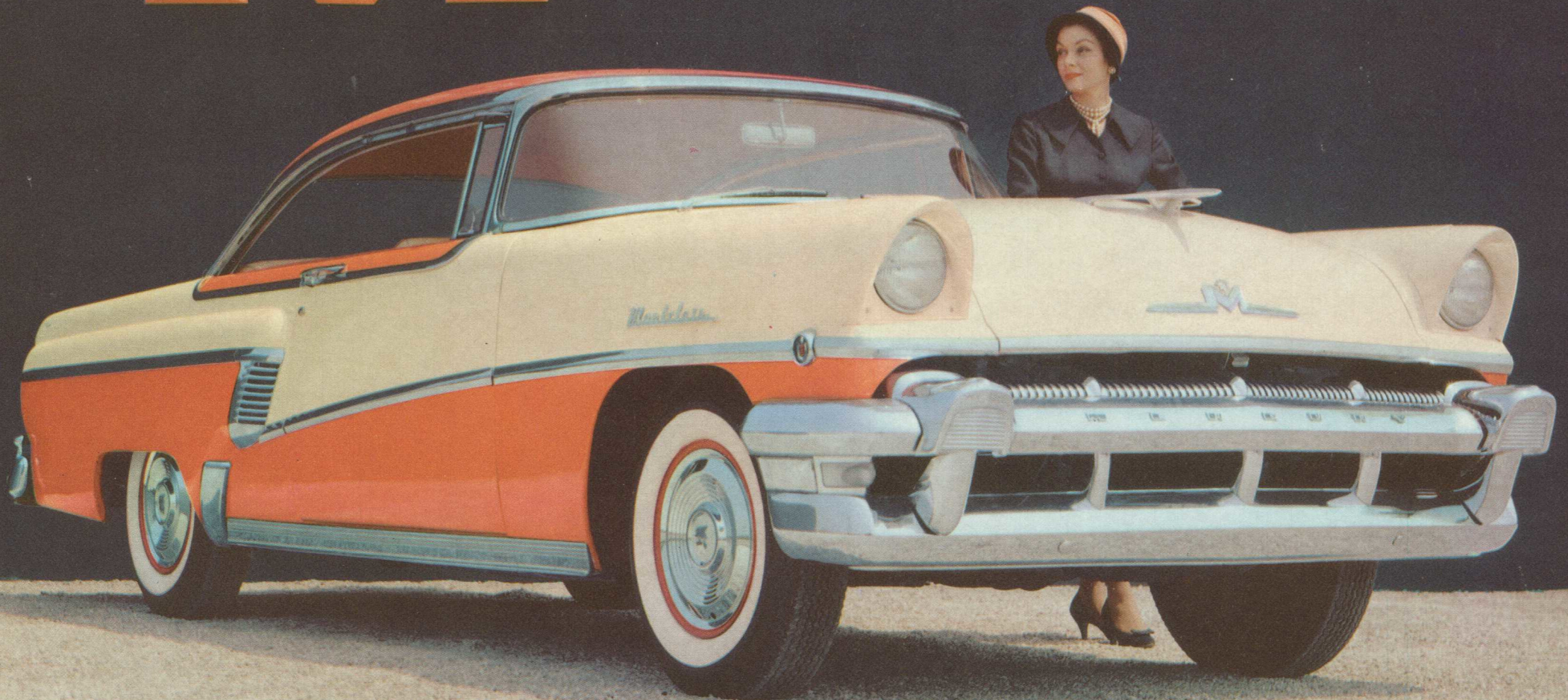


THE BIG

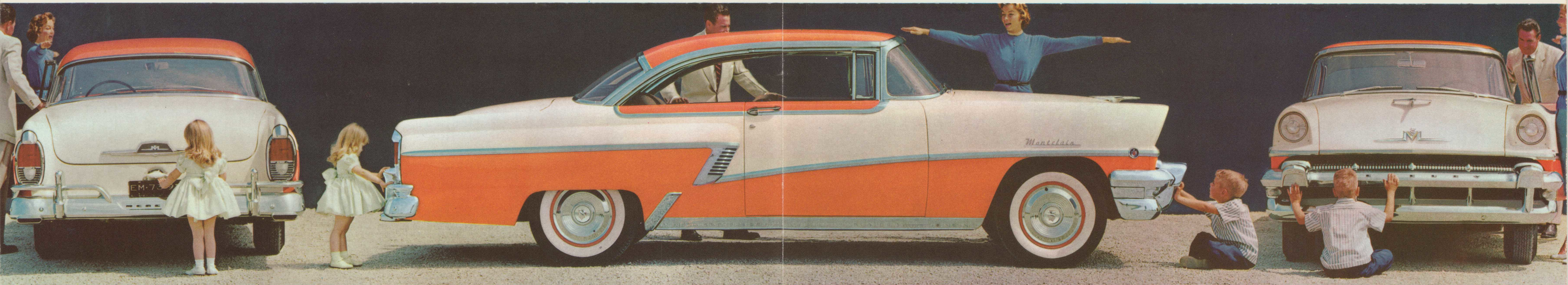


Mercury for 1956



Three great series: Montclair • Monterey • Custom

1956 MERCURY—with distinctive new beauty—Safety-Engineered features—and powered by new SAFETY-SURGE V-8 engines



Front, profile or back — whichever way you look at this new Mercury, you know that here is a distinctive new car. You see the individuality of this new Mercury in the gleaming bumper-grille; in the sweeping lines of the long, low silhouette; in the accent of slash-molding of bright metal, in the exciting new Flo-Tone color styling of the Montclair shown above, and in the newly styled taillights. On the front of the hood, you'll note the symbol of Mercury distinction for 1956 — the Big M.

And for 1956, Mercury offers two great new SAFETY-SURGE V-8 engines that develop 225 and 210 hp. These new V-8's will give you the kind of performance you've always wanted: instant response, a quick, eager surge of power to take you safely out front and a smooth, steady flow of power to keep you there. This is power you can use in *every* driving range. And you can have Mercury's smooth new power delivered to you through improved Merc-O-Matic Drive.

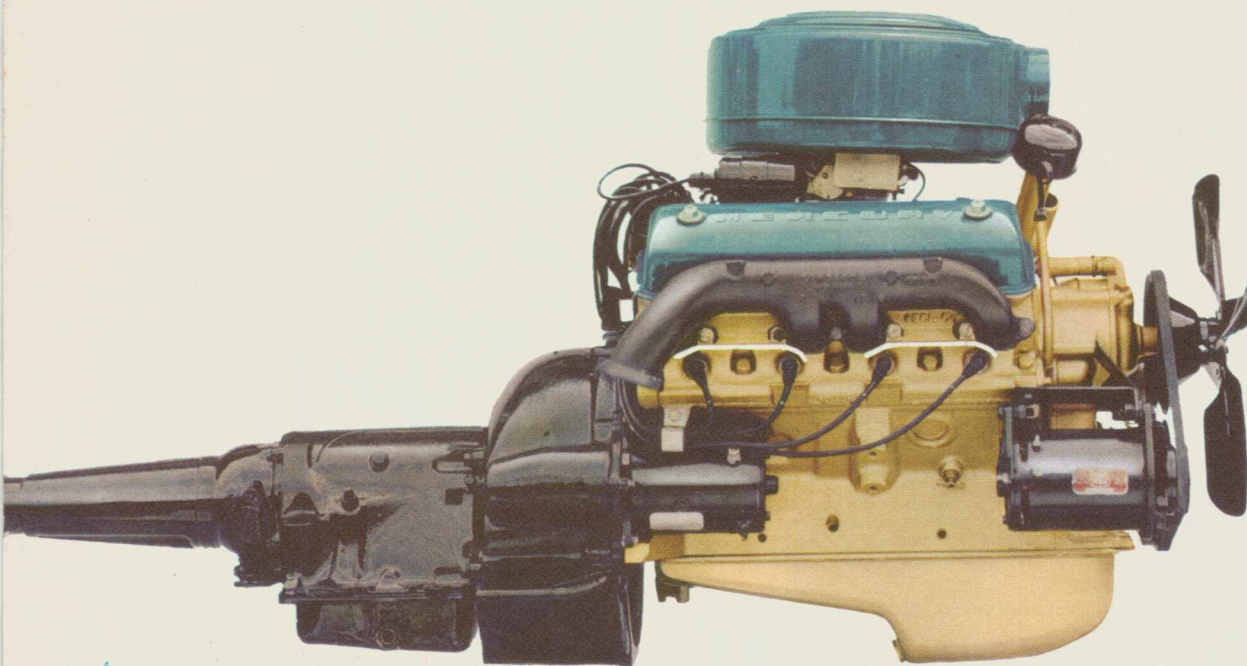
Mercury offers Safety-Engineered features as standard equipment on all models: new impact-absorbing steering wheel with recessed hub; new safety door locks; safety-vision with Full Scope windshield; new safety-beam highway lights; improved, big safety-grip brakes; safety-glass, full-swivel, safety rearview mirror; and tubeless tires. Optionally available on all models are a new padded instrument panel, padded sun visors, new safety seat belts and driver-controlled rear-door locks.



