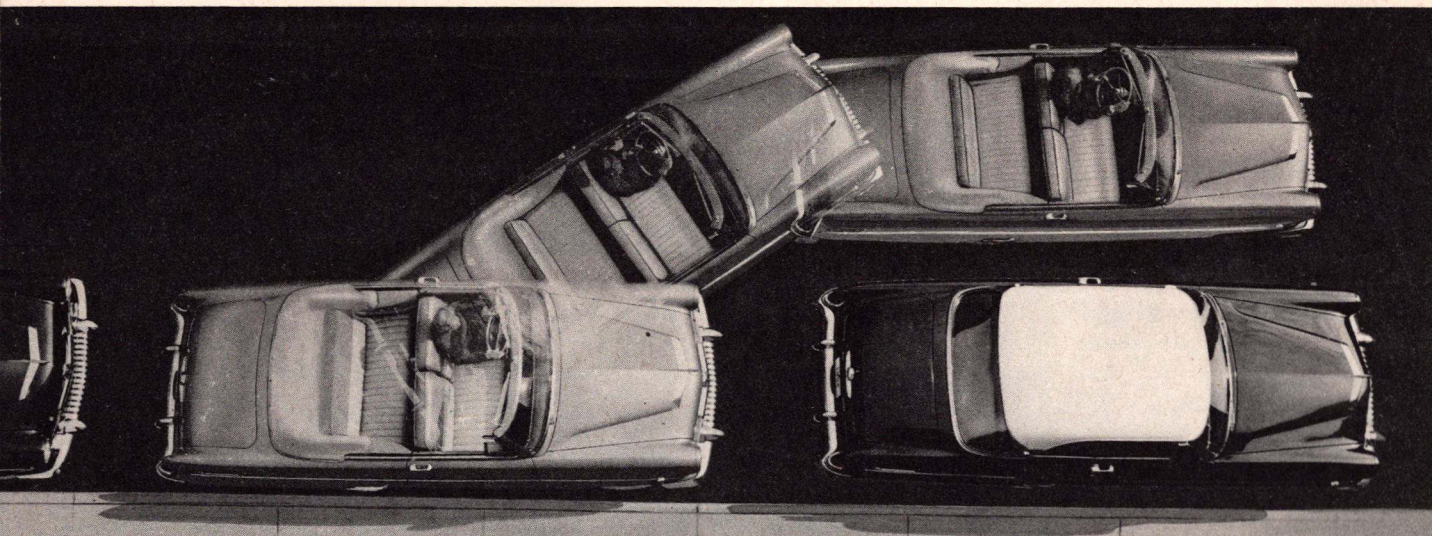


for complete driving
ease

...Mercury power features



Power steering . . . for new command of the road

Power steering* with Mercury's ball-joint front suspension puts new skill in your hands, greater sensitivity in your steering. Hydraulic power does three-fourths of the work . . . serves to absorb road shock . . . affords more precise control. Yet it leaves all the "feel" drivers demand for safer operation.

4-way power seat . . . for tailor-made comfort

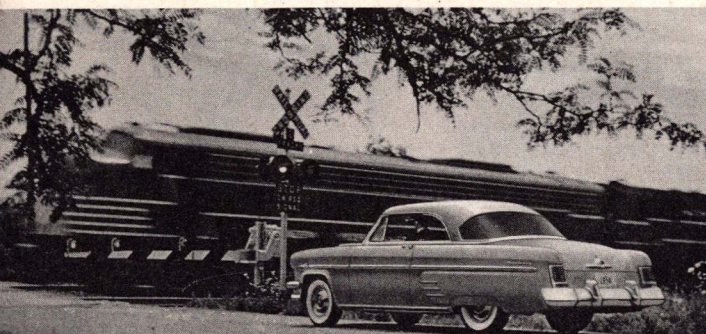
For new levels in driving comfort . . . for new safety and relaxation at the wheel, Mercury's 4-way power seat* moves up and down, forward and back . . . to your most restful driving posture. Within the vertical and horizontal range of seat adjustment there's an infinite number of seat positions from which—with the touch of a finger—you select exactly the right one for maximum comfort, safety, and visibility.



Power brakes . . . for twice-as-easy braking

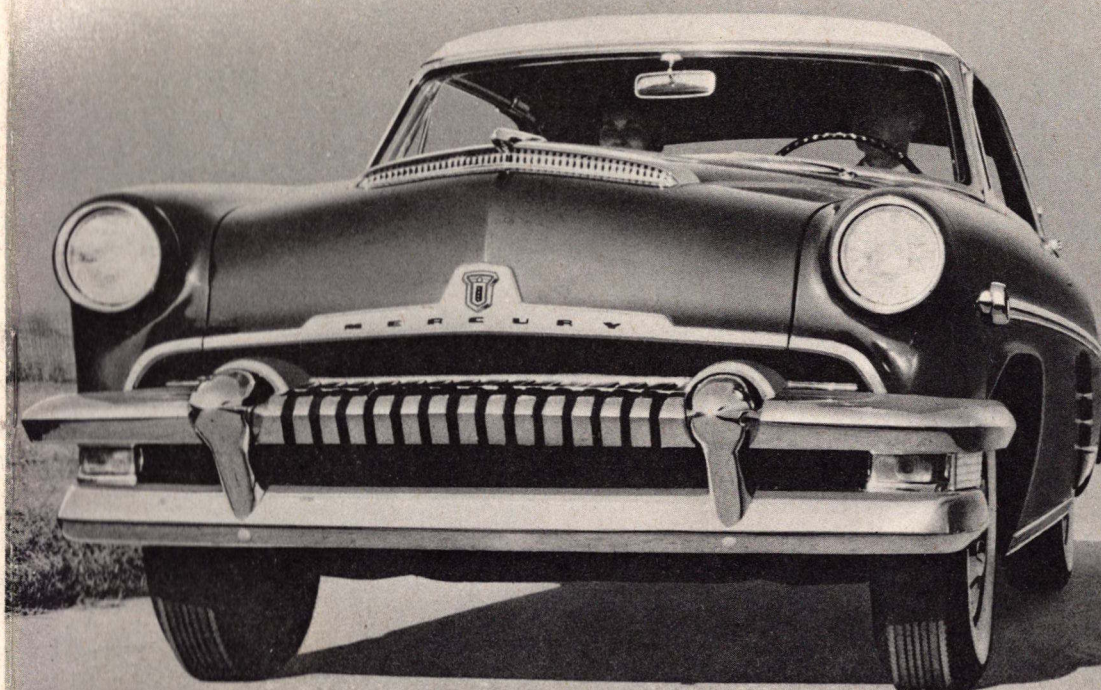
Control is better . . . driving is safer and easier with the aid of Mercury power-assisted braking*. Engine vacuum provides the aid that does 50% of the work. Power braking is quicker, because it's only a heel-pivot move from the accelerator to the large low-positioned brake pedal.

