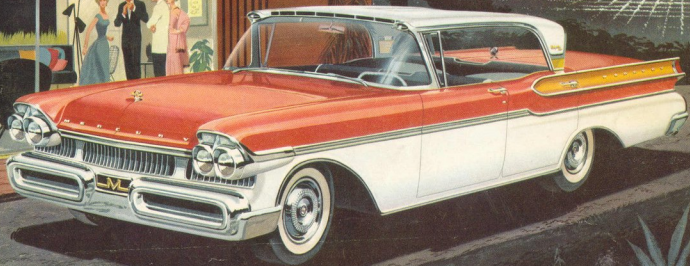


STRAIGHT OUT OF TOMORROW

# 1957 Mercury



WITH **DREAM-CAR DESIGN**

*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

## 1957 MONTEREY SERIES

## 1957 STATION WAGONS



MONTCLAIR PHAETON SEDAN



MONTEREY PHAETON COUPE



COLONY PARK 4-DOOR, 5-PASSENGER



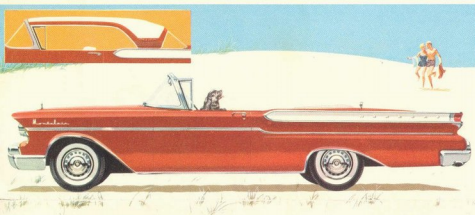
MONTCLAIR PHAETON COUPE



MONTEREY PHAETON SEDAN



VOYAGER 2-DOOR, 4-PASSENGER



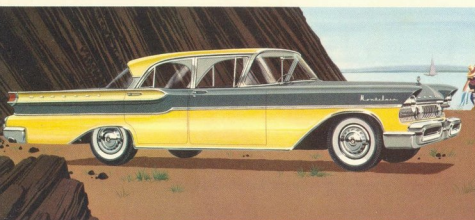
MONTCLAIR CONVERTIBLE



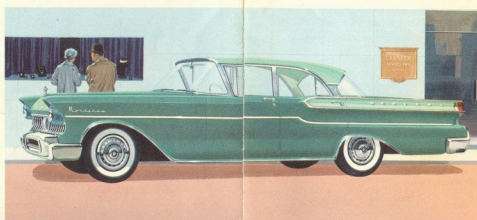
MONTEREY CONVERTIBLE



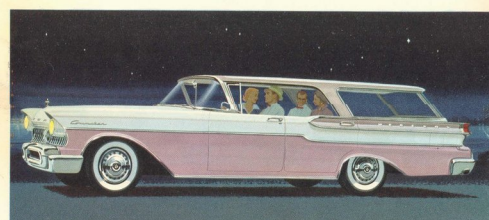
VOYAGER 2-DOOR, 4-PASSENGER



MONTCLAIR 4-DOOR SEDAN



MONTEREY 4-DOOR SEDAN



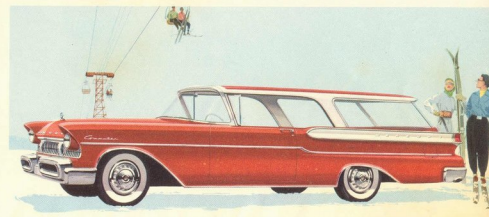
COMMUTER 4-DOOR, 6-PASSENGER  
COMMUTER 4-DOOR, 8-PASSENGER ALSO AVAILABLE



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.

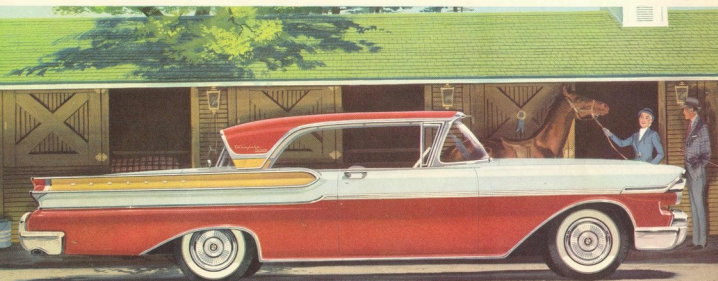


MONTEREY 2-DOOR SEDAN



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 eyedroved headlamps to rear bumper its road-hugging dream-car profile extends an invitation to adventure on the open road.

