

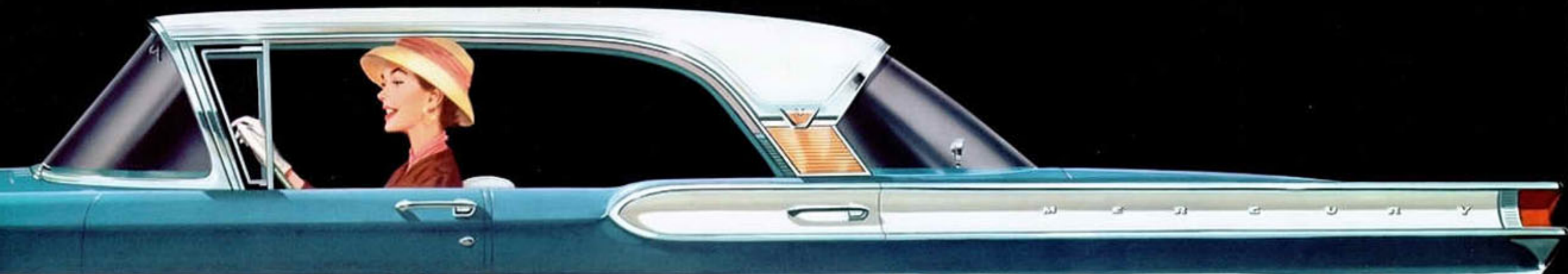
THE BIG
M

STYLED TO INFLUENCE THE SHAPE OF CARS FOR YEARS TO COME

1957 Mercury

WITH *DREAM-CAR DESIGN*





1957 MERCURY WITH NEW ***DREAM-CAR DESIGN***
– AMERICA'S FIRST PRODUCTION DREAM CAR –
THE "SHAPE OF THE FUTURE" – IN EVERY LINE AND FEATURE

Full 31 cubic-foot Trunk Space



New Keyboard Control



New Power Seat That "Remembers"



New roof design

A new look in roof design—slender, straight-lined, graceful. The straight Mercury roof line flares back *over* the rear window giving you extra headroom. Slim but rugged pillars support it front and rear.

New projectile side theme

Beautifully sculptured projectiles give the Big M for '57 a definite "tomorrow look" and accent its feeling of motion. One of Mercury's most distinguished styling notes.

New trunk space

31-cubic-feet big! Enough space for the entire family's gear. Gobbles up suitcases, golf bags, picnic boxes and coolers with a ravenous appetite.

New Keyboard Control

Outdates conventional push-button transmissions because it does so much more: starts the engine—releases transmission lock, controls neutral, drive, low and reverse, locks the car in gear for parking—even releases parking brake.

New Power Seat That "Remembers"

Moves to your favorite position automatically . . . forward, back, up or down when you "dial" your favorite seat position . . . automatically moves back when ignition key is turned "off" . . . forward to "dialed" position when ignition key is turned "on."