**Optional at extra cost*



quick facts

about the **1954** MERCURY



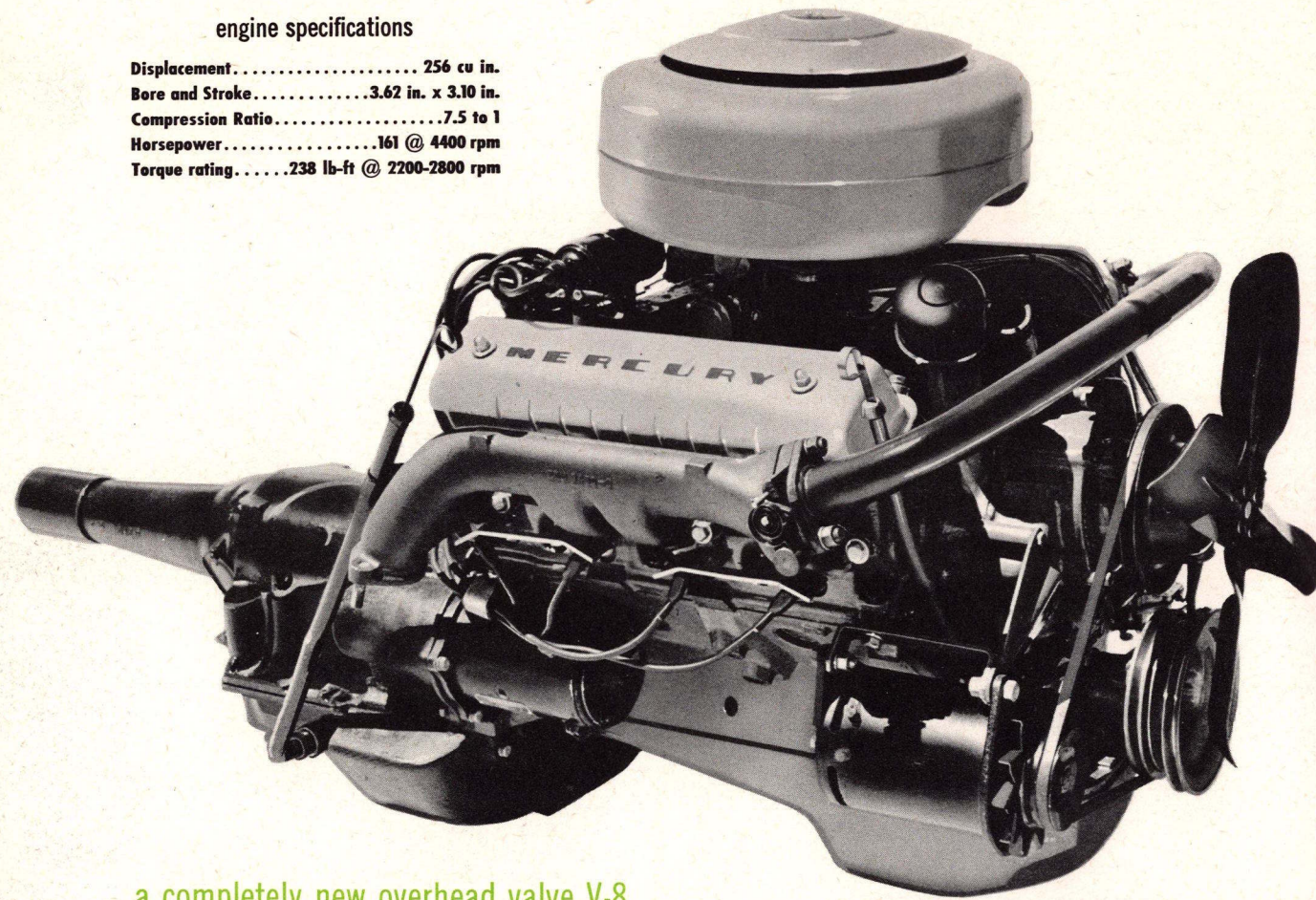
designed to make any driving easy

a new kind of power

... the great new 161-horsepower Mercury engine

engine specifications

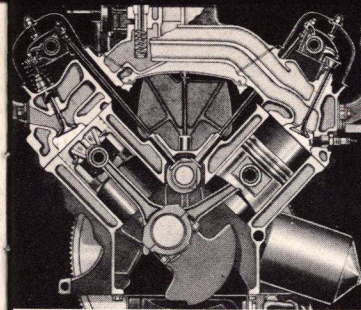
Displacement..... 256 cu in.
Bore and Stroke..... 3.62 in. x 3.10 in.
Compression Ratio..... 7.5 to 1
Horsepower..... 161 @ 4400 rpm
Torque rating..... 238 lb-ft @ 2200-2800 rpm



