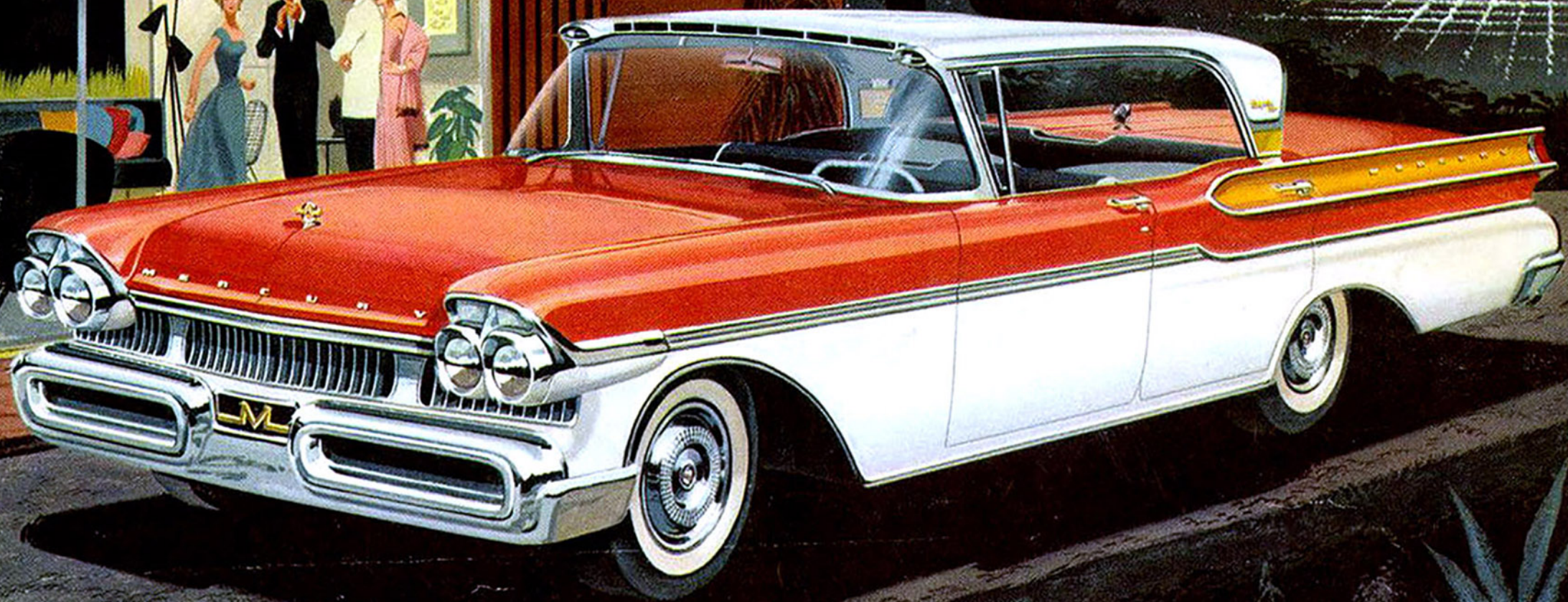
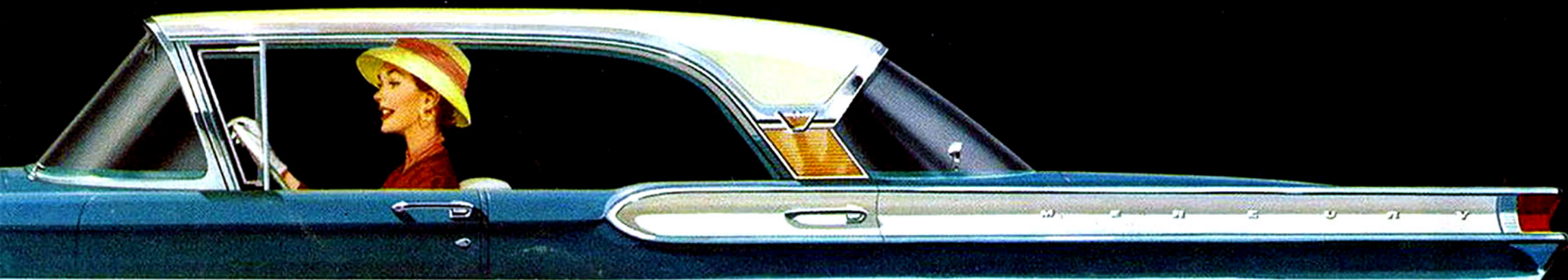


STRAIGHT OUT OF TOMORROW
1957 Mercury



WITH **DREAM-CAR DESIGN**

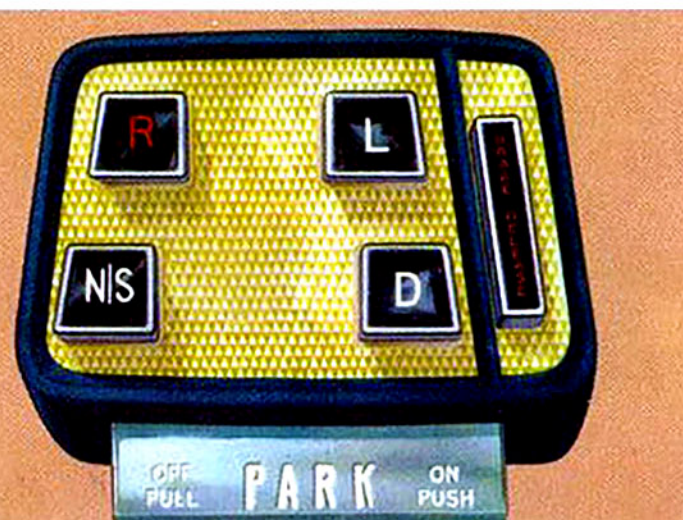


1957 MERCURY WITH NEW **DREAM-CAR DESIGN**
 — AMERICA'S FIRST PRODUCTION DREAM CAR —
 THE "SHAPE OF THE FUTURE" — IN EVERY LINE AND FEATURE

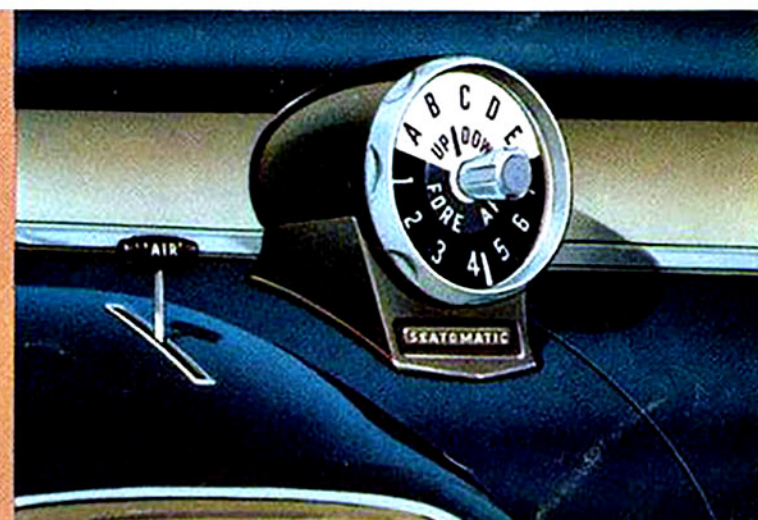
Full 31 cubic-foot Trunk Space



New Keyboard Control



New Power Seat That "Remembers"



New roof design

A new look in roof design—slender, straight-lined, graceful. The straight Mercury roof line flares back *over* the rear window giving you extra headroom. Slim but rugged pillars support it front and rear.

New projectile side theme

Beautifully sculptured projectiles give the Big M for '57 a definite "tomorrow look" and accent its feeling of motion. One of Mercury's most distinguished styling notes.

New trunk space

31-cubic-feet big! Enough space for the entire family's gear. Gobbles up suitcases, golf bags, picnic boxes and coolers with a ravenous appetite.

New Keyboard Control

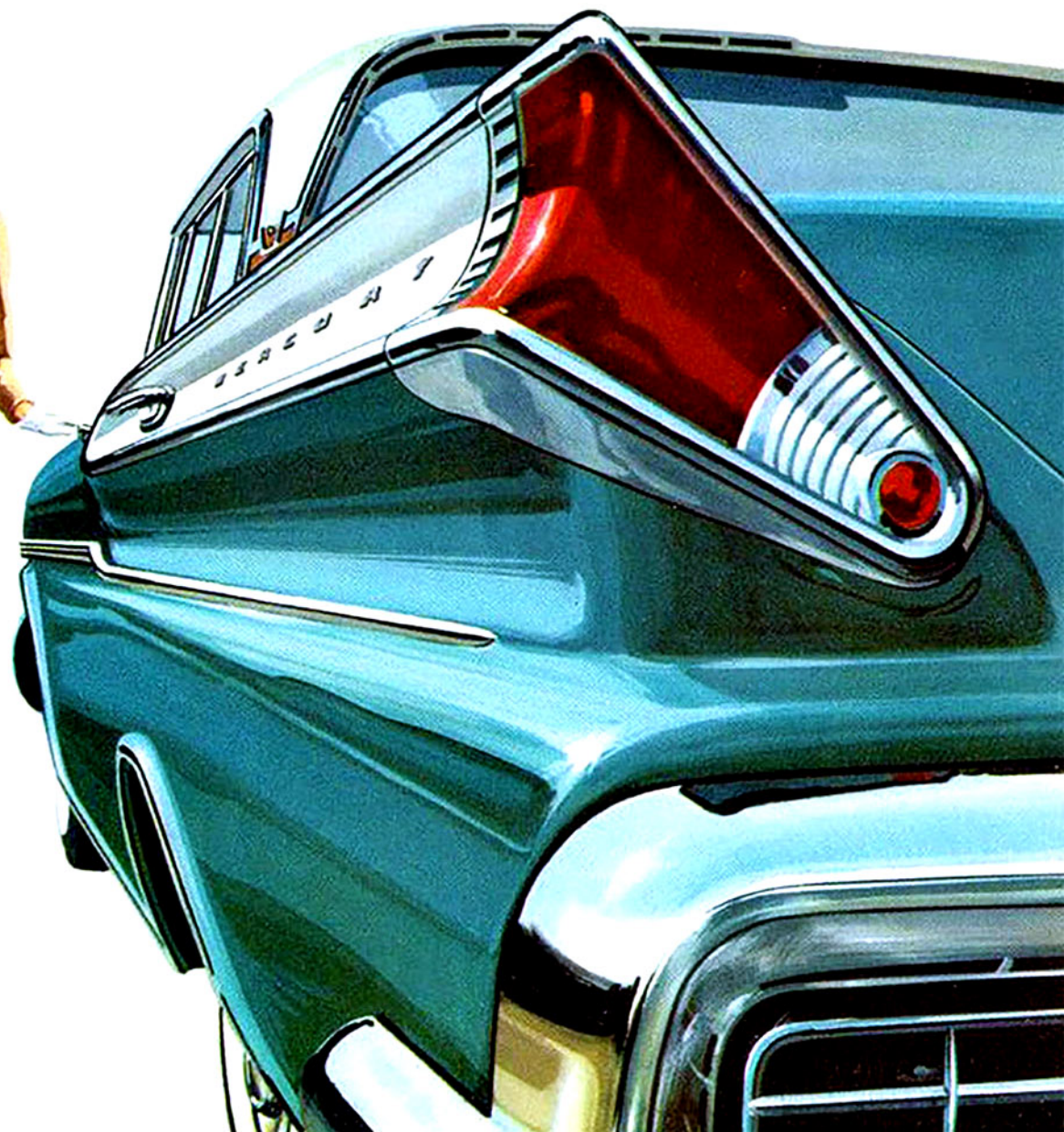
Outdates conventional push-button transmissions because it does so much more: starts the engine, controls neutral, drive, low and reverse, locks the car in gear for parking—even releases parking brake.

