






WHAT'S NEW



about the 1951 **MERCURY**
is BIG NEWS to your prospects!

- 
- The 1951 Mercury is restyled with longer, lower, livelier, and lovelier appearance. This is a major body change for 1951.
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- The 1951 Mercury, eight-cylinder, V-type engine is further improved. It's manufactured exclusively for the Mercury by the world's largest manufacturer of eight-cylinder, V-type engines.
- 
- The proved Mercury engine and Overdrive are a perfect power team for the 1951 Mercury.
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- The Mercury Overdrive gives you longer engine life . . . unbelievably quiet, smooth performance . . . automatic step-down to a powerful "third" gear . . . and savings up to 20 per cent in gasoline, under normal driving conditions.
- 
- The Ford Motor Company's policy is to sell only fully tested and fully developed products, your customers will agree that the benefits obtained from their complete research, testing and development will give them a demonstration ride "The Drive of Their Life."

MERCURY DIVISION • FORD MOTOR COMPANY

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PREPARED EXPRESSLY FOR MERCURY SALESMEN

WHAT'S NEW



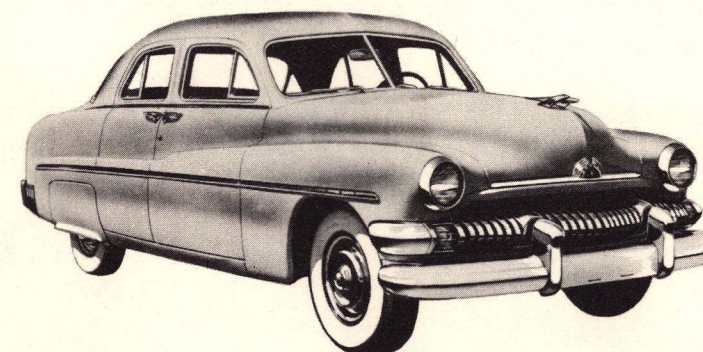
about the 1951 **MERCURY**

Here's advance information, prepared especially for Mercury salesmen, about the new 1951 Mercury. Read this carefully. It has the answers to most questions your customers will ask:
"What's New About the Mercury?"

You'll see at first glance that the new body styling gives the Mercury a longer, lower appearance. Your first drive with Mercury will prove it's "The Drive of Your Life." Also, your customers will be interested in all the new interior styling, new body colors, and the engine and chassis improvements.

At your earliest opportunity, check the 1951 Mercury over for new selling features, using this folder as a guide.

Look for all of the new customer benefits. You'll find plenty of show-and-sell in the new 1951 Mercury.

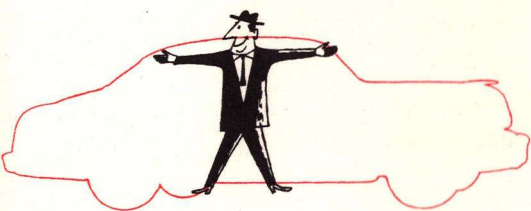


1951 Mercury Sports Sedan
"The Drive of Your Life"

new **MERCURY** body styling—

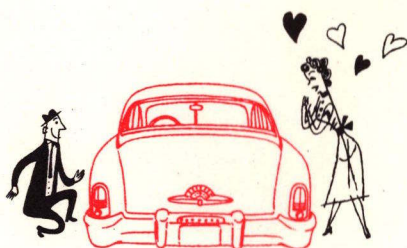
THE NEW SILHOUETTE

- Smarter styling and design give longer, lower appearance.
- Larger speed-style rear fenders.
- New contoured bumper follows rear body lines, gives custom-styled appearance.
- New top panel to provide for larger rear window.
- New design for rear quarter panel to accommodate enlarged rear window and speed-style fenders.
- Rear stone deflector of new design.
- Vertical style tail lamp assembly. Single unit includes stop light, turn indicator, tail lamp, and reflector.
- New fuel-tank filler neck housing in left rear fender.
- Rear box section cross-sill to reinforce floor and give extra strength to rear body.



