

# quick facts

about the greatest yet—new **1953**

# MERCURY



# new Mercury "unified design"

- Mass-unit bumper-grille combination
- Interceptor instrument cluster
- Space-planned interiors with complementing motifs
- Follow-through rear-deck and package-tray design
- One-unit rear-bumper assembly

Package tray . . . Carries functional rear deck contour into interior. Unified Design lends indoor-outdoor feeling, permits up to 30 cubic feet trunk capacity.

Combination tail lamps . . . Provide housing for all rearward lights including optional turn indicator and back-up lights. Tail lamps and bumper combine in a Unified Design feature that steps up Mercury style.

Variable-rate springs . . . Team up with extra-large shock absorbers for better ride control over all roads, under any weight load.

One-piece rear window . . . Wraps around sides to give better rear quarter visibility plus modern style. Window formed to highlight top and quarter-panel contours.

Welded steel top . . . Fashionable flat contour with continuous drip rail above windshield. Narrow roof overhang permits higher doors and larger windows.

One-piece windshield . . . Gracefully curved for wide visibility with no center bar to limit vision. Slender windshield posts reduce dangerous "blind spots," too.

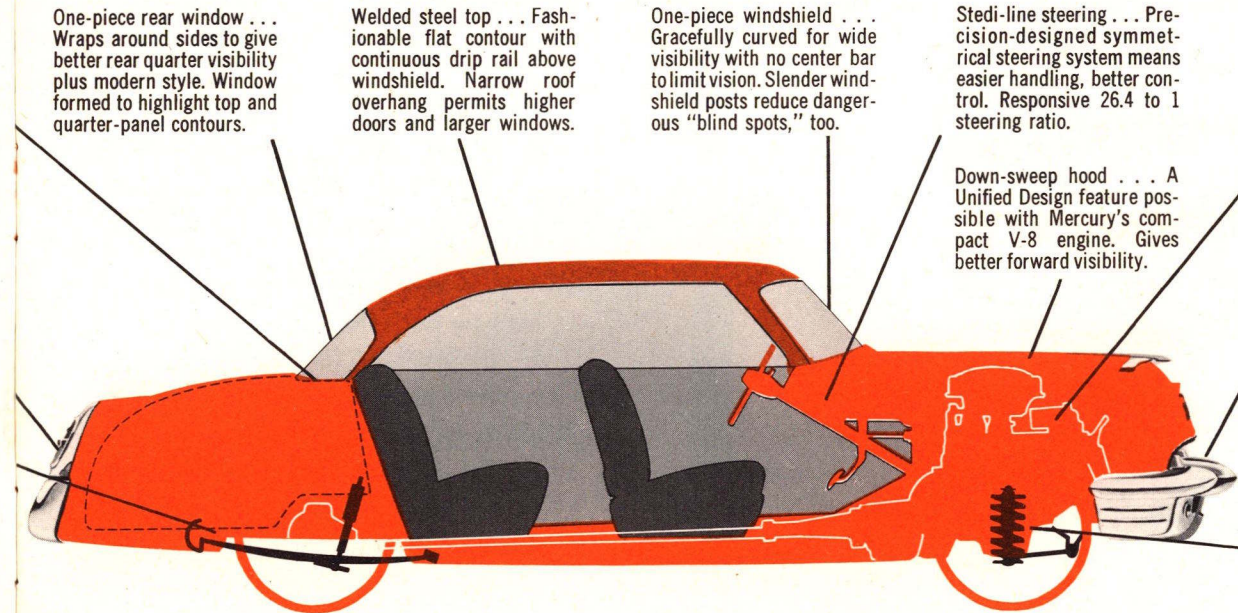
Stedi-line steering . . . Precision-designed symmetrical steering system means easier handling, better control. Responsive 26.4 to 1 steering ratio.

Down-sweep hood . . . A Unified Design feature possible with Mercury's compact V-8 engine. Gives better forward visibility.