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

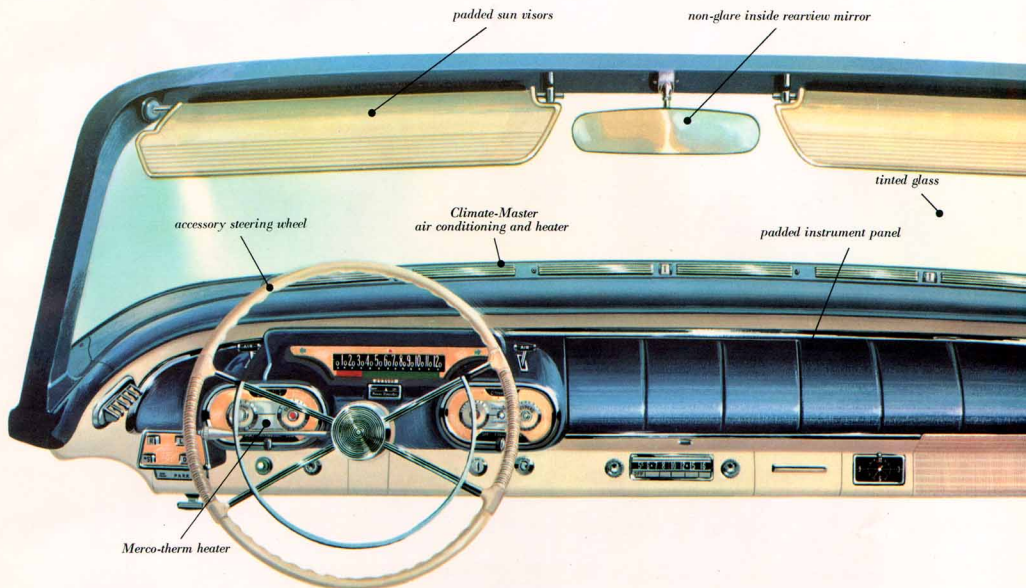


TURNPIKE CRUISER 4-DOOR

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 serene 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.

# For greater **comfort** and **safety** choose from Dream-Car accessory groups



Now you can add even greater driving pleasure and safety to your 1957 Mercury by equipping it with your choice of Dream-Car accessory groups. Look at the groups noted below—select those that meet your particular needs—for more convenient and comfortable driving. You'll find that specifying accessory groups at the time you order your new car is more convenient. Ask your Mercury dealer to outline all of the advantages of purchasing by groups.

## **Safety Group**

Safety is a byword with Mercury—and the accessories in this group provide even more protection—and peace of mind—for the driver and front seat passengers in the event of sudden stops.

- Padded instrument panel
- Padded sun visors
- Front seat safety belts

Standard equipment Mercury safety features include: Safety door locks, impact absorbing steering wheel, safety rearview mirror, tubeless tires, positive front seat stops, front-hinged hood.

## **Glamour Group**

Smart and functional—just the thing to add extra chromed smartness to your new Big M for '57.

- Wheel Opening Molding—richly-finished chrome strip embellishes and protects front and rear wheel openings and lower side panel
- Rear Deck Dress-up Kit (not available on station wagons)
  1. Deluxe license plate frame with lustrous chrome finish and protective glass window
  2. Chrome Archway—accents the integrated beauty of the massive rear bumper pods
- Anodized Gold Projectile Molding Applique (available only with Glamour Group)

## **Visual Aid Group**

Each of these accessories helps make driving a lot more convenient. As a group they're a *must* for all drivers who want safer, more relaxed motoring.