New Power Seat That "Remembers"

Moves to your favorite position automatically . . . forward, back, up or down when you "dial" your favorite seat position . . . automatically moves back when ignition key is turned "off" . . . forward to "dialed" position when ignition key is turned "on."

New V-angle tail-lights

Functional, decorative. Massive red beacons finish off the rear end treatment in distinctive good taste. Tail-light visibility—from both side and rear—is increased.



MERCURY'S MOST DRAMATIC EXPRESSION OF **DREAM-CAR DESIGN**

1957 TURNPIKE CRUISER WITH EXCLUSIVE FEATURES NO OTHER CAR OFFERS

Exclusive Skylight Dual-Curve Windshield

This new and different full-wrap windshield—exclusive with the Turnpike Cruiser—wraps upward as well as around each side, providing extra light and better vision from every angle. Special tint at top of windshield filters out glare.

Exclusive Breezeway Ventilation—Newest Advance in Draft-Free, Fresh-Air Comfort

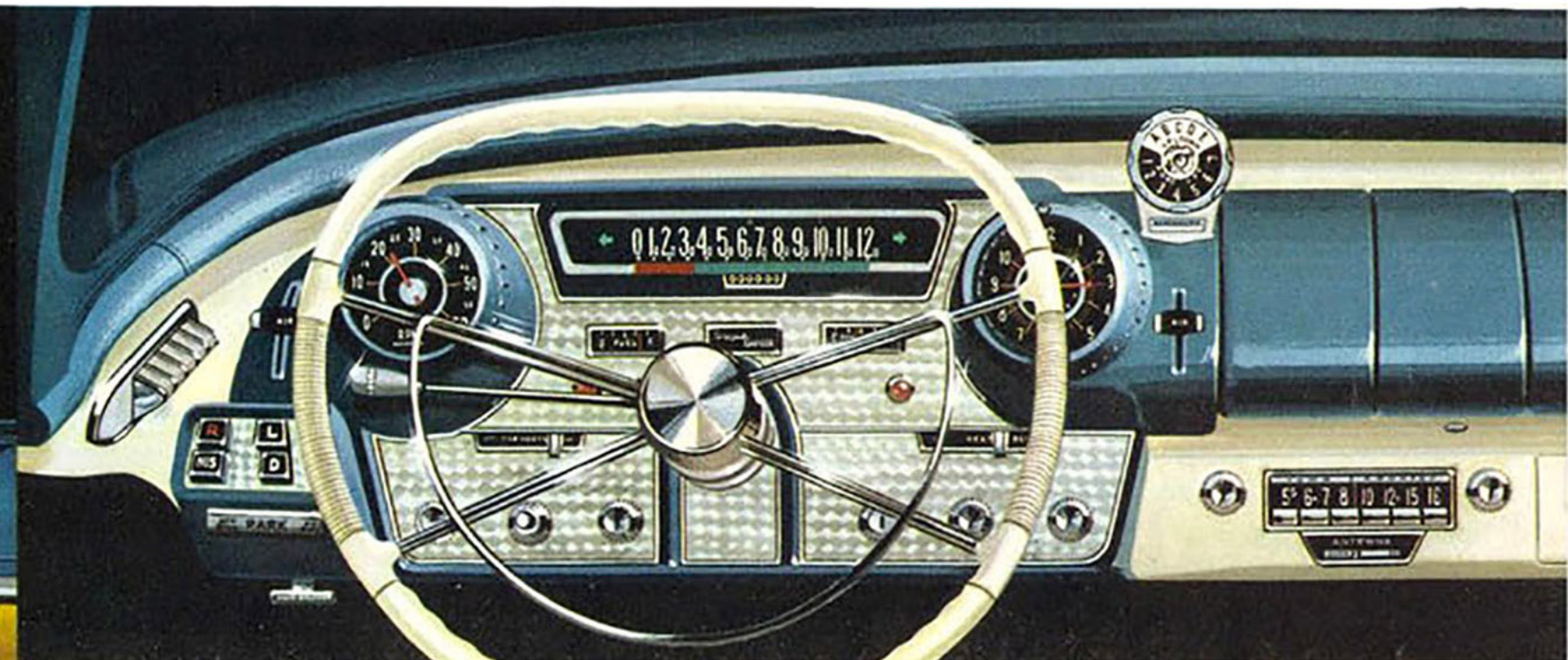
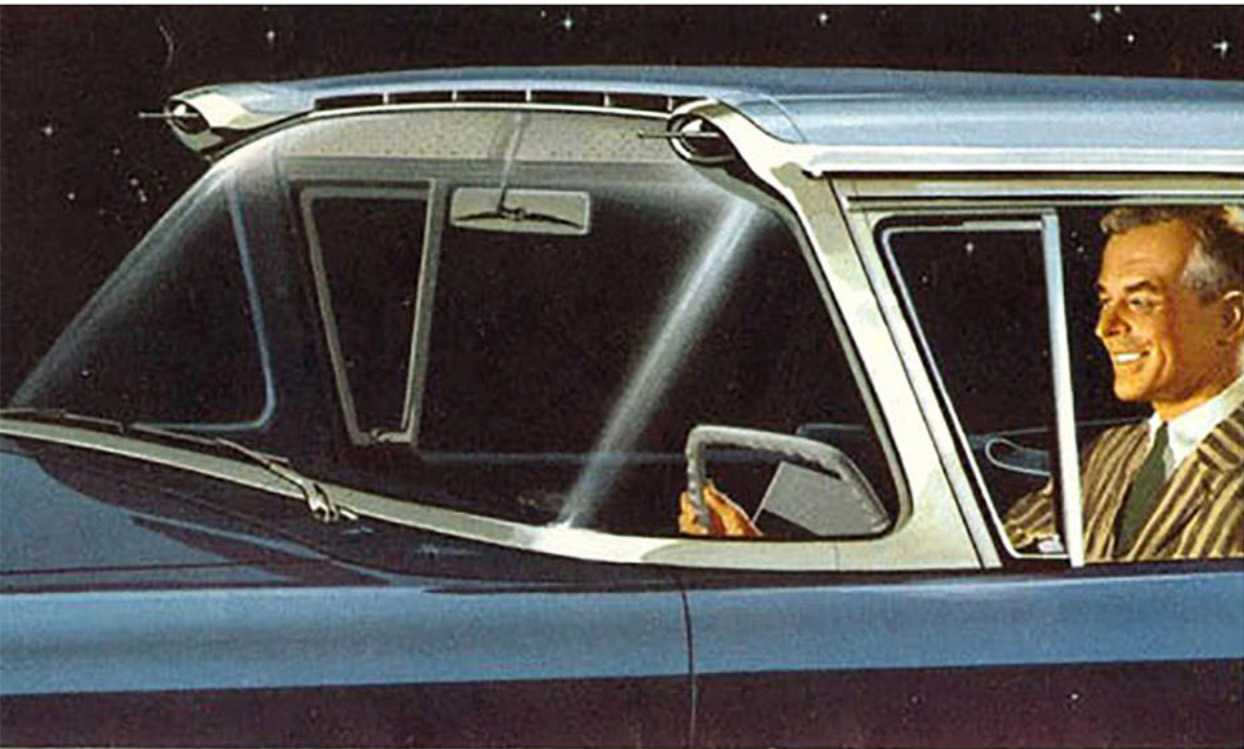
Of all cars, only the Turnpike Cruiser has this advanced ventilation system... yours at no extra cost. With Breezeway Ventilation—greatest improvement in car ventilation in automotive history—air is brought in through supplementary roof-level air intakes, and flows out through the retractable, power-

operated back window when the window is open. You enjoy the refreshing comfort of a continuous gentle flow of fresh air. Each air intake has its own control lever, located above the instrument panel. Pushing a button on the instrument panel lowers the back window into the rear deck compartment.

New Monitor Control Panel, Unique New Instruments

More advanced features found only on the Turnpike Cruiser... and as standard equipment! The Monitor Control Panel is driver-planned for maximum convenience. There's a new Tachometer that measures engine revolutions and provides a quick check on engine

efficiency... an Average-Speed Computer Clock that reports your average speed at any point on a trip while also serving as a convenient timepiece. A new full-vision safety steering wheel with recessed hub is another exclusive feature.



Up to 290 h.p. ... The most spectacular performance in Mercury history

TWO OUTSTANDING NEW ENGINES

For 1957 the Big M offers a choice of two sensational V-8 engines... the most powerful in Mercury history. The advanced-design SAFETY-SURGE engine with 255 horsepower, 9.75 to 1 compression ratio, is standard on Montclairs, Montereys and station wagons. The magnificent TURNPIKE CRUISER engine, with 290 horsepower, 368 cu. in. displacement, 9.75 to 1 compression ratio, is standard on Turnpike Cruisers.*

NEW POWER BOOSTER FAN

A standard exclusive feature with the SAFETY-SURGE engine, on Montclairs and Colony Park and Voyager station wagons, is Mercury's unique, new Power Booster Fan that saves horsepower other cars waste, boosts economy and reduces engine noise.

BRILLIANT NEW ENGINEERING ADVANCES

You'll find other outstanding advances in these great, new Big M engines, including a Thermo-Matic Carbu-

retor with dual air intakes that control the temperature of incoming air the engine breathes and substantially reduce chance of vapor lock and carburetor icing. A new highlift camshaft and wide-opening valves that improve engine breathing, and a super-protective carburetor air filter, are other new important features. With either of the Big M's engines you'll enjoy the most spectacular all-around performance you've ever known in a Mercury.

*Optional at extra cost on other Big M models.

Only the big **M** has it ... A unique new floating ride

SMOTHERS BUMPS, VIBRATIONS AND ROAD NOISES ... OFFERS YOU DREAM-SMOOTH DRIVING

Mercury's new FLOATING RIDE brings you the smoothest, most relaxed riding comfort to be offered the American motoring public by any car in modern automotive history. The very first time you take to the road in a new Big M you'll discover that here is dream-smooth driving... so free of bumps, vibrations and noise that it's like rolling along on a luxurious carpet. Great new Mercury engineering improvements combine to give you this remarkable, cloud-soft Floating Ride you enjoy in all Big M models... and in no other car.

