

1960 MERCURY

AMERICA'S FIRST POPULAR-PRICE LUXURY CAR

HERE ARE THE FACTS . . .

for only pennies more a day,

MERCURY OFFERS YOU INCREDIBLE NEW VALUE



You can buy a car for pennies a day less, but you'll be glad you bought Mercury for many wonderful reasons. Extra luxury, comfort, Sleek-Line styling—to name but a few. Every time you drive the 1960 Mercury you'll be glad for the level, effortless, quiet way it handles . . . for its road-smoothing, nerve-soothing *Road-Tuned* ride.

You'll be glad you bought Mercury every time you carry six passengers—every time you sit in Mercury's roomier, wide interiors. You'll be glad you're surrounded by Mercury's built-in safety and convenience features. You'll daily applaud the quality and value that makes Mercury America's best-built car today. But discover *all* the facts about this brilliant new car for yourself. There's one most convincing way to do this, of course: *Don't buy any car until you've driven the Road-Tuned 1960 Mercury.*

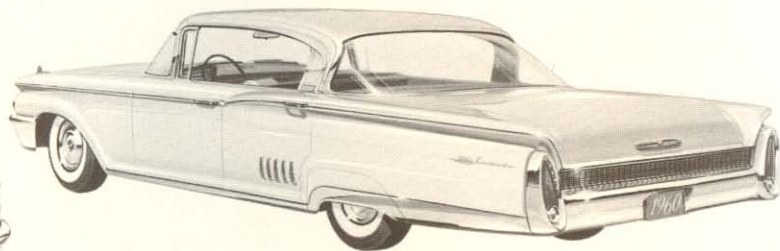
for only pennies more a day,

MERCURY REFLECTS YOUR GOOD TASTE WITH

NEW SLEEK-LINE STYLING



The 1960 Mercury's Sleek-Line styling is a triumph of simplicity. No useless clutter of chrome and ornamentation—Mercury's is a bold look of distinction and luxury from any angle; front, back or side. Nor is Mercury's styling



shared with any other car . . . that's why it will stay fresh longer, and be worth more at trade-in time. Whether in motion or just standing still, the 1960 *Road-Tuned* Mercury makes you want to sit behind the wheel and go.

for only pennies more a day,

YOU GET THE BEST-BUILT CAR IN AMERICA TODAY



Behind the brilliant new 1960 Mercury stands constant testing and retesting to bring you superlative quality that cars with "low-price" names will find difficult to match. From drawing board to production line, the goal has been constant: to build the best-performing quality car on the American road today!

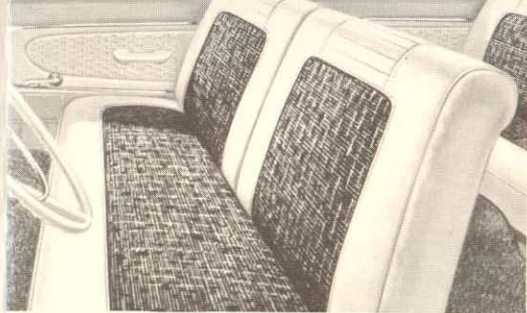
Every major component and part has been evaluated in brutal testing—deliberate, constant wear and tear—to provide you the ultimate in quiet, smooth performance and long, long life—a harmony and efficiency of working parts.

Chassis, suspension system, running gear, body and frame, engine and drive train, steering—all have undergone careful engineering scrutiny and blistering trials to bring magnificent new quality to Mercury's field. The result: the *Road-Tuned* 1960 Mercury—this year's outstanding value. That's why we say, "You'll be glad you bought Mercury every mile you drive!"

