

THE BIG

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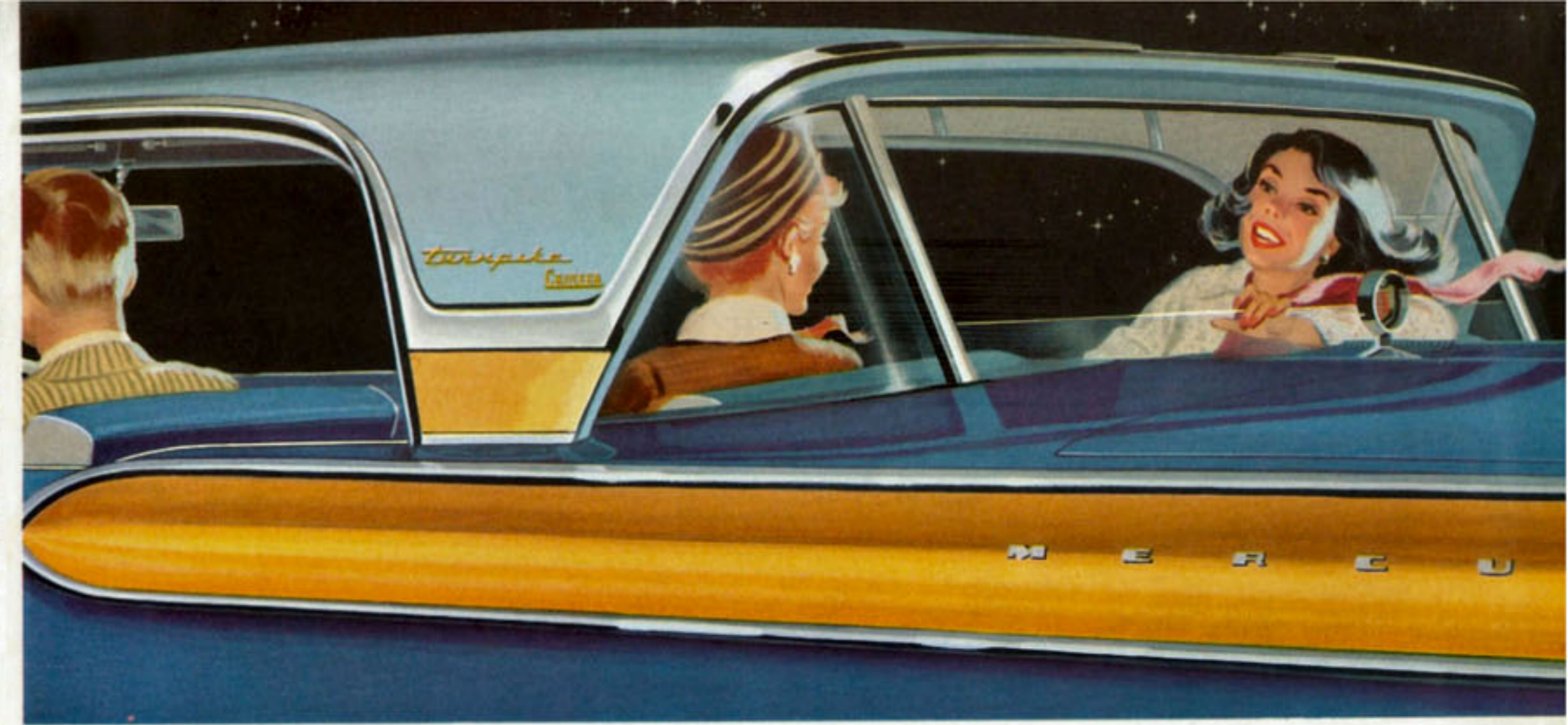
The most advanced car you can buy at any price

1957 MERCURY

# TURNPIKE CRUISER

WITH *DREAM-CAR DESIGN*





**roof level air intakes**

Designed to permit you to control air flow for your personal comfort. Each intake has its own control lever, located above the instrument panel.