Exclusive Full-Cushion Shock Absorbers

The first in the industry to give fully-cushioned control of both up and down movements on rough roads without sacrificing a smooth, pleasant ride on average roads. Additional two-way controls act as "hydraulic cushions" at high speeds or over repeated bumps. New shock absorbers are designed to team with Mercury's improved springing action to give a more uniform ride under all types of road conditions.

Swept-back Ball-joint Front Suspension

Mercury—first in its price class to offer ball-joint front suspension—introduces a new and improved version of this famous suspension. Because of the new swept-back design, the front wheels, in effect, are pulled over, rather than pushed into bumps. A lower center of gravity and scientific weight distribution also contribute to the Big M's better ride, easier handling qualities, more responsive steering.

New Improved Springing Action

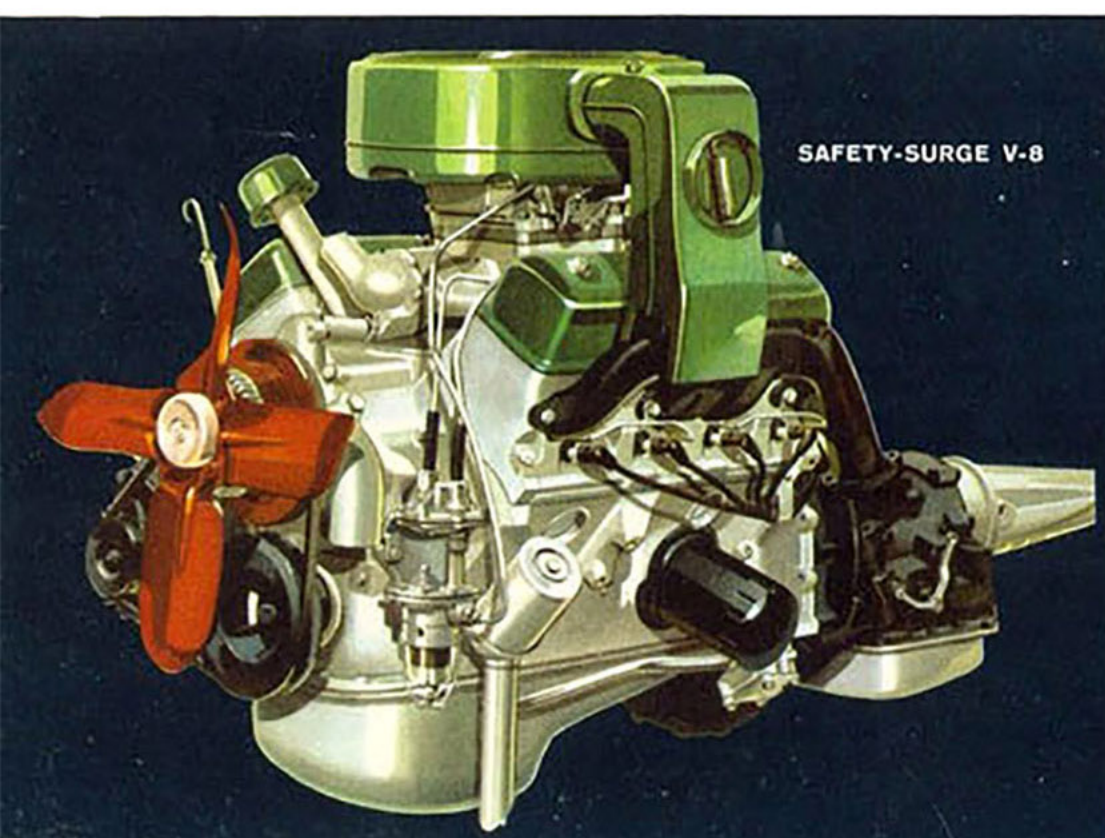
Both the longer front coil springs and rear leaf springs have been made more flexible. And action of the front and rear suspensions has been scientifically balanced so they work harmoniously as a team under all road conditions. Operating with Mercury's Full-Cushion shock absorbers they give uniform ride smoothness regardless of number of passengers.



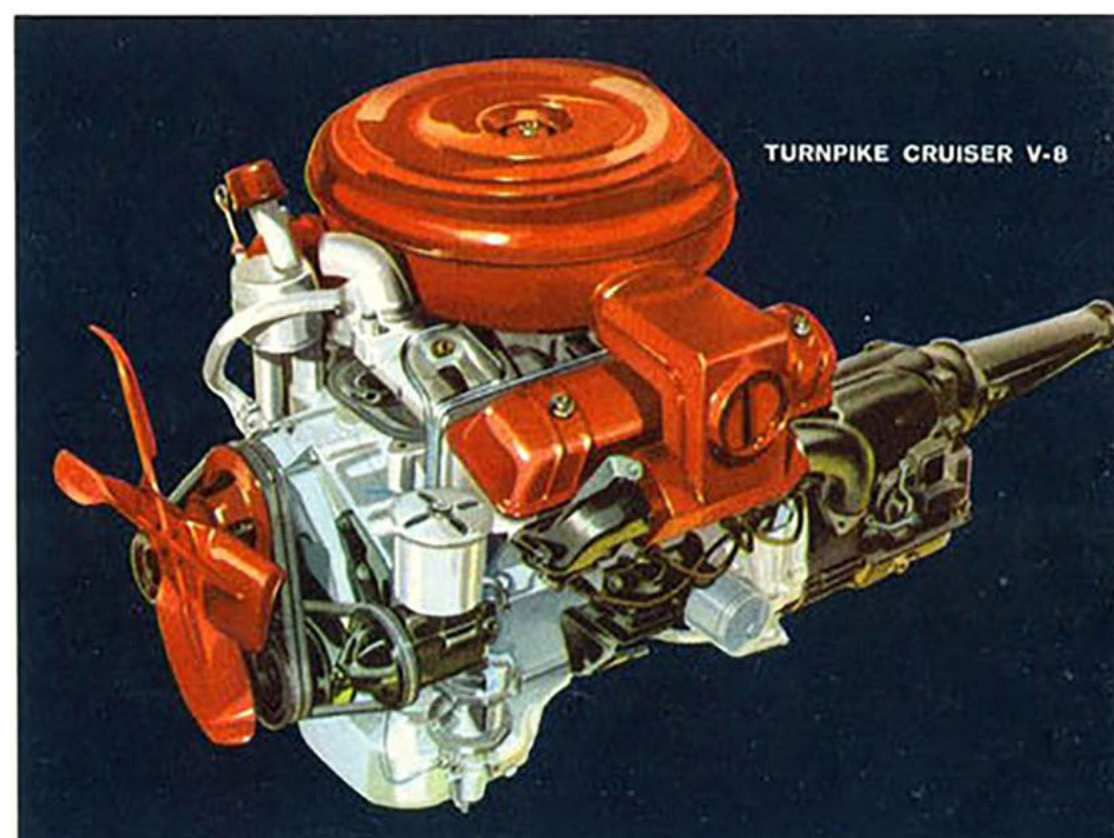
NEW AIR-CUSHION SUSPENSION—SPECIALLY DEVELOPED FOR TURNPIKE CRUISERS AND STATION WAGONS

New Air-Cushion suspension adds even more luxury to Mercury's Floating Ride. Rubber cushions, filled with air, have been installed at vital chassis points to absorb more of the road shock, provide

even smoother handling and a softer ride in both Turnpike Cruisers and station wagon models. IN FACT, FOR THE FIRST TIME IN STATION WAGONS, YOU GET A TRUE PASSENGER-CAR RIDE.



SAFETY-SURGE V-8



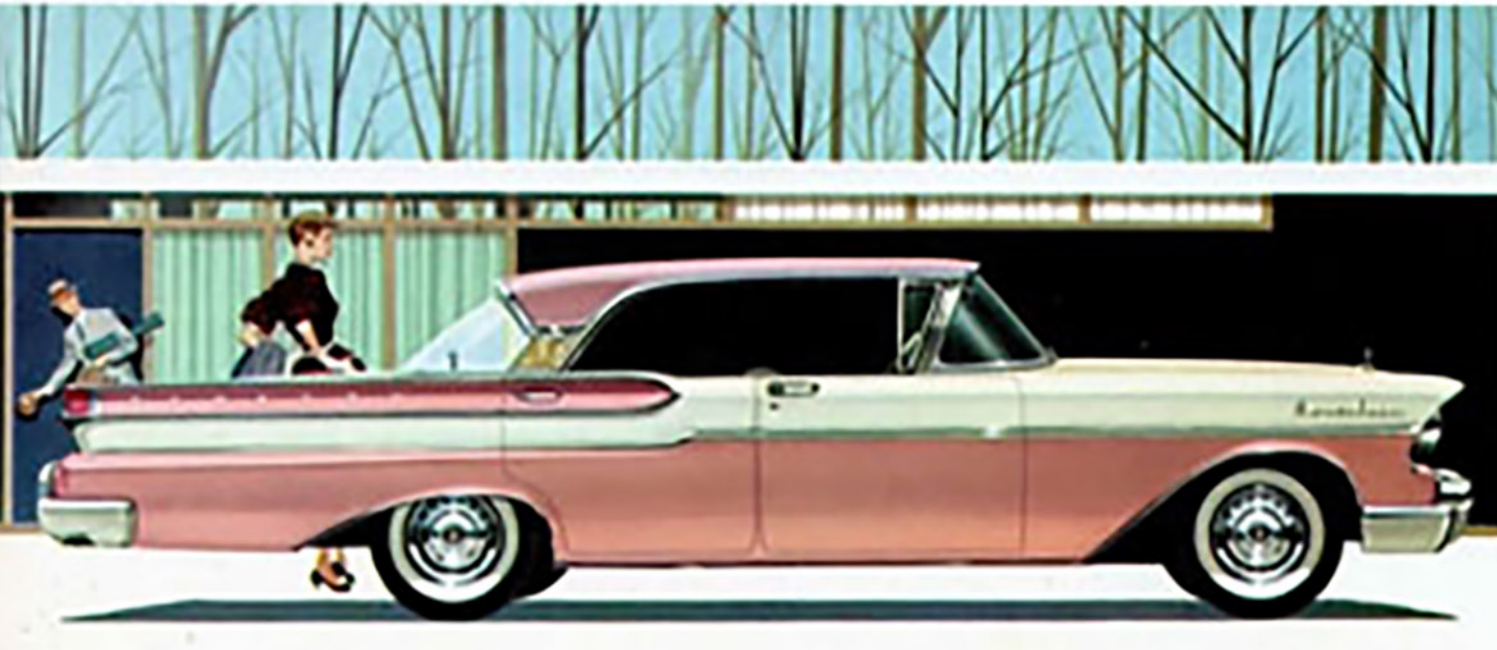
TURNPIKE CRUISER V-8

Straight out of tomorrow

1957 MERCURY WITH **DREAM-CAR DESIGN**

HERE IS A BOLD IMAGINATIVE LOOK — WITH FEATURES GLEANED FROM THE DREAMS OF THE MOST DARING DESIGNERS. THE BIG **M** FOR '57 VAULTS YOU INTO THE REALM OF SUPREME DRIVING EASE AND COMFORT. A COMPLETE LINE OF BEAUTIFUL MERCURY DREAM-CAR MODELS FROM WHICH TO CHOOSE...