Better performance . . . Mercury's high-compression V-8 engine, with its more efficient power-to-weight ratio, delivers better performance and economy than ever—runs more quietly at all speeds.

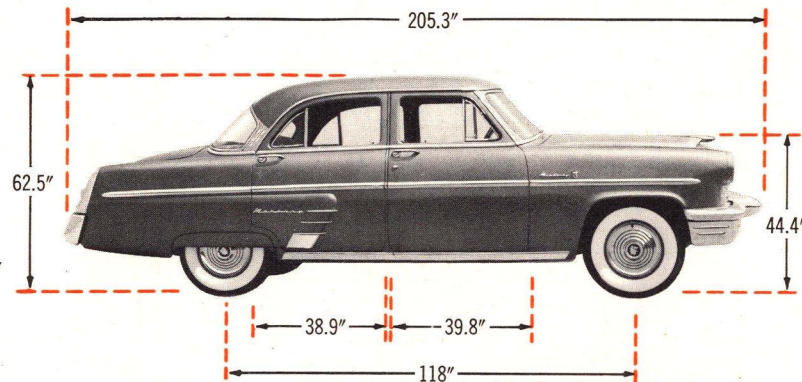
Bumper-grille . . . Combined in single unit gives better protection, finer appearance. Narrow airslots emphasize width, lowness . . . provide air intakes for radiator, engine, vent ducts.

Cushion-coil springs . . . Team with direct-acting hydraulic shock absorbers in the front suspension and co-ordinate with rear springs for smoother ride.





# Mercury "safety engineered" body



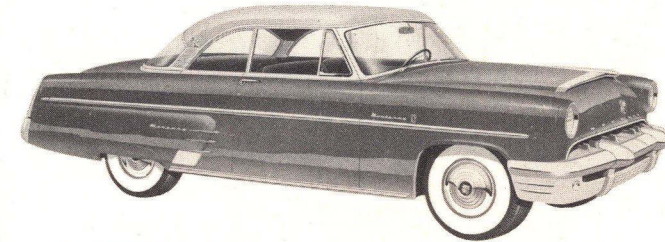
## OTHER SEDAN SPECIFICATIONS

Over-all width.....	73.5 in.	Head room—front.....	35.4 in.
Wheel tread.....	58 in. (F) 56 in. (R)	Leg room—front.....	42.8 in.
Windshield area.....	940 sq in.	Hip room—front.....	58.9 in.
Total glass area.....	3210 sq in.	Front seat depth.....	18.2 in.
Fuel tank capacity.....	19 gal	Front seat height.....	13.0 in.

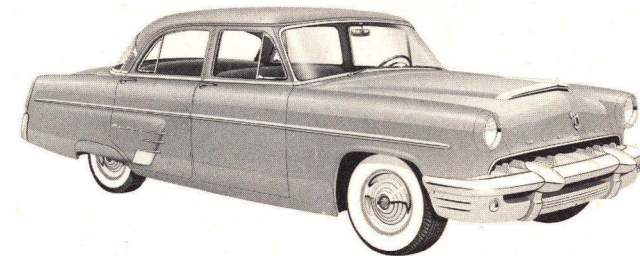
## BODY CONSTRUCTION

- Welded and reinforced all-steel construction
- Thoroughly insulated for "studio silence"
- Braced, counterbalanced one-piece hood
- Easy-lift deck lid with compact, scissor-type hinges
- Box-type doors with two-position stop checks
- Restyled double-bar bumper-grille
- Curved, 1-piece "Mono-pane" windshield
- "Wind-split" trim treatment on hood and sides
- Smooth-line rear fenders integral with body
- All doors hinged to open against windstream

Head room—rear.....	34.2 in.
Leg room—rear.....	41.5 in.
Hip room—rear.....	58.9 in.
Rear seat depth.....	19.0 in.
Rear seat height.....	13.5 in.