**exclusive Breezeway Ventilation—newest advance in draft-free, fresh-air comfort**

Among all cars, only the Turnpike Cruiser has this advanced ventilation system that combines roof-level air intakes and a power-operated back window. And it's 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. You enjoy the refreshing comfort of a continuous gentle flow of fresh air.

**power-operated back window**

Pushing a button on the instrument panel lowers this remarkable window into the rear deck compartment, permitting a gentle, refreshing flow of fresh air to pass through the car.

**Presenting Mercury's most dramatic expression of Dream-Car Design . . . The Turnpike Cruiser with exclusive features no other car offers**

Here is a car that breaks sharply with the past and literally projects you into the motoring world of tomorrow. A car that offers you "dream-car" features you can't get in any other at any price.

Mercury designers deliberately reached into the future to give the Turnpike Cruiser unique and exclusive features. Their advanced thinking is expressed in every inch of its impressive 17½-foot long, clean-cut profile . . . from a Skylight Dual-Curve Windshield that wraps upward as well as around each side, providing extra light and vision. Special tint at top of windshield filters out glare.

You'll find important new Mercury "firsts" in the Turnpike Cruiser . . . a remarkable new ventilation system that combines roof-level air intakes with a power-operated back window . . . a special control panel with modern new instruments including a Tachometer and an Average-Speed Computer Clock. You'll find, too, that there's power to whip you out front of the pack . . . and keep you there.

The Turnpike Cruiser was conceived for those who want the most advanced styling, power and features. It was built to master the roads of today and tomorrow. It's a dream car come true. And you can own it today!

**exclusive Skylight Dual-Curve windshield**

This new windshield—exclusive with the Turnpike Cruiser—wraps upward as well as around each side, providing extra light and vision. Special tint at top of windshield filters out glare.



**new Monitor Control Panel, unique new instruments**

More advanced features found only on the Turnpike Cruiser . . . and as 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 to report your average speed at any point on a trip. A new full-vision safety steering wheel with recessed hub is another exclusive feature.

Tachometer



Average-Speed Computer Clock



# Supreme luxury... ideas from tomorrow... built-in power and safety features are yours in the Turnpike Cruiser

You get all of these extra features at no additional cost

**BREEZEWAY VENTILATION**—newest advance in draft-free, fresh-air comfort.

**ROOF-LEVEL AIR INTAKES**—permit control of incoming air direction and volume.

**POWER-OPERATED BACK WINDOW**—rolls down into rear deck compartment; permits free flow of fresh air.

**SKYLIGHT DUAL-CURVE WINDSHIELD**—wraps upward as well as around each side for added light and vision.

**290-HORSEPOWER V-8 ENGINE**—most powerful ever offered in a Mercury.

**QUADRI-BEAM HEADLAMPS\***—new dual headlamps provide two headlamps in each fender—give you four high beams for better highway illumination pattern.

\*Standard equipment except in South Dakota and Tennessee

**AVERAGE-SPEED COMPUTER CLOCK**—reports your average speed at any point on a trip.

**TACHOMETER**—measures engine revolutions, gives split-second check on engine efficiency.

**MERC-O-MATIC DRIVE**—Mercury's improved automatic transmission provides fast take-offs, automatic shifting at all times.

**KEYBOARD CONTROL**—(with Merc-O-Matic). Outdates ordinary push-button shifting, places all driving controls in one panel.

**POWER STEERING**—takes over up to 80% of the work of steering, turning, parking.

**POWER BRAKES**—give quicker, safer, straight-line stops at a slight touch of your toe to the pedal.

**PADDED INSTRUMENT PANEL**—offers built-in protection against injuries in case of sudden stops.

**FULL-VISION STEERING WHEEL**—specially designed to provide maximum visibility and greater safety.

**DUAL EXHAUSTS**—cut back pressure, give increased power and added economy.

**OTHER STANDARD TURNPIKE CRUISER FEATURES:** Protective padding on roof level air intakes, heavy duty battery, directional turn indicators, deluxe wheel covers, and foam rubber cushions.