a completely new overhead valve V-8

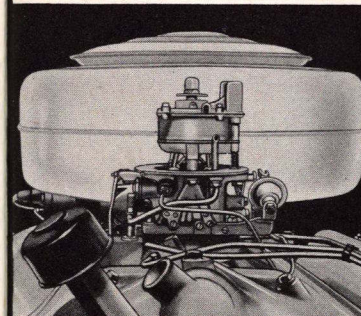
Power—a new kind of power that makes any driving easy—is the big news about this great new 1954 Mercury. When you take the wheel you command a completely new overhead valve V-8 engine—an engine featuring the most advanced design in its field—with vacuum-controlled carburetion and ignition for precise coordination, smoothness, and top performance.

As a measure of the performance you can expect, Mercury's 161-horsepower engine provides one horsepower for every 23 pounds of car weight. Then, too, every new Mercury engine is individually balanced in operation after assembly for optimum smoothness—a manufacturing process that is performed on only the most expensive automobile engines.



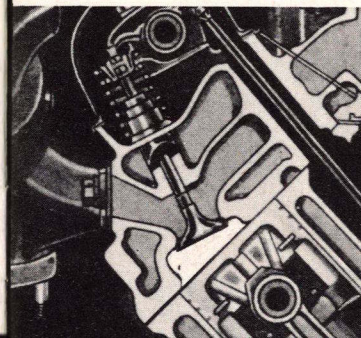
New high output, low-friction design

Large-diameter pistons traveling through short strokes mean greater engine efficiency, less wear. Internal friction is reduced so more energy is available to drive the car. This new V-8 produces .625 horsepower for every inch of its 256 cu in. displacement—an outstanding power-to-size ratio... the highest in its field.



New 4-venturi carburetor... for top performance

Mercury's 2-stage, 4-venturi carburetor precisely meters fuel flow for peak performance. Two primary venturis furnish fuel-air mixture for normal driving. Vacuum-controlled secondary throttle plates open to deliver additional fuel-air as needed. Vacuum control eliminates mechanical linkage—a Mercury exclusive in its field.

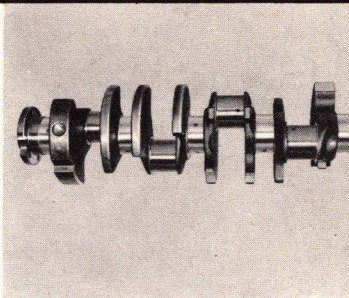


Large overhead valves... for freer breathing

Mercury's big overhead valves provide the free breathing that's essential to a modern high-performance engine. Contoured intake passages and direct exhaust ports also aid volumetric efficiency. Valves are rotating type that turn slightly each time they open. Rotation keeps valves seating tightly, helps maintain even temperature.

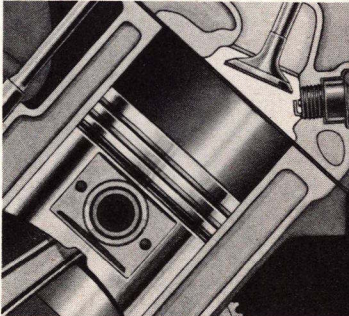
New 5-main-bearing crankshaft... for smooth power

Mercury's crankshaft is precision molded of alloy iron in a rigid structure with 5 main bearings and 8 counterweights. All of the main and connecting rod bearings are selectively fitted for the particular crankshaft journal. Bearings are the steel-backed micro-babbitt type for longer life.



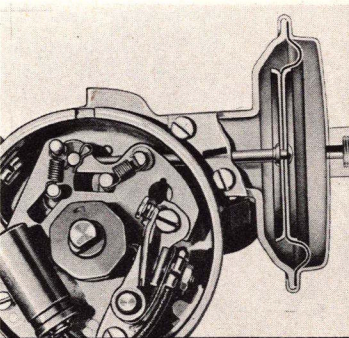
Twin-Tornado combustion... for better burning

When ignition takes place in Mercury's wedge-shape combustion chambers, the fuel-air mixture is swirling past the spark plug in a miniature cyclone. The flame spreads quickly through the entire charge, for fast, complete burning. You get efficient, economical high-compression (7.5 to 1) performance with regular gasoline.



Full-vacuum spark control... for higher torque output

For its 1954 engine, Mercury introduces a newly developed full-vacuum distributor that advances and retards the spark precisely according to immediate power needs... eliminates power lag... produces instant acceleration. This new distributor results in 15% higher torque output for low speed operation and faster "get-away."



plus other advanced new features

Overhead exhaust manifolds and straight-thru mufflers for quick, fast removal of exhaust gases.

Full-length water jackets encircle cylinders. Controlled-pressure cooling system adjusts to engine's cooling requirements.

Lightweight aluminum alloy pistons, with imbedded steel struts for expansion control. Two compression rings and one oil control ring with expander.