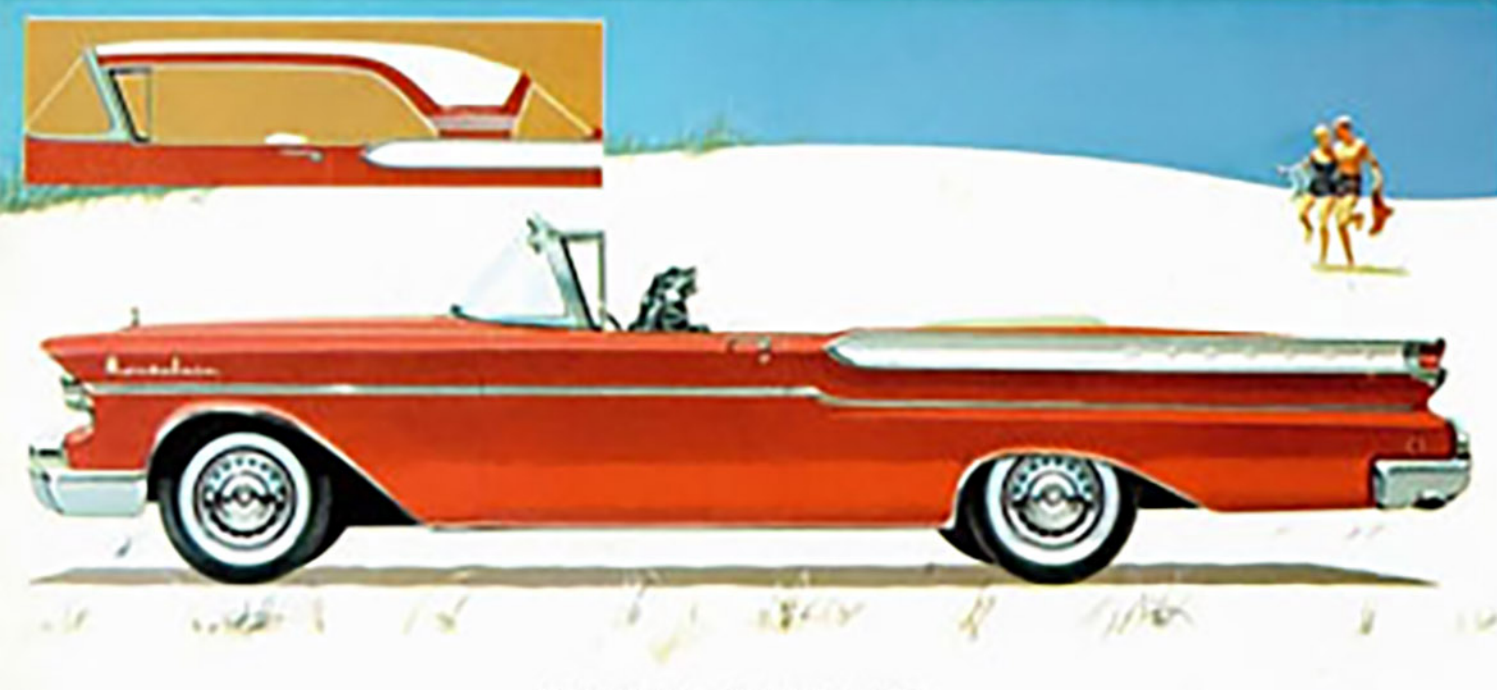
1957 MONTCLAIR SERIES



MONTCLAIR PHAETON SEDAN



MONTCLAIR PHAETON COUPE



MONTCLAIR CONVERTIBLE



MONTCLAIR 4-DOOR SEDAN



Luxury all about you. Lush, specially loomed fabrics in new weaves and patterns—supple vinyls in rich colors—highly buffed chrome appointments, worthy of a king's silversmith.

1957 MONTEREY SERIES



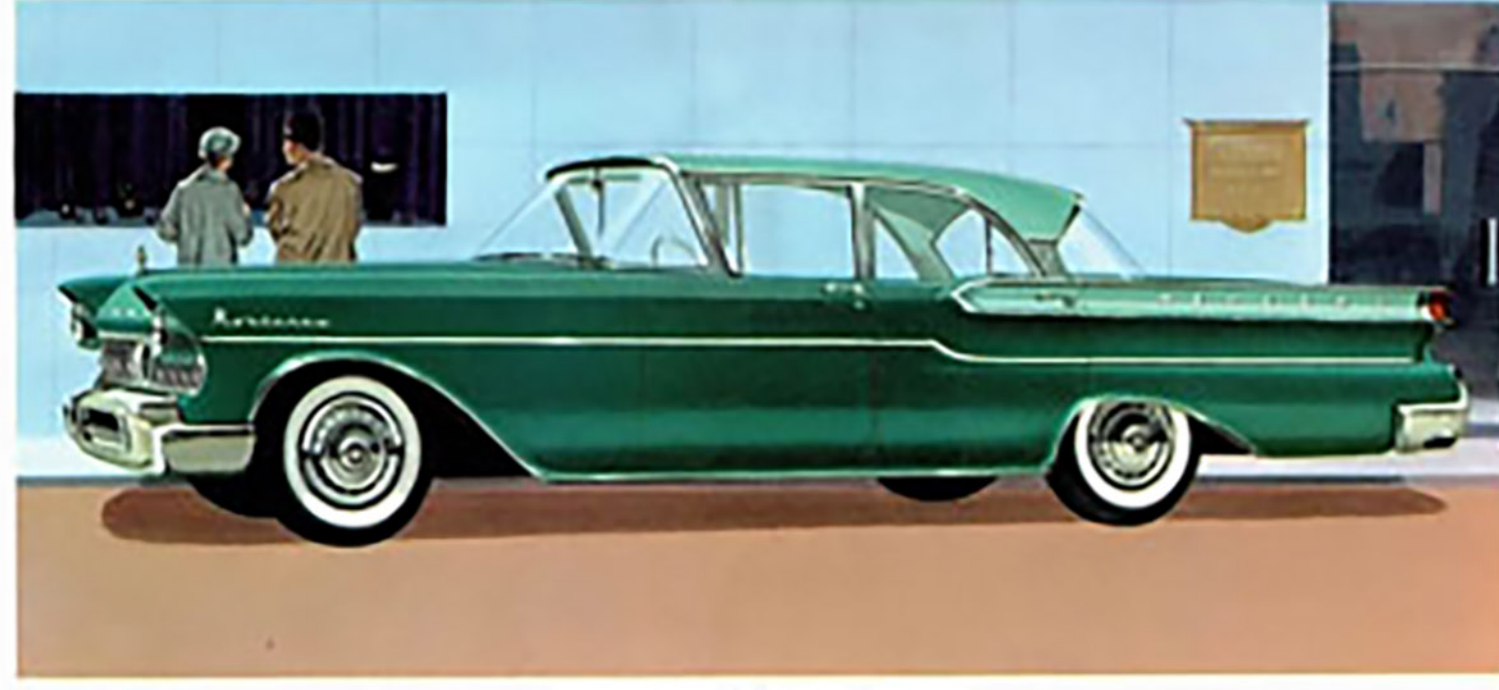
MONTEREY PHAETON COUPE



MONTEREY PHAETON SEDAN



MONTEREY CONVERTIBLE



MONTEREY 4-DOOR SEDAN



MONTEREY 2-DOOR SEDAN

1957 STATION WAGONS



VOYAGER 4-DOOR, 9-PASSENGER



COLONY PARK 4-DOOR, 9-PASSENGER



VOYAGER 2-DOOR, 6-PASSENGER

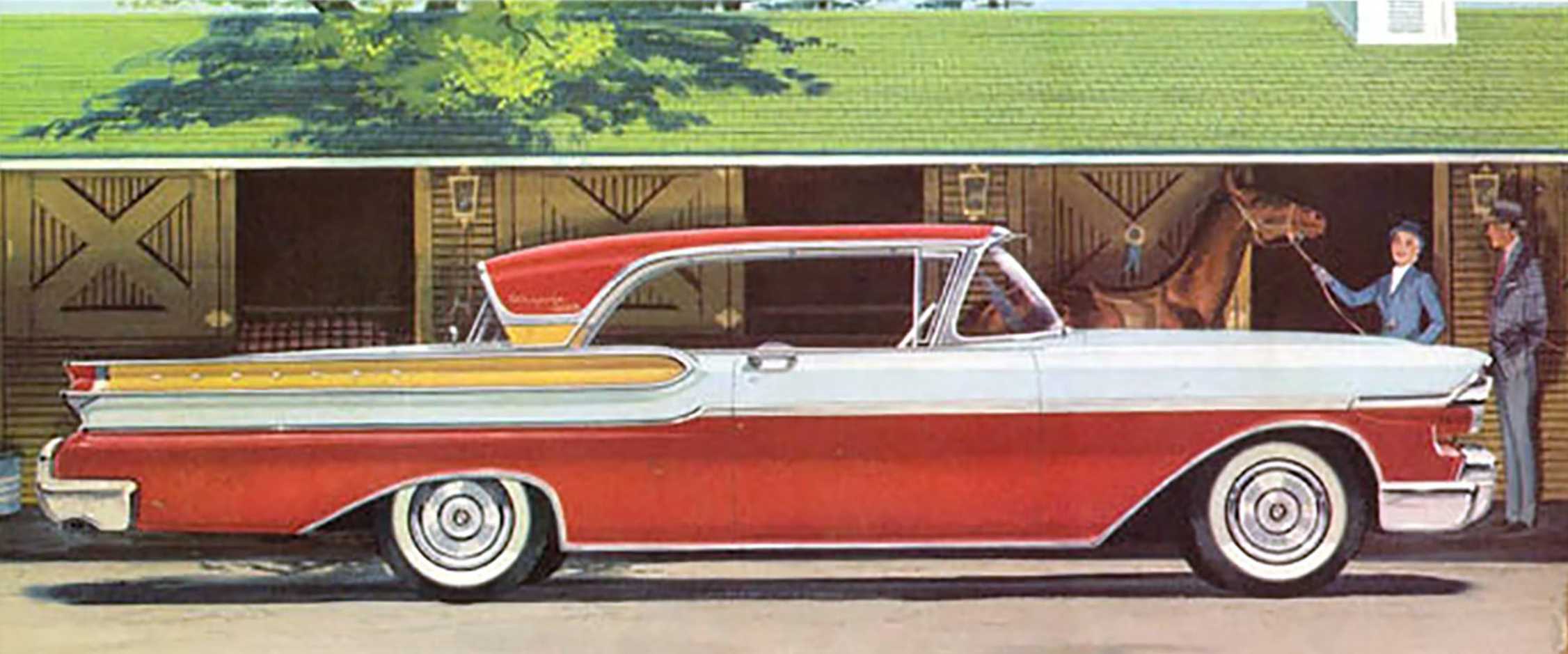


COMMUTER 4-DOOR, 6-PASSENGER
(COMMUTER 4-DOOR, 9-PASSENGER ALSO AVAILABLE)



COMMUTER 2-DOOR, 6-PASSENGER

1957 TURNPIKE CRUISER — THE MOST ADVANCED CAR YOU CAN BUY AT ANY PRICE



TURNPIKE CRUISER 2-DOOR

The beauty and symmetry of Turnpike Cruiser Dream-Car Design is superbly expressed in this agile, low-profile 2-door hardtop. From deeply eyebeamed headlamps to rear bumper its road-bugging dream-car profile extends an invitation to adventure on the open road.

