

1960

MERCURY



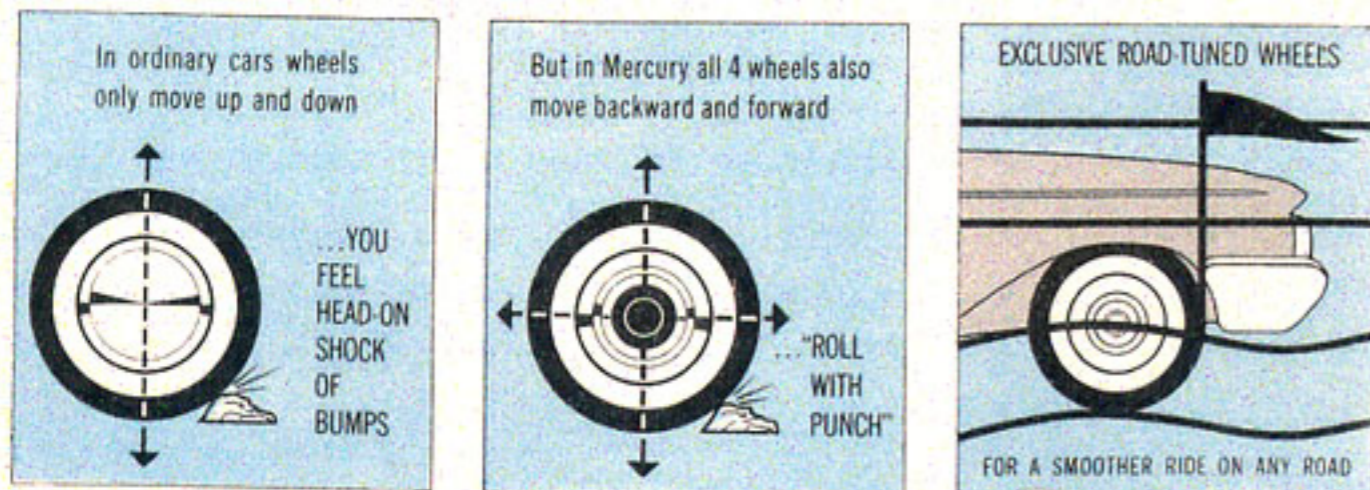
"Mercury 1960"—created for Mercury Division of Ford Motor Company, by internationally-known sculptor Marshall Fredericks—is the first new sculpture of this mythical figure in more than a century.

You'll be glad you bought a Mercury . . . every time you look at it

Every inch of Mercury is new. Every line is a "go" line—pure, honest, clean. No clutter of useless chrome. There's dramatic new simplicity—new beauty all around—with fabulous Sleek-Line styling.

. . . every time you ride in it

Mercury's *Road-Tuned* wheels are the greatest ride advance in a generation. Here's why:



. . . every time someone has to sit in the middle

There's real comfort for six people, not four. The clumsy center hump you find in other cars has been cut way down. There's plenty of head room, shoulder room, leg room for all.

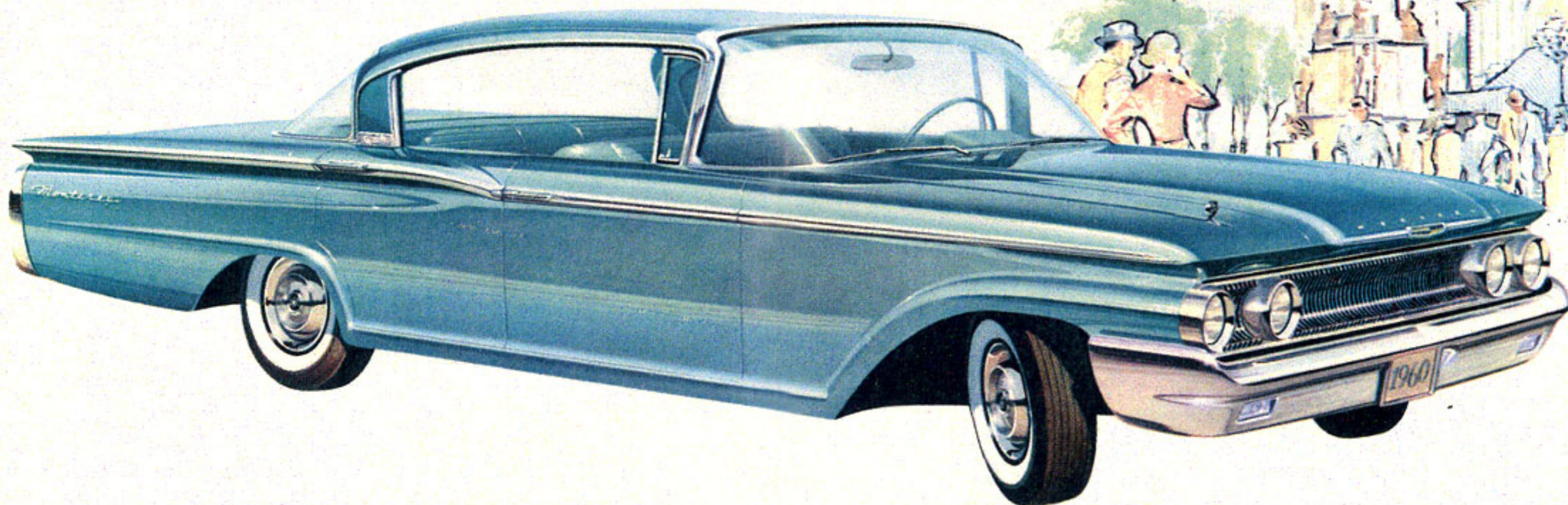
. . . every time you look inside

The 1960 Mercury offers you DELUXE INTERIORS AT NO EXTRA COST in every distinctive model, even in the low-priced Monterey series.