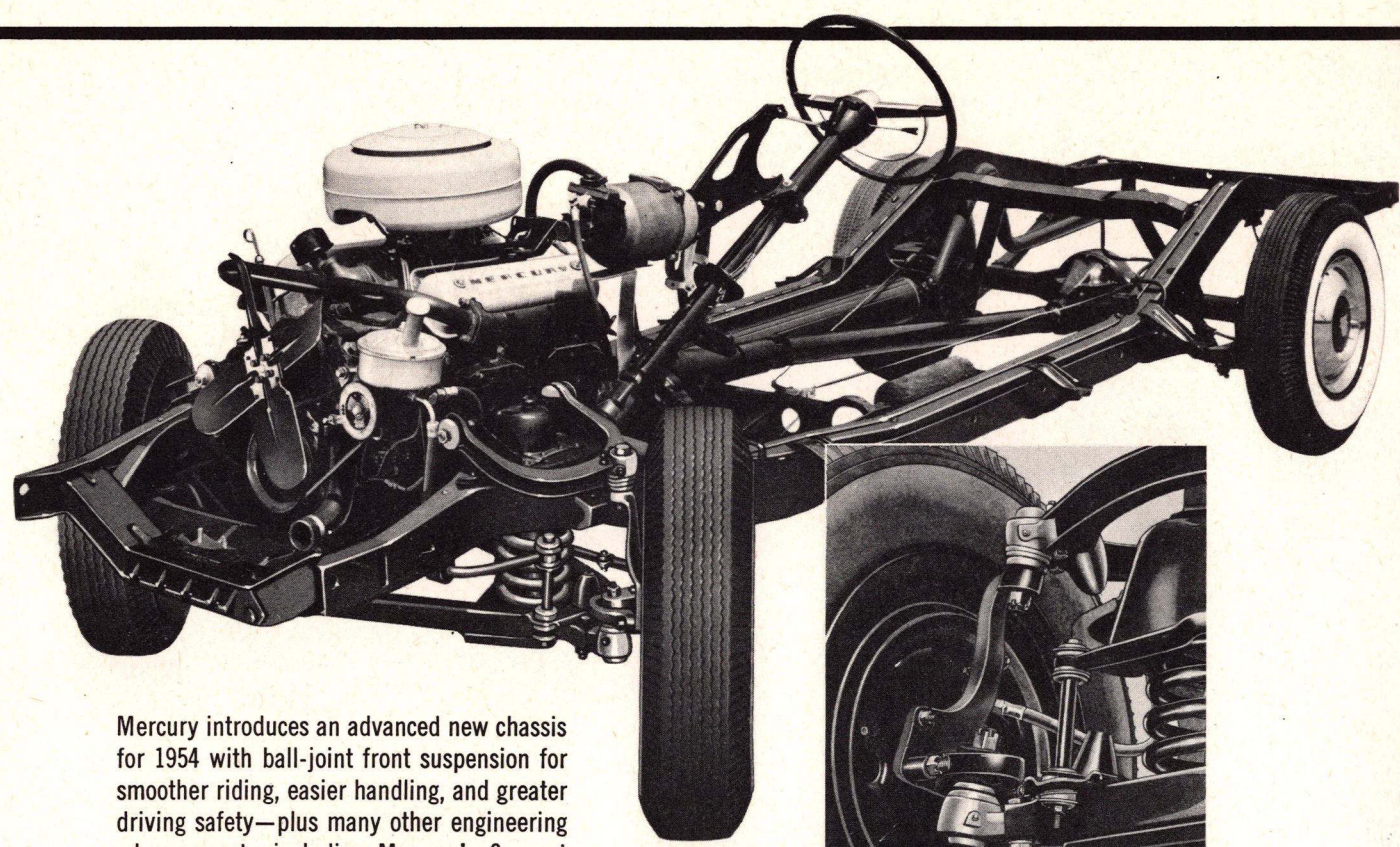
Full-pressure lubrication to all main, connecting rod and camshaft bearings. Gear-type pump. Deep-sump oil pan.

Full-flow oil filter thoroughly cleans oil before distribution to engine's working parts. (Optional at extra cost.)

Integral valve guides run more than 100 degrees cooler than old-type guides. Neoprene umbrellas, fitted to valve stems control amount of oil fed to valve guides.

a new kind of ride

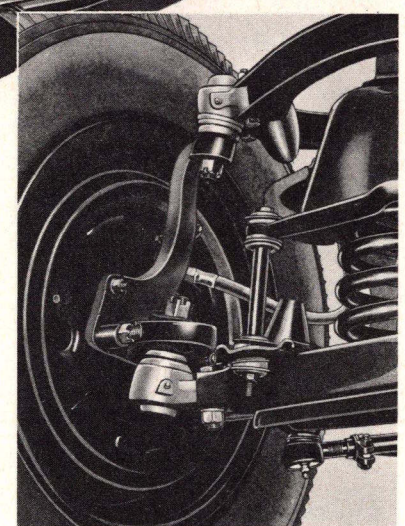
...the Mercury chassis with ball-joint front suspension



Mercury introduces an advanced new chassis for 1954 with ball-joint front suspension for smoother riding, easier handling, and greater driving safety—plus many other engineering advancements including Mercury's 3 great transmissions and customized frame construction. With a custom-designed frame for every body style, there's a more perfect mating of body and chassis. This refinement means less waste, greater efficiency. Every part is engineered to serve you better.

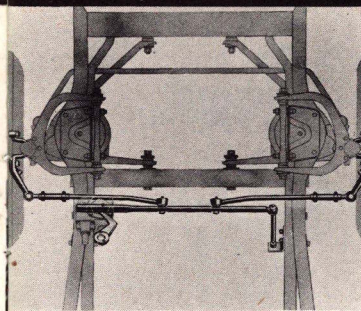
chassis specifications

Wheelbase.....	118 in.
Tread.....	58 in. (f), 56 in. (r)
Tire Size (closed cars).....	7.10 x 15
Tire Size (Convertible and Station Wagon).....	7.60 x 15
Steering Ratio (manual).....	25.4 to 1



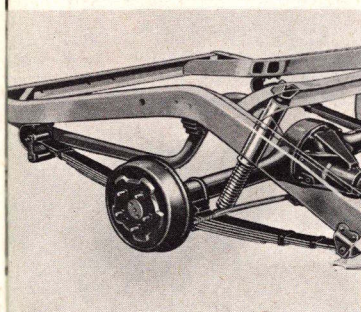
exclusive in its field

With Mercury's ball-joint front wheel suspension, each front wheel is installed with a pair of ball-and-socket joints which accommodate both turning and up-and-down movement. Heretofore available only on Lincoln and a few fine imported cars, Mercury now brings you this great advancement—the first major improvement in front wheel suspension in two decades.