You'll find pulse-quickenning performance, too, in this most advanced of motor cars, powered by a mighty 290-horsepower engine. New Quadri-beam Headlamps* provide two headlamps on each fender, giving four high beams for better highway illumination.



TURNPIKE CRUISER 4-DOOR

Most distinguished of the 1957 Mercurys, this gracefully sculptured 4-door hardtop represents the ultimate in advanced Dream-Car Design, features and luxury. Sophisticated styling is intriguingly combined with sedan spaciousness and comfort. There's a new kind of

inspired performance that takes you in effortless strides over byway and superhighway. Power steering, power brakes, Merc-O-Matic Automatic Transmission with Keyboard Control, and padded instrument panel are standard equipment on Turnpike Cruisers.

*Standard equipment except in South Dakota and Tennessee.

1957 MERCURY SPECIFICATIONS

Models

TURNPIKE CRUISER SERIES: 4-door, 2-door. MONTCLAIR SERIES: Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan. MONTEREY SERIES: Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan, 2-door Sedan. STATION WAGON SERIES: Colony Park 4-door, 9-passenger; Voyager 4-door, 9-passenger and 2-door, 6-passenger; Commuter 4-door, 9-passenger, 4-door, 6-passenger and 2-door, 6-passenger.

Engine

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep skirt crankcase. Precision-molded alloy iron crankshaft with 5 steel-backed copper-lead main bearings. Rubber floated vibration damper. Autothermic closed type pistons in the Safety-Surge V-8; Autothermic slipper skirt type in Turnpike Cruiser V-8. Two compression and one oil ring. Overhead free-flow intake and exhaust.

SIZE AND RATING: The 1957 Mercury offers two mighty engines: The 255 horsepower Safety-Surge V-8 with 312 cubic inch displacement, 3.8 in. bore and 3.44 in. stroke, 9.75 to 1 compression ratio; 290 horsepower Turnpike Cruiser V-8 with 368 cubic inch displacement, 4.0 in. bore and 3.66 in. stroke, 9.75 to 1 compression ratio.

FUEL SYSTEM: A four-barrel Thermo-Matic carburetor with temperature controlled dual air intakes and super-protective air filter is standard on both engines. Automatic choke and idling control. Mechanical diaphragm type fuel pump. Fuel tank capacity 20 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12 volt system. Low cut-in speed, high-capacity 30-ampere generator with automatic current and voltage regulation. 12-volt, 6-cell, 66-plate battery. High torque, 12-volt "Folo-Thru" starter. (40-ampere generator with dual headlamps.)

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 18mm spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow oil filter. Rotor type oil pump. Directed-flow crankcase ventilation. Oil capacity 6 quarts with filter change—5 quarts without.

OVERHEAD VALVES: Free-turning, rotating type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.925 in. on the Safety-Surge V-8; 2.01 in. on the Turnpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.64 in. on Turnpike Cruiser V-8. Silent, chain-driven camshaft.

COOLING SYSTEM: Pressurized series-flow cooling system with centrifugal-type high-capacity water pump. Full length water jackets.

Positive action choke-type thermostat. Low-speed 4-blade silent fan. Coolant capacity, with optional heater: 21 quarts in Safety-Surge V-8; 24 quarts in Turnpike Cruiser V-8.

EXHAUST SYSTEM: Overhead free-flow manifold with rear outlets. Dual exhaust standard on Turnpike Cruiser, Montclair and station wagon models except Commuter Station Wagons; optional on Monterey models, except convertible.

POWER BOOSTER FAN: Fan operates only when additional air is needed for cooling. Automatic control lets fan idle when not needed. (On Turnpike Cruisers, Montclairs, Colony Park, Voyagers, with Safety-Surge engine only.)

Power Train

MERC-O-MATIC DRIVE: Combination of fluid torque converter with a 3-speed planetary gear train. Multiplies engine torque more than 5 times. Fluid heat exchanger cooling. Mechanical Keyboard Control controls driving operations. Oil capacity 10½ quarts.

CONVENTIONAL TRANSMISSION: Selective gear type with three speeds forward, one reverse. All gears helical. Constant mesh second gear. Oil capacity 3¼ pints.

OVERDRIVE TRANSMISSION: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (.72 to 1 ratio). Oil capacity 4½ pints.

CLUTCH: (With conventional and overdrive transmissions.) Dry, non-centrifugal disc-type. Diameter clutch face, 10½ inches. Suspended pedal.

REAR AXLE: Hypoid gears with straddle-mounted pinion gear. Rear axle ratios 3.70 or 3.89 to 1 with conventional transmission or overdrive; 2.91 or 3.22 to 1 with Merc-O-Matic.

Chassis

FRAME: Rigid ladder-type, double-drop design with welded box-section side rails and 5 cross-members. Internally and externally reinforced. Extra-strength reinforcements for convertible models.

FRONT SUSPENSION: Independent ball-joint front suspension of swept-back design. Suspension arm back sweep—20° lower, 0° upper. Suspension arm tilt—upward 3° for both upper and lower arms. Air-cushion rubber bushings for front suspension lower front pivot points. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece rubber-mounted front torsion-bar stabilizer. Auxiliary rubber compression springs.

REAR SUSPENSION: Splay-mounted long-leaf type rear springs—55 inches long. Auxiliary rubber compression springs. Compression-type rear shackles. Hotchkiss Drive. Full-cushion hydraulic shock absorbers,

sea-leg mounted. (Air-Cushion rear suspension on Turnpike Cruiser and station wagon models, and on Montclair and Monterey closed models with 368 cu. in. engine.)

STEERING: Ball and rack type gear with 54 recirculating steel balls. Steering shaft straddle-mounted between anti-friction bearings. Equal-length tie-rods. Overall steering ratio, 27 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding, hydraulic self-energizing type, 11-inch brake drum. With 312-cubic-inch engine, 212.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 233.44 sq. inch total area.

PARKING BRAKE: Independent mechanical parking brake operating rear brakes. Toe-set pedal. Release on instrument panel.

WHEELS AND TIRES: Riveted steel wheels, 14-inch diameter, 6-inch rims. Tubeless tires, 8.00 x 14 in. on Turnpike Cruisers, Montclair, Monterey closed models. (8.00 x 14 or 8.50 x 14 in. on other models.)

Body

DIMENSIONS: Wheelbase 122 in. Overall length 211.1 in., Overall height 56.5 in., Overall width 79.1 in., Hiproom (f) 63.5 in., (r) 63.5 in., Effective headroom (f) 39.1 in., (r) 38.6 in., Legroom (f) 44.2 in., (r) 43.4 in. (Dimensions are for 4-door sedans.)

STRUCTURE: Welded steel body. Center-fill gas tank. Baked enamel finish. Front-hinged hood. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. One-piece windshield and rear window. Up to 1178 sq. in. windshield area, and up to 4122 sq. in. total window area.

VENTILATION: High-level cowl ventilation. Adjustable vent windows on all doors. Roof-line air intakes and power-operated back window on Turnpike Cruisers.

MAJOR OPTIONS*: Merc-O-Matic with Keyboard Control†, Power Booster Fan†, Touch-O-Matic Overdrive, power steering†, power brakes†, Quadri-Beam Headlamps†, Power Seat That Remembers, 4-way power seat, power windows, power lubrication, Dream-Car spare carrier, tinted windows, white sidewall tires, Climate-Master air conditioner and heater, padded instrument panel, padded sun visors and seat belts.

*Optional at extra cost.

†Standard on some models.

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Prices: Some of the items illustrated as referred to herein are at extra cost on some models. For the price of the car with the equipment you want, consult your dealer.

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BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep skirt crankcase. Precision-molded alloy iron crankshaft with 5 steel-backed copper-lead main bearings. Rubber floated vibration damper. Autothermic closed type pistons in the Safety-Surge V-8; Autothermic slipper skirt type in Turnpike Cruiser V-8. Two compression and one oil ring. Overhead free-flow intake and exhaust.

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FUEL SYSTEM: A four-barrel Thermo-Matic carburetor with temperature controlled dual air intakes and super-protective air filter is standard on both engines. Automatic choke and idling control. Mechanical diaphragm type fuel pump. Fuel tank capacity 20 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12 volt system. Low cut-in speed, high-capacity 30-ampere generator with automatic current and voltage regulation, 12-volt, 6-cell, 66-plate battery. High torque, 12-volt "Folo-Thru" starter. (40-ampere generator with dual headlamps.)

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 18mm spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow oil filter. Rotor type oil pump. Directed-flow crankcase ventilation. Oil capacity 6 quarts with filter change—5 quarts without.

OVERHEAD VALVES: Free-turning, rotating type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.925 in. on the Safety-Surge V-8; 2.01 in. on the Turnpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.64 in. on Turnpike Cruiser V-8. Silent, chain-driven camshaft.

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CLUTCH: (With conventional and overdrive transmissions.) Dry, non-centrifugal disc-type. Diameter clutch face, 10½ inches. Suspended pedal.

REAR AXLE: Hypoid gears with straddle-mounted pinion gear. Rear axle ratios 3.70 or 3.89 to 1 with conventional transmission or overdrive; 2.91 or 3.22 to 1 with Merc-O-Matic.

Chassis

FRAME: Rigid ladder-type, double-drop design with welded box-section side rails and 5 cross-members. Internally and externally reinforced. Extra-strength reinforcements for convertible models.

FRONT SUSPENSION: Independent ball-joint front suspension of swept-back design. Suspension arm back sweep—20° lower, 0° upper. Suspension arm tilt—upward 3° for both upper and lower arms. Air-cushion rubber bushings for front suspension lower front pivot points. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece rubber-mounted front torsion-bar stabilizer. Auxiliary rubber compression springs.

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sea-leg mounted. (Air-Cushion rear suspension on Turnpike Cruiser and station wagon models, and on Montclair and Monterey closed models with 368 cu. in. engine.)

STEERING: Ball and rack type gear with 54 recirculating steel balls. Steering shaft straddle-mounted between anti-friction bearings. Equal-length tie-rods. Overall steering ratio, 27 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding, hydraulic self-energizing type, 11-inch brake drum. With 312-cubic-inch engine, 212.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 233.44 sq. inch total area.

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*Optional at extra cost.