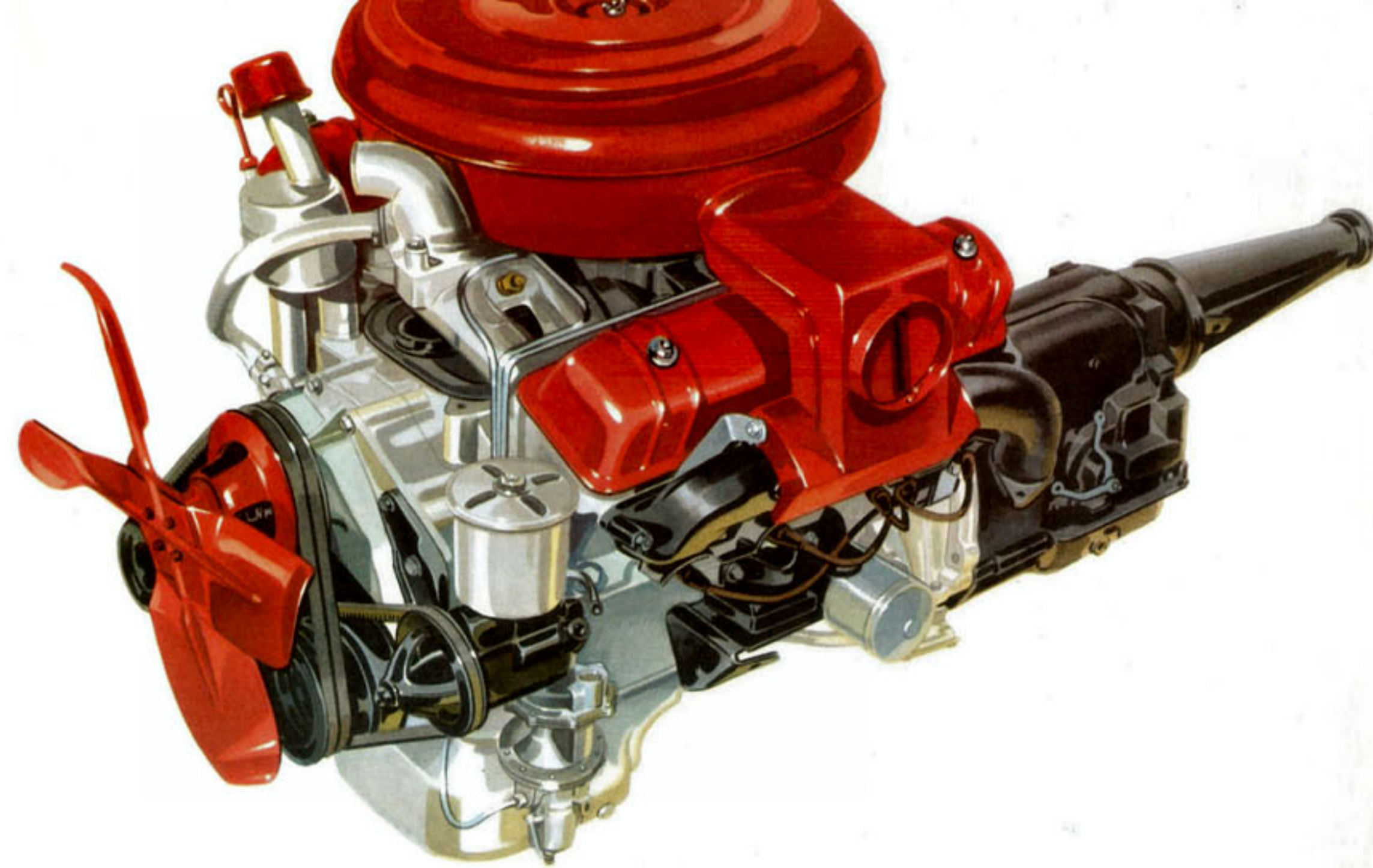