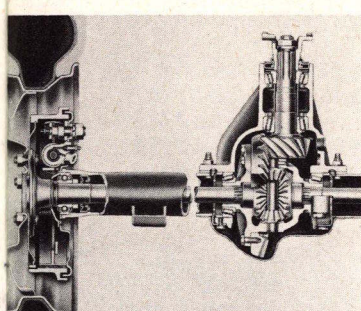
Stedi-line steering for better handling

The combination of Stedi-line steering and ball-joint front suspension gives Mercury better handling on any road. Steering action is free from "binds" that often stiffen up steering, especially on long, straight roads. Wheel alignment is simpler, easier to maintain. Number of grease fittings is reduced from 16 to 4.



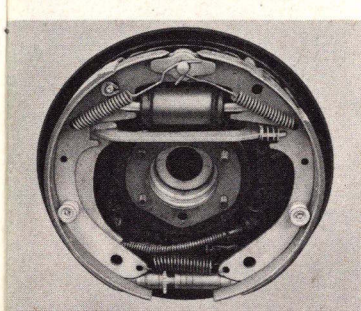
Coordinated spring action... with variable-rate springs

Contributing to Mercury's smooth, level ride is the controlled deflection of rear springs. Tension-type shackles stiffen the springs under load, and then permit their return to normal softness when the bump is passed. Dampening both front and rear springs are large double-acting hydraulic shock absorbers.



Hypoid rear axle... for long life, quiet operation

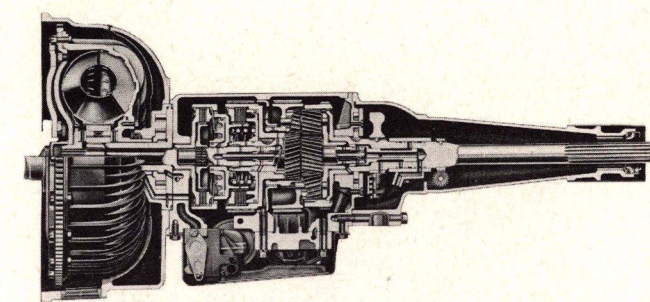
Mercury's hypoid rear axle combines efficiency, quiet operation, strength, and light weight. Gears have large contact areas that contribute to quiet running and dependable service. Power thrust is delivered to the frame side rails through the long leaf-type springs.



Self-energizing brakes... with soft-pedal action

Mercury's self-energizing brakes, operated by the suspended brake pedal, provide safer, smoother braking. Suspended pedal, pivoted at the top, swings through a natural arc for easier, surer action. Brake drum diameter is 11 inches. Total brake lining area, 159 sq in.

your choice of 3 great transmissions



Merc-O-Matic Drive... Mercury's fully automatic dual-turbine torque converter

Mercury's new power along with Merc-O-Matic* gives you smoother, livelier shift-free driving. Dual oil-driven turbines multiply engine torque for high-performance, rapid acceleration, and smoothness. Planetary gears provide economy. Automatic controls do all the shifting at exactly the right time... make driving easier than ever.

Touch-O-Matic Overdrive... for multi-range performance, unmatched economy

Mercury's Overdrive* transmission provides a 4th forward speed for economical cruising, and a performance range for traffic and mountain driving. This multi-range performance saves as much as 20% of fuel. Reduces engine wear. Lowers sound level. Gives smooth operation throughout speed range.

Standard Transmission... Quiet, dependable, synchromesh drive

Mercury's smooth, easy-shifting standard transmission affords quiet operation, long life, and fuel economy. Second and 3rd gears are kept in constant mesh by synchronizers for easier, quieter shifting. Helical-cut gears assure greater durability.

*Optional at extra cost.

smart new style and sturdy
construction

...Mercury's styled-in-steel body

sedan specifications

Over-all Length*.....206.2 in.
Over-all Width.....77.4 in.
Over-all Height.....62.2 in.
Seat Width (hiproom).....58.9 in. (f and r)
Total Trunk Capacity.....30.4 cu ft.

*With optional front bumper guards



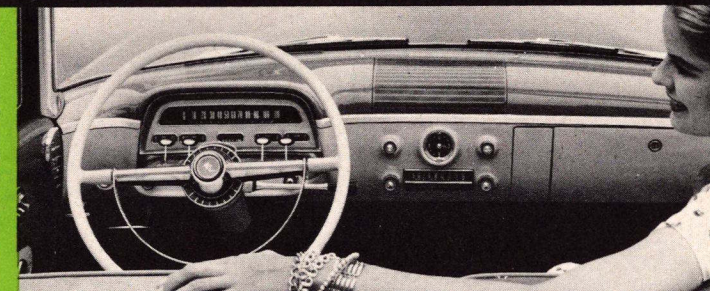
designed for your safety... built to last

From the newly designed combination bumper-grille to extended rear fenders and unified tail lamp assemblies, Mercury has a fresh, new look—front, side and rear. And, Mercury workmanship and materials are of the best. Every body is rigidly braced, tightly sealed, and insulated against sound and weather. Every part is designed and formed to give you more in comfort, safety, and convenience.