And Mercury has a low price for 1960. Sure, you may save a few pennies a day if you buy a car with a "low-price" name, but once you've driven a Mercury anything less will be a letdown. Compare Mercury against any other new car in America today. You'll convince yourself: Mercury adds up to *more* for your money—it's America's *first* popular-price luxury car.

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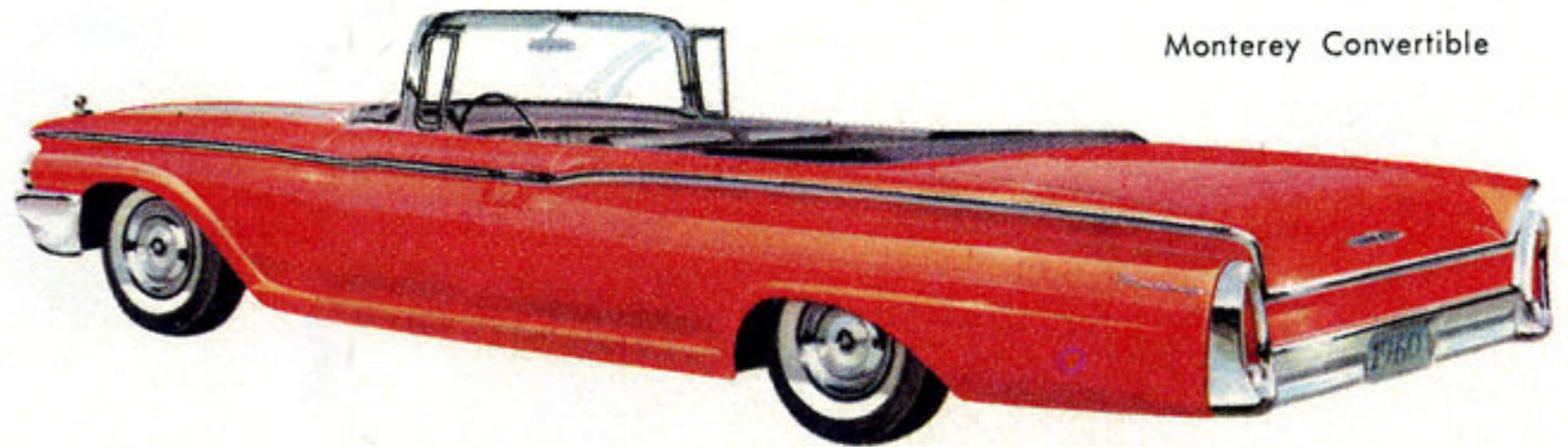
The Best-Built Car in America Today



Styled for discerning buyers, the 1960 Mercury steps years ahead of the crowd with Sleek-Line styling, passenger-planned comfort and exclusive *Road-Tuned* ride. Painstaking attention to detail is evident everywhere in this brilliant, new car. And,

since Mercury—unlike its competition—shares its body shell with no other car, you ride with distinction. Just looking at this bold, new beauty gives you the urge to sit behind the wheel . . . to cruise along the highway . . . to be admired wherever you drive.