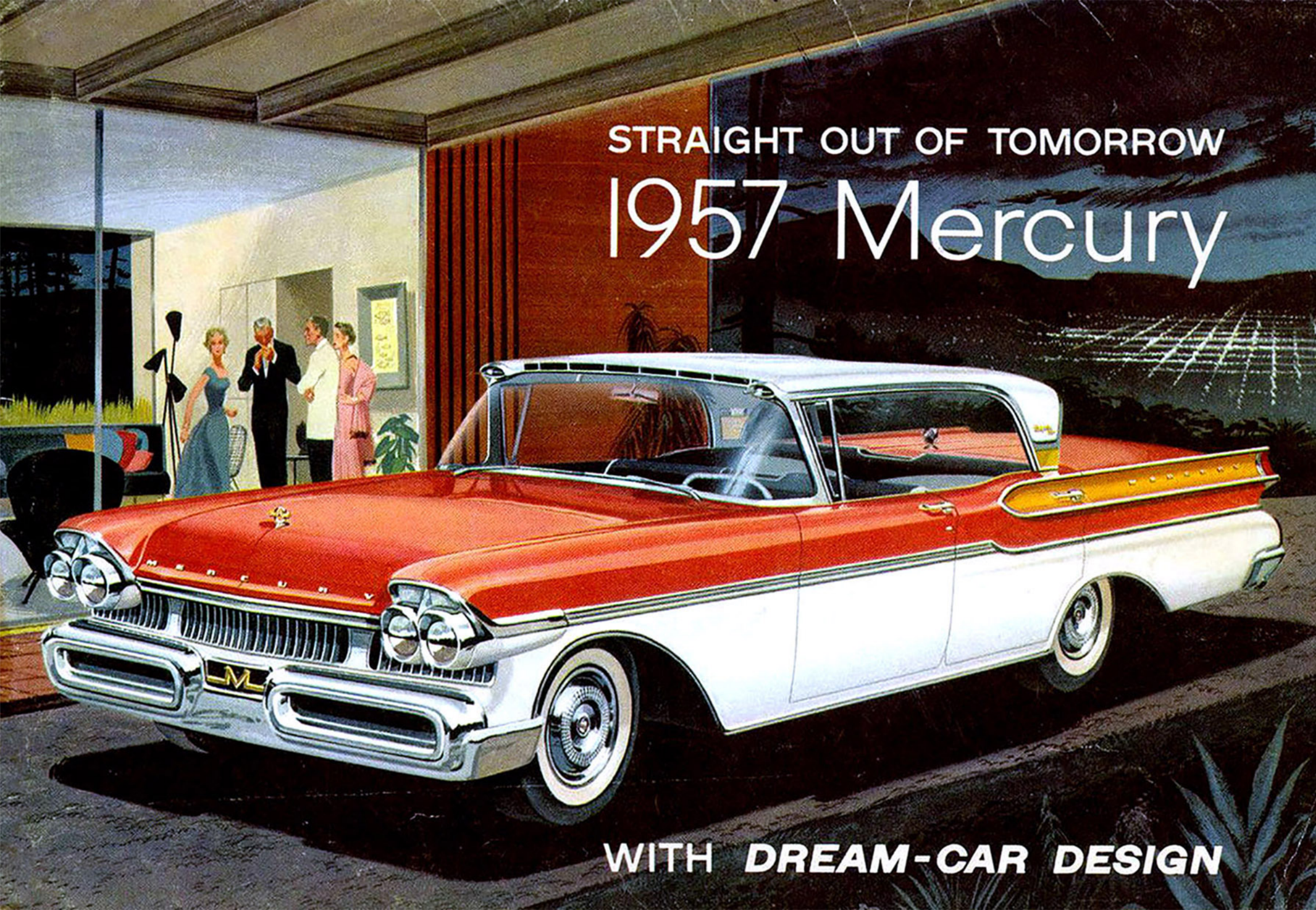
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STRAIGHT OUT OF TOMORROW

1957 Mercury



WITH DREAM-CAR DESIGN

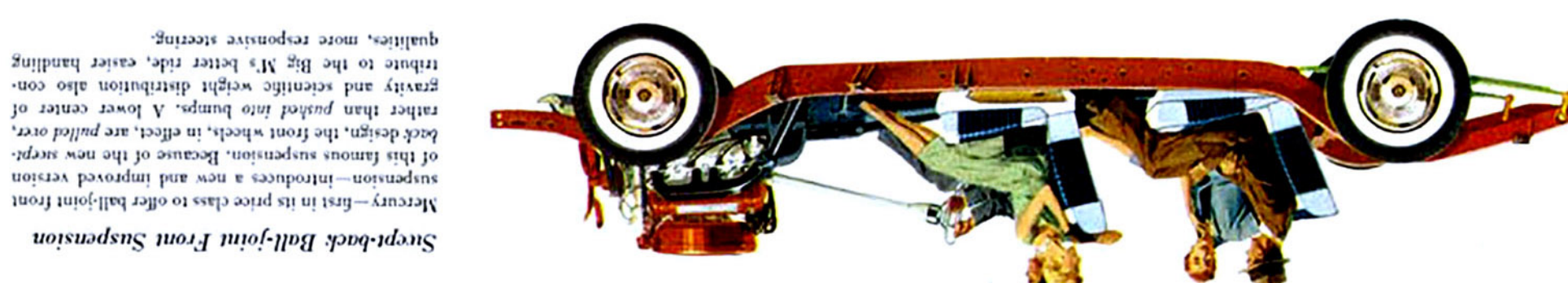
Up to 290 h.p. . . . The most spectacular performance in Mercury history

Only the big **M** has it . . . A unique new floating ride

SMOTHERS BUMPS, VIBRATIONS AND ROAD NOISES . . . OFFERS YOU DREAM-SMOOTH DRIVING

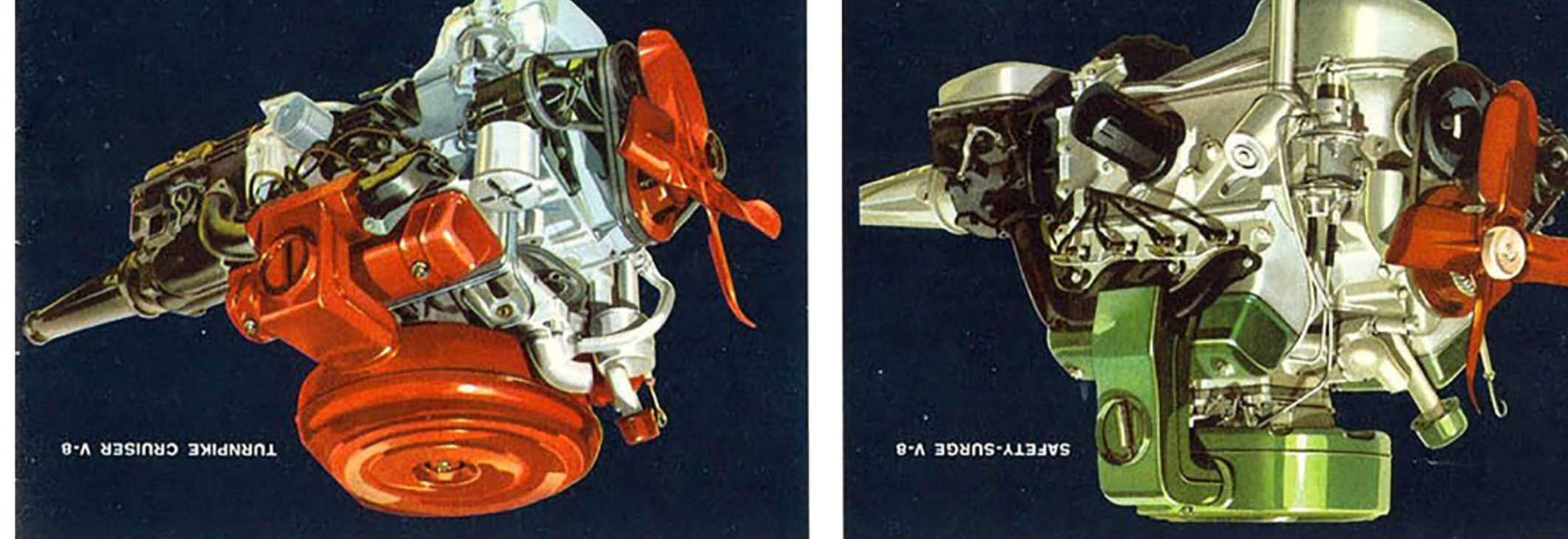
NEW AIR-CUSHION SUSPENSION—SPECIALLY DEVELOPED FOR TURNPIKE CRUISERS AND STATION WAGONS

New Air-Cushion suspension adds even more lux- even smoother handling and a softer ride in both Turnpike Cruisers and station wagon models. In fact, for the first time in station wagon models, filled with air, have been installed at vital chassis points to absorb more of the road shocks, provide



Both the longer front coil springs and rear leaf springs are designed to give uniform ride under all types of road conditions. New shock absorbers are designed to team with Mercury's improved springing action to give a more "floaty" ride at high speeds or over repeated bumps. Mercury shock absorbers are designed to team with Mercury's improved springing action to give a more "floaty" ride at high speeds or over repeated bumps. Mercury shock absorbers are designed to team with Mercury's improved springing action to give a more "floaty" ride at high speeds or over repeated bumps.

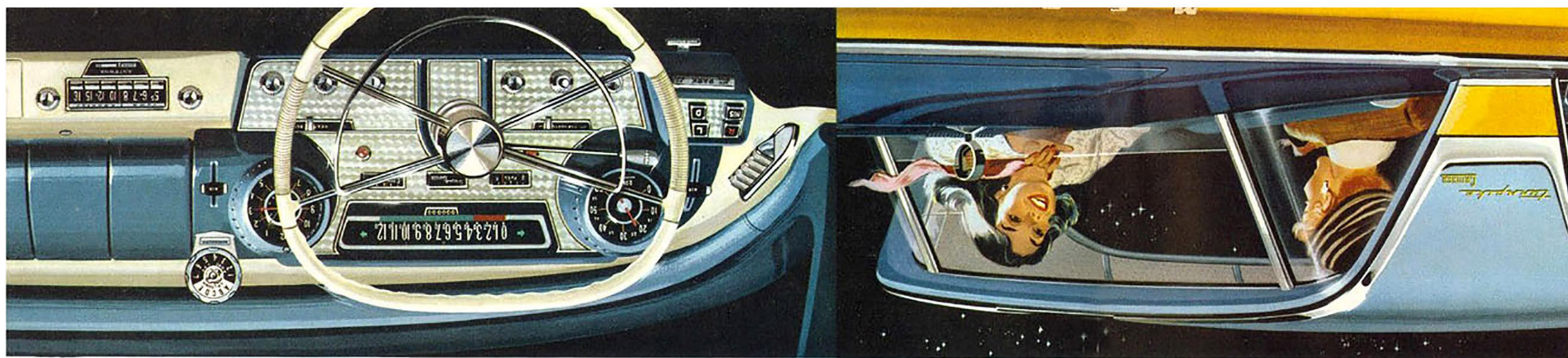
Mercury's new FLOATING RIDE brings you the smoothest, most relaxed driving comfort to be offered the American motorist by any car in modern automotive history. The very first hint of the road in a new Big M Mercury engineering improvements combine to give you this remarkable, cloud-foot floating ride you enjoy in all Big M models . . . and in no other car.