Sound basic construction

In automotive construction there's no substitute for steel, and steel means weight. Weight of a car, then, is a dependable indication of what you can expect for strength, safety, and durability. As shown below, Mercury neither substitutes nor subtracts from the basic materials that mean durability, safety and riding comfort.

Model and Body Style	Approx. Curb Weight*
Mercury Custom 4-door Sedan.....	3610 lb
Mercury Custom Sport Coupe.....	3652 lb
Mercury Custom 2-door Sedan.....	3557 lb
Mercury Monterey Spec. Cust. Coupe.....	3679 lb
Mercury Monterey Sun Valley.....	3679 lb
Mercury Monterey Spec. Cust. 4-door Sedan.....	3620 lb
Mercury Monterey Spec. Cust. Convertible.....	3762 lb
Mercury Monterey Station Wagon.....	3945 lb



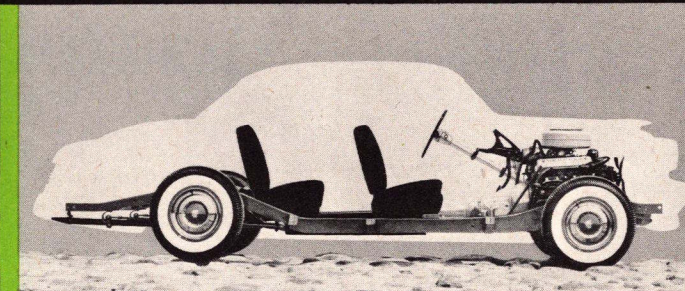
"Interceptor" Panel... the completely modern touch

Mercury's newly designed "Interceptor" instrument panel places instruments just below the driver's line of forward vision... groups controls for quickest, easiest accessibility. A new Mercury convenience is ignition-key starter for easier, simpler starting.



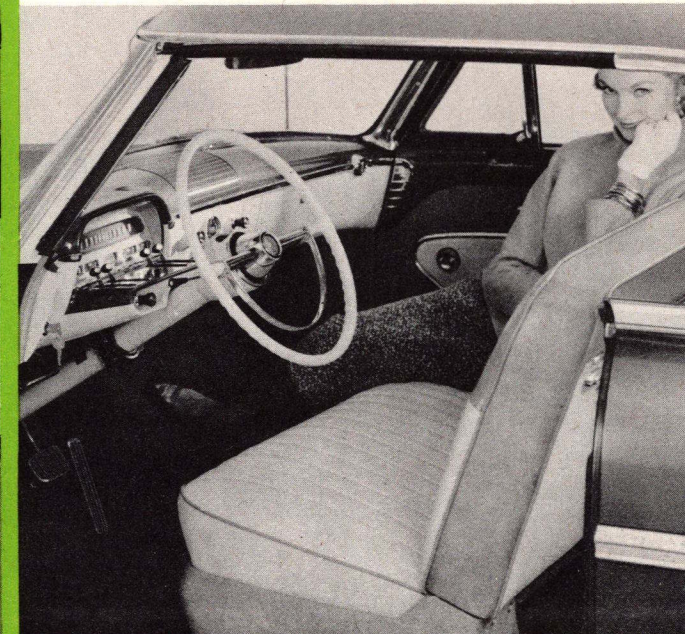
A new view of driving... mile-wide visibility

Mercury's big windows provide the safety vision you need for today's traffic, and the pleasant open feeling you like for comfort and relaxation. Hood is low so you can see down front. Fenders are high to help in judging distances. Windshield is gently curved for wide-range visibility. Up to 22½ sq ft safety vision area.



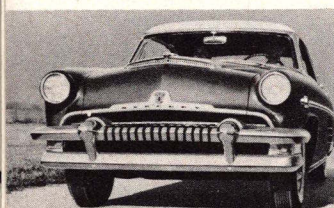
Space-planned interiors... for greater roominess

In Mercury, seats are wide and deep. Passengers ride in the smooth-riding comfort-zone well ahead of the rear wheels. And there's plenty of baggage space, up to 31 cu ft or more in the big compartment under the contour-formed rear deck.



Sparkling new interiors... for every 1954 Mercury

For your new Mercury or Monterey you can choose exterior finish and interior fabrics or leathers according to your personal tastes. There are 28 different interior selections to go with the 14 different body colors and 22 two-tone exterior combinations.

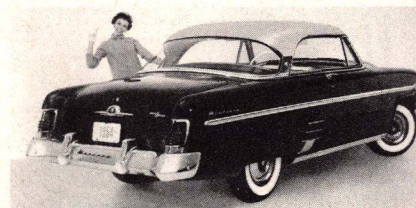


Longer, lower looking

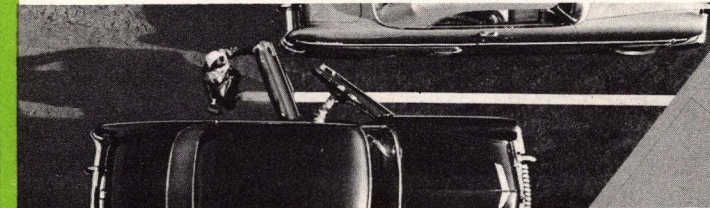
On the front, wider, lower appearance with a completely new bumper-grille design, ornamentation, and distinction.



On the sides, a new profile, accenting horizontal lines, and extended rear fenders, brings out full 206.2-inch length.



At the rear, new "going away" smartness with contoured tail lamp assemblies, extended fenders, wrap-around bumper.



Two-stop doors... for added convenience

Mercury's 2-stop front doors hold at either half-way or full-open positions for extra convenience when getting in and out in close places. All doors are double-panel construction, front-hinged for safety. Every door has a plunger-type inside lock for added security.