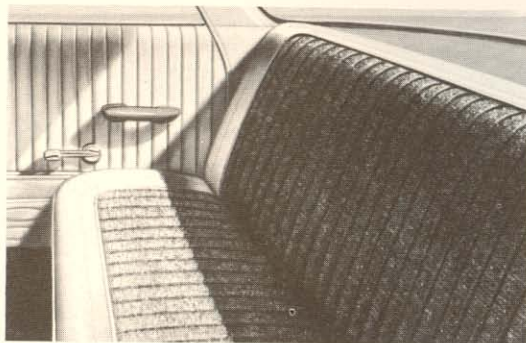
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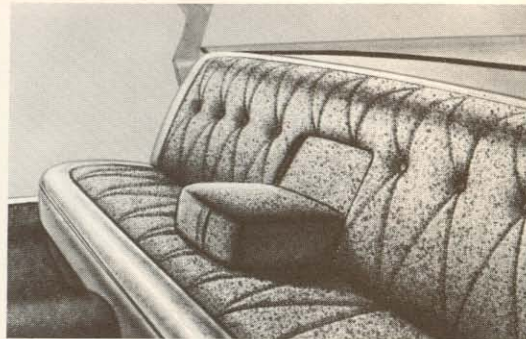
YOU GET DE LUXE INTERIORS —AT NO EXTRA COST



Monterey interiors offer elegance you would expect to find only in cars costing far more. Rich, nylon-faced fabrics in striking tweed patterns harmonize with supple, long-lasting vinyls. Front-seat foam cushioning and tufted loop carpeting underfoot add to your luxurious comfort.



Montclair interiors have appointments to suit the most discriminating. Leather-soft vinyls and rich Avalon cloth in a range of decorator-inspired color schemes . . . foam-cushioned front and rear seats . . . tufted loop carpeting . . . crush-grain, vinyl-covered padding on instrument panel all add high style to your traveling.



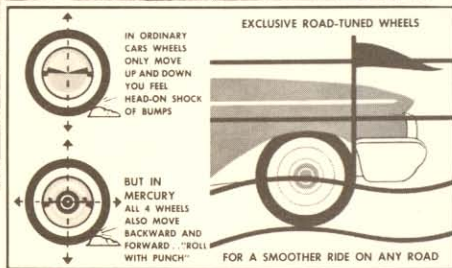
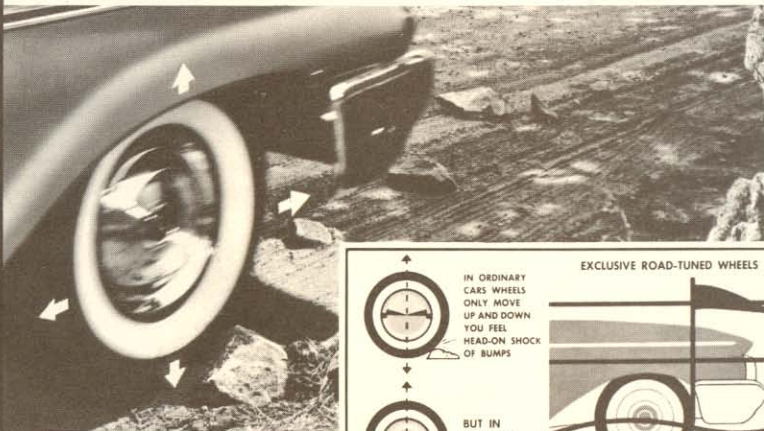
Park Lane interior decor is the ultimate in distinction and luxury. Deep, thick wall-to-wall carpeting . . . 100% nylon-faced Jamaica cloth and crush-grain vinyl . . . foam-cushioned seats—everything carefully coordinated to surround you with elegance. A wide range of smart color schemes to choose from.



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ROAD-TUNED WHEELS—GREAT NEW RIDE ADVANCE