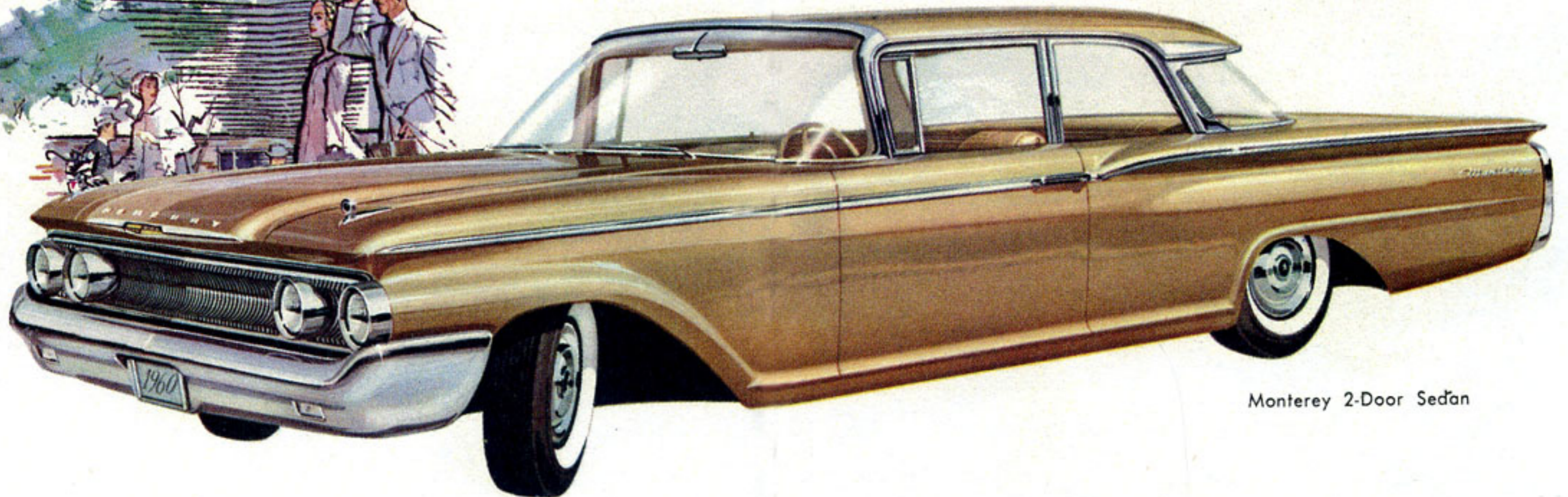
Monterey Convertible



YOU'LL BE GLAD

YOU BOUGHT A MERCURY

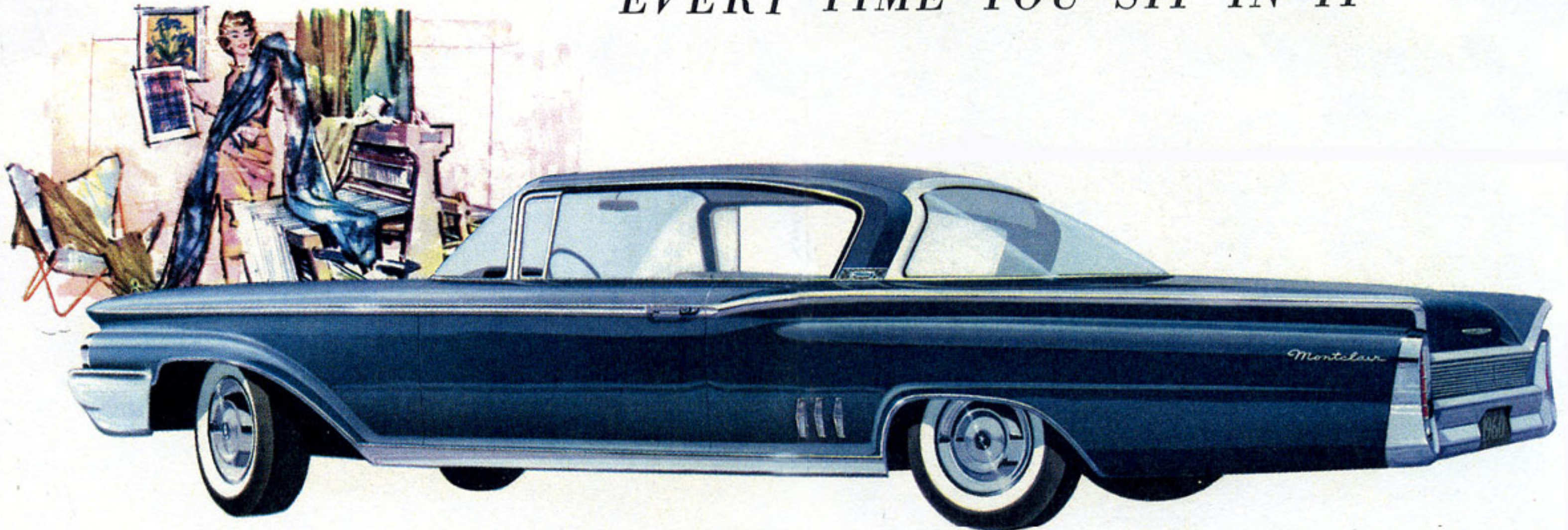
EVERY TIME YOU LOOK AT IT



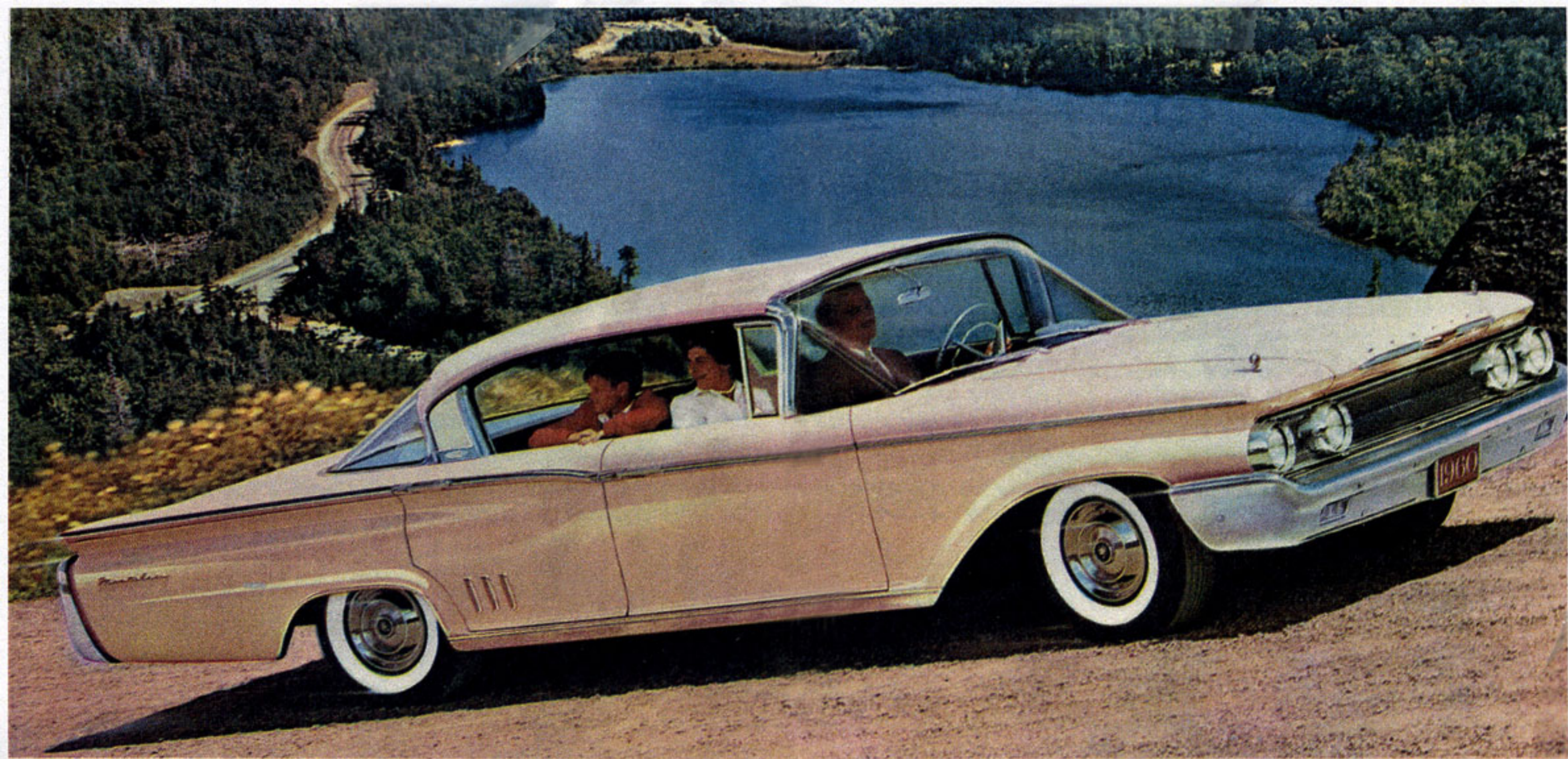
Monterey 2-Door Sedan

The 1960 Mercury features the richest interior fabrics ever offered in a car costing so little. Here is luxury and beauty you'd expect to find only in the highest-priced cars. You sit comfortably, thoroughly relaxed . . . surrounded by