In the illustration above, Mercury's new beauty is expressed in Flo-Tone color styling of Persimmon and Classic White. The interior at left is in matching shades of attractive vinyl. This is just one of Mercury's wide new selection of exterior and interior finishes.

To make your place in a Mercury the most comfortable spot in the world, you can select optional 4-way power seat; add ease and convenience with power steering, power brakes, power windows and Multi-Luber — power lubrication exclusive with Mercury in its class.

Mercury's New 225-hp SAFETY-SURGE V-8 Engine for 1956



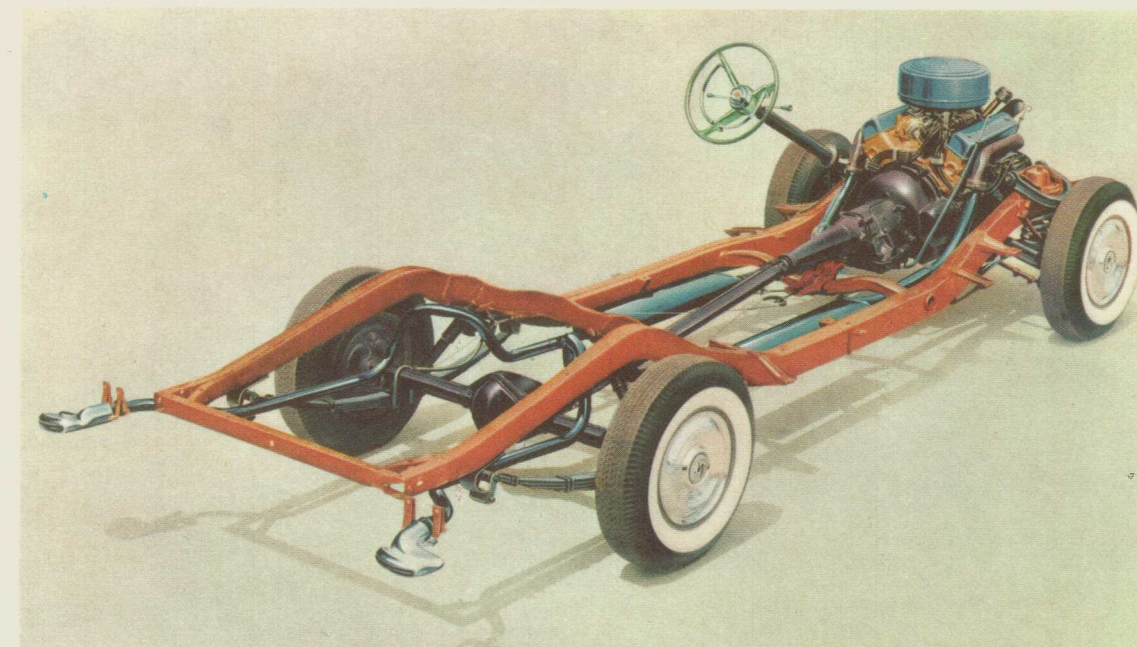
For 1956, Mercury offers the big, powerful 225-hp SAFETY-SURGE V-8—a new engine that will take you flashing along the highway, soaring up steep grades, or just loafing through traffic easily and smoothly.

Endurance tests proved this V-8 capable of taking more punishment than you would normally ever give it. Acceleration tests showed Mercury's "take-off" is faster than ever before. Gasoline consumption tests found that this V-8 can add still more honors to Mercury's long history of economy.

Most important, this new V-8 offers you more *usable* power—not just for high speeds but for 99% of your driving.

Mercury's new SAFETY-SURGE V-8 engine is also available in a 210-horsepower version.

Rugged 1956 Chassis—basis for Mercury's new "Luxury" ride

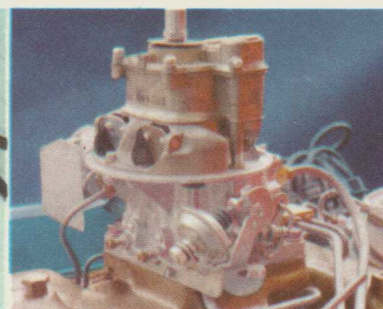


The new Mercury chassis is skillfully engineered with features that add up to easier handling, better road stability and a new, smoother ride. The extra-strength frame gives Mercury comforting solidity; long-leaf rear springs adjust automatically to load tension; double-acting shock absorbers add new smoothness to ride; high ratio rear axles add greater fuel economy. In every respect, this new chassis is designed to give you a "luxury" ride.

Try this new Mercury on long, rough-road trips across the country or short jaunts through town and you'll find that here is the car to make your motoring a pleasure.



NEW COMBUSTION CHAMBER DESIGN creates greater fuel turbulence for more efficient burning. High-lift valves, larger ports improve intake and exhaust "breathing" for smooth operation.



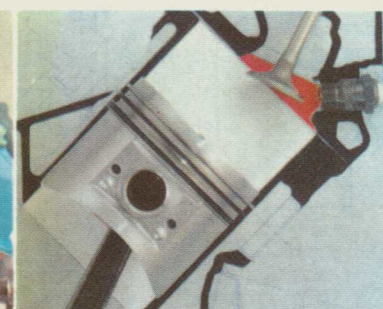
NEW, LARGER 4-BARREL CARBURETOR features new fuel metering system for still greater Mercury economy. Automatic two-stage control provides better performance for every driving range.



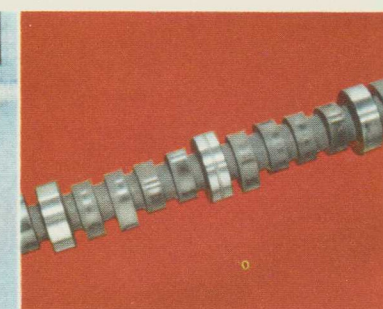
NEW 18 MM SPARK PLUGS, designed for high-compression engines, combine anti-fouling features with new electrode composition—provide 100% longer life, much longer service between cleanings.



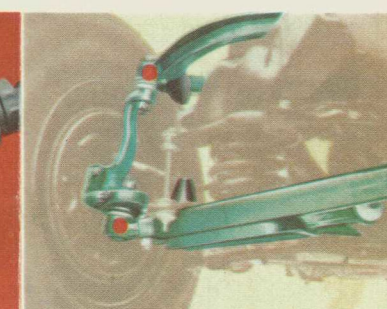
NEW FULL-VACUUM SPARK CONTROL provides double-diaphragm sensitivity to ignition timing needs of high-compression engines—instant adjustment to rapid acceleration, eliminates power lag.



