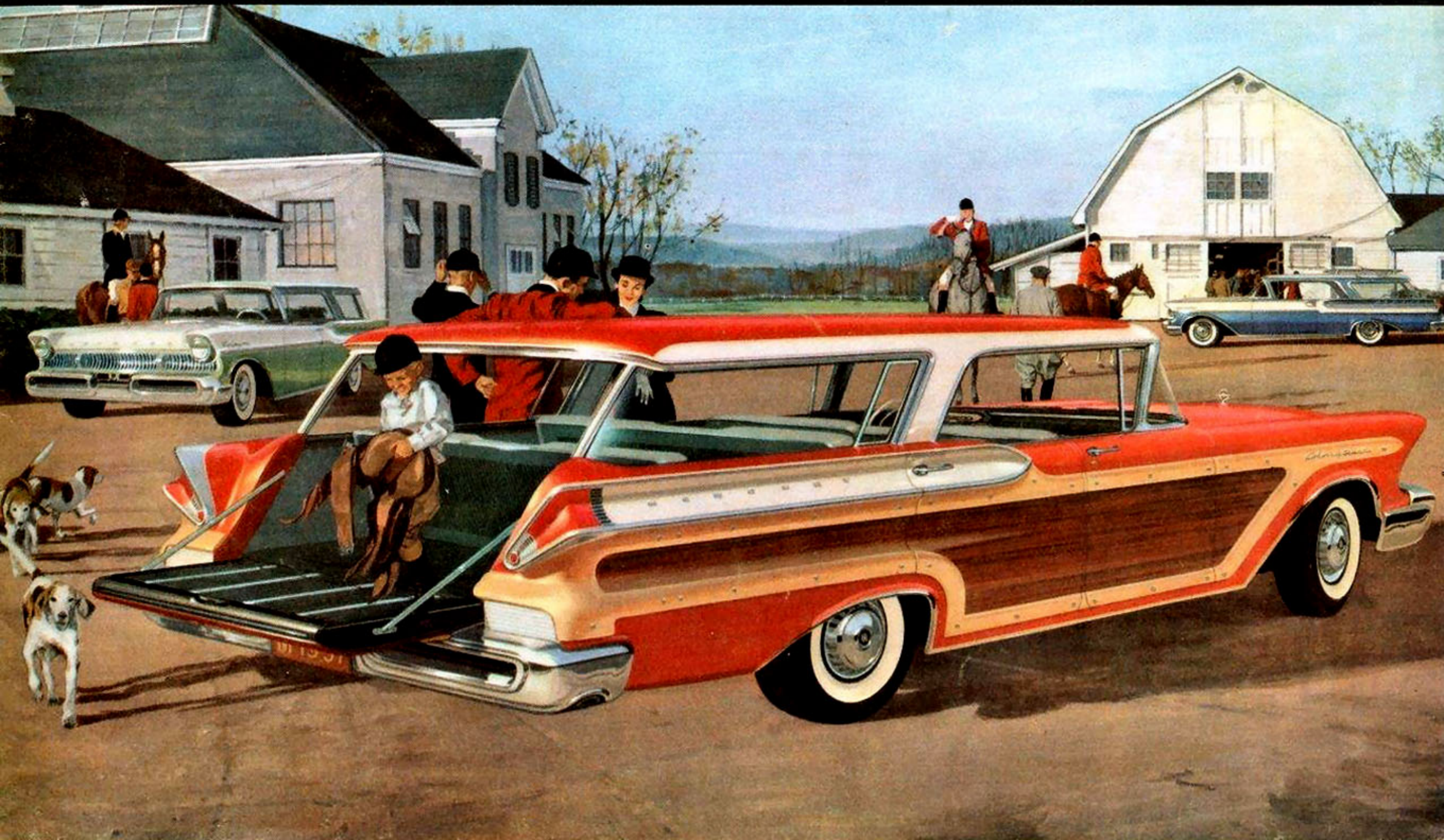
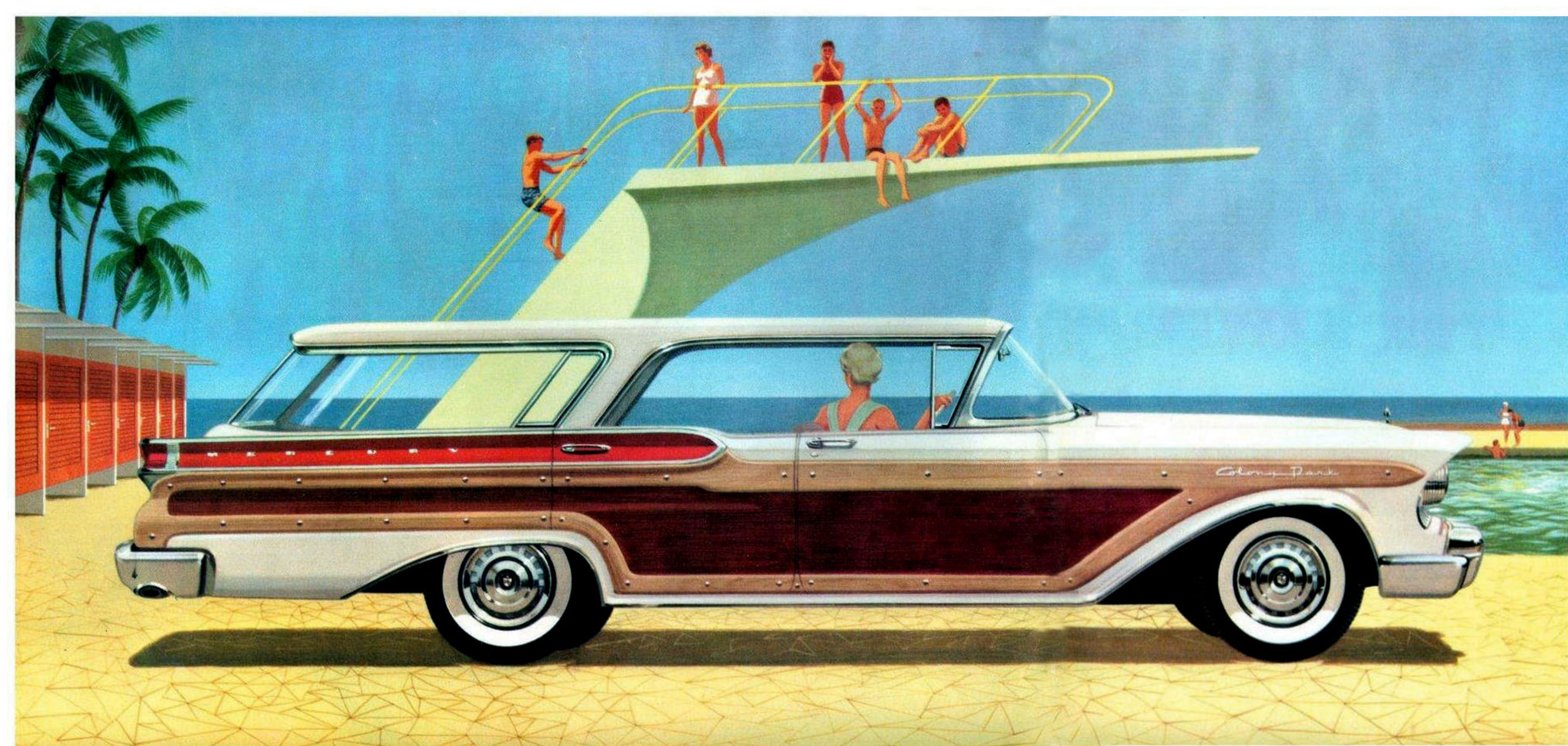