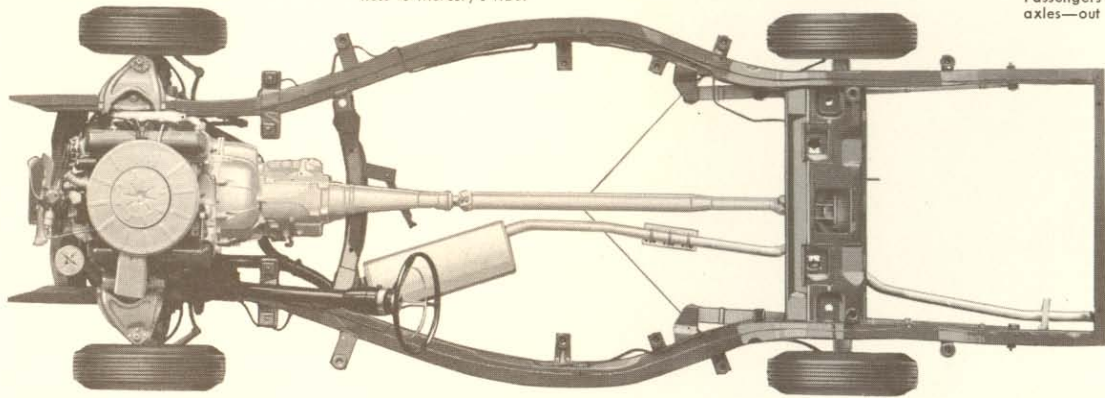
Mercury's new *Road-Tuned* wheels give you the smoothest, quietest ride of any car on the road today. Wheels "give" with the bumps—they not only move up and down, but backward and forward as well. Like a boxer, they "roll with the punch", lessen shock on any kind of road, rough or smooth. Low-friction ball joints in Mercury's swept-back front suspension hush road sounds—even annoying tar-strip thumps. Special butyl rubber body mounts flex to cushion jolts and jars, isolate them from body and passengers. The long Mercury wheelbase allows cradle distance between front and rear axles—positions passengers farther from road reaction and noise. By locating engine and transmission far forward, greater sound insulation results. Together, it all adds up to 1960's finest ride—yours in the *Road-Tuned* 1960 Mercury.

MERCURY OFFERS STABILITY, SAFETY, EASE OF HANDLING

Stabilizer bar—You'll find the Road-Tuned 1960 Mercury takes to curves and corners as though it were on rails. The front suspension link-type stabilizer bar holds the car steady and sure-footed in the turns.

Safety-width frame—Surrounds passengers with massive protection in the form of rigid, box-girder side rails. Five cross-members add stiffness to the ladder-type frame—bring new smoothness to Mercury's ride.

Longer wheelbase—Better riding, and a remarkably spacious interior—these are welcome bonuses with Mercury's long-stride 1960 wheelbase. Passengers are located away from axles—out of the "jolt-and-jar" zone.



Ball-joint front suspension—Pioneered by Mercury in its field to give you the ultra-smooth ride that makes all roads seem newly paved. And anti-dive braking control takes the dip and bounce out of brake stops.

Ball-action steering—Steering, parking and maneuvering are wonderfully easy in the '60 Mercury. Special friction-fighting bearings and fast-action steering ratio permit precise control.

Self-adjusting brakes—High brake-adjustment costs are a thing of the past in the 1960 Mercury. Mercury brakes compensate for lining wear automatically as you drive; allow safe, sure stops time and time again.

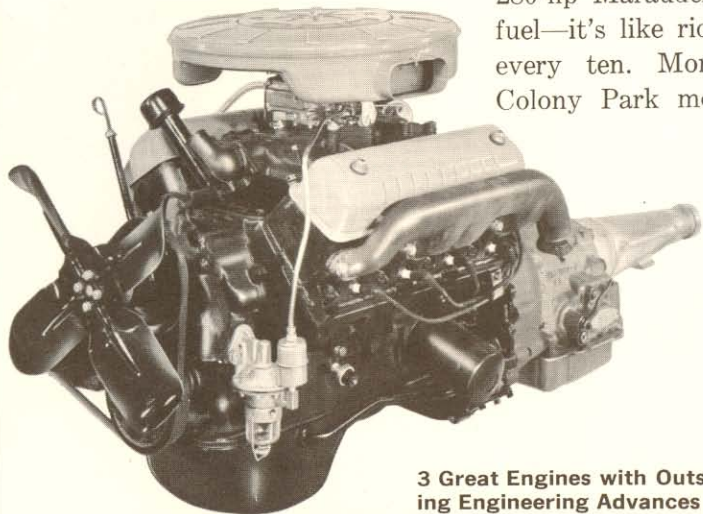
FACT 7

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GET MERCURY'S GAS-SAVING POWER AND

In Monterey and Commuter models, both the 205-hp Economy V-8 and optional 280-hp Marauder V-8 perform on regular fuel—it's like riding free one mile out of every ten. Montclair, Park Lane and Colony Park models feature the 310-hp

Marauder V-8. Mercury's Economy V-8 is available with either conventional transmission or Merc-O-Matic. With other V-8's either Merc-O-Matic or Multi-Drive is available. In Park Lane models, Multi-Drive is standard.