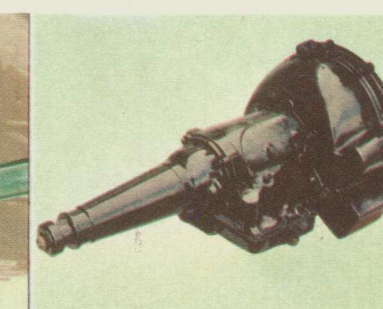
LARGE-BORE, SHORT-STROKE design of the new SAFETY-SURGE V-8 converts more of the engine's potential into usable power. Friction is greatly reduced and engine life is lengthened.



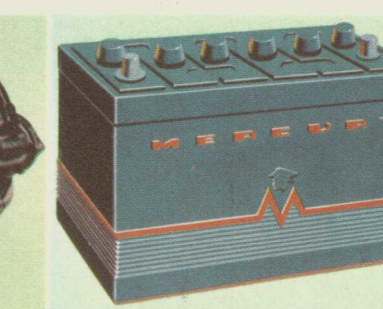
NEW CAMSHAFT. A new high-lift cam for Mercury's new V-8 is designed to contribute to smooth idling, high torque in normal driving range you use most, and high performance at top speeds.



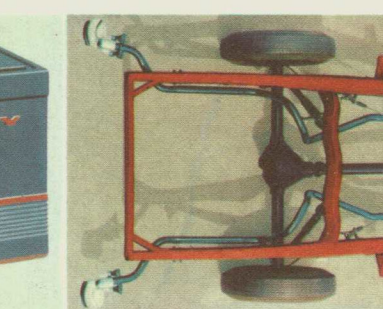
IMPROVED BALL-JOINT FRONT SUSPENSION—a Mercury exclusive in its field—is a major feature in Mercury's new smoother ride and easier handling. Reduces grease fittings from 16 to 4.



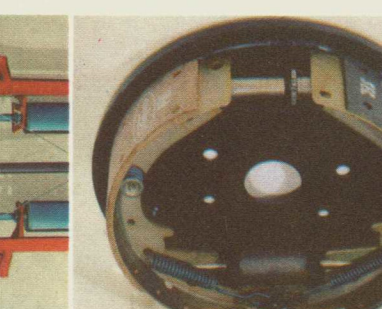
3-WAY CHOICE OF TRANSMISSION—improved Merc-O-Matic Drive for responsive, versatile new smoothness; flexible Touch-O-Matic Over-drive; or quiet operating three-speed standard transmission.



NEW 12-VOLT ELECTRICAL SYSTEM provides extra power for ignition, starting, lights and accessories. This more powerful system turns starter 80% faster for quick starting in all kinds of weather.



DUAL EXHAUSTS are standard equipment on all Montclair and Monterey models and Custom Station Wagons. Optional equipment on other Custom models. Provide added performance and economy.



NEW SAFETY-GRIP BRAKES are designed for an extra margin of driving safety. They offer smooth straight-line stopping. New single-anchor feature makes them easier to adjust.

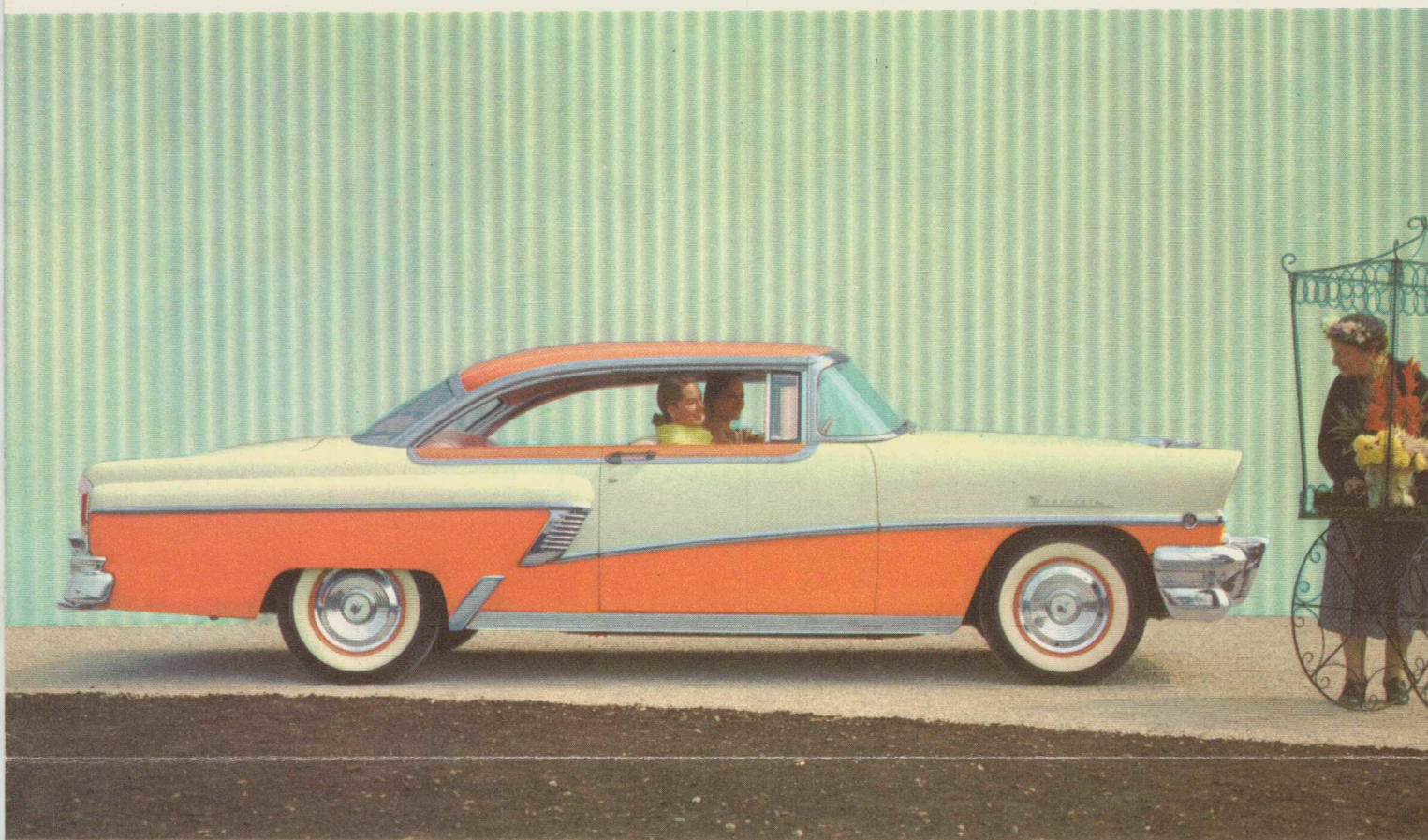


MULTI-LUBER—power lubrication is an exclusive with Mercury in its field. Optional equipment, Multi-Luber automatically lubricates all front suspension and steering points.