New V-angle tail-lights

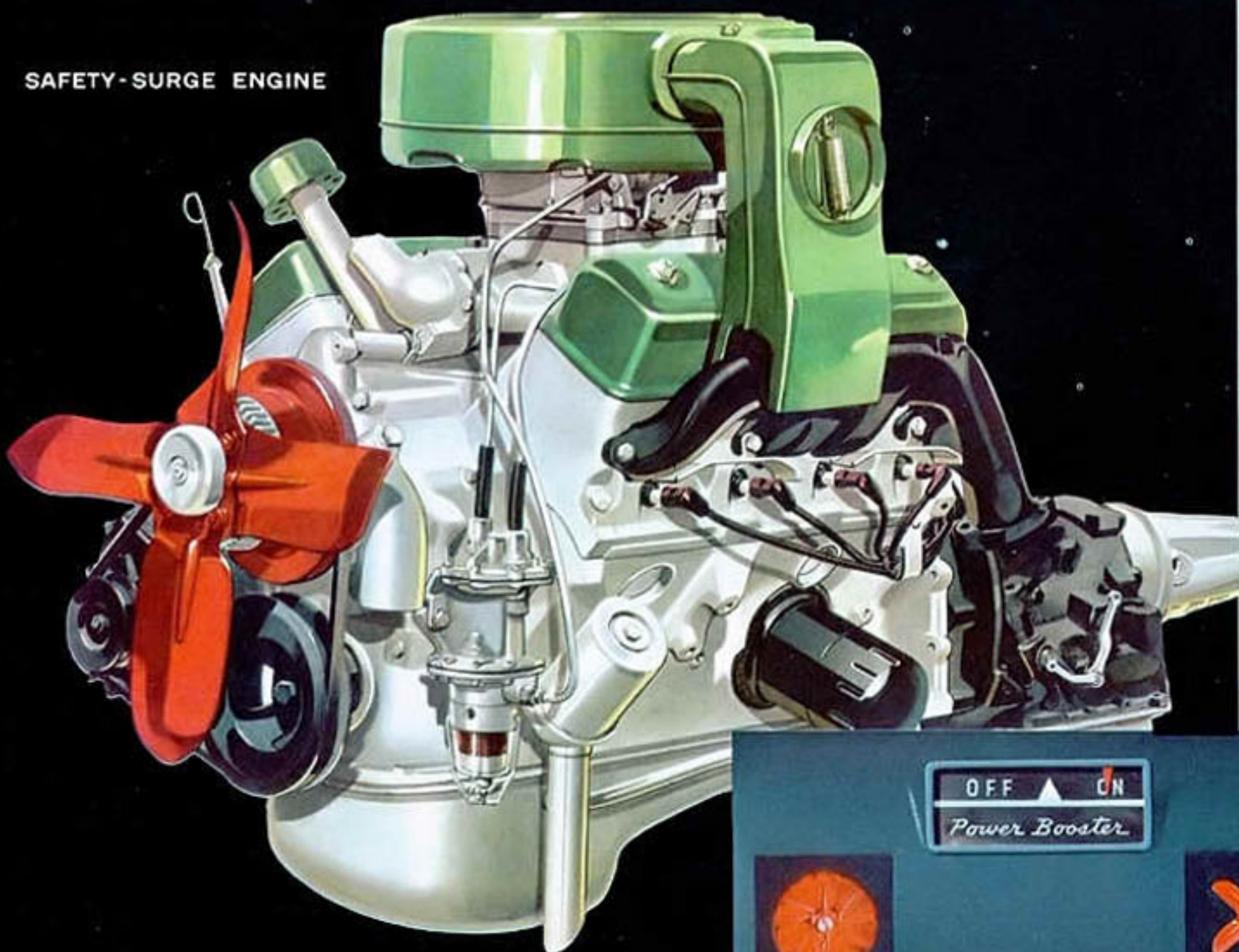
Functional, decorative. Massive red beacons finish off the rear end treatment in distinctive good taste. Tail-light visibility—from both side and rear—is increased.



Up to 290 h.p....The most spectacular performance in Mercury history

CHOICE OF 2 GREAT ENGINES WITH BRILLIANT NEW ENGINEERING ADVANCES

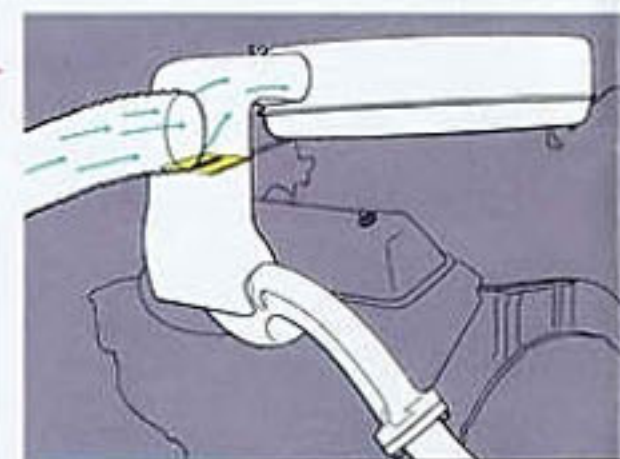
SAFETY-SURGE ENGINE



For 1957 the Big M offers two sensational V-8's . . . the most powerful in Mercury history. The advanced-design SAFETY-SURGE engine with 251 horsepower, 9.75 to 1 compression ratio, is standard. Available as an option is the magnificent TURNPIKE CRUISER engine, with 290 horsepower, 361 cu. in. displacement, 9.75 to 1 compression ratio. As a standard exclusive feature on Montclairs and Colony Park and Voyager station wagons with the SAFETY-SURGE engine, you get Mercury's unique Power Booster Fan that saves up to 17 horsepower other cars waste. You'll find outstanding advance in the great new Big M engines. With either, you'll enjoy the most spectacular performance you've ever known in a Mercury.