- Tinted glass
- Windshield washers
- Back-up lights
- Non-glare inside rearview mirror

## **Courtesy Light Group**

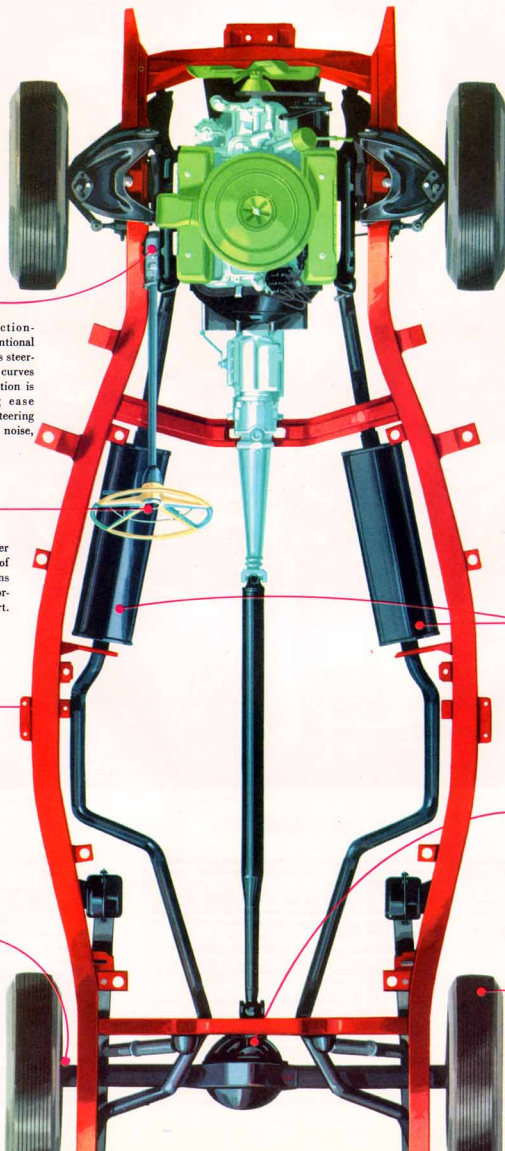
Practical . . . useful . . . inexpensive . . . you'll be glad you bought these added conveniences for your Big M—every *night* you drive.

- Vanity mirror and light
- Luggage light
- Courtesy light (both front doors)
- Ashtray bleed light (silhouettes ashtray)

Other Mercury accessories which contribute to more driving pleasure are:

- |                         |  |
|-------------------------|--|
| Push-Button radio       | Plastic seat covers                    |
| Travel-Tuner radio      | Contour floor mats                     |
| Coaxial rear speaker    | Compass                                |
| Rear mounted antennas   | Traffic signal reflector               |
| Electric antenna        | Conical rearview mirror                |
| Dream-Car spare carrier | Remote control conical rearview mirror |
| Special steering wheel  | Tire chains                            |
| Locking gas tank cap    | Special spotlight and mirror           |
| Curb signals            | Rear bumper pod reflectors             |
| Door edge guards        | Full-disc hubcaps                      |
| Child's safety jacket   |  |

Entirely new **chassis** design cradles you in comfort, provides improved roadability and safety



**NEW BOW-SHAPED CHASSIS GIVES RUGGED FRAME CONSTRUCTION, LOWER CENTER OF GRAVITY, LOWER FLOOR FOR INCREASED RIDING ENJOYMENT**

The change has been just as great *under* the Big M's beautiful new body shell. Changes that mean better handling, increased safety and durability, improved road-holding qualities. Here is a chassis—of completely new design—that cradles you in complete comfort—provides a longer, stronger base for a Big M body that's bigger and more beautiful in every way.

***smoother, easier steering***

Fifty-four recirculating friction-reducing balls replace conventional type steering mechanism. Makes steering easier, especially on sharp curves or when parking. Steering friction is greatly reduced, handling ease increased. Rubber-insulated steering column helps block out road noise, soaks up road vibrations.

***improved deep-dish safety steering wheel***

New 4-spoke design provides the driver with even greater protection in case of sudden stops. New wheel design means surer, more positive control—better forward visibility—greater wheel comfort.