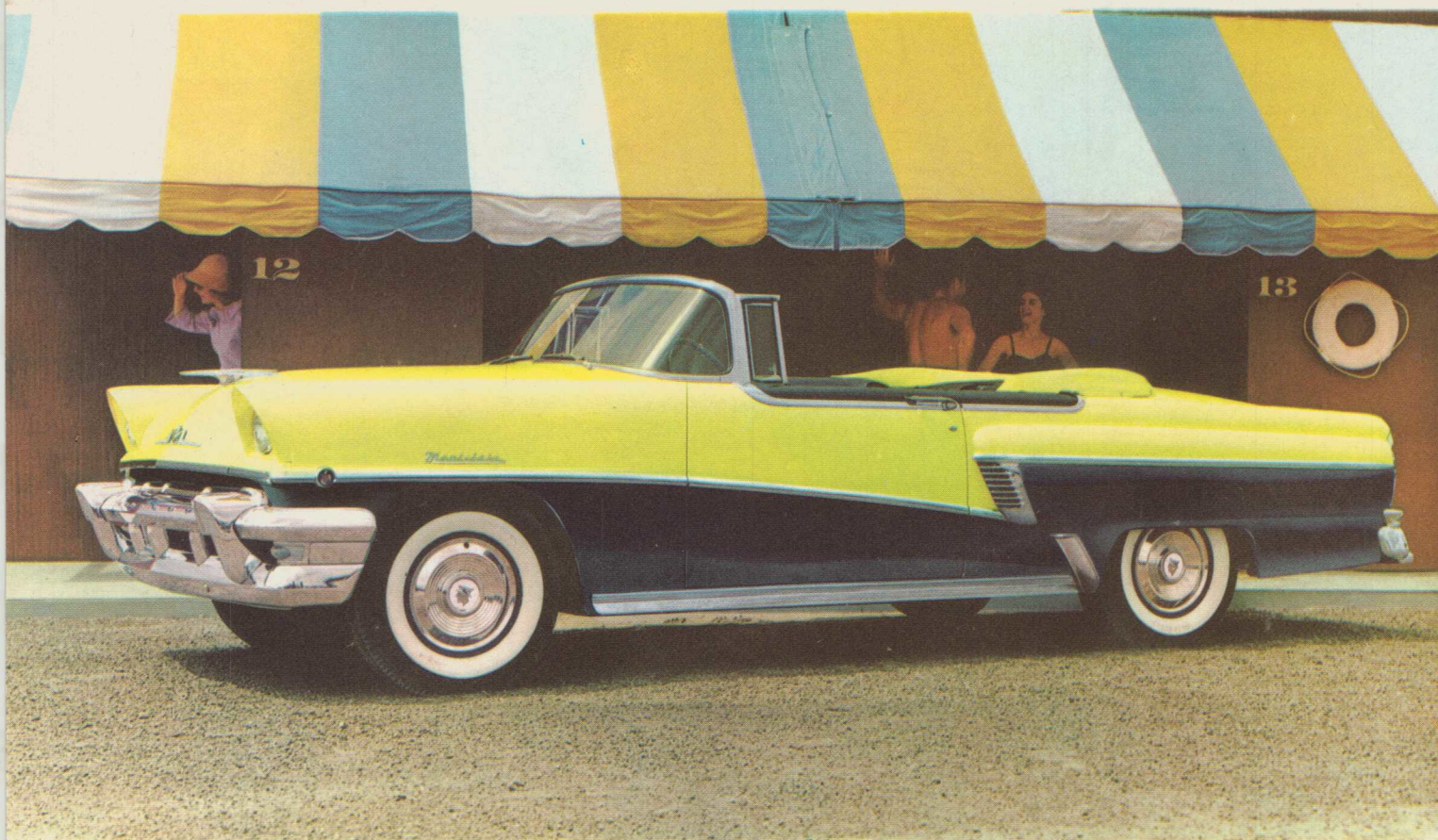
12 Big, Brilliant New Mercury Models

IN A NEW WIDE CHOICE OF FLO-TONE, TWO-TONE AND SOLID COLOR STYLING—WITH DRAMATIC NEW INTERIOR COLOR COMBINATIONS

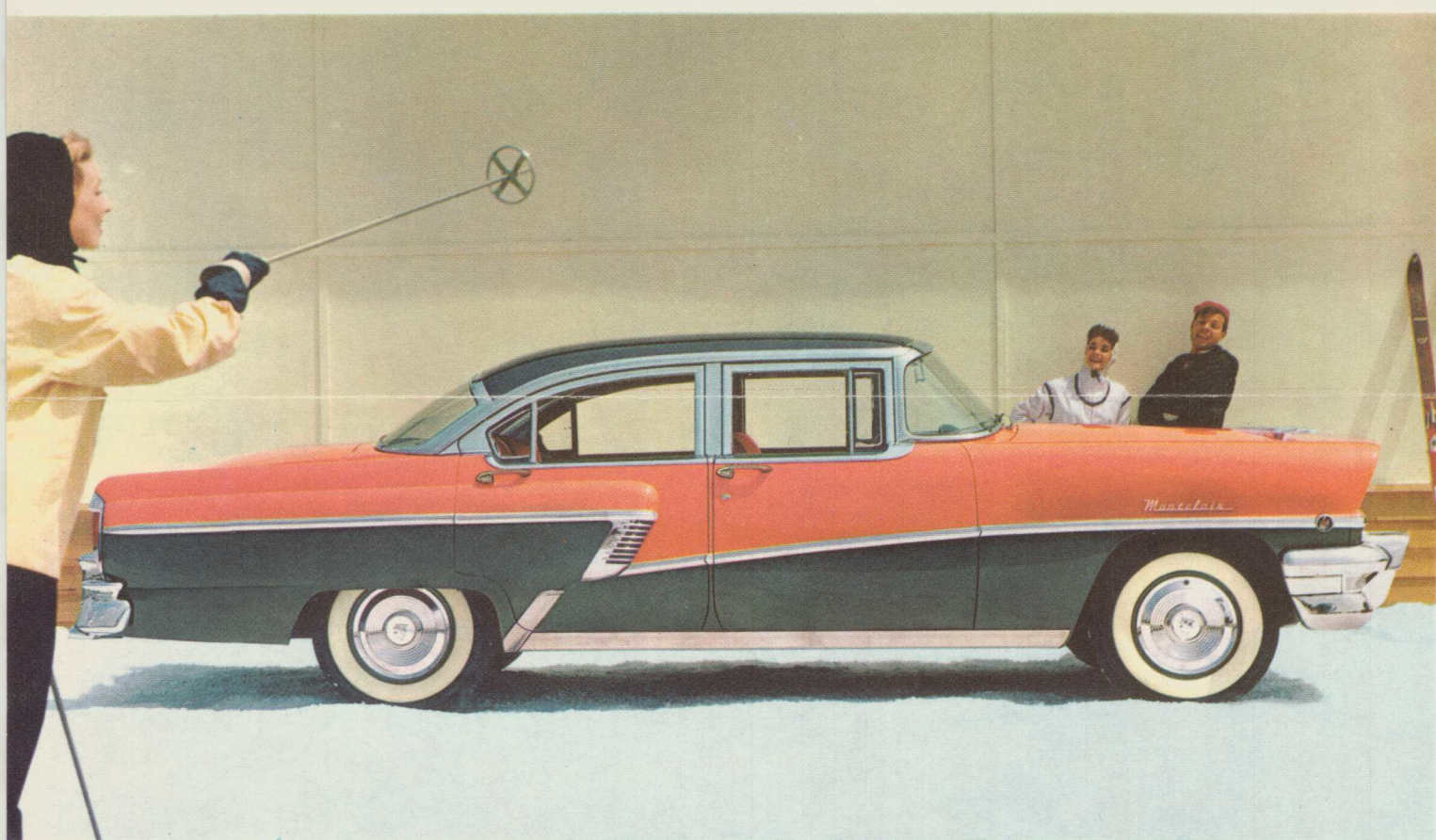
1956 MONTCLAIR SERIES



MERCURY MONTCLAIR COUPE



MERCURY MONTCLAIR CONVERTIBLE