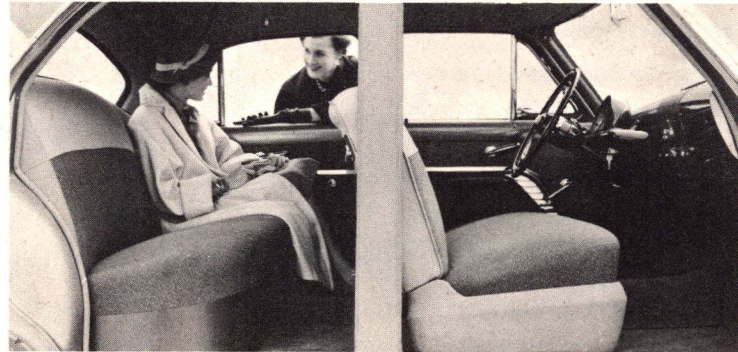


1953 **MERCURY** **MONTEREY** special custom coupe



1953 **MERCURY** custom four-door sedan

# Mercury "comfort style" interiors



## NEW COLORS, NEW FABRICS

Here, too, Mercury offers the greatest selection in its field. You'll choose from a wide range of new upholstery: Broadcloth, nylon, herringbone, and pebble

weave fabrics, basket weave plastics, vinyl, and luxurious leather. From a galaxy of new "decorator-harmonized" color combinations you'll select that which

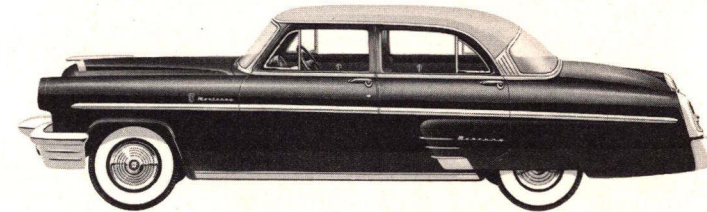
most appeals to your own discriminating taste. And you'll delight in the superb appointments which contribute rich accents to your "customized" Mercury.

## COMFORT DESIGN

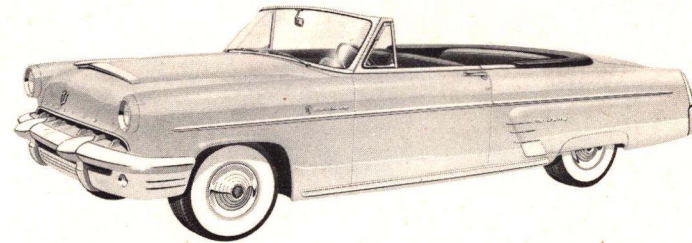
- Big, open-wide doors for easier entrance and exit
- Space-planned head room, leg room, hip room
- Clear unbroken front compartment floor area
- Deep, wide seat cushions with zig-zag springs
- Foam-rubber seat cushion padding
- Door-mounted arm rests
- Dual-duct ventilation system
- Large-volume heater (optional at extra cost)

## STYLE FEATURES

- "Interceptor" instrument panel for quick visibility
- Decorator-harmonized color schemes
- Wide choice of newest upholstery fabrics
- Big panorama window areas
- Electric push-button window controls (optional)
- "Comfort style" coordinated appointments



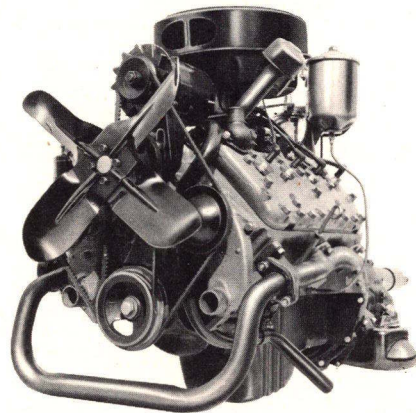
1953 **MERCURY MONTEREY** special custom four-door sedan