picture-window visibility. Notice the handsomely rugged interior fabrics and vinyls. Never have such high-quality interiors been available as standard equipment in an American automobile so modestly priced. Run your hand over their richness while you rest assured that these durable appointments are as practical as they are beautiful.

*YOU'LL BE GLAD
YOU BOUGHT A MERCURY
EVERY TIME YOU SIT IN IT*

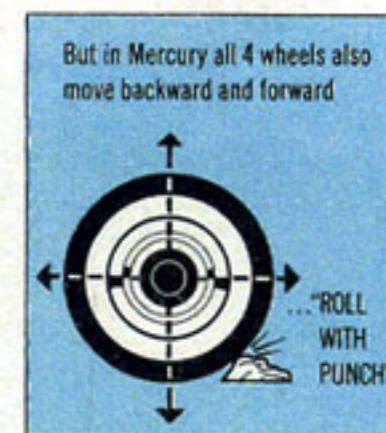
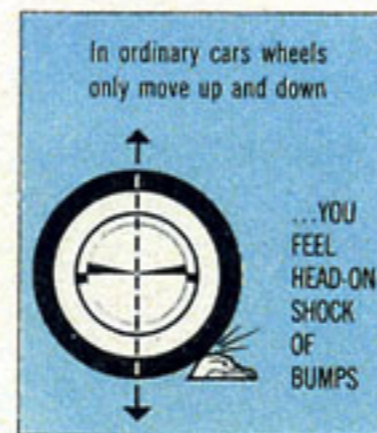