# BIG **M** STATION WAGONS FOR 1957

WITH *DREAM-CAR DESIGN*

3 NEW SERIES ... 6 MODELS TO CHOOSE FROM





**DRAMATIC DREAM-CAR DESIGN...  
PASSENGER CAR COMFORT WITH  
NEW FLOATING RIDE**

Here is another big "first" for Mercury—a completely new concept in station wagons. Dream-Car Design that breaks with old station wagon tradition, takes station wagons out of the "truck" class and provides new luxury and comfort. In fact, Mercury station wagons are the most luxurious in their field—and still reasonably priced.

Mercury station wagons are hardtops—designed and built as a separate fleet of cars, not as pieced together models on a passenger-car shell. That's why Mercury station wagons are so big, so different and versatile. They represent your first opportunity to buy a truly modern station wagon.

Just as sensational as their styling, and basic to the Mercury station wagon, is Mercury's new Floating Ride with Air-Cushion suspension. And you enjoy this dream-smooth ride in *all* models in the line.

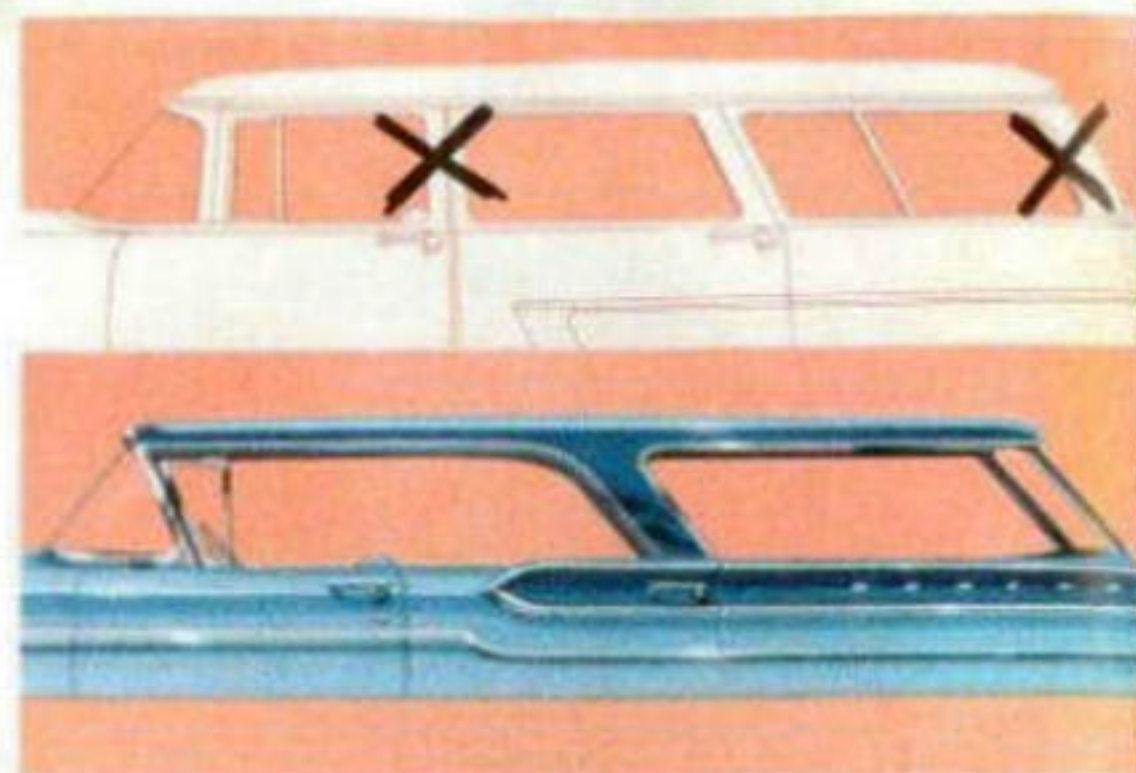
Everything is sensational about these smart new Mercury station wagons, including value. You won't find a better station wagon for the price—anywhere.

**◀ Colony Park**

**DISTINCTIVELY FASHIONED AND CASUALLY ELEGANT**

Glamorous style leader of Mercury's stunning new fleet of station wagons is the exclusive Colony Park 4-door, 9-passenger. Here, dream-car inspired hardtop design and the burnished luster of the long-lasting, easy-to-care-for simulated wood paneling create a striking new look of individuality.