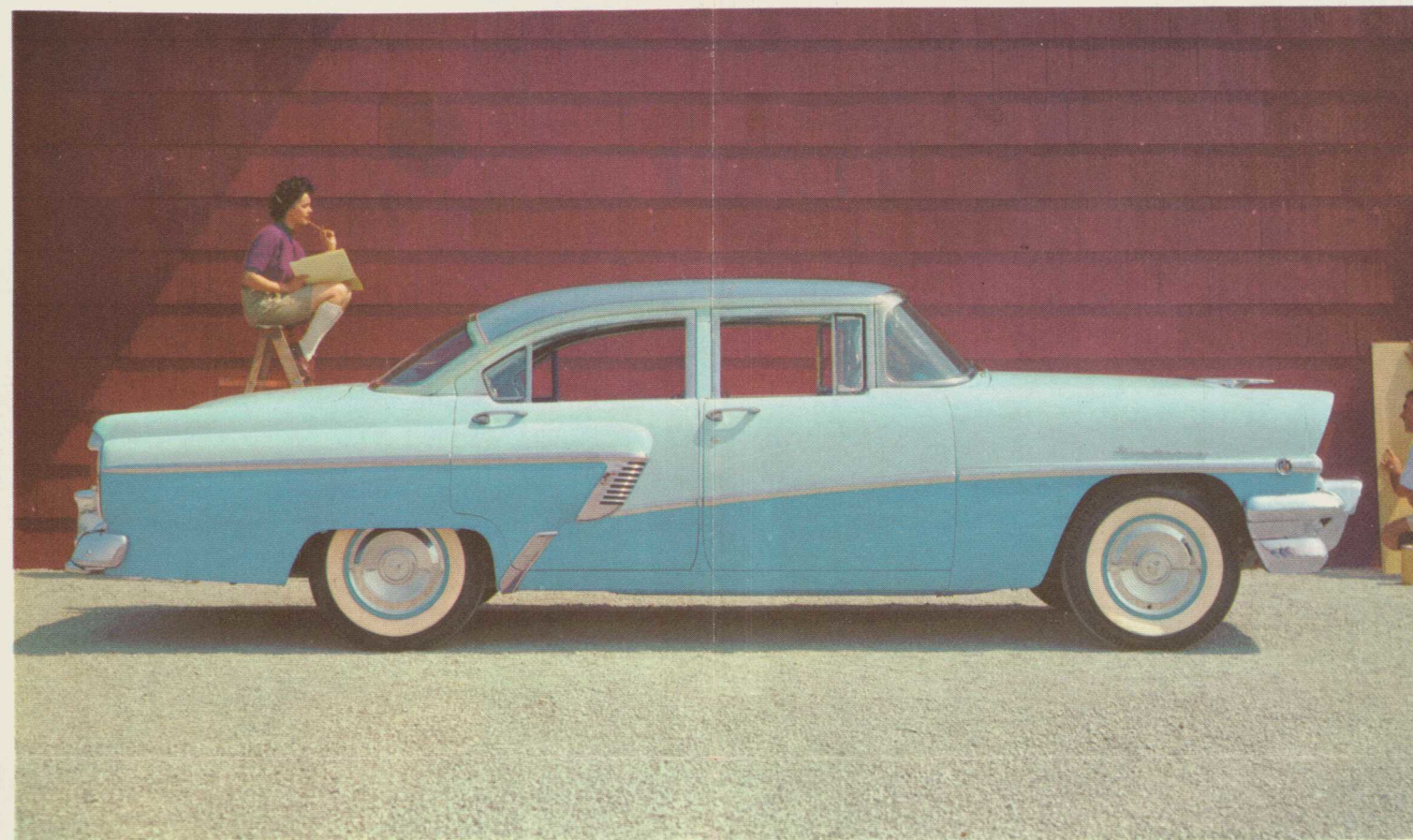


MERCURY MONTCLAIR 4-DOOR SPORT SEDAN

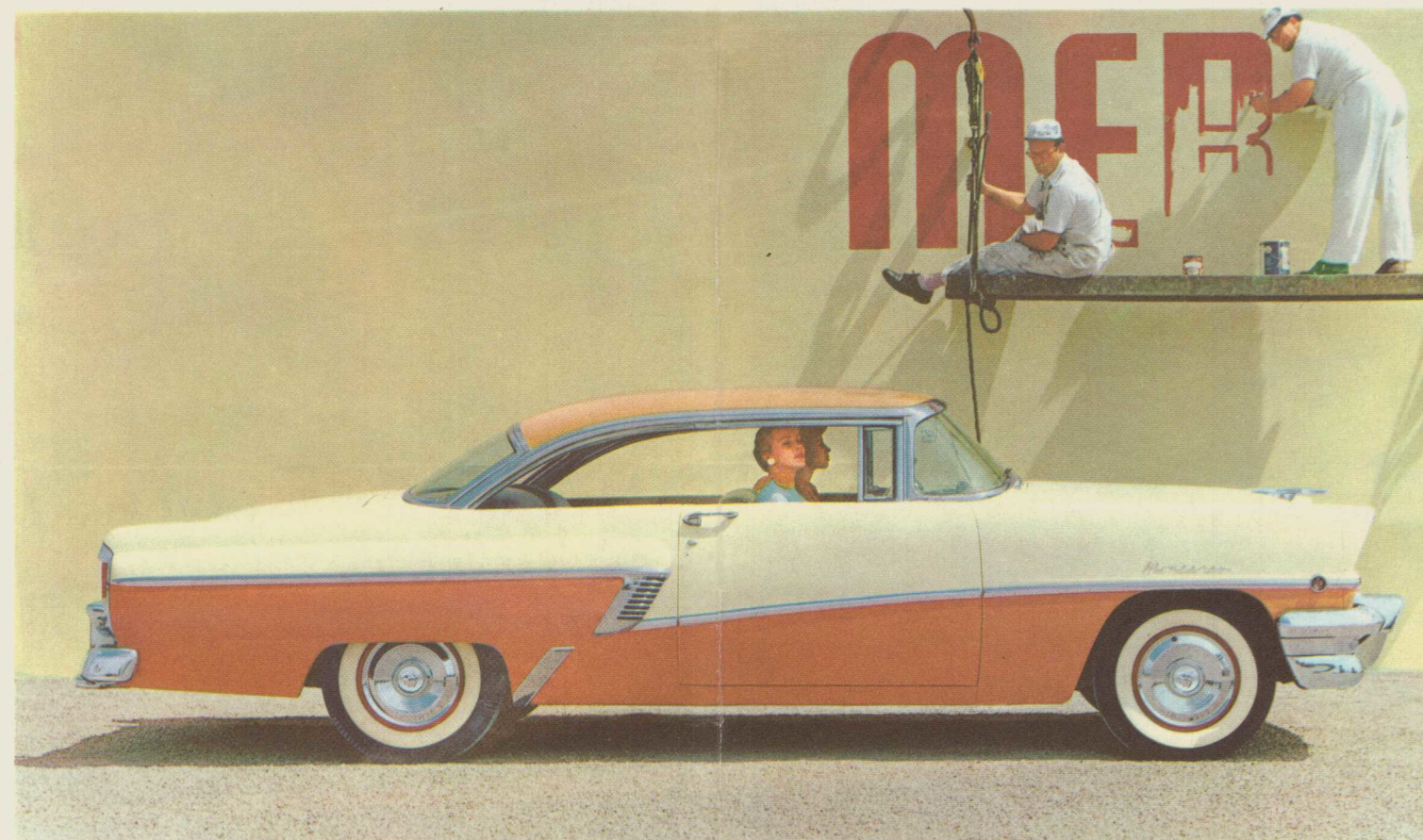


Here is one example of the interior decors available in the 1956 Mercury. The seat and door are finished in red and white vinyl. You can choose from a wide variety of fabrics and colors to match or contrast with exterior finishes.