Montclair 2-Door Hardtop Cruiser



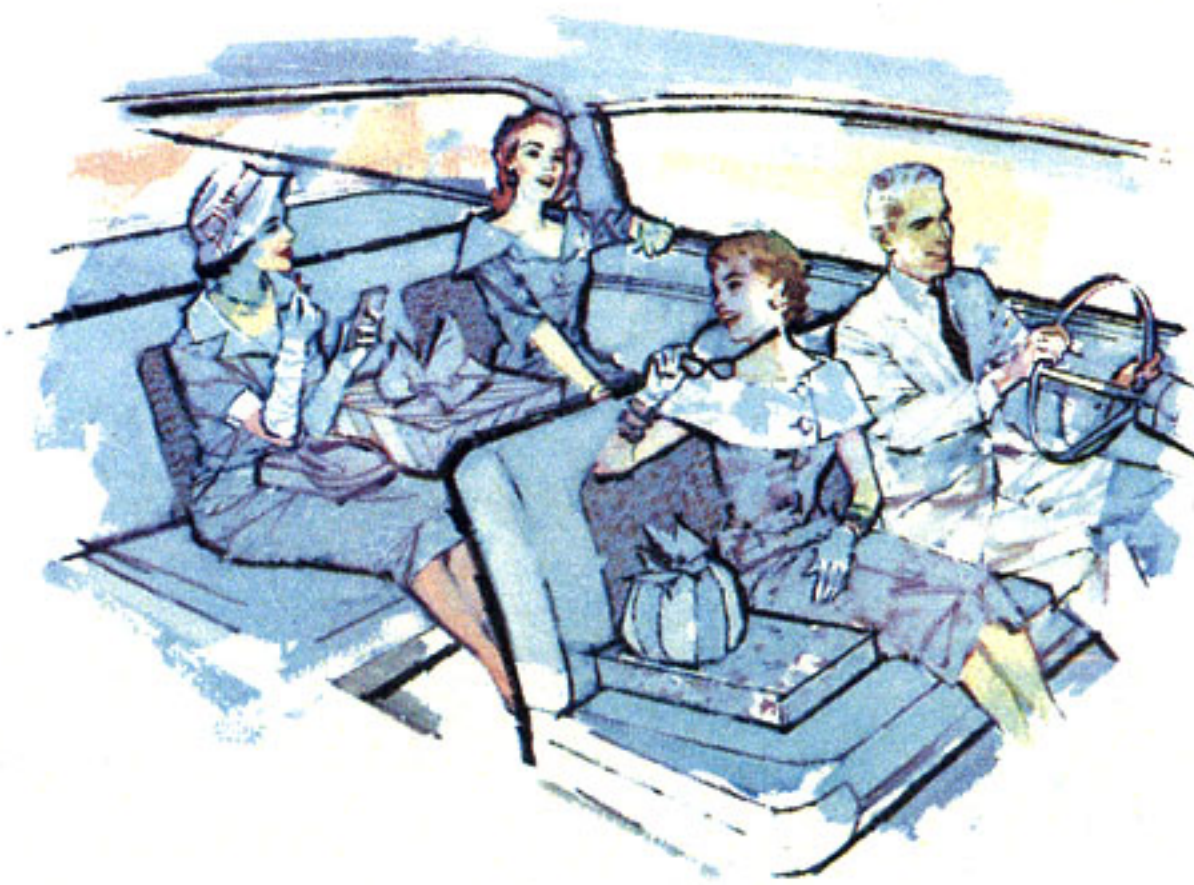
YOU'LL BE GLAD
 YOU BOUGHT A MERCURY
 EVERY TIME THE
 ROAD GETS ROUGH

(and on smooth roads, too.)

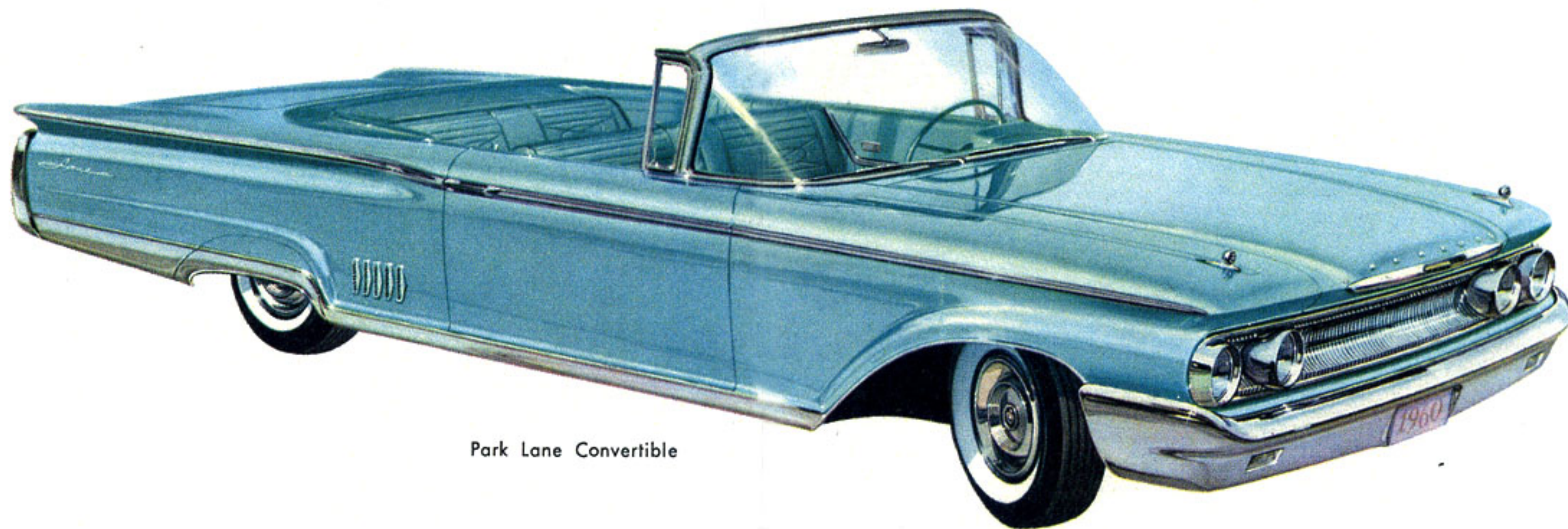


Even the roughest roads will seem newly paved in your 1960 Mercury. Mercury's exclusive new *Road-Tuned* wheels "give" with the bumps—not only up and down, but backward and forward as well. Like a boxer, they "roll with the punch," lessen shock to give you the smoothest, quietest ride of any car on *any* road. No other car has such a beautiful combination of wide stance, swept-back front suspension and low center of gravity as the *Road-Tuned* 1960 Mercury.