# UNIQUE DREAM-CAR FEATURES... BIGGER IN EVERY WAY... NEW LUXURY AND LOAD-SPACE



## ADVANCED HARDTOP DESIGN

With the sleek, low lines and "full-landscape" viewing of a true hardtop, Mercury has completely revolutionized the station wagon. The one gracefully-canted roof support does the work of the 3 view-cramping pillars still found on so many station wagons.

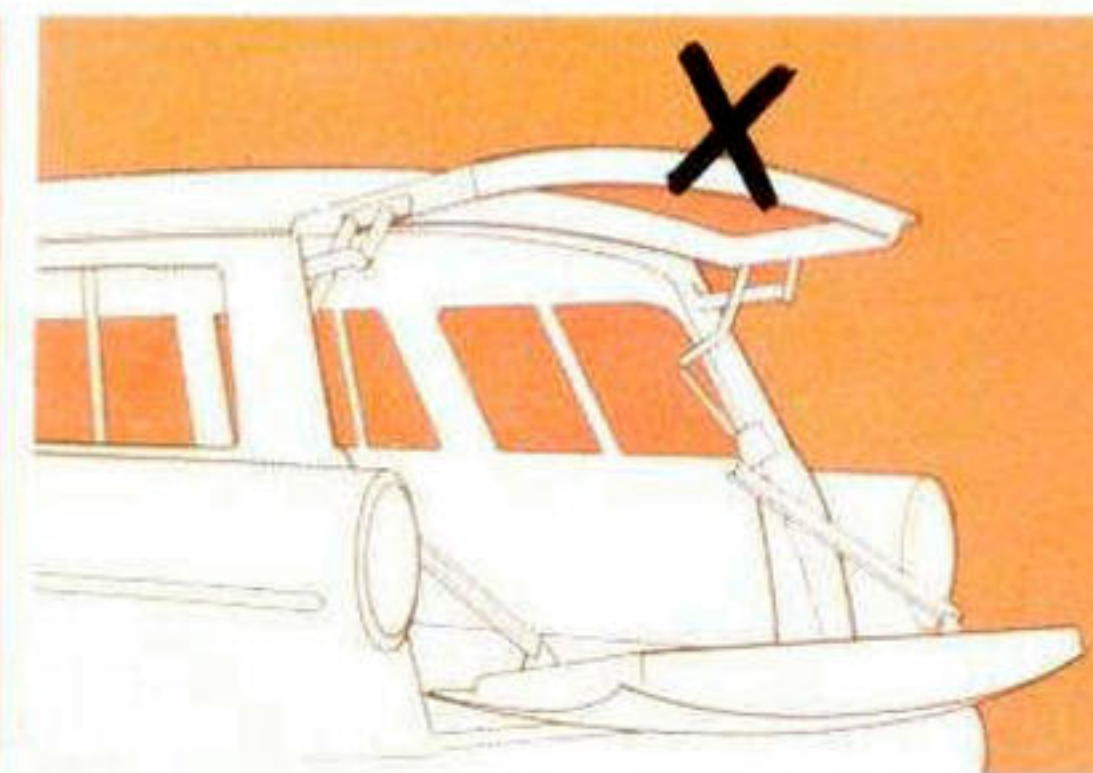
## SMART NEW INTERIORS FOR "PLAY-TIME" OR "WORK-TIME"

More than just eye-catching are the exciting new interiors you'll find in every 1957 Mercury Station Wagon. For the custom-created fabrics and vinyls are specially designed for station wagon duty...functionally handsome... long-wearing... and easy to care for. And, with the widest selection in Mercury history to choose from, you can key your preference to the brilliant new exterior paint colors and combinations. Interior appointments are all tastefully tailored to match the tempo of the advanced exterior styling.



## RETRACTABLE BACK WINDOW

This new window eliminates the awkward liftgate and provides a pleasant new ventilation feature. The window disappears into the tailgate—operates manually or by an optional safety power unit controlled by a button on the dash. It can be purchased separately from the optional power-operated side windows.