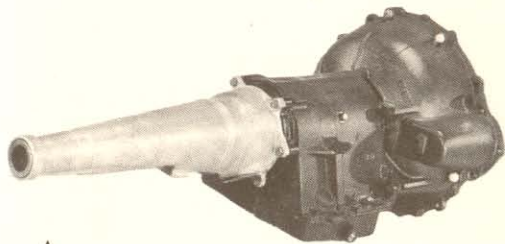
3 Great Engines with Outstanding Engineering Advances

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

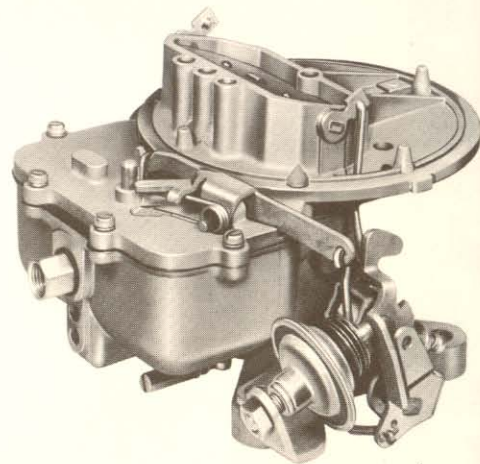
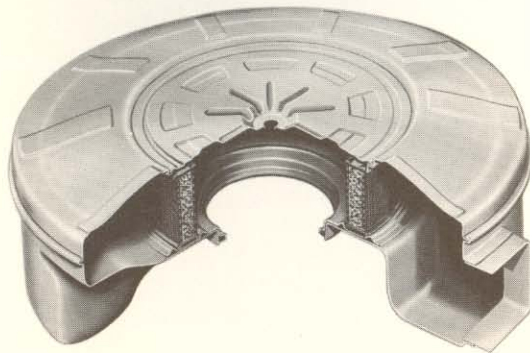
†Optional at extra cost

BRILLIANT NEW PERFORMANCE



▲
Mercury's Merc-O-Matic transmission—lets you move smoothly, noiselessly from a standing position to turnpike speeds, with instant response to your command, all automatically. Multi-Drive combines cruising range with a high-performance range.

Mercury's dry-type carburetor air filter—traps dust, road dirt and other impurities in the air before they reach the engine. The easily-replaceable filter element keeps engine power at its peak, assuring the best performance from your Marauder V-8 engine.



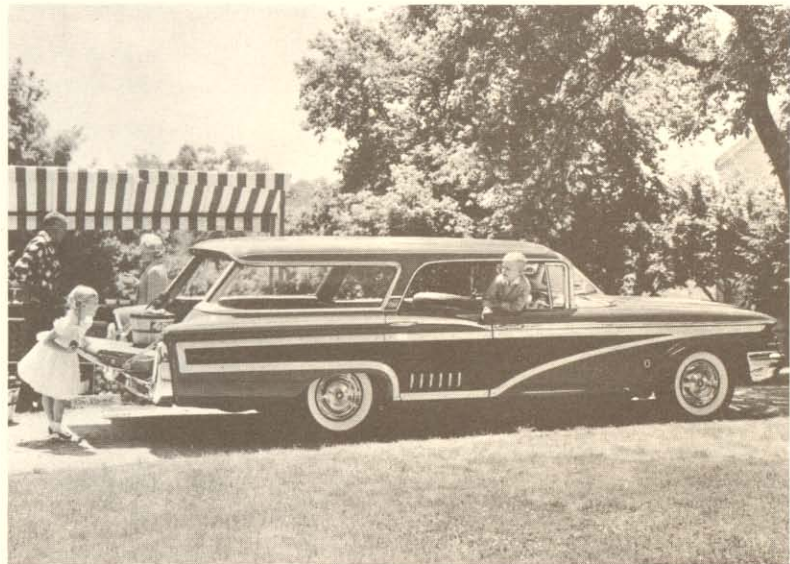
▲
Mercury carburetors are scientifically calibrated to boost economy and performance wherever and whenever you drive. Smooth, economical power, wide range of engine speeds, fast starts even in coldest weather . . . all are yours in Mercury Marauder V-8's.