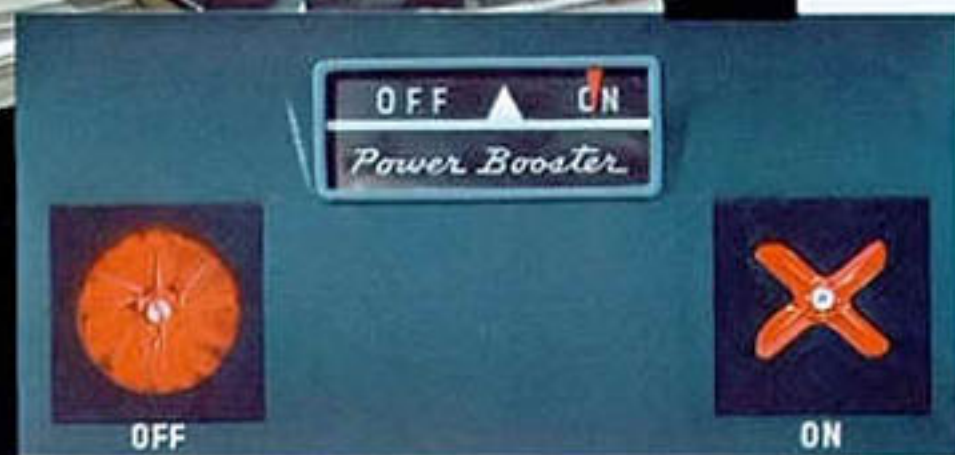
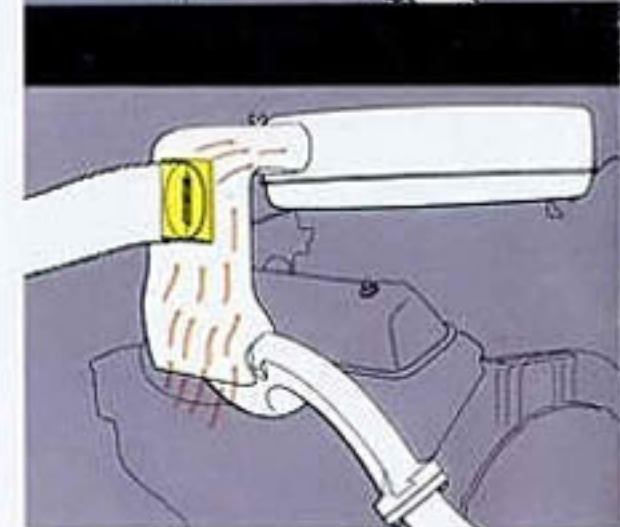
New Exclusive Thermo-Matic Carburetor

Mercury's new Thermo-Matic carburetor "hand picks" incoming air the engine breathes. In summer, cool air is drawn in from outside the hood. This increases the Big M's fuel economy and helps prevent vapor lock. In cold weather, warm air from under the hood is used. Gives faster warm-ups, better performance, helps prevent carburetor icing.