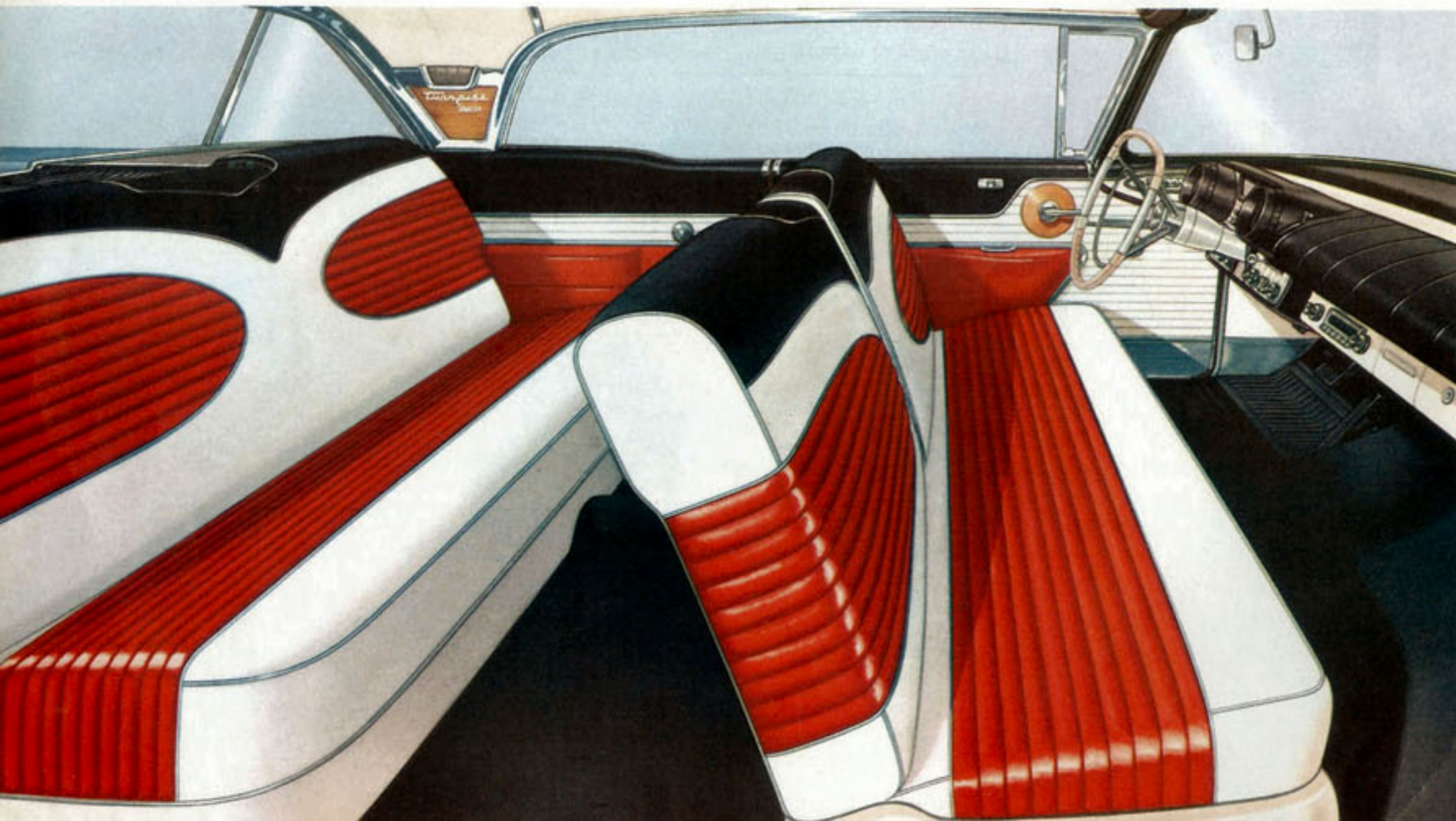
**AVAILABLE AS EXTRA-COST OPTIONS:**