1953 **MERCURY MONTEREY** special custom convertible



# Mercury "power performer" engine



## RATING AND TYPE

- 8-cylinder, V-type, L-head high compression
- Delivers full 125 horsepower at 3700 rpm
- Maximum torque: 211 ft-lb at 1900 to 2200 rpm
- Bore  $3\frac{3}{4}$  in. stroke 4 in. Displaces 255.4 cu in.
- Compression ratio 7.2 to 1. Taxable hp: 32.5

## FUEL SYSTEM

- Dual-downdraft "Centri-flo" carburetor
- Automatic choke, manifold-mounted control
- Dual-throat carburetion, equal-length intakes
- Oil-bath carburetor air cleaner and silencer\*
- Double-acting fuel pump; 19-gallon fuel tank

## ELECTRICAL SYSTEM

- High-capacity 35-amp generator
- 51 plate, 100-amp-hr battery, under hood
- Vacuum-operated automatic spark control
- Waterproofed ignition. Single breaker distributor
- Ratchet-type starter with Merc-O-Matic Drive\*

## COOLING SYSTEM

- Full-flow pressure cooling system
- Dual high-capacity centrifugal water pumps
- 21.5-quart capacity. Dual thermostats
- Full-length water jackets; pressure radiator cap
- 4-blade fan; irregularly spaced, curved blades

## CONSTRUCTION

- One-piece block, two cylinder banks 90 degrees apart
- Counterbalanced crankshaft of cast alloy steel
- Aluminum 4-ring pistons; steel thermal expansion struts
- Combustion chambers shaped for full fuel-air mixing
- Rotating, precision-ground one-piece valves
- High-quality drop-forged steel connecting rods
- 3 extra-wide, steel-backed replaceable main bearings
- Rubber-insulated 3-point engine mounting

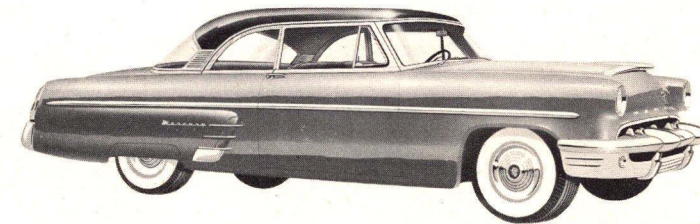
## TRANSMISSION

- MERC-O-MATIC DRIVE\*—Simplified hydraulic system transmits power through fluid; clutch pedal is eliminated. Drive selector, dial on steering post
- TOUCH-O-MATIC OVERDRIVE\*—Provides automatic fourth forward gear ratio, reducing engine speed, wear, and noise. Cuts fuel consumption up to 20%
- SILENT-EASE STANDARD TRANSMISSION — Three forward speeds and reverse, synchronized shifting, matched helical-cut gear sets

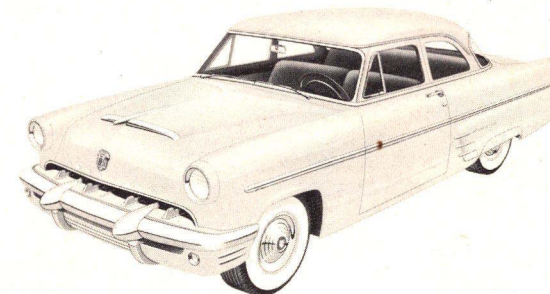
## LUBRICATION SYSTEM

- Gear-type oil pump pressure-lubricates moving parts
- Floating filter screen intake; external oil filter\*
- Oil capacity with filter, 5 quarts; sump-type oil pan
- Positive crankcase ventilation; screened breather cap