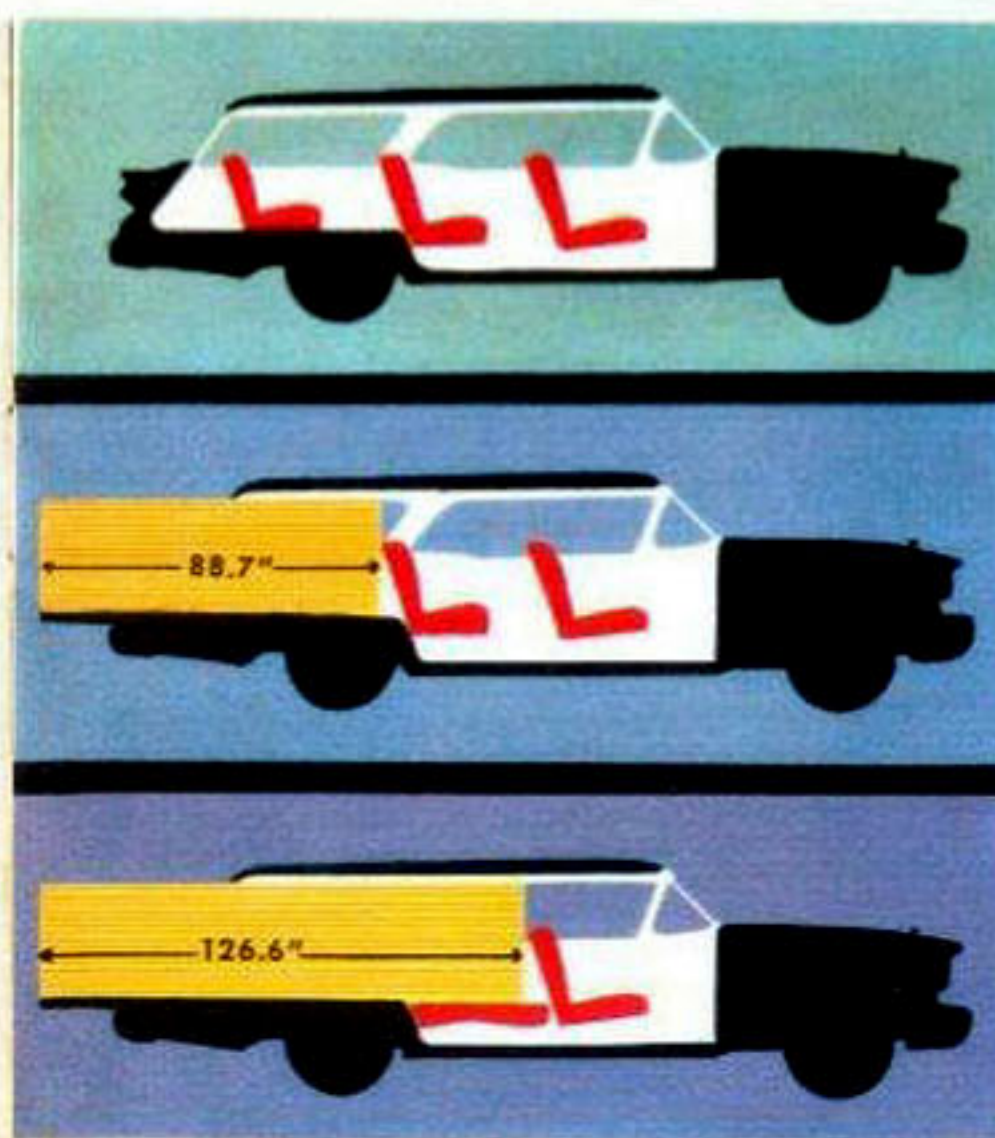


## ALL-CLEAR LOADING PLATFORM

... liftgate eliminated



With the old-fashioned liftgate gone, the tailgate on Mercury station wagons becomes a convenient "all-clear" loading platform. It lies flat with the interior floor. There's nothing to get in your way when you're loading or unloading objects even as large as a rowboat.

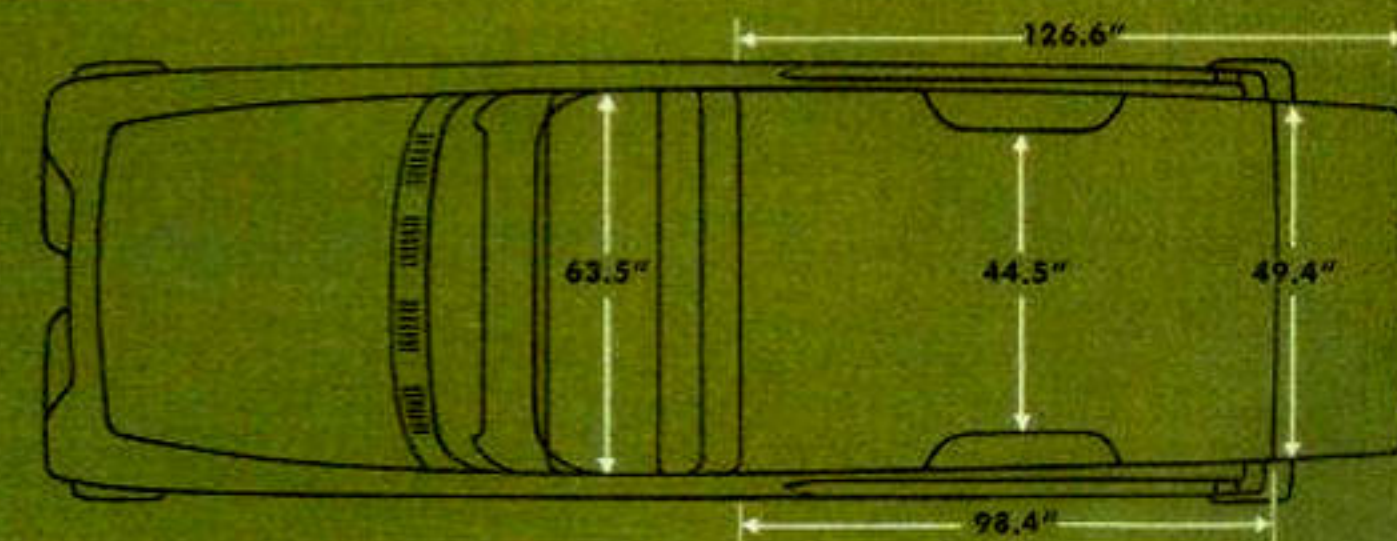


as you need it...  
a limousine liner or  
"do-it-all" hauler!

Converting a new Mercury station wagon from "passenger-time" to "work-time" is as easy as 1-2-3! And, the diagrams at left illustrate the versatile seating and load arrangements at your command.

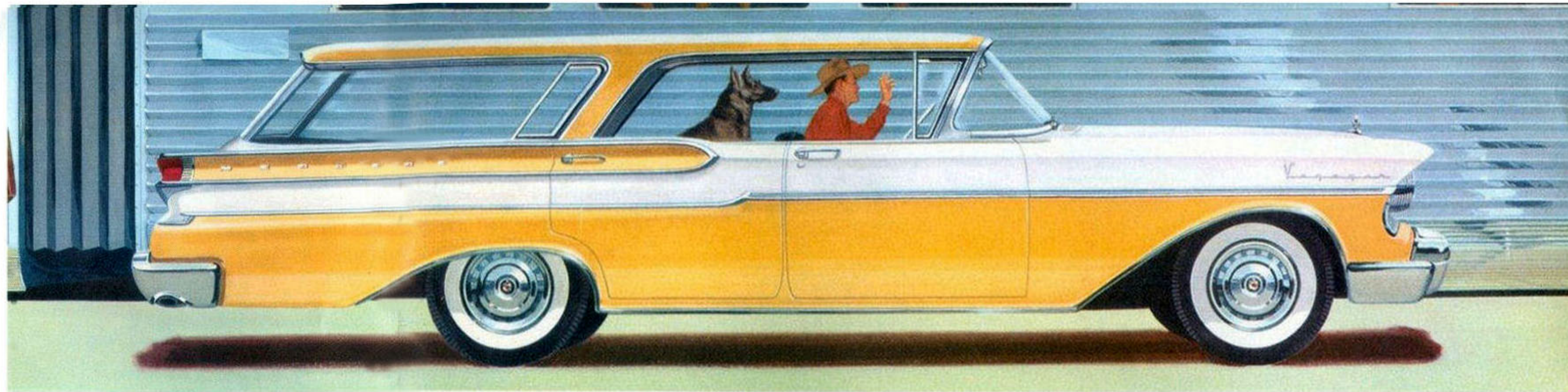
wider, longer, bigger—inside and out!