for only pennies more a day,

COUNTRY CRUISERS OFFER MORE THAN JUST A "WAGON"

Only Mercury Country Cruisers offer this exclusive combination of advanced station wagon features for 1960: hardtop styling; *Road-Tuned* wheels; passenger-planned comfort, forward-facing stow-away third seat; all-clear loading platform; giant cargo space; roll-down rear window and Mercury V-8 efficiency. Choose your favorite: the popular Commuter with Economy V-8 engine and choice of transmissions; or the superb Colony Park, with wood-grained side panels, power rear window, and Merc-O-Matic transmission all as standard equipment. Both are available as 6- or 9-passenger models.

Mercury's 1960 Country Cruisers add dash and delight to city and country driving. Smooth, touch-toe performance and easy maneuverability make either model as light-hearted and versatile as any passenger car. Sleek-Line styling offers grace and fleetness heretofore unknown in station wagons. Country Cruisers . . . beautiful blends of fashion and function—most "wagon" for your money!



COUNTRY CRUISER DIMENSIONS

Over-all length.....	219.2"
Over-all height.....	57.8"
Over-all width.....	81.5"
Wheelbase.....	126.0"
Wheel tread (f. & r.).....	60.0"
Tailgate extension.....	23.5"
Rear opening slant height.....	33.5"
Rear opening width.....	48.1" max.
Tailgate to ground.....	26.2"
Rear of front seat to rear:	
Tailgate opened.....	123.4"
Tailgate closed.....	99.9"
Rear of 2nd seat to rear:	
Tailgate opened.....	84.8"
Tailgate closed.....	61.3"
Rear of 3rd seat to rear:	
Tailgate opened.....	47.6"
Tailgate closed.....	24.1"
Floor to roof:	
Behind front seat.....	33.5"
Floor area behind front seat:	
Tailgate opened.....	46.9 sq. ft.
Tailgate closed.....	39.7 sq. ft.
Total cargo capacity (tailgate closed)	
Behind front seat.....	101.7 cu. ft.
Behind second seat.....	60.4 cu. ft.
Behind third seat.....	18.2 cu. ft.

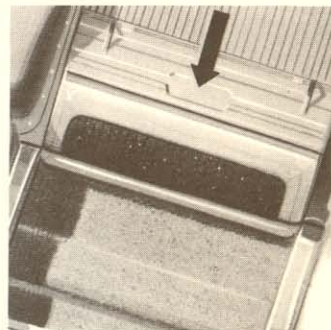
MERCURY COUNTRY CRUISERS HAVE NEW STYLING . . . SPACE . . . FEATURES



Every Country Cruiser a hardtop. Mercury station wagons offer you the open-air feeling and visibility of a hardtop passenger car. That's because Mercury Country Cruisers have no center window pillars.



Roll-down rear window. Retracts into tailgate; does away with inconvenient liftgate found in other "wagons." Power unit for rear window is optional in Commuter, standard on Colony Park Country Cruisers.



Forward-facing, stow-away 3rd seat. Takes but a few seconds to change from 9- to 6-passenger vehicle. Seat folds into floor, out of sight; when in use, there are four cubic feet of "below-deck" lockable storage space.

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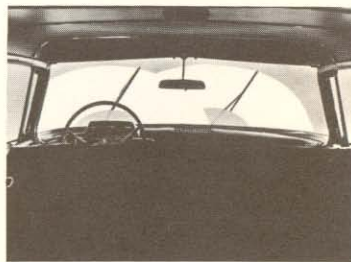
MERCURY GIVES YOU PASSENGER-PLANNED COMFORT, LUXURY,



In the 1960 Mercury, you get more head room and roomy, wider opening at the front doors. You slide in and out easily. Corner pillar is placed forward; you don't bump or bruise knees. Another example of Mercury's comfort and convenience.