1956 MONTEREY SERIES



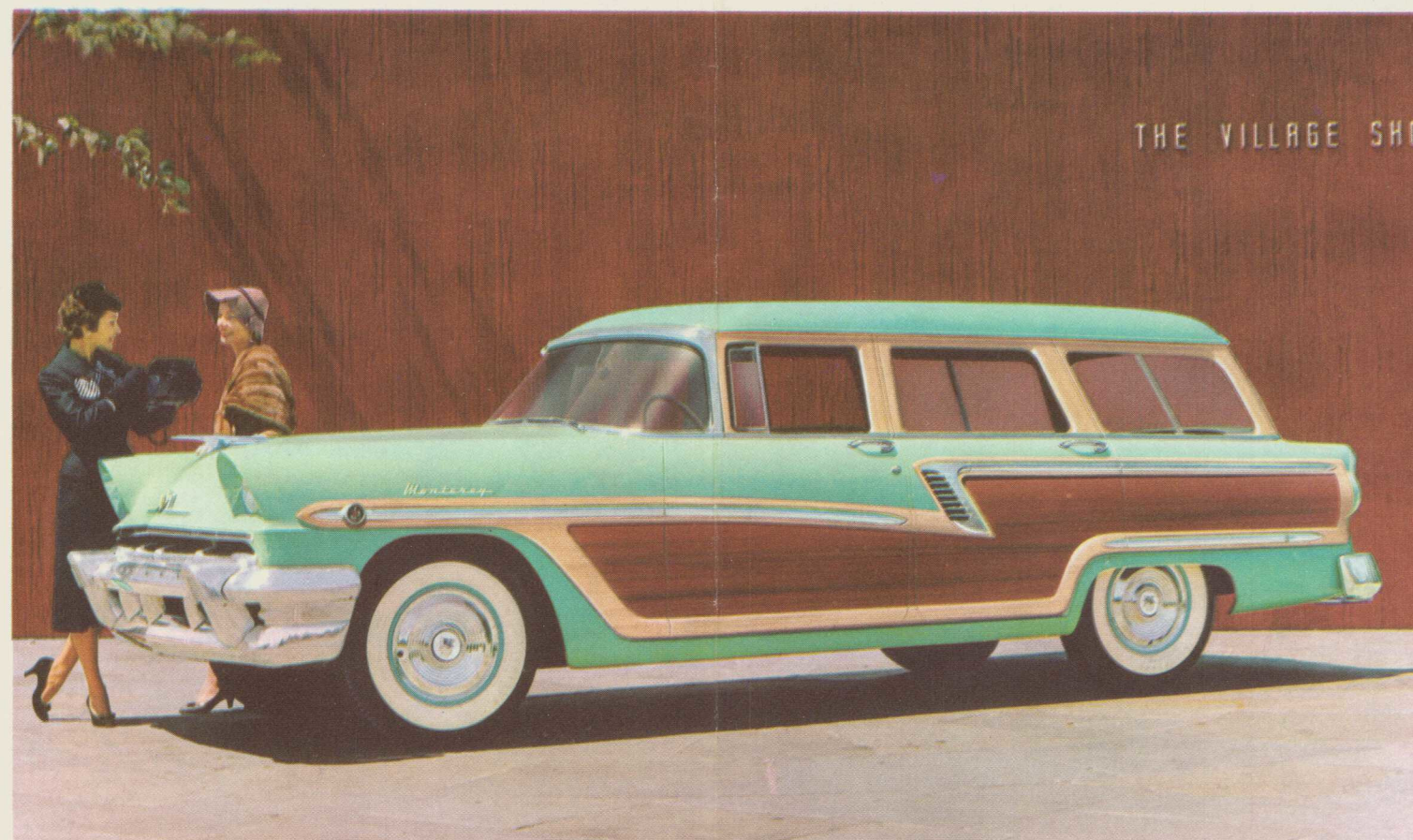
MERCURY MONTEREY 4-DOOR SPORT SEDAN



MERCURY MONTEREY COUPE

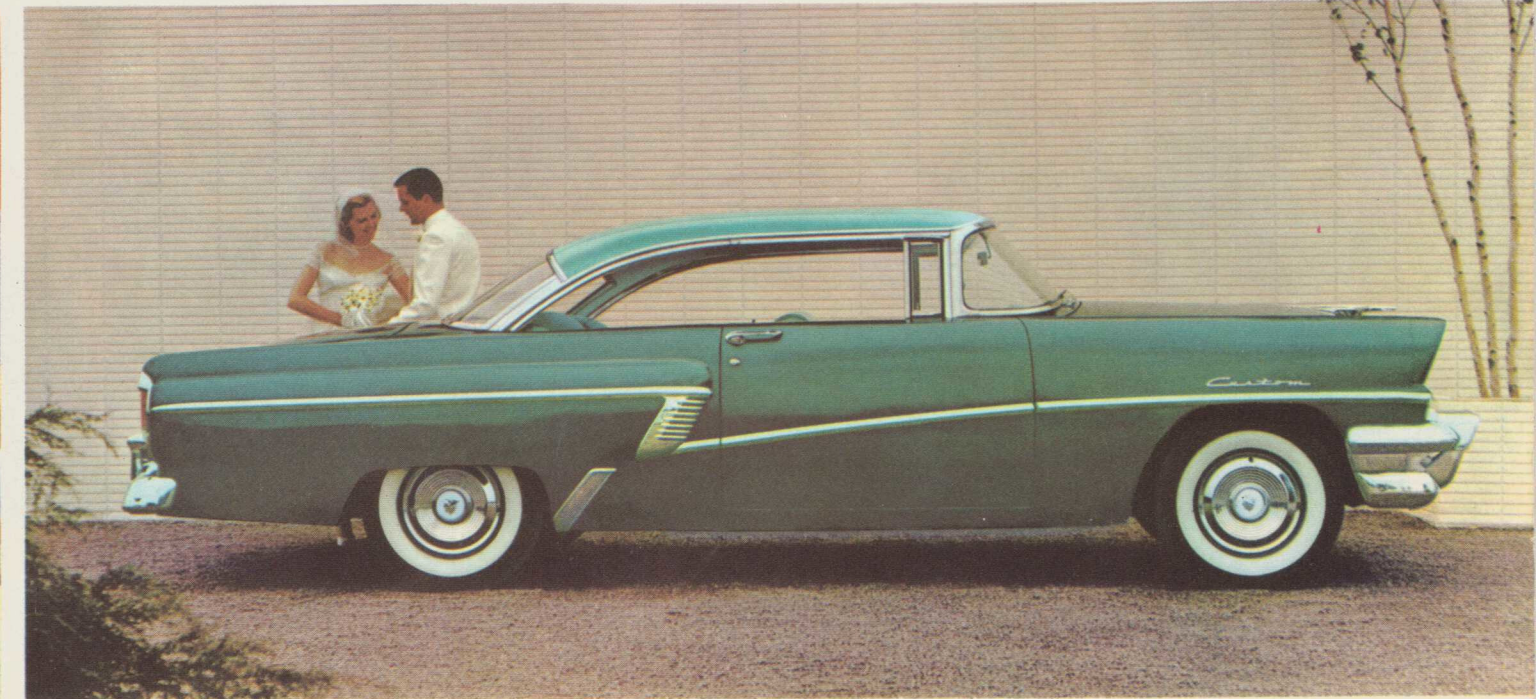


MERCURY MONTEREY 4-DOOR SEDAN



MERCURY MONTEREY STATION WAGON

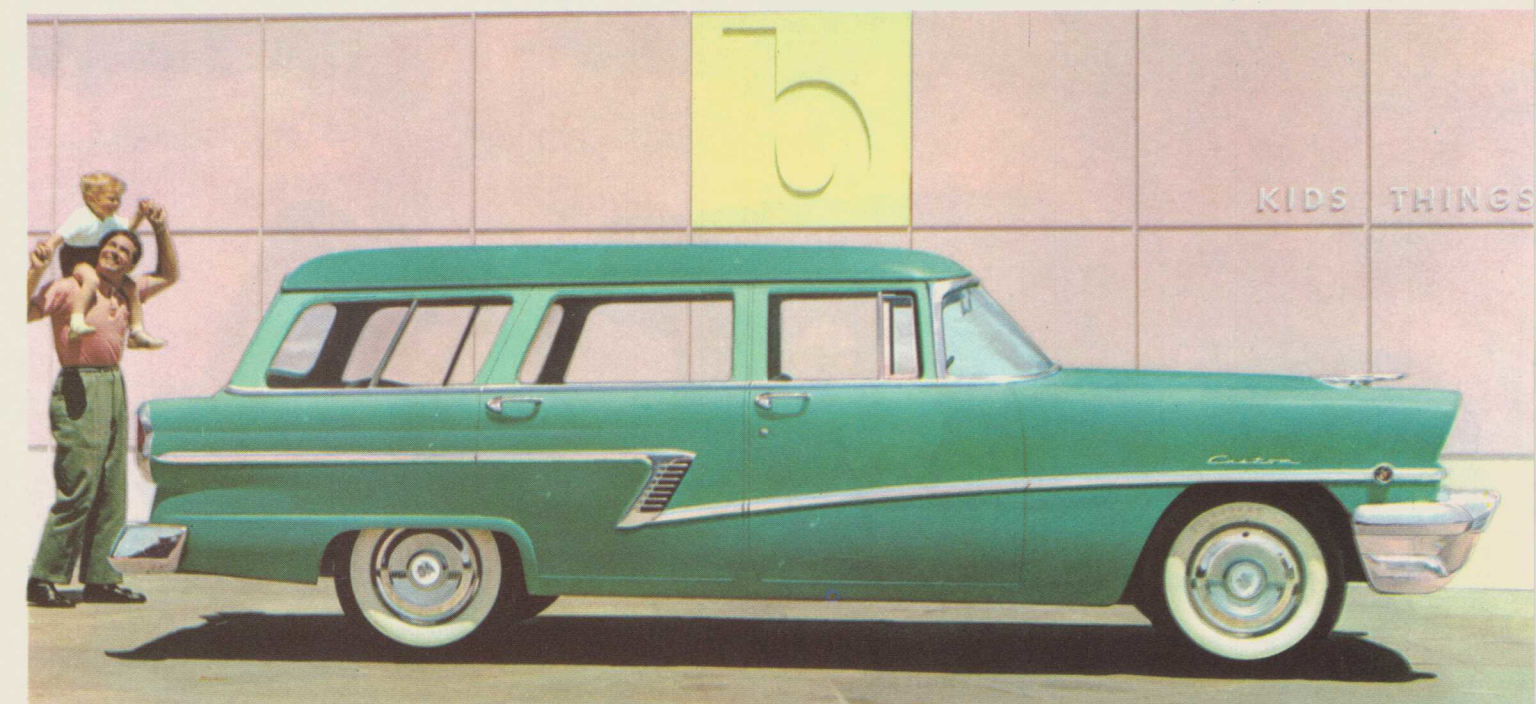
1956 CUSTOM SERIES



MERCURY CUSTOM COUPE



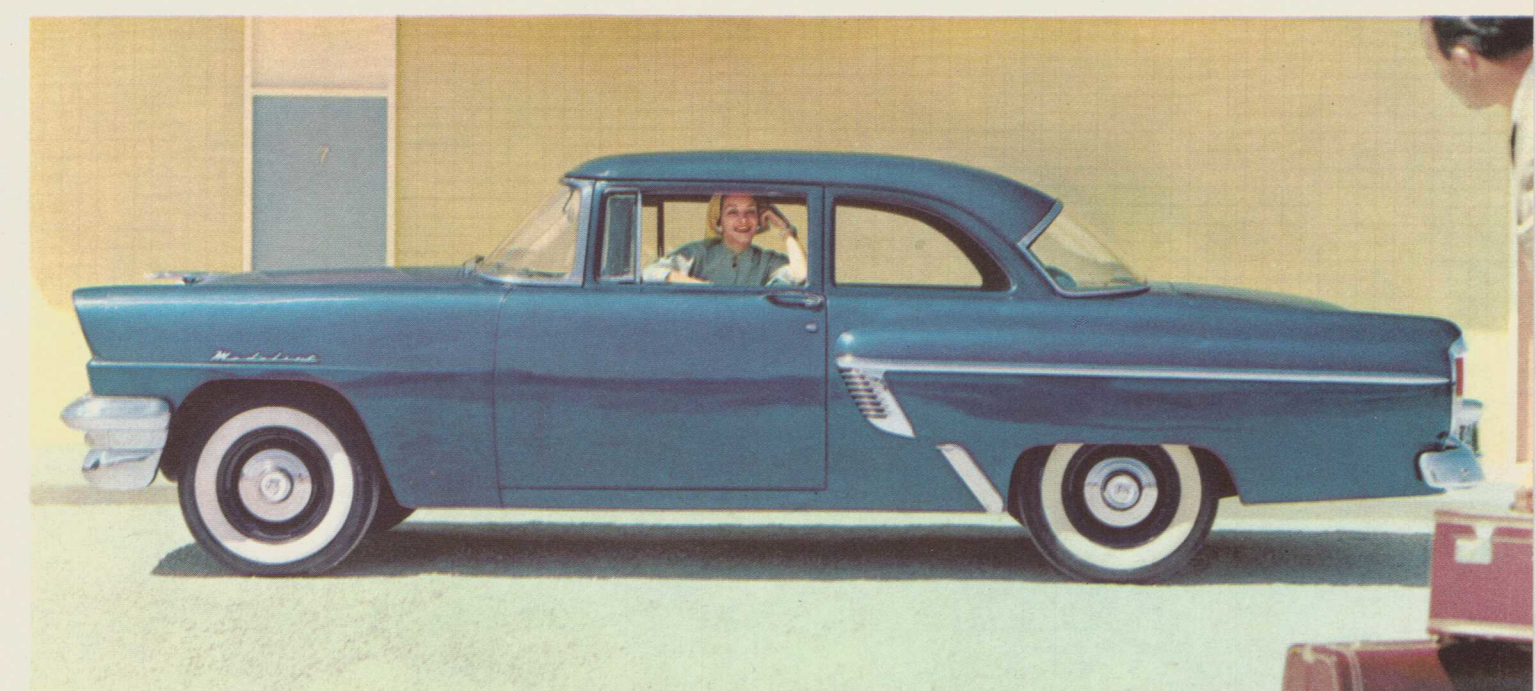
MERCURY CUSTOM 2-DOOR SEDAN



MERCURY CUSTOM STATION WAGON



MERCURY CUSTOM 4-DOOR SEDAN



MERCURY MEDALIST 2-DOOR SEDAN

SPECIFICATIONS—ENGINEERING PROOF THAT THE NEW MERCURY FOR '56 IS THE GREATEST YET

ENGINE

BASIC CONSTRUCTION: Advanced short-stroke, low-friction design. One-piece 90° V-8 block with deep-skirt crankcase. Precision-molded crankshaft with 5 selectively fitted main bearings. Rubber-floated vibration damper. Wedge-shaped (high turbulence) combustion chambers. Solid-skirt aluminum alloy pistons with embedded steel struts. Two compression and one oil ring. Free-breathing intake and exhaust.

SIZE AND RATINGS: The Mercury V-8 is built in two 312-cubic-inch versions, all with 3.80 in. bore and 3.44 in. stroke. These are: the 210-hp version with 8.0 to 1 (or 8.4 to 1) compression and 312 lb-ft torque; and the 225-hp ultra-high (9 to 1) compression version with 324 lb-ft torque.

FUEL SYSTEM: Four-barrel carburetor with vacuum-controlled secondary barrels. Low-restriction air cleaner.* Automatic choke and idling control. Camshaft driven diaphragm-type fuel pump. Fuel tank capacity 18 gallons except station wagons, 19 gallons. Plastic fuel tank filter. Magnetic filter in fuel pump.

ELECTRICAL SYSTEM: 12-volt system. High-capacity 30-ampere generator with low cut-in speed and automatic current and voltage regulation. 66-plate battery with 55-ampere-hour rating. Ratchet-type Folio-thru starter.

IGNITION SYSTEM: High-speed, single breaker-arm distributor with full-vacuum control by dual diaphragm unit. Weatherproof ignition with high-tension wiring and anti-fouling (18 mm) spark plugs.