*With standard transmission. With optional overdrive add \$1 lb. With optional Merc-O-Matic Drive add 86 lb. Curb weight is weight of car filled with oil, water and fuel.

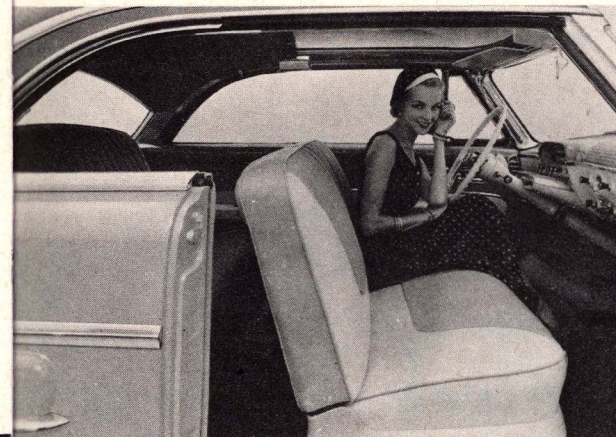
a new vista of motoring
enjoyment

...the great new Mercury Monterey Sun Valley

America's first transparent top car

Mercury anticipates the future with a completely new body style, for a new kind of motoring. A tinted, transparent, plastic material, used in aircraft, forms a solar section for the all-weather top. And to go with it, a refreshing new concept of modern

interior design that sets the Monterey Sun Valley apart. It offers Mercury's new 161-horsepower overhead valve V-8 engine for a new kind of power that makes any driving easy, and ball-joint front wheel suspension, a Mercury exclusive in its field.



...surrounded in splendor

For this brand-new body style, there are new, strikingly beautiful interior designs. Upholsteries include durable leather, attractive long-lasting vinyls, modern basketweave cloth, and feature the exclusive Sun Valley pleated seat back design. Exteriors are finished in brilliant two-tone combinations.

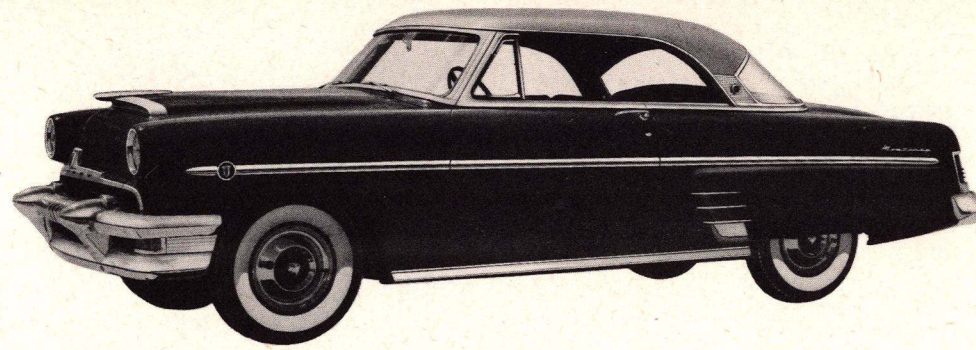


...open to the stars above

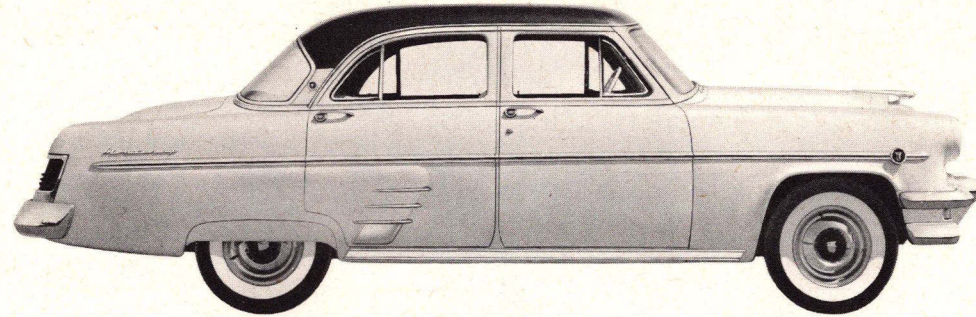
Here's the wonderful openness of a convertible with all the comfort of a snug coupe. There are spacious windows all around... plus the transparency of the clear plastic roof section. To assure cool, glare-free riding, the plexiglas roof is tinted to filter the sun's rays.



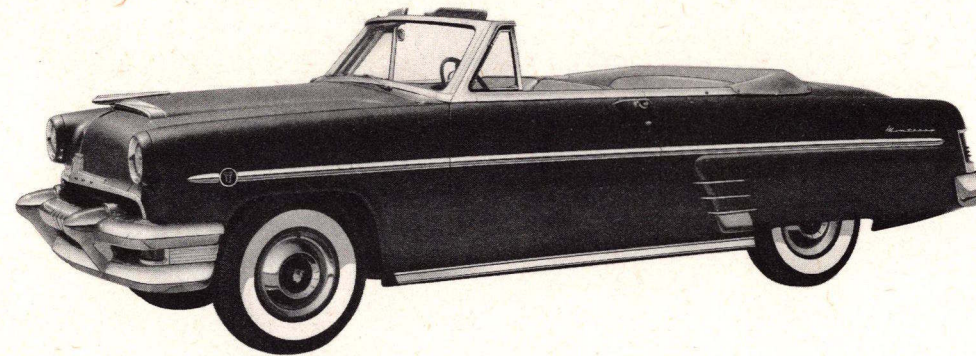
The 1954
Mercury Monterey
Special Custom Coupe