There's plenty of stretch-out room in the 1960 Mercury. Instrument panel is placed far forward for leg and knee comfort. You sit at a comfortable height on seats that have extra-thick cushioning. Floor tunnel height is drastically reduced for middle-passenger comfort.



Mercury's windshield with wide, panoramic view, wraps upward as well as around, to let you see overhead traffic lights without stretch or strain. To clean this windshield: exclusive new 3-speed parallel wipers clear a 5-foot swath, including even the middle area.

MAJOR SPECIFICATIONS

(4-Door Hardtop Models)

Over-all Dimensions

Wheelbase.....	126.0"
Wheel tread, front and rear.....	60.0"
Over-all length.....	219.2"
Over-all width.....	81.5"
Over-all height (design load).....	55.8"/56.1"

Trunk Compartment

Capacity with spare tire.....	31.5 cu. ft.
Capacity without spare tire.....	34.5 cu. ft.

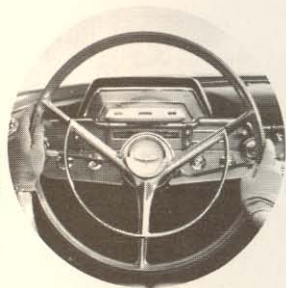
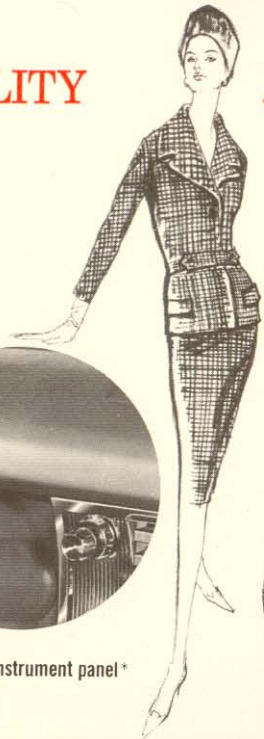
Passenger Space

Front head room*.....	38.5"
Rear head room*.....	37.1"
Front leg room*.....	46.2"
Rear leg room*.....	43.0"
Front hip room.....	62.5"
Rear hip room.....	62.8"
Front shoulder room.....	60.5"
Rear shoulder room.....	60.8"

*Effective Dimension

QUALITY

... SURROUNDS YOU WITH BUILT-IN SAFETY FEATURES



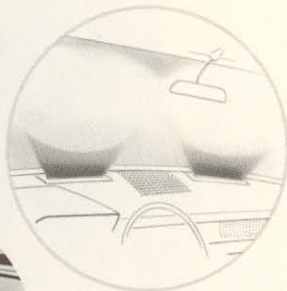
Safety steering wheel



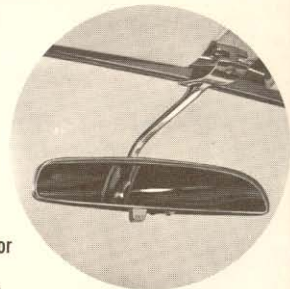
Safety glass all-around



Increased angle of vision



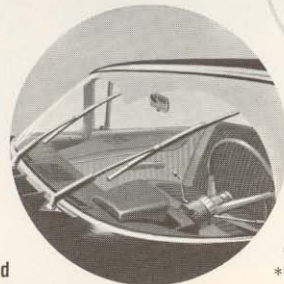
"Jet Stream" defroster**



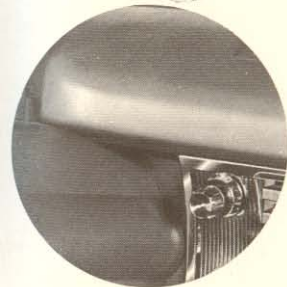
Safety rearview mirror



Safety windshield



Parallel-action wipers



Padded instrument panel*

*Optional in Monterey and Commuter models.