LUBRICATION SYSTEM: Controlled full-pressure lubrication with full-flow oil filter. Gear-type oil pump. Directed-flow crankcase ventilation. Oil capacity 5 quarts (refill).

OVERHEAD VALVES: Intake valve diameter, 1.775 in.; exhaust, 1.505 in. High-lift cams. Silent, chain-driven camshaft. Valve lift increased to .386" for intake, and .384" for exhaust. Free-turning, rotary-type valves. Integral valve guides.

COOLING SYSTEM: Pressurized full-flow cooling system operating with up to 15 lb. pressure. Impeller-type high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed 4-blade silent fan. Coolant capacity, with optional heater: 20 quarts.

EXHAUST SYSTEM: Overhead exhaust manifolds with rear outlets. Dual exhaust on Montclair, Monterey, and station wagon models. Low-restriction single exhaust with Y-connector on Custom.

POWER TRAIN

MERC-O-MATIC DRIVE: Combines turbine-driven fluid torque converter and 3-speed planetary gear set. Multiplies engine torque as much as 5.04 times. Fully automatic operation of all 3 forward gears in Drive range. Automatic "low-gear" starts with full open throttle. Forced air cooling. Selector dial: P-R-N-Dr-Lo. Positive gear lock in Park position. Engine starts only with lever at Neutral.

STANDARD TRANSMISSION: Selective gear type with 3 forward gears and reverse. All gears helical type. Constant mesh second gear.

TOUCH-O-MATIC OVERDRIVE: 3-speed selective-type gear transmission with planetary gear train providing 4th forward gear (0.72 to 1 ratio).

CLUTCH: (With standard and overdrive transmissions): Dry, semi-centrifugal disk-type. Diameter clutch facing, 10 1/4 in. Ball-type throw-out bearing. Suspended pedal.

REAR AXLE: Semi-floating type with hypoid gears. Gear ratios: Standard transmission—3.73 to 1, or 4.09 to 1, optional; Overdrive—4.09 to 1, or 3.73 to 1, optional; Merc-O-Matic Drive—3.15 to 1, or 3.54 to 1, optional.

CHASSIS

FRAME: Rigid ladder-type heavy-gauge steel frame with double-channel box-section side rails. Two tubular and three channel section cross-members. Hardtop model frames made with extra-heavy outer side rails. Montclair Convertible has x-member frame and extra-heavy side rails. Wheelbase 119 in. tread, 58 in. (f) and 59 in. (r). Station wagons: wheelbase 118 in., tread 58 in. (f) and 56.5 in. (r).

FRONT SUSPENSION: Independent ball-joint front suspension. Each wheel installed in pair of ball-and-socket joints. Upper and lower suspension arms cushioned with "silent-bloc" rubber bushings. Telescopic shock absorbers installed inside helical coil front springs. Steel-bar torsional stabilizer.

STEERING SYSTEM: Stedi-line steering with equal-length tie rods. Worm and roller type steering gear. Overall steering ratio 25.4 to 1. Conical-type steering wheel of new impact-absorbing design.

REAR SUSPENSION: Long-leaf variable-rate rear springs with tension-type shackles that adjust springs to load. Wax-impregnated full-length spring liners. Telescopic "sea-leg" mounted shock absorbers. Hotchkiss drive propulsion.

BRAKES: New single-anchor brakes for easier adjustment, precision manufacturing. Internal expanding, duo-servo type. Linings 2 1/2 in. wide (f), 2 in. (r). Total braking area 190.9 sq. in. Independent mechanical parking brake.

WHEELS AND TIRES: Welded steel wheels with wide 5.5 in. rims. Tubeless tires with high-traction tread. Tire size, 7.10 x 15 in., or 7.60 x 15 in. on convertible and station wagons.

BODY

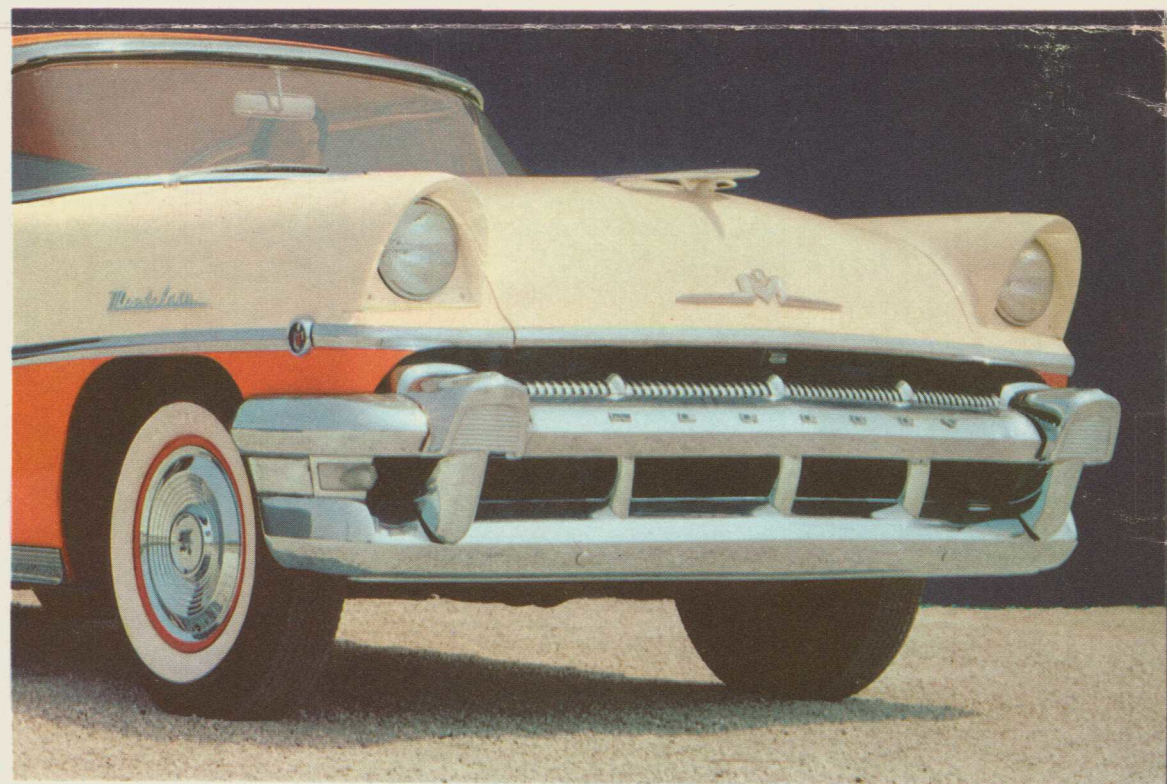
DIMENSIONS: Overall length (over opt. front bumper guards) 206.3 in. Height (loaded) coupes 58.6 in., Montclair hardtop sedan, 58.7 in., other sedans, 60.6 in. Overall width 76.4 in. Coupe seat room 60.6 in. (f), 52.5 in. (r). Sedan seat room 60.6 in. (f), 60.5 in. (r).

STRUCTURE: Welded steel body. Combination bumper-grille. Center-fill gas tank. Baked enamel finish. Counter-balanced hood and rear deck. Double-panel door construction. Safety door locks on all doors. Two-stop front doors. Unified tail lamp assemblies. One-piece windshield and rear window. Up to 1098 sq. in. windshield area, and up to 3409 sq. in. total window area.

VENTILATION: Individually controlled dual front ventilators. Adjustable vent windows on all doors.

MAJOR OPTIONS*: Merc-O-Matic Drive, Touch-O-Matic Overdrive, power steering, power brakes, 4-way power seat, power windows, Multi-Luber power lubrication, tinted windows, white sidewall tires, heater-defroster unit, air conditioning, padded instrument panel, sun visors and seat belts.

*Optional at extra cost.



The Big Mercury For 1956 — a Magnificent Value in the Ford Family of Fine Cars

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