Mercury '60 offers you the most comfortable, relaxed driving you've ever experienced. You have more knee room up front, because the instrument panel has been moved forward—yet, controls are within easy reach. The Panoramic Skylight windshield—Mercury's largest ever—lets you see overhead traffic lights without stretching. Near-vertical windshield posts and wider doors make getting in and out of a Mercury extremely easy. Floor tunnel is only half the size of those found in other cars . . . gives you extra comfort, room for six passengers.

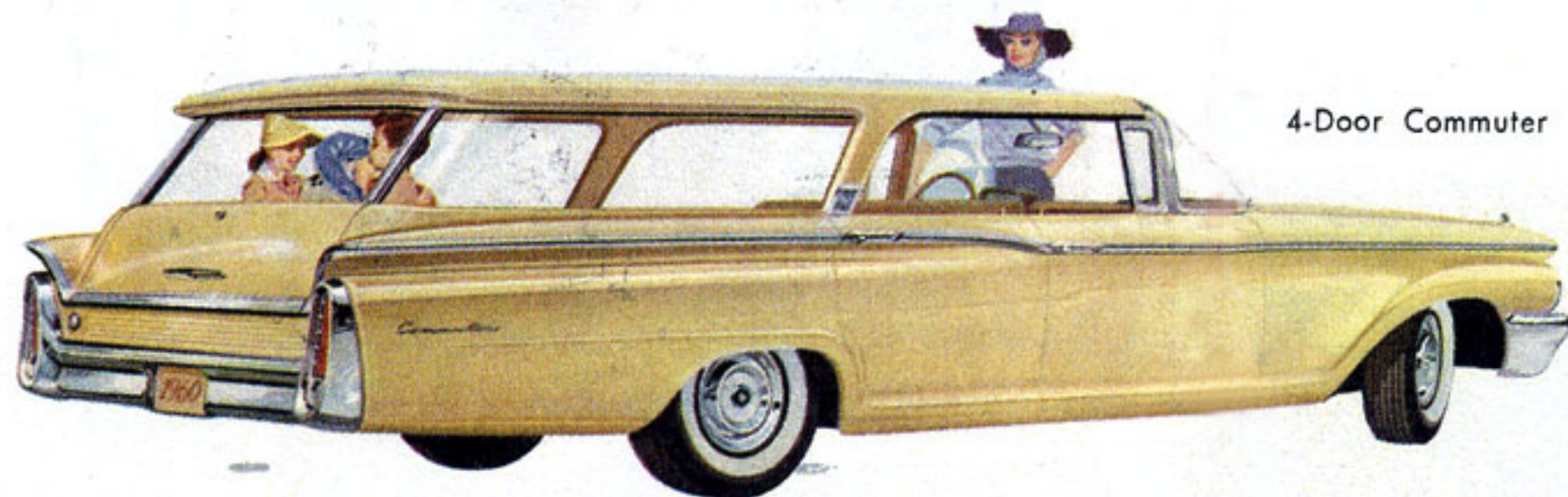


*YOU'LL BE GLAD
YOU BOUGHT A MERCURY
EVERY TIME YOU HAVE NEED FOR MORE ROOM*



Park Lane Convertible

Only Mercury Country Cruisers offer this exclusive combination of advanced features for 1960: *Road-Tuned* wheels—the greatest ride advance in a generation; hardtop styling; passenger-planned comfort; giant cargo space; forward-facing stow-away third seat; all-clear loading platform, roll-down rear window and Mercury V-8 engine efficiency. Select the popular Commuter (below) with Economy V-8 engine and your choice of transmission.



4-Door Commuter

Or you may prefer the superb Colony Park (below right), with 310-hp Marauder V-8, Merc-O-Matic transmission, simulated wood side panels, and power-operated rear windows—all as standard equipment. Both are available as 6- or 9-passenger models.



4-Door Colony Park

YOU'LL BE GLAD
YOU BOUGHT A
MERCURY
COUNTRY CRUISER
EVERY TIME YOU
WANT MORE THAN
JUST A
STATION WAGON



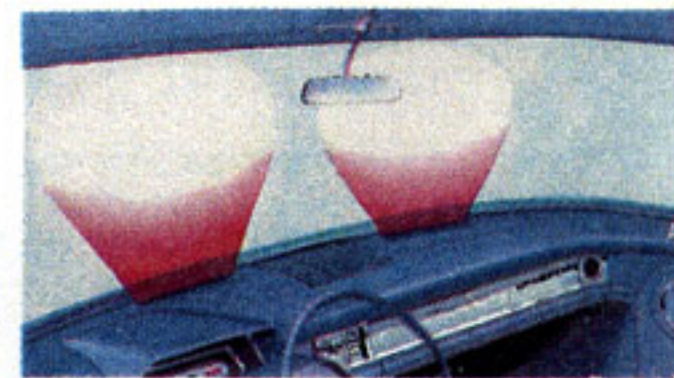
Near-vertical windshield posts make getting into and out of the 1960 Mercury easier than ever. No more banged knees or bumped heads. Entry, exit are a breeze.