Power seat that "remembers" your favorite position, power-lift windows, Climate-Master air conditioner-heater, Merco-Therm heater, Travel-Tuner or push button radio, safety seat belts.

## superbly tailored interiors

The elegant interiors of the Turnpike Cruisers are smart as Fifth Avenue, rich as sable. There's new headroom, legroom, hiproom, new spaciousness throughout. Lustrous Chinese Key Cloth fabrics

and soft, supple vinyls, in colors that harmonize like a symphony, are complemented by finely sculptured chrome appointments that give the passenger compartment a look of quiet splendor.



## An advanced 290 h.p. Turnpike Cruiser Engine

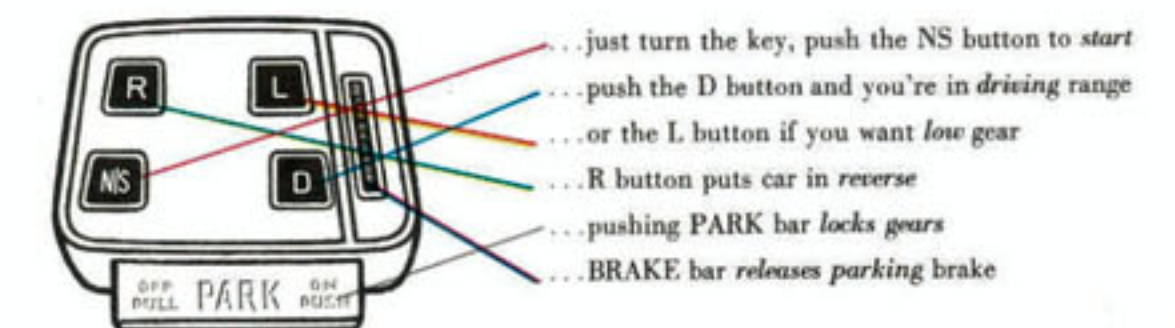
This masterful engine introduces you to a new and excitement-packed experience in driving. Its impressive power, delivered in a smooth, unbroken crescendo, takes you away quickly and quietly from a standing start, gives you a tremendous reserve for swift, sure passing. Its new design incorporates a high lift camshaft and Mercury's new, exclusive Thermo-Matic carburetor with dual air intakes that control the temperature of the air the engine breathes. Chance of vapor lock or carburetor icing is substantially reduced;