Over-all Length—212.3"	Rear of Front Seat to Rear of Floor	Floor to Roof Behind Front Seat—34.6"
Over-all Height—58.3"	Tailgate Opened—126.6"	Floor to Roof Behind 2nd Seat—34.4"
Over-all Width—79.1"	Tailgate Closed — 98.4"	Total Floor Area Behind Front Seat
Tailgate Extension—28.2"	Rear of 2nd Seat to Rear of Floor	Tailgate Opened—49.0 sq. ft.
Rear Opening Height—27.7" <i>(vertical clearance)</i>	Tailgate Opened— 88.7"	Tailgate Closed —38.2 sq. ft.
Rear Opening Width—49.4"	Tailgate Closed — 60.5"	Total Cargo Capacity
Tailgate to Ground—25.5"	Rear of 3rd Seat to Rear of Floor	Behind Front Seat—87.4 cu. ft.
	Tailgate Opened— 54.5"	Behind 2nd Seat —48.0 cu. ft.
	Tailgate Closed — 26.3"	Behind 3rd Seat — 4.8 cu. ft.



*Voyager 4-door, 9-passenger*

Meet Mercury's exciting new Voyager Station Wagons—a skillful blending of beauty and utility. With the low-sweeping flair of hardtop design and new high-capacity spaciousness, there's new glamour... new zest... new convenience for "passenger-time" or "work-time." New power and roadability make motor-ing a sheer pleasure on any occasion—from daily suburban activities to answering the vacation-call of the open road.



## Voyager series AS SMART AND

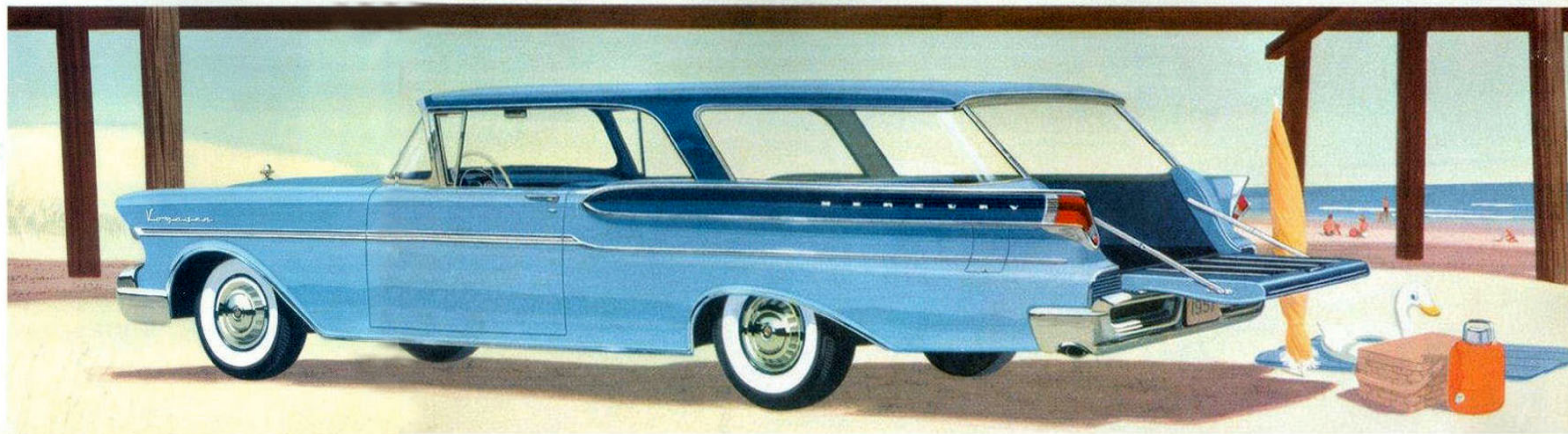
FUNCTIONAL AS SUBURBAN LIVING... NEW ALL-AROUND

"PICTURE WINDOW" VISIBILITY... SPACIOUS LUXURY

INTERIORS... 6 OR 9-PASSENGERS BIG

*Voyager 2-door, 6-passenger*

A style-sensation in any setting is this stunning new Voyager. Distinctive and versatile, it serves as a big, style-smart family car that can be adapted to carry "king-sized" loads... for business or pleasure... in the city, suburbs, farm, or ranch. No need to pamper this beauty either—it has plenty of "built-in" stamina for the toughest assignments... and built-in Floating Ride with Air-Cushion suspension to make even the roughest roads seem satin-smooth.