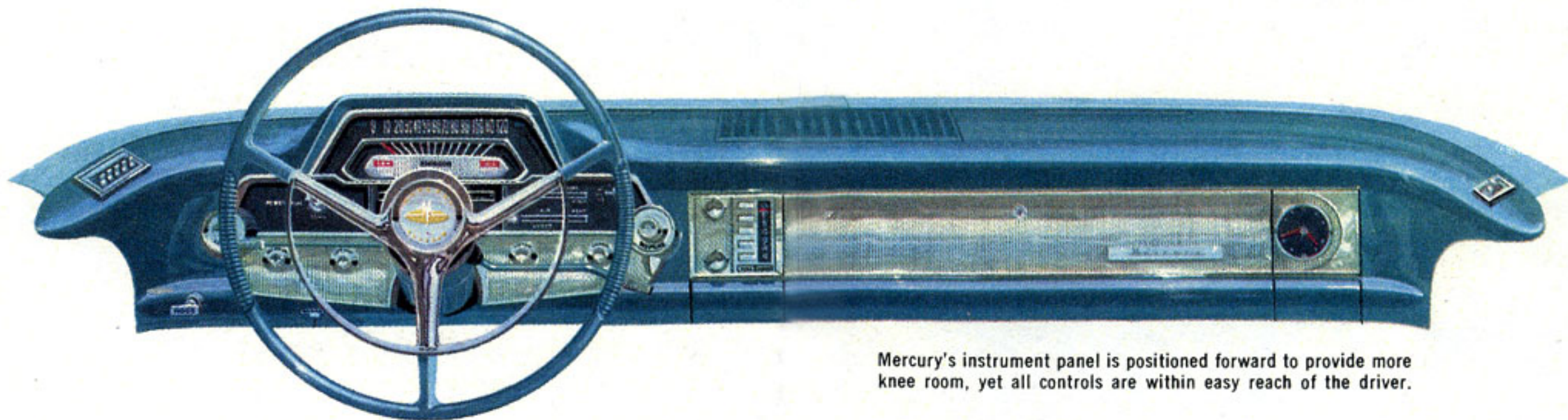
Mercury's chair-high foam-rubber seats allow you to sit in a normal, more comfortable position. Extra-stretch leg room is provided for six adult passengers.



Three-speed Safety Sweep electric windshield wipers—a Mercury exclusive—clear a 5-foot swath, including the middle area which ordinary wipers cannot reach.



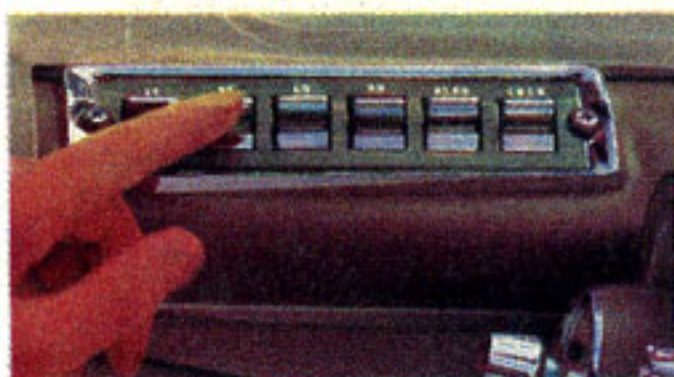
Exclusive "Jet Stream" defrosting focuses first on driver's viewing area of windshield, then quickly clears remaining glass. Conventional defrosters clear slowly from instrument panel up.



Mercury's instrument panel is positioned forward to provide more knee room, yet all controls are within easy reach of the driver.

YOU'LL BE GLAD YOU BOUGHT A MERCURY BECAUSE IT'S SUCH A SENSIBLE INVESTMENT

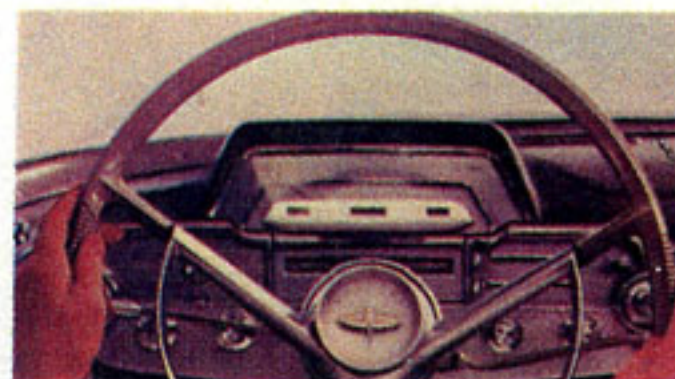
For just pennies a day more than you would pay for cars with low-price names, you can own a car that is more luxurious, comfortable, beautifully styled. Every time you ride in or drive your 1960 Mercury, you will find new things to applaud—to make you proud you own a Mercury. Don't buy any car until you've driven the *Road-Tuned* 1960 Mercury.



Power Windows. Optional push-button control panel allows driver to raise and lower windows. Optional master control locks out all switches when desirable.