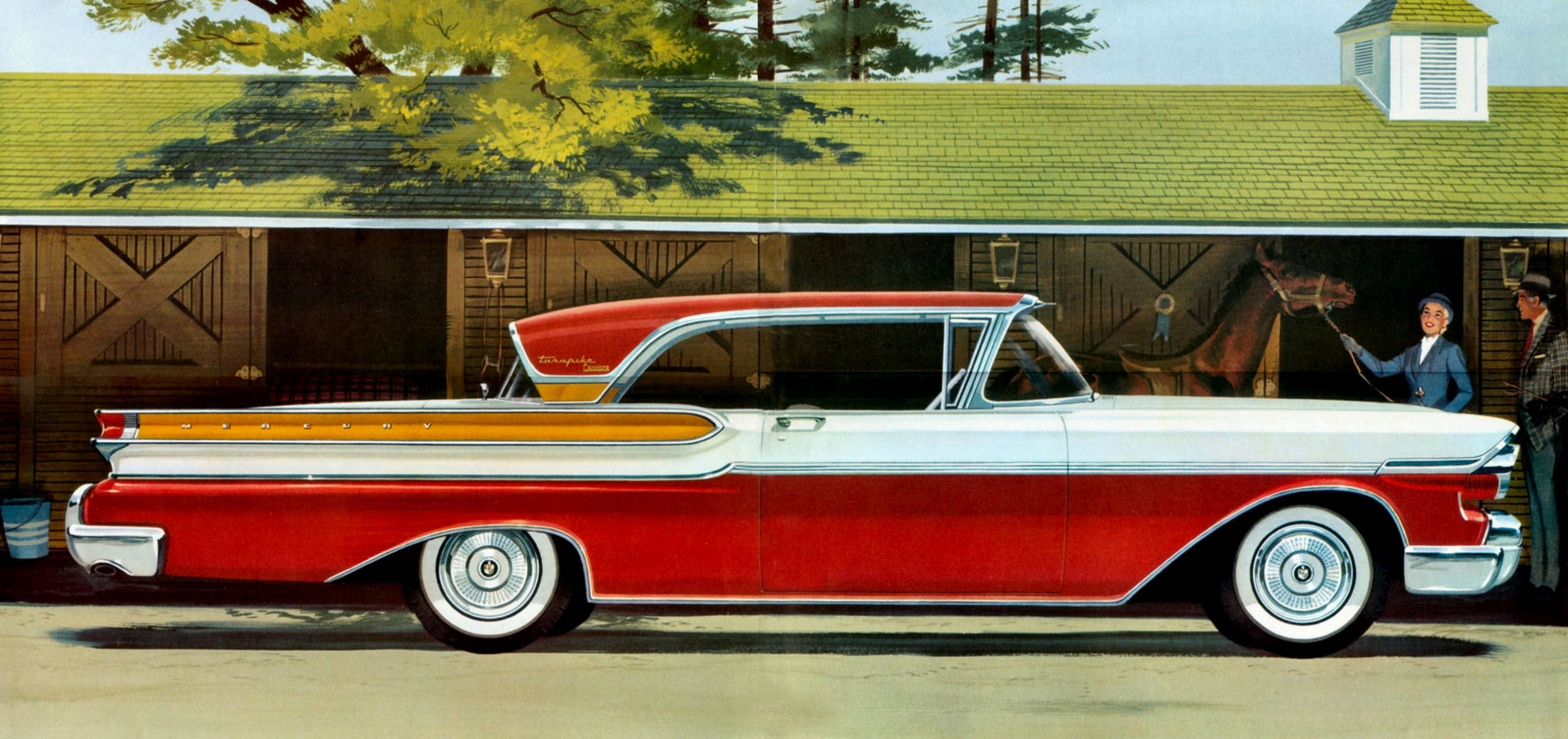
economy is improved. With 368 cu. in. displacement, 9.75 to 1 compression ratio, and 290 horsepower it lets the Turnpike Cruiser fulfill its ordained mission . . . taking hour after hour of super-highway driving without a whimper. This 290 horsepower engine including Merc-O-Matic Drive, is standard on Turnpike Cruisers. Available as an option at slightly lower cost is Mercury's 255 horsepower Safety-Surge V-8, with Power Booster Fan that saves horsepower other cars waste, saves fuel and reduces engine noise.

### NEW KEYBOARD CONTROL—FOUND IN NO OTHER CAR—PUTS EVERY DRIVING MOTION AT YOUR FINGERTIPS



Here is control so *automatic* that it makes ordinary push-button driving seem old-fashioned. With this amazing system—exclusive with Mercury—a touch of your finger starts the engine, controls neutral, drive, low, reverse, locks the car in gear for parking, even releases the parking brake. Control keys are back-lighted for night driving. Merc-O-Matic Drive with Keyboard Control is *standard* on Turnpike Cruisers.