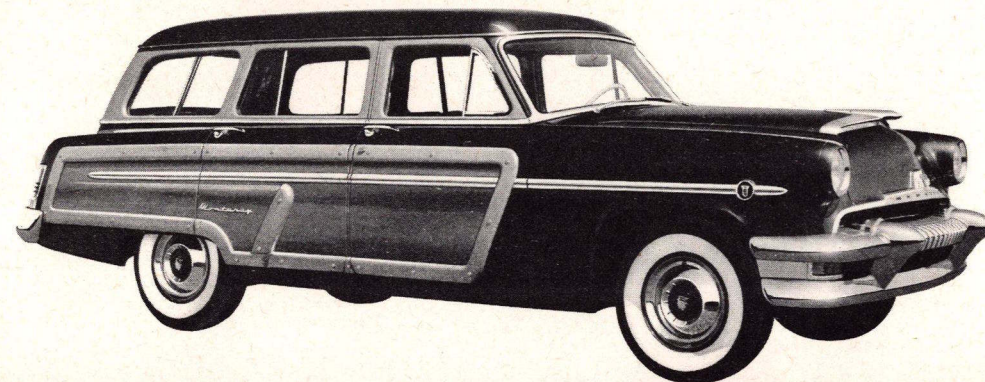
The 1954
Mercury Monterey
Special Custom 4-door Sedan



The 1954
Mercury Monterey
Special Custom Convertible



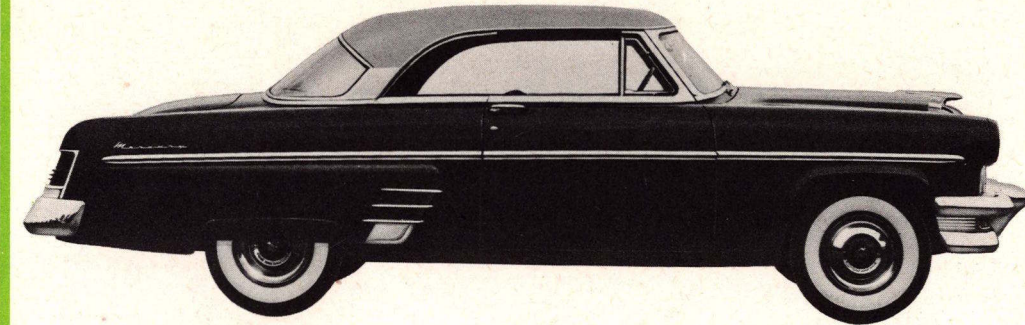
The 1954
Mercury Monterey
8-passenger Station Wagon



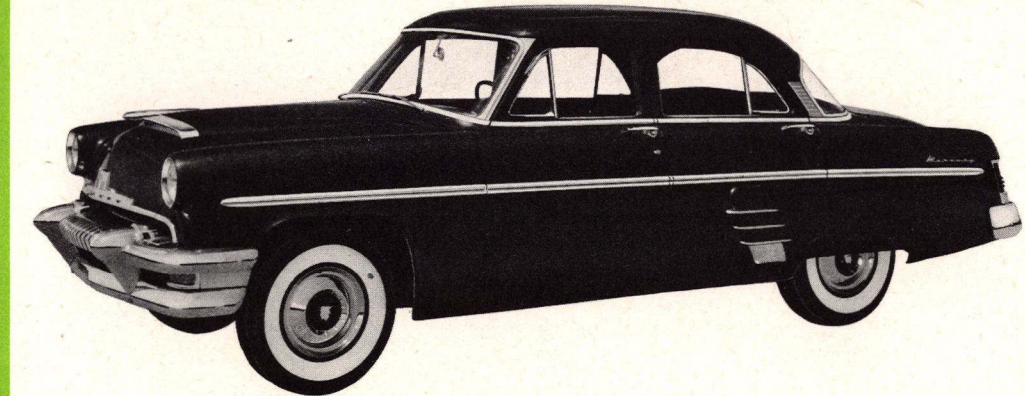
• In the Mercury Monterey Series

In the Mercury Custom Series

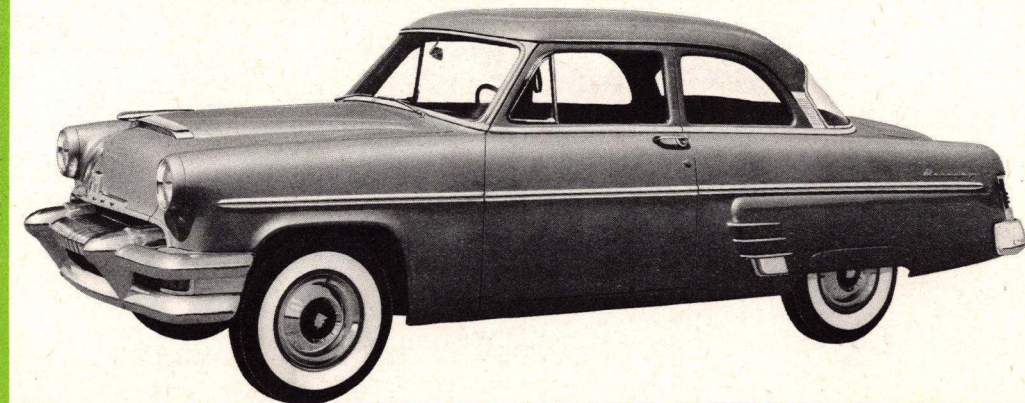
The 1954 **Mercury**
Custom Sport Coupe



The 1954 **Mercury**
Custom 4-door Sedan



The 1954 **Mercury**
Custom 2-door Sedan



Accessories, optional equipment, full-disc hubcaps and white sidewall tires are installed at extra cost. These specifications were in effect at the time this manual 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.