TWO OUTSTANDING NEW ENGINES
For 1957 the Big M offers a choice of two sensational V-8 engines—the most powerful in Mercury history. The advanced design Safety-Surge engine with 255 horsepower, 9.75 to 1 compression ratio, is standard on Montclair, Monterey and Colony Park and Voyager. A standard exclusive feature with the Safety-Surge is rotor with dual air intake that controls the temperature of incoming air at the engine block and substantially reduces chance of vapor lock and carburetor icing. A new high-belt camshaft and wide-opening valves that improve engine breathing, and a super-protective exhaust air filter, are other new important features. With either of the Big M engines you'll enjoy the most spectacular all-around performance you've ever known in Mercury.

NEW POWER BOOSTER FAN
A standard exclusive feature with the Safety-Surge V-8 engine is Mercury's unique, new Power Booster Fan that saves horsepower. The fan is standard on Montclair, Monterey and Colony Park and Voyager. A standard exclusive feature with the Safety-Surge V-8 engine is Mercury's unique, new Power Booster Fan that saves horsepower. The fan is standard on Montclair, Monterey and Colony Park and Voyager.

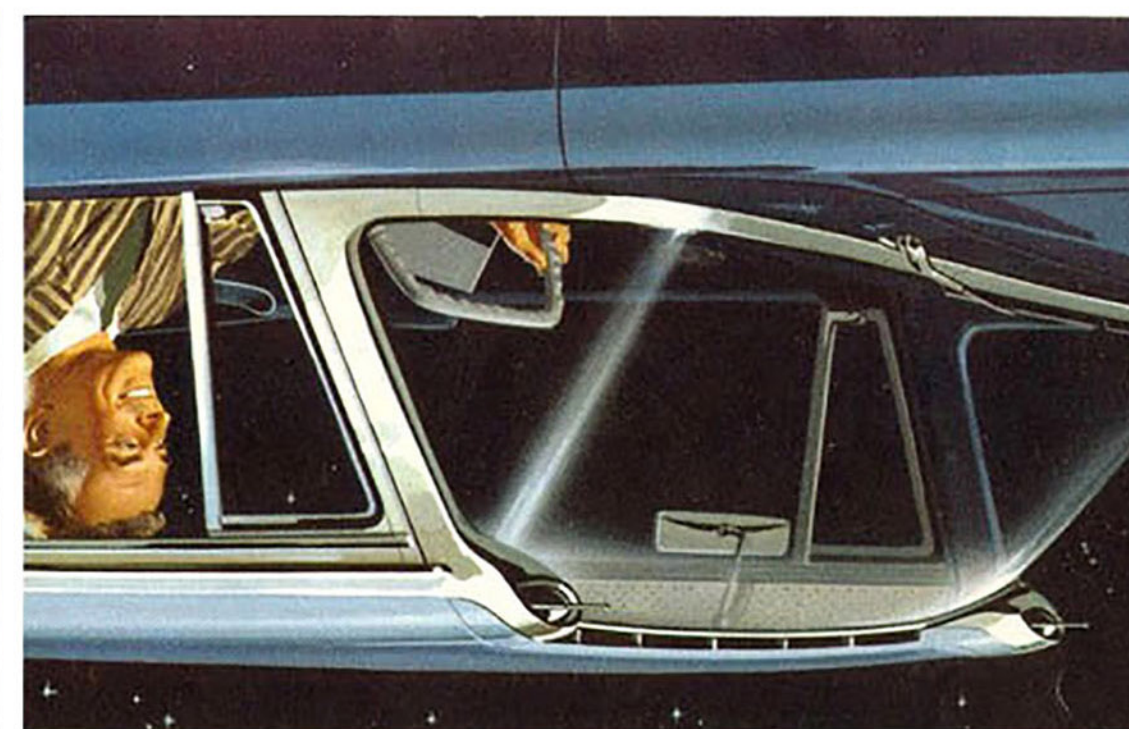
EXCLUSIVE NEW ENGINE ADVANCES
You'll find other outstanding advances in these great, magnificent Turnpike Cruiser engines, with 290 horsepower, 9.75 to 1 displacement, 9.75 to 1 compression ratio, is standard on Turnpike Cruisers.



More advanced features found only on the Turnpike Cruiser . . . and as standard equipment! The Monitor Control Panel is driver-planned for maximum convenience and safety. The Monitor reports your average speed at any point on a trip while also serving as a convenient lamp. A new full-visibility . . . an Average-Speed Computer Clock that reports your average speed at any point on a trip while also serving as a convenient lamp. A new full-visibility . . . an Average-Speed Computer Clock that reports your average speed at any point on a trip while also serving as a convenient lamp.

EXCLUSIVE BREWERY VENTILATION—NECESSARY IN DRIFT-FREE, FRESH-AIR COMFORT

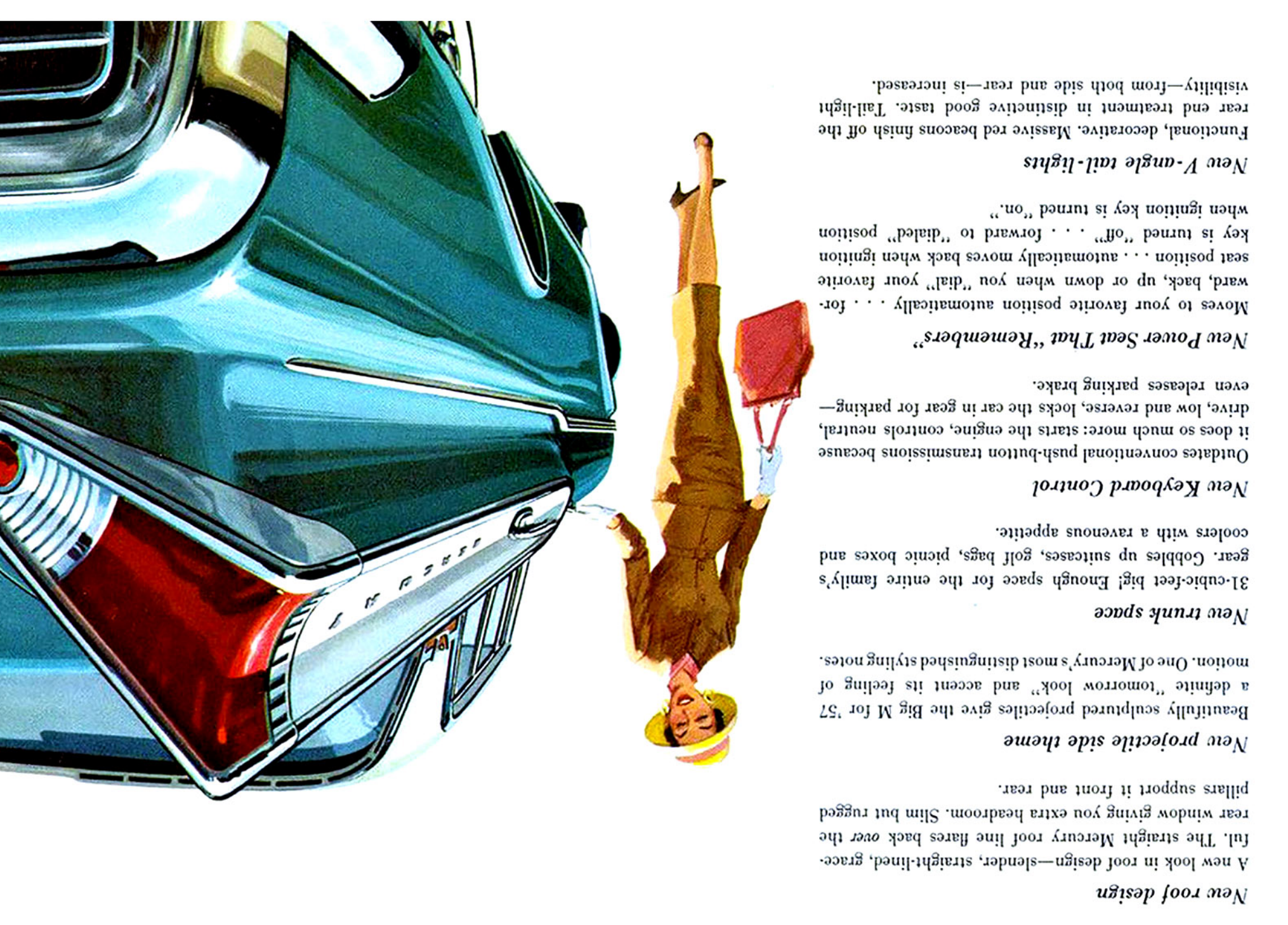
All cars, only the Turnpike Cruiser has this advanced ventilation system . . . yours at no extra cost. With Mercury's exclusive Brewery Ventilation, air is brought in through supplementary roof-level air inlets, and flows out through the retractable, power-operated back window when the window is open. You enjoy the refreshing comfort of an automobile with its own continuous flow of fresh air. Each air inlet has its own control lever, located above the instrument panel. Pushing a button on the installed panel lowers the back window into the rear deck compartment.



This new and different full-wrap windshield—exclusive with the Turnpike Cruiser—wraps upward as well as around each side, providing extra light and better vision from every angle. Special tint at top of windshield filters out glare.

1957 TURNPIKE CRUISER WITH EXCLUSIVE FEATURES NO OTHER CAR OFFERS

MERCURY'S MOST DRAMATIC EXPRESSION OF DREAM-CAR DESIGN



NEW PROJECTILE SIDE THEME

Beautifully sculptured profiles give the Big M for '57 a definite "tomorrow look" and accent its feeling of motion. One of Mercury's most distinguished styling notes.

NEW TRUNK SPACE

31-cubic-foot big! Enough space for the entire family's gear, golf bags, picnic boxes and coolers with a ravenous appetite.