Power Seat. Driver has 4-way control to adjust front seat to any position he finds most comfortable. Switch is conveniently located on instrument panel.



Power Steering* eliminates 88 percent of wheel-turning effort, makes parking as easy as dialing a phone, yet you retain a complete 'feel of the road' for safer, more relaxed control.



Power Brakes* reduce required driver braking effort by 40 percent, provide safer, surer stops even in emergencies. The feeling of security is more than worth its modest cost.

*Standard on Park Lane and Colony Park models; optional on all others.

1960 MERCURY FEATURE FACTS—SPECIFICATIONS

STANDARD EQUIPMENT ON ALL 1960 MERCURYS

- Self-Adjusting Brakes • Directional Signals • Back-Up Lights • Padded Garnish Mouldings
- 3-Speed Electric Wipers • Safety Glass in Every Window • Foam Front Seat Cushion
- Disposable Carburetor Air Cleaner • Disposable Fuel Filter • Dual Fender Ornaments
- Full-Flow Oil Filter • Aluminized Muffler • Super-Enamel Finish • Safety Steering Wheel.

1960 MERCURY ENGINE-TRANSMISSION COMBINATIONS

Series	Displacement Bore & Stroke	Horsepower Torque	Compression Ratio	Transmission
MONTEREY & COMMUTER	312 cu. in. 3.8" x 3.44"	205-hp 328 ft-lbs	8.9 to 1	3-speed manual Merc-O-Matic†
MONTEREY & COMMUTER (Opt.)	383 cu. in. 4.30" x 3.30"	280-hp 405 ft-lbs	8.5 to 1	Merc-O-Matic† Multi-Drive†
MONTCLAIR & COLONY PARK	430 cu. in. 4.30" x 3.70"	310-hp 460 ft-lbs	10.0 to 1	Merc-O-Matic Multi-Drive†
PARK LANE	430 cu. in. 4.30" x 3.70"	310-hp 460 ft-lbs	10.0 to 1	Multi-Drive

†Optional at extra cost

MAJOR SPECIFICATIONS (4-Door Hardtop Models)

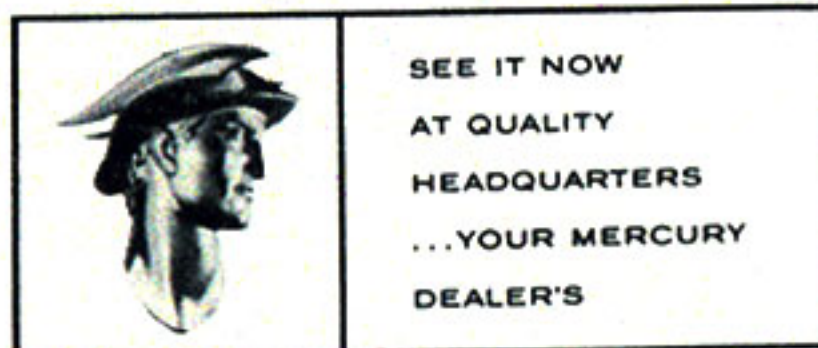
Wheelbase.....	126.0"	Headroom, front and rear*.....	38.5" 37.1"
Wheel tread, front and rear.....	60.0"	Leg room, front and rear*.....	46.2" 43.0"
Over-all length.....	219.2"	Shoulder room, front and rear... ..	60.5" 60.8"
Over-all height (design load)....	55.8"/56.1"		*Effective dimension

BODY FEATURES: Rigidized construction—with double-panel hood, deck lid and doors. Compound windshield. Cross-flow ventilation. Safety steering wheel. **Exteriors**—Super-Enamel in 15 colors; 36 two-tones. **Interiors**—exclusive designs for each series. All-vinyl interiors at no extra cost for Montclair, Park Lane, and Colony Park models. Tufted-loop carpeting (except rubber mat in Commuter). All 1960 Mercury fabrics have 100% nylon face.

POWER TRAIN: Overhead valve V-8 engines. 12-volt electrical. 2 bbl carburetors. Full-pressure lubrication. Vacuum-centrifugal spark control. 18mm spark plugs. The 383- and 430-cu in. engines have in-block combustion chambers; 3-stage cooling; water-jacketed intake manifold; hydraulic valve lifters; step-top pistons. **Merc-O-Matic:** Combination of fluid torque converter and 3-speed planetary gear set. Multi-Drive Merc-O-Matic with dual drive ranges.

CHASSIS FEATURES: Ladder-type frame—with box-girder side rails. **Front suspension:** Swept-back ball-joint design with anti-dive. Coil springs. **Steering ratios:** 29 to 1 for Monterey and Commuter; 31 to 1 for Montclair and Colony Park; 20 to 1 with power steering. **Rear suspension:** Leaf-type rear springs—60" long. Compression-type shackles. Hotchkiss drive. **Self-adjusting brakes:** 11-inch brake drums. Total brake lining area—233.1 sq. in.

Mercury Division of Ford Motor Company, Dearborn, Michigan reserves the right to discontinue or change, at any time, specifications or design without incurring any obligation.



SEE IT NOW
AT QUALITY
HEADQUARTERS
...YOUR MERCURY
DEALER'S

DON'T BUY ANY CAR UNTIL YOU'VE DRIVEN



THE ROAD-TUNED 1960 MERCURY