**Commuter series** THE BIG VALUE  
LEADERS IN STATION WAGONS... BIGGER, WIDER, LONGER,  
LOWER... WITH EXCLUSIVE MERCURY DREAM-CAR DESIGN

*Commuter 4-door, 6-passenger*

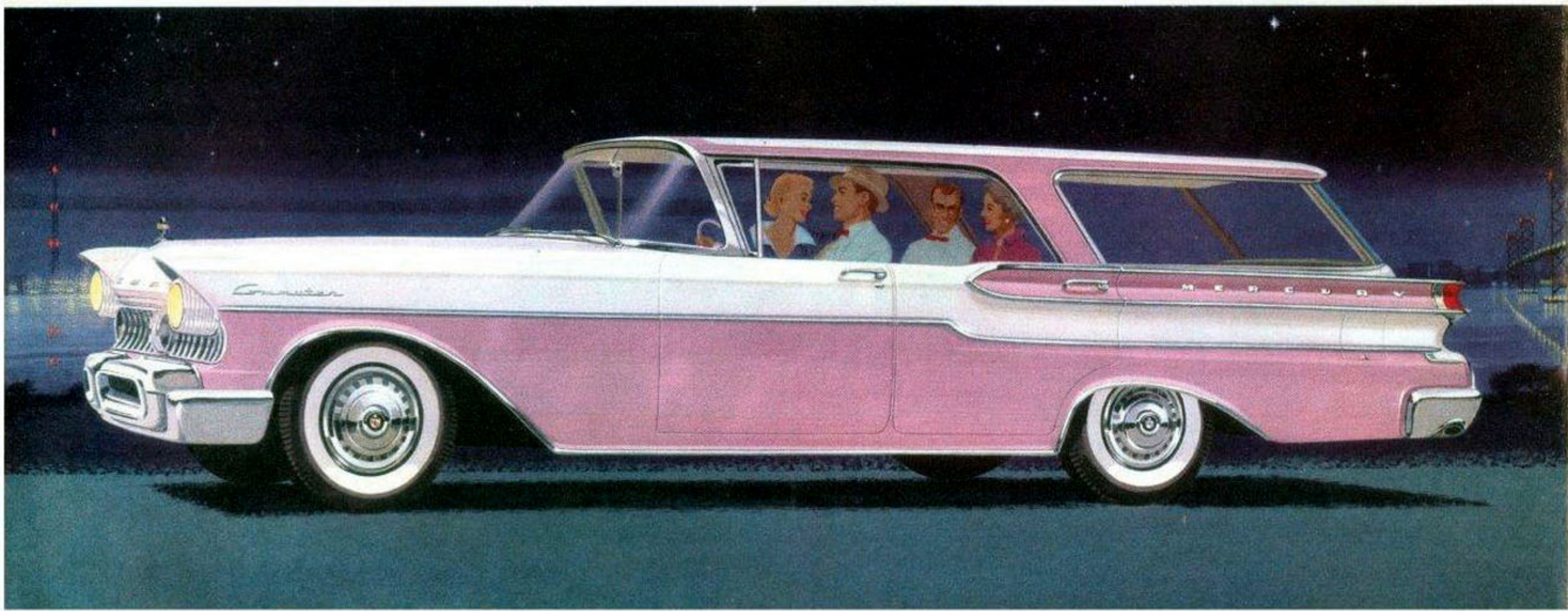
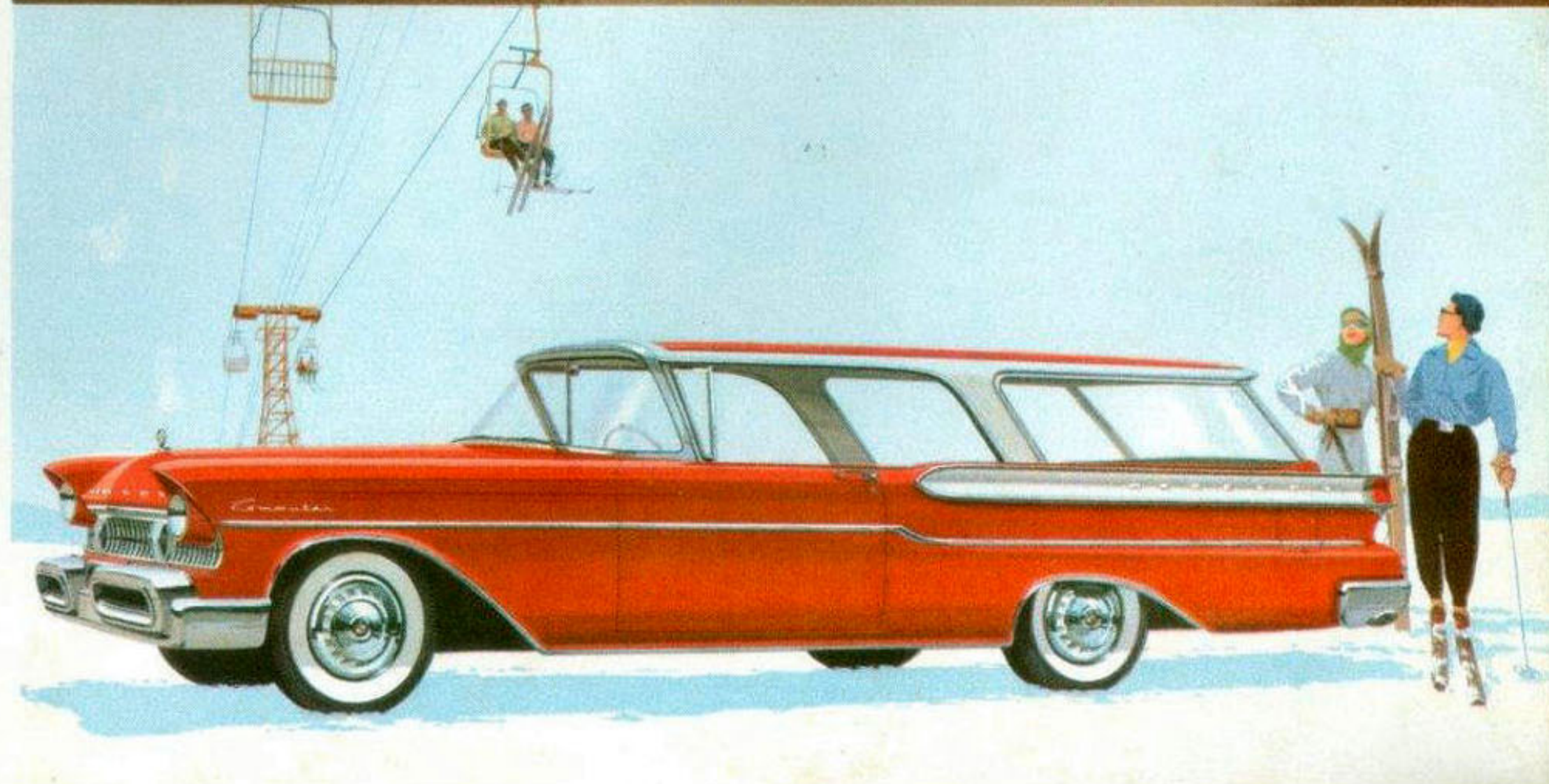
Here is the economical answer for those who prefer maximum load-space with 4-door convenience. In this Commuter, there's the advantage of always having plenty of load space *plus* room for six passengers. And like its running mates, the Commuter is a road champion from the word "go."