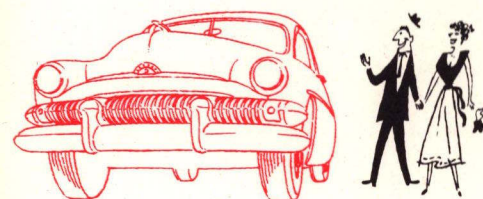
THE NEW REAR CONTOURS

- Rear window glass area increased 29%, more than 1,000 square inches of clear safety vision glass.
- New lower positioned package tray.
- New rear seat strainers reinforce body and package tray.
- New design for molding on enlarged rear window.
- New weatherstrip around back window.
- New quarter panel trim.
- New fender shields (extra cost).
- New deck lid fixture combining handle, lock, and medallion.



THE SMARTER, "FASTER" FRONT

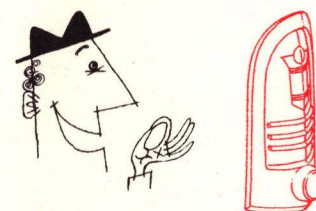
- Newly designed grille carries out smart body styling.
- Parking lamp extension redesigned to harmonize with new grille.
- New front bumper designed to conform with new style motif.
- Ventilating system has separate left and right hand controls.
- New head lamp bezel styling.
- New parking lamps custom-styled to conform with new grille.
- New front stone deflector.



EXCITING NEW COLORS AND COLOR COMBINATIONS. NEW SHADES AND NEW BEAUTY. (DETAILED IN COLOR AND UPHOLSTERY BOOK.)

NEW ACCESSORIES STYLED EXCLUSIVELY FOR THE SMART NEW MERCURY.

new electrical system improvements—



DESIGNED FOR NEW STYLE, CONVENIENCE

- Tail lamps of stylish new vertical design.
- New dual custom-type horns for 1951 Mercury.
- New dome lamp design to harmonize with smart interiors.
- New body wiring harness to accommodate new tail lamp location.
- New parking lamps inset in radiator grille extension.

new interior styling—



ACCENTS NEW 1951 OVER-ALL DESIGN

- Newly designed interior trim scheme.
- New design for instrument panel control knobs.
- Steering wheel is new design.
- New upholstery materials and color combinations.
- New interior hardware to harmonize with new design scheme.

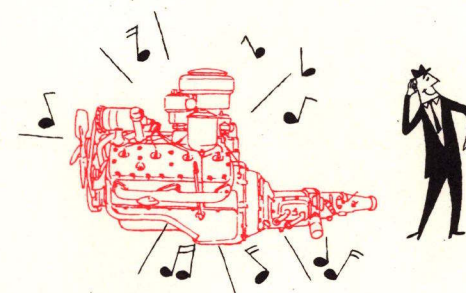
new chassis improvements—



STEP-UP PROVEN DESIGN

- Stronger, more rigid transmission and clutch housing assembly.
- New throttle linkage with bellcrank designed to accommodate torque converter and improve throttle control.
- Newly designed hub caps bearing Mercury emblem.
- Bumper jack revised for new bumpers.
- Tail pipe changed to lower position.
- Fuel-tank filler neck revised for new position in body.
- New more rigid differential and axle assembly for extra strength, quieter operation.
- Idler arm support in steering revised for greater strength.
- Standard transmission of new, balanced tooth design.
- Larger radiator for better cooling.

new engine improvements—



PROVIDE BETTER PERFORMANCE

- More power. Mercury increased to 112 horsepower.
- Intake valve inserts eliminated for 1951 engine.
- New bellhousing for standard transmission.
- New pressure radiator cap permits 7 lbs. pressure in cooling system.
- Bracket separating spark plug wires minimizes spark jumps.
- Selective fit of main crankshaft bearings for better balance.
- New quieting ramps on camshaft assure quieter operation.