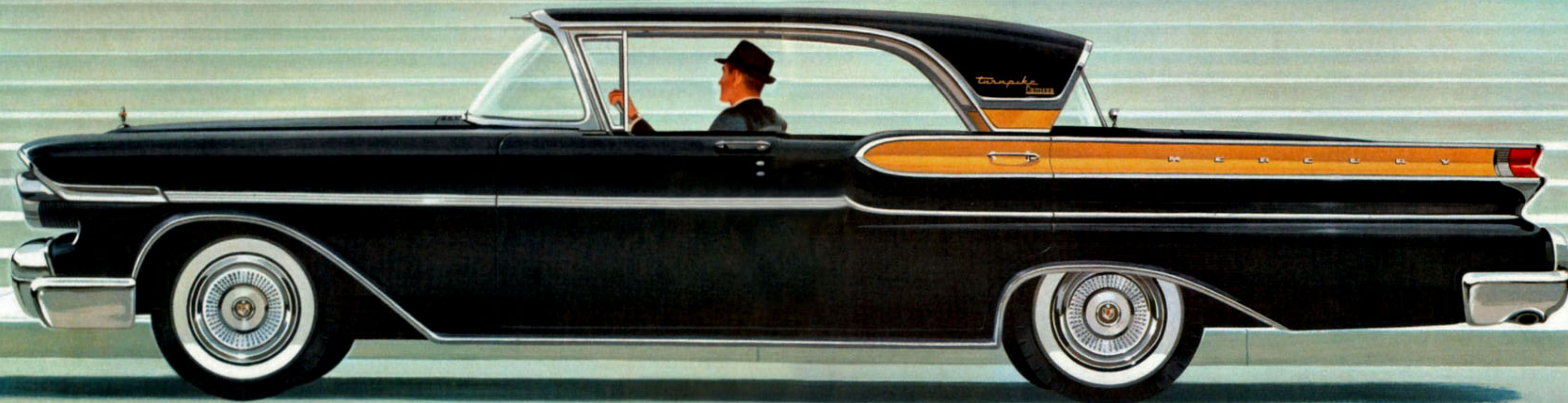


Flo-Tone Fiesta Red and Classic White.

Dramatically styled to influence the shape  
of cars for years to come... powered by a new and  
mighty Turnpike Cruiser 290 h.p. engine

### TURNPIKE CRUISER 2-DOOR

The beauty and symmetry of Turnpike Cruiser Dream-Car Design are superbly expressed in this agile, low-profiled 2-door hardtop. From deeply eyebrowed headlamps to rear bumper, its road-hugging dream-car profile extends an invitation to adventure on the open road. You'll find pulse-quickenning performance, too, in this most advanced of motor cars, powered by a great new 290-horsepower engine.



Solid-Tone Tuxedo Black with contrasting gold projectile theme.

Styling that sets the pace for tomorrow... exclusive features of the future... power to master any road

## TURNPIKE CRUISER 4-DOOR

Most distinguished of the 1957 Mercurys, this gracefully sculptured 4-door hardtop—17½ feet in length—represents the ultimate in advanced Dream-Car Design, features and luxury. Sophisticated styling is intriguingly combined with sedan spaciousness and comfort. There's a new kind of inspired performance, with power that takes you in effortless strides over byway and superhighway.



**new roof design**

Here's a new look in roof design—straight-lined, graceful, cleanly sculptured. The roof appears to float atop a picture-window expanse of glass, yet it's rigidly supported by slim but rugged pillars. The straight roof line flares out over the distinctive Turnpike Cruiser power-operated back window providing extra headroom.

**new Quadri-Beam headlamps\***

Beauty and utility are nicely blended in these new Quadri-Beam headlamps. Outside lamps have both high and low beams. Inside lamps have high beams only. Using all four high beams for highway driving produces a new and better illumination pattern. Flicking a floor switch turns off high beams, switches on the low for city driving. Headlamps blend into the massive beauty of the striking new Jet-Flo twin-oval bumpers and companion full-width grille that accentuate the impressive breadth of the Turnpike Cruiser.

**Mercury's Dream-Car Design is instantly apparent in every straight-out-of-tomorrow line and detail**

**new V-Angle tail-lights**

There's a look of tomorrow—even going away—with these huge red beacons. Dramatically angled, smoothly integrated into the distinctive side projectile theme, these tail-lights help emphasize the length of the Turnpike Cruiser, and define the full width of the car for drivers behind you.

**new, distinctive projectile theme**

One of the outstanding advanced styling features of new Big M Dream-Car Design. These beautifully sculptured side projectiles say "Mercury" at a glance, give an impression of flowing movement and terminate majestically at the rear with the all-new slanted tail-lights.