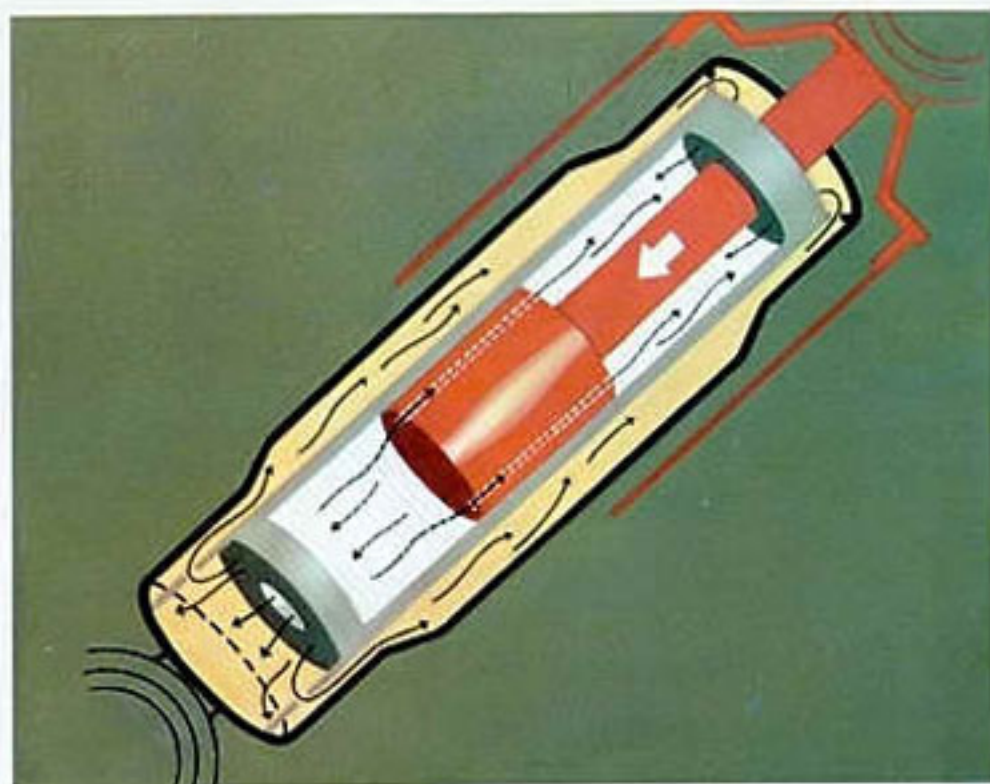
New Power Booster Fan

Standard on Montclairs, Colony Park, Voyagers! Saves up to 17 horsepower other cars waste! When engine fan is not needed for cooling (80% of the time in normal driving), it disengages automatically. Indicator (left) is on instrument panel.



Only the big **M** has it ... A unique new floating ride

SMOTHERS BUMPS, VIBRATIONS AND ROAD NOISES ... OFFERS YOU DREAM-SMOOTH DRIVING



Exclusive Full-Cushion Shock Absorbers

The 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. Special high-speed valves act as "hydraulic cushions" at high speeds or over repeated bumps. Designed to team with Mercury's improved springing action to give a uniform, jolt-free ride under all types of road conditions.

Mercury's new FLOATING RIDE brings you the most sensational advance in 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 here is dream-smooth driving . . . so free of bumps, vibrations and noise that it's like rolling along on a luxurious carpet.

Great new Mercury engineering improvements have been combined to bring you this new riding enjoyment . . . Full-Cushion Shock Absorbers . . . Swept-Back Ball-Joint Front Suspension . . . improved springing action . . . a new low center of gravity . . . scientific distribution of weight. Working together they give you the remarkable, cloud-soft Floating Ride you enjoy in *all* Big M models . . . and in no other car.