**Exclusive Mercury feature; cleans driver's viewing area of windshield first, then quickly clears remaining area.

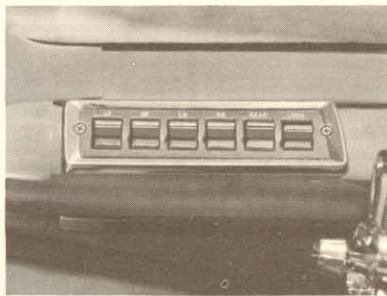
for only pennies more a day,

MERCURY POWER OPTIONS OFFER THE MOST CONVENIENCE



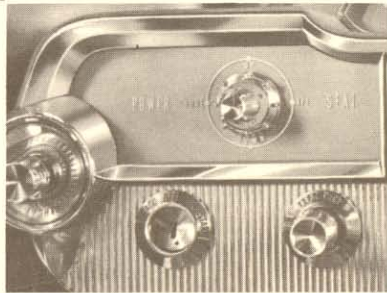
▲ **Power steering.** Lets you enjoy extra ease of handling on straightaway, city traffic, or parking in tight spots. Takes over when more than fingertip pressure is required on wheel.

▼ **Power brakes.** Power brakes mean even less braking effort than usual is required in the '60 Mercury. This power assist is available at all times while the engine is running.



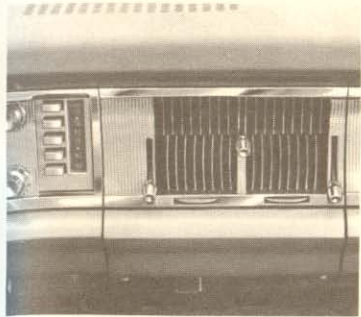
▼ **Power seats.** By operating a control on instrument panel you can instantly adjust the front seat to your most comfortable position. Adjusts up and down, forward and backward.

▲ **Power windows.** Controls at driver's position permit raising or lowering. Each window has individual switch. Driver can lock-out all switches with optional master control.

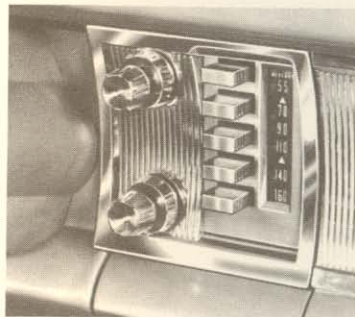


for only pennies more a day,

ACCESSORIES TO MAKE YOUR MERCURY EVEN MORE ENJOYABLE



Air conditioner. Mercury's newly-designed Climate Dial air conditioning system is custom engineered to provide efficient, healthful cooling, adds to your motoring pleasure. Controls accessible from driver or passenger side.



Transistorized radio. Five push-buttons allow you to pre-select your favorite stations for quick, easy tuning. Manual tuning provides full-band selection for away-from-home listening. Dependable transistor design, clear tone.



Remote control mirror. With this fender-mounted mirror, there's no need for you to reach out in rainy weather to adjust for a back view. Dash-mounted knob controls viewing angle. Made of double-polished, distortion-free glass.



Heater-defroster. Heater circulates outside air, which has been heated, maintaining a constant temperature. Mercury's new "Jet Stream" defroster clears the windshield at driver's eye-level first, then quickly clears remaining area.

1960 MERCURY FEATURE FACTS—SPECIFICATIONS

STANDARD EQUIPMENT ON ALL 1960 MERCURYS

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

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

DON'T BUY ANY CAR UNTIL YOU'VE DRIVEN



THE ROAD-TUNED 1960 MERCURY

POWER TRAIN: Overhead valve V-8 engines in 3 sizes. 12-volt electrical. Gas-saving 2 bbl carburetors. Vacuum-centrifugal spark control. Full-pressure lubrication. 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 and 6-position selector lever.

CHASSIS FEATURES: Ladder-type frame—with box-girder side rails. X-type reinforcement for convertible. **Front suspension:** Swept-back ball-joint design with anti-dive. Helical-coil springs. Full-cushion shock absorbers. Link-type front torsion-bar stabilizer. **Steering ratios:** 29.1 to 1 for Monterey and Commuter; 31.1 to 1 for Montclair and Colony Park; 20.5 to 1 with power steering. **Rear suspension:** Splay-mounted leaf-type rear springs—60" long. Compression-type shackles. Hotchkiss drive. **Self-adjusting brakes:** 11-inch brake drums. Brake width 3" (f), 2½" (r). 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.

QUALITY
HEADQUARTERS
...YOUR MERCURY
DEALER'S