**Mercury's remarkable floating ride – plus Air-Cushion suspension gives you the most luxurious driving you've ever known**

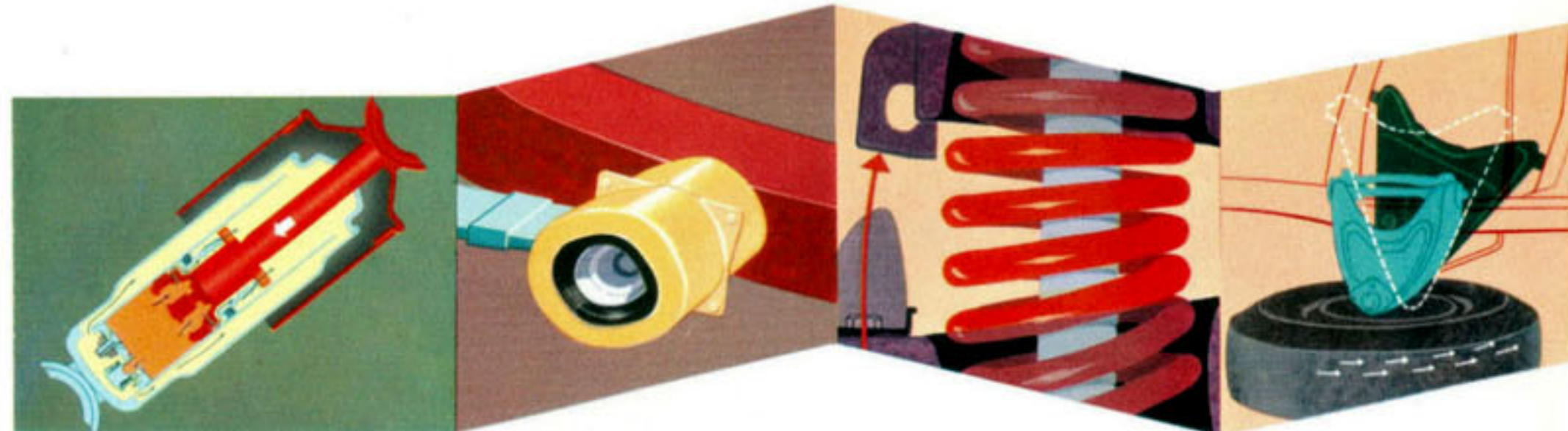
**Smothers bumps, vibrations and road noises—offers you dream-smooth riding comfort**

The Turnpike Cruiser, with Mercury's new FLOATING RIDE plus AIR-CUSHION SUSPENSION, brings you the smoothest, most relaxed driving comfort offered by any car in modern automotive history. Your first ride will tell you that here is luxurious driving so free of bumps, vibrations and road noises that even rough roads become smooth as a boulevard.

road shocks, vibration and noise. These unique air cushions work in harmony with other great Mercury engineering advances . . . Swept-Back Ball-Joint Front Suspension . . . Full-Cushion Shock Absorbers . . . new low center of gravity . . . scientific distribution of weight.

Mercury's exclusive Air-Cushion Suspension places rubber cushions, filled with air, at vital chassis points—to absorb more of the

Together they give you the wonderful, cloud-soft ride that is one more reason why the Turnpike Cruiser is the most advanced car you can own today.



**EXCLUSIVE FULL-CUSHION SHOCK ABSORBERS**—First in the industry to give 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 act as "hydraulic cushions" at high speeds or over repeated bumps. Designed to team with Mercury's improved springing action to give a more uniform ride under all types of road conditions.

**EXCLUSIVE AIR-CUSHION SUSPENSION**—You'll find nothing like this Turnpike Cruiser road-smoothing feature on any other 1957 car at any price. Mercury has installed tire-shaped rubber cushions—filled with air—at vital chassis points. These air cushions "roll with the punch" to smother bumps, vibrations and road noises which otherwise would reach the passenger compartment.

**NEW IMPROVED SPRINGING ACTION**—Both the longer front coil springs and rear leaf springs have been made more resilient. Action 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.

**SWEPT-BACK BALL-JOINT FRONT SUSPENSION**—Mercury—first in its price class to offer ball-joint front suspension—now introduces an improved version. Because of a new swept-back design, the front wheels, in effect, are pulled over, rather than pushed into bumps. A new lower center of gravity and scientific weight distribution also contribute to the Turnpike Cruiser's better ride, easier handling, more responsive steering.

\*Standard equipment except in South Dakota and Tennessee.

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.