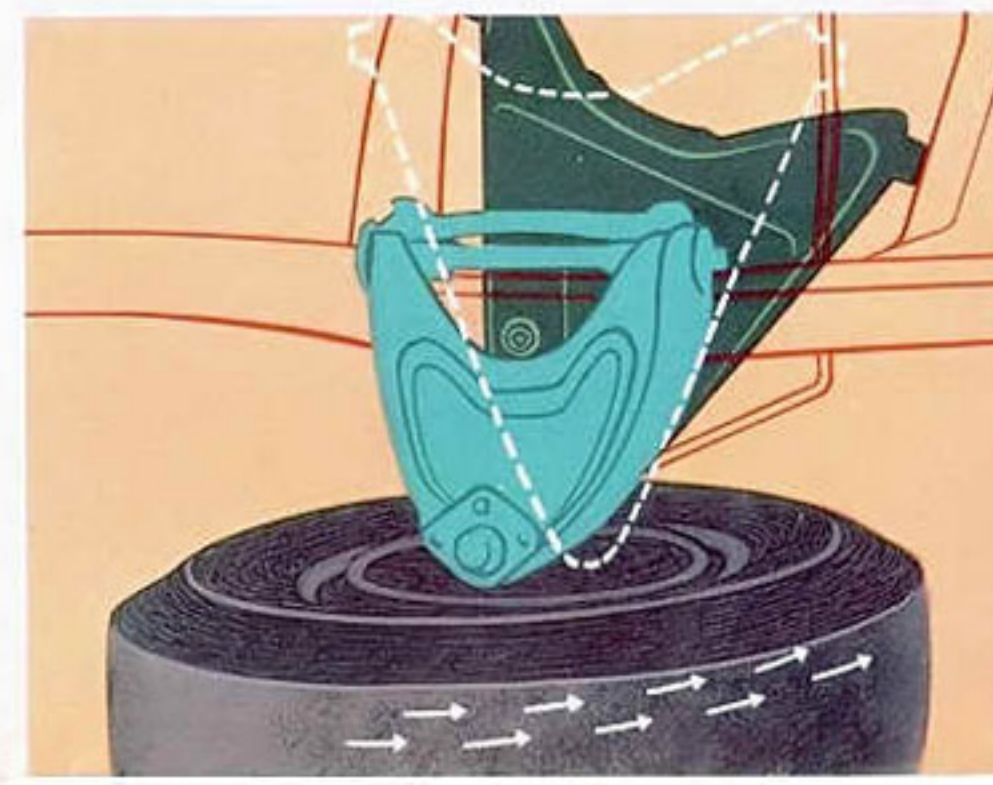


New Improved Springing Action

Both the longer front coil springs and rear leaf springs have been made more flexible. And 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 to offer ball-joint front suspension—introduces a new and improved version of this famous suspension. Because of the new *swept-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.



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



MONTCLAIR PHAETON SEDAN



MONTCLAIR PHAETON COUPE



MONTCLAIR CONVERTIBLE



MONTCLAIR 4-DOOR SEDAN



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.

1957 MONTEREY SERIES



MONTEREY PHAETON COUPE



MONTEREY PHAETON SEDAN



MONTEREY CONVERTIBLE



MONTEREY 4-DOOR SEDAN



MONTEREY 2-DOOR SEDAN

1957 STATION WAGONS



VOYAGER 4-DOOR, 3-PASSENGER



COLONY PARK 4-DOOR, 3-PASSENGER



VOYAGER 2-DOOR, 3-PASSENGER



COMMUTER 4-DOOR, 6-PASSENGER
(COMMUTER 2-DOOR, 3-PASSENGER ALSO AVAILABLE)



COMMUTER 2-DOOR, 6-PASSENGER

SPECIFICATIONS

Models

MONTCLAIR SERIES: Phaeton Sedan, Phaeton Coupe, Convertible, 4-door Sedan. **MONTEREY 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 Turnpike 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 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 18mm 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 Montclair and station wagon models except Commuter Station Wagons; optional on Monterey models, except convertible.

POWER BOOSTER FAN: Temperature controlled clutch, completely automatic, variable speed. Idles when not needed for cooling. (On 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 3¼ 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-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. 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. Silent-block rubber bushings. Helical coil springs. Full-cushion hydraulic shock absorbers. One-piece front torsion-bar stabilizer. Auxiliary rubber compression springs.

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 ball bearings. 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 312-cubic-inch engine, 212.12 sq. inch total braking area. With 368-cubic-inch engine and all station wagon models, 233.44 sq. inch total area.

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 in. on Montclair, Monterey closed models; (8.00 x 14 or 8.50 x 14 in. on other models.)

Body

DIMENSIONS: Overall length 211.1 in., Overall height 56.4 in., Overall width 76.9 in.; Hiproom (f) 63.5 in., (r) 63.5 in., Headroom (f) 39.1 in., (r) 38.3 in., Legroom (f) 46.5 in., (r) 45.1 in. (Dimensions are for 4-door sedans.)

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

VENTILATION: High-level cowl ventilation. Adjustable vent windows on all doors.

MAJOR OPTIONS*: Merc-O-Matic with Keyboard Control†, Power Booster Fan†, Touch-O-Matic Overdrive, power steering, power brakes, 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, 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.