*Commuter 4-door, 9-passenger*

This sensational hardtop Commuter is a smart buy for those who want to enjoy all the Big M advantages at a low cost. For never have wagons of this size, luxury and beauty required such a modest investment. All of Mercury's ingenious new features are here, too... Floating Ride with Air-Cushion suspension... the all-clear loading platform... the retractable rear window... and the sweeping expanse of glass.

*Commuter 2-door, 6-passenger*

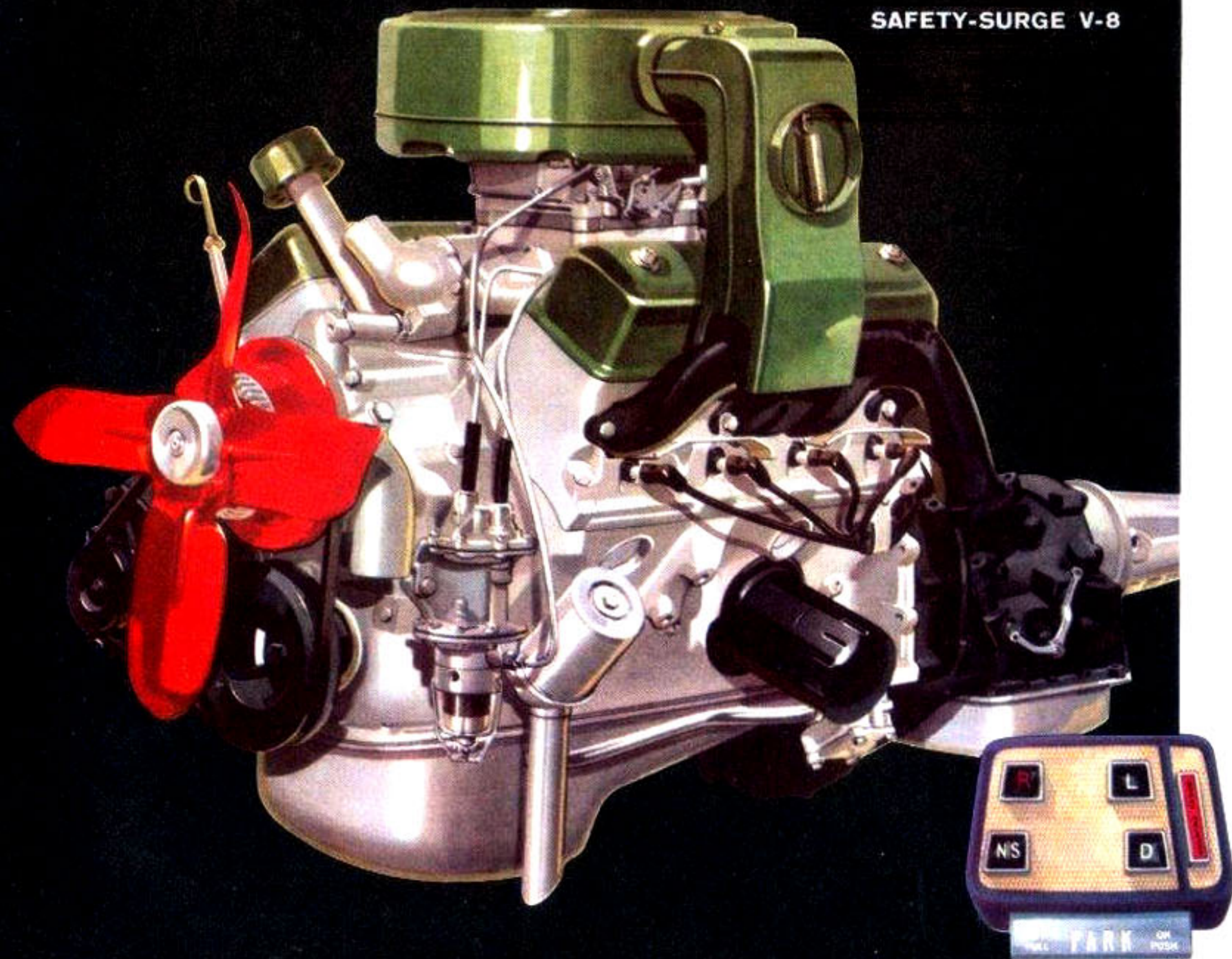
Handsome is as handsome does—and this versatile 2-door Commuter does practically everything! As a big, hardtop family sedan there's roomy "stretch-out" comfort for six. As a carrier there's load space for all your "freight" from groceries and garden supplies to vacation-time luggage and sports gear. With its 2-door "safety-factor" and surprisingly low cost, this Commuter is an excellent selection for the family with children.



# Choice of two great engines... up to 290 h.p.

THE MOST POWERFUL ENGINES IN MERCURY HISTORY

SAFETY-SURGE V-8



In 1957 Mercury Station Wagons you have the choice of two, sensational, ultra-high compression V-8's! The advanced-design, high-performance SAFETY-SURGE engine with 255 horsepower, 9.75 to 1 compression ratio, is standard. Available as an option is the magnificent TURN-PIKE CRUISER engine, with 290 horsepower, 368 cu. in. displacement, 9.75 to 1 compression ratio.