***longer, stronger frame***

The new bow-shaped frame permits the lowering of the floor *and* center of gravity.

***performance-improving dual exhausts***

Cut exhaust back-pressure and save up to seven horsepower. Help boost Mercury performance to an all-time high, while adding a clean, trim look. Standard on most models.

***quieter, longer-lasting rear axle***

A revolutionary new straddle-mounted axle design! Makes possible a lower drive shaft which, in turn, means a lower floor tunnel. This reduces the overall height of the Big M body, and you still get more head and leg room.

***new bigger, safer brakes***

They're bigger with larger braking area—more effective and more efficient under all driving conditions. New Toe-Set parking brake provides easier, safer method of application. A light pressure by the left foot does it.

***new-design 14-inch wheels***

Mean more effective braking. Extra-low-pressure tires on wide-shouldered 6-inch rims contribute to improved riding qualities.

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 Control

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. The refreshing control 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 panel lowers the back window into the rear deck compartment.

You enjoy

## New Monitor Control Panel, Unique New Instruments

More advanced features found only on the Turnpike Cruiser... and at 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 multi-rotation 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 Mountaineer, Monterey 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

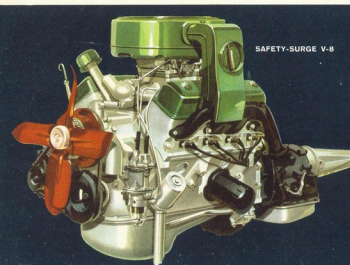
A standard exclusive feature with the SAFETY-SURGE engine, on Mountaineer and Galaxy Park and Voyager station wagons, is Mercury's unique, new Power Booster Fan that saves horsepower other cars waste, boosts economy and reduces engine noise.

### BRILLIANT NEW ENGINEERING ADVANCES

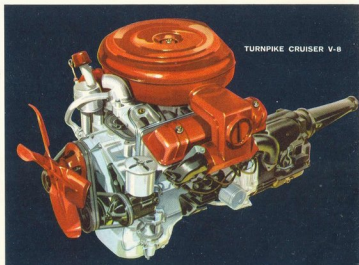
You'll find other outstanding advances in these great, new Big M engines, including a Thermo-Matic Car-

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 carburator 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 on other cars in other Big M models.



SAFETY-SURGE V-8



TURNPIKE CRUISER V-8

## 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 there is dream-smooth driving... no free 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 offer 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 set the "hydraulic cushion" 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.

### Swoop-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 swoop-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 Suspension

Both the longer front coil springs and rear leaf springs have been made more flexible. And extra 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.

# 1957 MERCURY SPECIFICATIONS

## Models

**TURMPIKE CRUISER SERIES:** 4-door, 2-door. **MONTCLAIR SERIES:** Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan. **MONTELEY 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 Turmpike 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 Turmpike Cruiser V-8 with 368 cubic inch displacement, 4.9 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 Turmpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.64 in. on Turmpike 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: 23 quarts in Safety-Surge V-8; 24 quarts in Turmpike Cruiser V-8.

**EXHAUST SYSTEM:** Overhead free-flow manifold with rear outlets. Dual exhaust standard on Turmpike 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 Turmpike 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 3½ 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—5½ 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 Turmpike 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 21½-cubic-inch engine, 212.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 231.44 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 Turmpike 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 73.1 in., Hiproom (†) 63.5 in., (‡) 63.5 in., Effective headroom (†) 39.1 in., (‡) 38.6 in., Legroom (†) 44.2 in., (‡) 43.4 in. (Dimensions are for 4-door sedans.)

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

**VENTILATION:** High-level coil ventilation. Adjustable vent windows on all doors. Reef-line air intakes and power-operated back window on Turmpike Cruisers. **MAJOR OPTIONS\*** Merc-O-Matic with Keyboard Control, Power Booster Fan, Touch-O-Matic Overdrive, power steering, power brakes, Quadri-Beam Headlamp, 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.

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.