\*Optional at extra cost



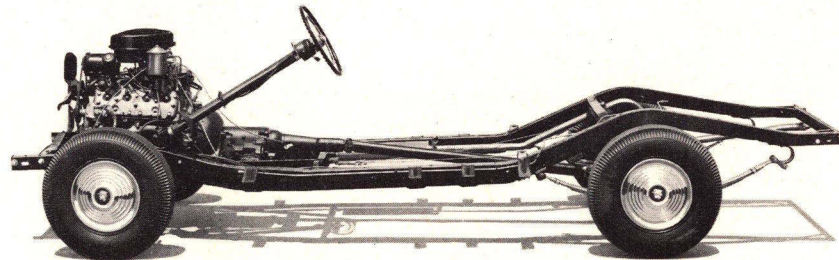
1953 **MERCURY** custom sport coupe



1953 **MERCURY** custom two-door sedan



# Mercury "better balance" chassis



## FRONT SUSPENSION

- Independent helical coil spring suspension
- Rubber pads above and below coil springs
- Special cone-shaped rubber limit bumpers
- Extra-large shock absorbers inside springs
- Torsional stabilizer bar controls sidesway

## REAR SUSPENSION

- 53-inch semi-elliptic leaf-type rear springs
- Silent-glide wax-impregnated spring-leaf liners
- Rubber-cored bushings in spring shackles
- "Sea-leg" mounted hydraulic shock absorbers

## FRAME

- Fabricated of heavy-gauge cold-rolled steel
- Rigidly reinforced double-drop construction
- Box-section side-rails; 5 cross-members
- Convertible frame X-member reinforced
- 23 live-rubber body mounts
- Wheelbase 118 in. Over-all length 202.2 in.

## "STEDI-LINE" STEERING

- Symmetrical geometry; equal length tie-rods
- 26.4 to 1 steering ratio
- Full-length concentric steering column
- 18-inch diameter, 2-spoke steering wheel

## DRIVE SYSTEM

- Hotchkiss drive; thrust transmitted through rear springs
- Dynamically balanced tubular propeller shaft
- Two long-life universal joints with needle bearings

## REAR AXLE

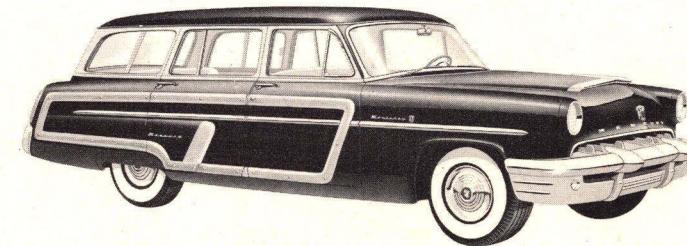
- Quiet-running hypoid-type ring gear and pinion
- Carrier-type differential, malleable iron housing
- Semi-floating tapered forged steel axle shafts

## "AUTO-ACTION" BRAKES

- Internal expanding hydraulic brakes, 11 in. drums
- Molded asbestos brake linings for longer wear
- Pendant brake pedal suspended from instrument panel
- Independent mechanical rear wheel hand brake

## WHEELS AND TIRES

- 15-inch steel disc wheels; wide safety rims
- Extra-low pressure tires, 4-ply, 7.10 x 15 (closed cars)
- Large, 4-ply, 7.60 x 15 tires for convertible, station wagon



1953 **MERCURY MONTEREY** 8-passenger station wagon

These specifications were in effect at the time this booklet was approved for printing. Mercury Division of Ford Motor Company, Detroit, Michigan, whose policy is one of continuous improvement, reserves the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation.

MERC-O-MATIC Drive, TOUCH-O-MATIC Overdrive, full-disc hub caps, bumper guards, and white side-wall tires, optional at extra cost. Fender shields and curb buffer are standard on Mercury Monterey Special Custom 4-door Sedan, Special Custom Coupe, and Special Custom Convertible, and optional at extra cost on all other models.



farther than ever ahead of its field

1953 **MERCURY**



MERCURY—SYMBOL  
OF PROGRESS OF  
FORD MOTOR COMPANY  
IN ITS 50TH  
ANNIVERSARY YEAR.

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**MERCURY**