You'll find many outstanding engineering advances in these great new Big M engines. Whichever Big M engine you choose, you'll discover plenty of spectacular *power—stamina—and reserve* for even the most performance-demanding station wagon assignments.

**New Power-Booster Fan**—This unique new fan that saves horsepower other cars waste is a standard exclusive feature on Colony Park and Voyager Station Wagons, with SAFETY-SURGE engine. Fan disengages automatically and idles when not needed for cooling—80% of the time in normal driving.

**New Exclusive Thermo-Matic Carburetor**—Mercury's new carburetor—with dual air intakes—"hand-picks" air the engine breathes. When engine is warm, cool air is drawn in from outside. When engine is cold, warm air from under the hood is used. Guards against vapor lock and carburetor icing. Aids cold-weather starting. Standard on both V-8's.

**New Merc-O-Matic Keyboard Control**—Outdates conventional push-button transmissions because it does so much more: starts the engine—controls neutral, drive, low and reverse, locks the car in gear for parking—even releases parking brake! Standard on Colony Park and Voyager models. Optional, at extra cost, on Commuter models. And the Merc-O-Matic transmission itself is new—stronger and tailored to accommodate Mercury's greater power. One outstanding feature of Merc-O-Matic is the full range kickdown control that makes all three forward gears available in "Drive" range.

# Enjoy the Big M's unique new floating ride

WITH AIR-CUSHION SUSPENSION



*Smothers bumps, vibrations and road noises—gives you dream-smooth driving and true passenger-car comfort*

Now Mercury gives you the first true passenger-car ride in station wagons—new Floating Ride with Air-Cushion Suspension. In a Mercury wagon, you have the smoothest, most relaxed riding comfort you have ever known. You ride so free of bumps, vibrations and road noises that even rough roads become almost as smooth as a boulevard.

Mercury's exclusive Air-Cushion Suspension places rubber cushions (one of which is shown at right), filled with air, at vital chassis points—to absorb more of the 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 weight distribution.

Together, they give you the wonderful, cloud-soft ride that is one more reason why the big Mercury Station Wagons are the best buys of the year.





*New Quadri-Beam Headlamps* produce a new and better light pattern for night driving. Inside lamps have high beams only. Outside lamps have both high and low beams. Controlled by floor switch. Optional equipment on all models.

## WIDEST SELECTION OF POWER FEATURES

*Exclusive new power seat that "remembers"* moves you to your favorite driving position automatically when you turn a dial on the instrument panel.

*New Climate-Master* gives you air conditioning and heating in one compact, front-mounted system.

*Power brakes* give you smooth straight-line stops that are twice as easy, with vacuum power doing the work—reduces pedal pressure by 40%.

*Power steering* reduces steering effort by 80%—yet you retain the full, confident feel of control.

*Power windows* are raised or lowered at the touch of a button. Safety feature prevents operation unless ignition is on. Power control for the back window can be purchased as a separate unit.

*Power lubrication* provides chassis lubrication at the touch of a button. Saves time and is economical.

# SPECIFICATIONS

## Models

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 Turnpike Cruiser V-8. Two compression and one oil ring. Overhead free-flow intake and exhaust.

**SIZE AND RATINGS:** 1957 Mercury Station Wagons offer 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 Turnpike Cruiser V-8 with 368 cubic inch displacement, 4.0 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.

**IGNITION SYSTEM:** High speed single breaker-arm distributor with combination centrifugal-vacuum spark advance control. Weatherproof ignition with high-tension wiring and anti-fouling 18 mm spark plugs.

**LUBRICATION SYSTEM:** Controlled full-pressure lubrication with full-flow, disposable 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 Turnpike Cruiser V-8. Austenitic steel exhaust valves have a diameter of 1.515 in. on Safety-Surge V-8; 1.64 in. on Turnpike 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: 21 quarts in Safety-Surge V-8; 24 quarts in Turnpike Cruiser V-8.

**EXHAUST SYSTEM:** Overhead free-flow manifold with rear outlets. Dual exhaust standard on Colony Park and Voyager; optional on Commuter models.

**POWER-BOOSTER FAN:** Temperature controlled clutch, completely automatic, variable speed. Idles when not needed for cooling. (On Colony Park and Voyager models equipped with Safety-Surge engine.)

## 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 3¼ pints. Overdrive: 3-speed selective-gear transmission with planetary gear train providing 4th forward gear (.72 to 1 ratio). Oil capacity 4½ pints. Clutch: Dry, non-centrifugal disc-type. Diameter clutch face, 10½-inch. 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.

**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. Silent-bloc rubber bushings. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece front torsion-bar stabilizer. Auxiliary rubber compression springs.

**AIR-CUSHION REAR SUSPENSION:** Splay-mounted long-leaf type rear springs—55 inches long. Auxiliary rubber compression springs. Compression-type rear shackles. Hotchkiss Drive. Full-cushion hydraulic shock absorbers, sea-leg mounted.

**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. Total braking area, 233.44 sq. inch.

**PARKING BRAKE:** Independent mechanical parking brake operating rear brakes. Toe-set pedal.

**WHEELS AND TIRES:** Riveted steel wheels, 14-inch diameter, 6-inch rims. Tubeless tires, 8:00 x 14 or 8:50 x 14 inches. Front wheel tread 59.4 in., Rear wheel tread 59.0 in.

## Body

**DIMENSIONS:** Wheelbase, 122 in. (other dimensions on page 5).

**STRUCTURE:** Welded steel body. One-piece roof panel with 4 embossed directional ribs. Baked enamel finish. Front-hinged counter-balanced hood. Double-panel door construction. Retractable rear window. Safety door locks on all doors. One-piece windshield 1178 sq. in.

**MAJOR OPTIONS:** Tinted windows, white sidewall tires, padded instrument panel and sun visors, and seat belts.

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.