NEW KEYBOARD CONTROL

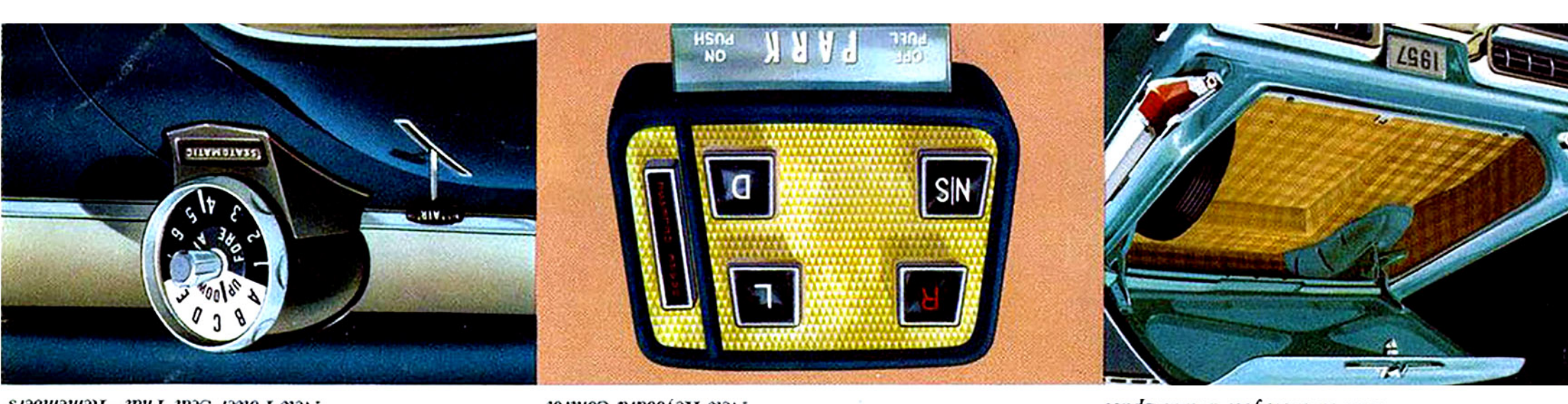
Outdoes conventional push-button transmissions because it does so much more: starts the engine, controls neutral, drive, low and reverse, locks the car in gear for parking—even releases parking brake.

NEW POWER SEAT That "Remembers"

Moves to your favorite position automatically . . . forward, rear, back, up or down when you "dial" your favorite seat position . . . automatically moves back when ignition key is turned "off" . . . forward to "dial" position when ignition key is turned "on."

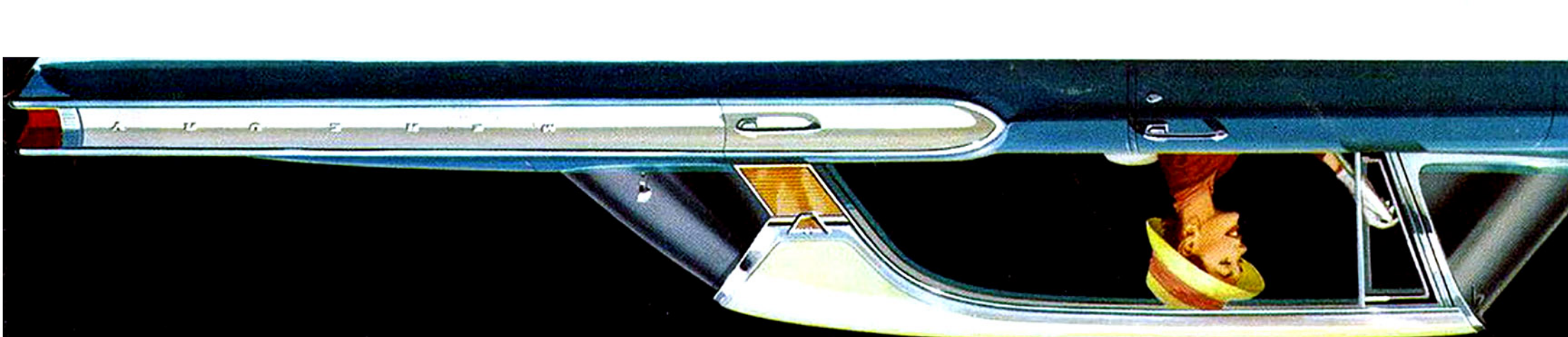
NEW V-ANGLE TAIL-LIGHTS

Functional, decorative. Massive red beacons flash off the rear end treatment in distinctive good taste. Tail-light visibility—from both side and rear—is increased.



Full 31 cubic-foot Trunk Space, New Keyboard Control, New Power Seat That "Remembers"

1957 MERCURY WITH NEW DREAM-CAR DESIGN - AMERICA'S FIRST PRODUCTION DREAM CAR - THE "SHAPE OF THE FUTURE" - IN EVERY LINE AND FEATURE



NEW ROOF DESIGN

A new look in roof design—stender, straight-lined, graceful. The straight Mercury roof line flares back over the rear window giving you extra headroom. Slim but rugged pillars support it front and rear.

1957 MERCURY SPECIFICATIONS

Models

TURNPIKE CRUISER SERIES: 4-door, 2-door. **MONTECLAIR SERIES:** Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan, 2-door Sedan. **STATION WAGON SERIES:** Colony Park, 4-door, 9-passenger; Voyager, 4-door, 6-passenger and 2-door, 6-passenger; Commuter, 4-door, 9-passenger, 4-door, 6-passenger and 2-door, 6-passenger.

Engine

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep skirt crankcase. Precision-molded alloy iron crankshaft with 5 steel-backed copper-lead main bearings. Rubber-tipped vibration damper. Auto-thermic closed type piston in the Safety-Surge V-8; Auto-thermic slipper skirt type in Turnpike Cruiser V-8. Two compression and one oil ring. Overhead free-flow intake and exhaust.

SIZE AND RATING: The 1957 Mercury offers two mighty engines: The 255 horsepower Safety-Surge V-8 with 312 cubic inch displacement, 3.8 in. bore and 3.44 in. stroke, 9.75 to 1 compression ratio; 290 horsepower Turnpike Cruiser V-8 with 368 cubic inch displacement, 4.0 in. bore and 3.66 in. stroke, 9.75 to 1 compression ratio.

FUEL SYSTEM: A four-barrel Thermo-Matic carburetor with temperature controlled dual air intakes and super-protective air filter is standard on both engines. Automatic choke and idling control. Mechanical diaphragm type fuel pump. Fuel tank capacity 20 gallons. Woven plastic type fuel tank filter.

ELECTRICAL SYSTEM: 12-volt system. Low cut-in speed, voltage regulation. 30-ampere generator with automatic current and voltage regulation. 12-volt, 6-cell, 66-plate battery. High torque, 12-volt "Folo-Thru" starter. 60-ampere generator with dual headlights.

IGNITION SYSTEM: High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 12mm spark plugs. **LUBRICATION SYSTEM:** Controlled full-pressure lubrication with full-flow oil filter. Rotor type oil pump. Directed-flow crankcase ventilation. Oil capacity 6 quarts with filter change—5 quarts without.

OVERHEAD VALVES: Free-turning, rotating type valves with integral valve guides. Chrome steel intake valves have a diameter of 1.363 in. on the Safety-Surge V-8; 1.201 in. on the Turnpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.610 in. on Turnpike Cruiser V-8. Silent, chain-driven camshaft. **COOLING SYSTEM:** Pressurized sea-flow cooling system with centrifugal-type high-capacity water pump. Full length water jackets

Power Train

MERC-O-MATIC DRIVE: Combination of fluid torque converter with 3-speed planetary gear train. Multiple engine torque more than 5 times. Fluid heat exchanger cooling. Mechanical Keyboard Control controls driving operations. Oil capacity 40% quarts.

CONVENTIONAL TRANSMISSION: Selective gear type with three speeds forward, one reverse. All gears helical. Constant mesh second gear. Oil capacity 3 1/2 quarts.

OVERDRIVE TRANSMISSION: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (2.72:1 ratio). Oil capacity 4 1/2 quarts.

CLUTCH: (With conventional and overdrive transmissions.) Dry, non-centrifugal disc-type. Diameter clutch face, 10 1/2 inches. Suspended pedal.

REAR AXLE: Hypoid gears with straddle-mounted pinion gear. Rear axle ratios 3.70 or 3.89 to 1 with conventional transmission or overdrive; 2.51 or 3.22 to 1 with Merc-O-Matic.

Chassis

FRAME: Rigid ladder-type, double-drop design with welded box-section side rails and S cross-members. Internally and externally reinforced. Extra strength reinforcements for convertible models.

FRONT SUSPENSION: Independent ball-joint front suspension of swept-back design. Suspension arm back sweep—20° lower, 0° upper. Suspension arm tilt—upward 3° for both upper and lower arms. Air-cushion rubber bushings for front suspension lower front pivot points. Helical coil springs. Full cushion hydraulic shock absorbers. One-piece rubber-mounted front torsion-bar stabilizer. Auxiliary rubber compression springs.

REAR SUSPENSION: Splay-mounted long-leaf type springs—65 inches long. Auxiliary rubber rear compression springs. Casters with rear shackles. Hotchkiss Drive. Full-cushion hydraulic shock absorbers,

Body

sea-leg mounted. (Air-Cushion rear suspension on Turnpike Cruiser and station wagon models, and on Montclair and Monterey closed models with 368 cu. in. engine.)

STEERING: Ball and rack type gear with 54 recirculating steel balls. Steering shaft staddle-mounted between anti-friction bearings. Equi-lever tie-rod, overall steering ratio, 27 to 1 manual, and 24 to 1 with optional power steering.

BRAKES: Internal expanding hydraulic self-energizing type, 11-inch brake drum. With 312-cubic-inch engine, 212.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 233.44 sq. inch total.

PARKING BRAKE: Independent mechanical parking brake operating rear brakes. Toe-set pedal. Release on instrument panel.

WHEELS AND TIRES: Riveted steel wheels, 14-inch diameter, 6-inch rims. Tubelless tires, 8.00 x 14 in. on Turnpike Cruisers, Montclair, Monterey closed models, (8.00 x 14 or 8.50 x 14 in. on other models.)

DIMENSIONS: Wheelbase 122 in. Overall length 211.1 in. Overall height 56.5 in. Overall width 79.1 in. Hiproom (I) 63.5 in. (II) 63.5 in. Effective headroom (I) 39.1 in. (II) 38.6 in., Legroom (I) 44.2 in. (II) 43.4 in. (Dimensions are for 4-door models.)

STRUCTURE: Welded steel body. Center-fill gas tank. Baked enamel finish. Front-hinged hood. Counterbalanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. One-piece windshield and rear window. Up to 1178 sq. in. wind-vent area, and up to 4122 sq. in. total window area.

VENTILATION: High-level cowl ventilation. Adjustable vent windows on all doors. Roof-line air intakes and power-operated back window on Turnpike Cruisers.

MAJOR OPTIONS: Merc-O-Matic with Keyboard Control, Power Booster Fan, Touch-O-Matic Overdrive, power steering, power brakes, Quadri-Beam Headlamps, Power Seat That Remembers, 4-way power seat, power windows, power lubrication, Dream-Car spare carrier, tinted windows, white sidewall tires, Climate-Rite air conditioner and heater, padded instrument panel, padded sun visors and seat belts.

*Optional at extra cost. †Standard on some models.

These specifications were in effect at the time this literature was approved for printing. Mercury Division of Ford Motor Company, Detroit, Michigan reserves the right to discontinue or change at any time, specifications or design without incurring any obligation.

Prices—some of the items illustrated as referred to herein are at extra cost on some models. For the price of the car with the equipment you want, consult your dealer.



STRAIGHT OUT OF TOMORROW
1957 Mercury

WITH DREAM-CAR DESIGN