

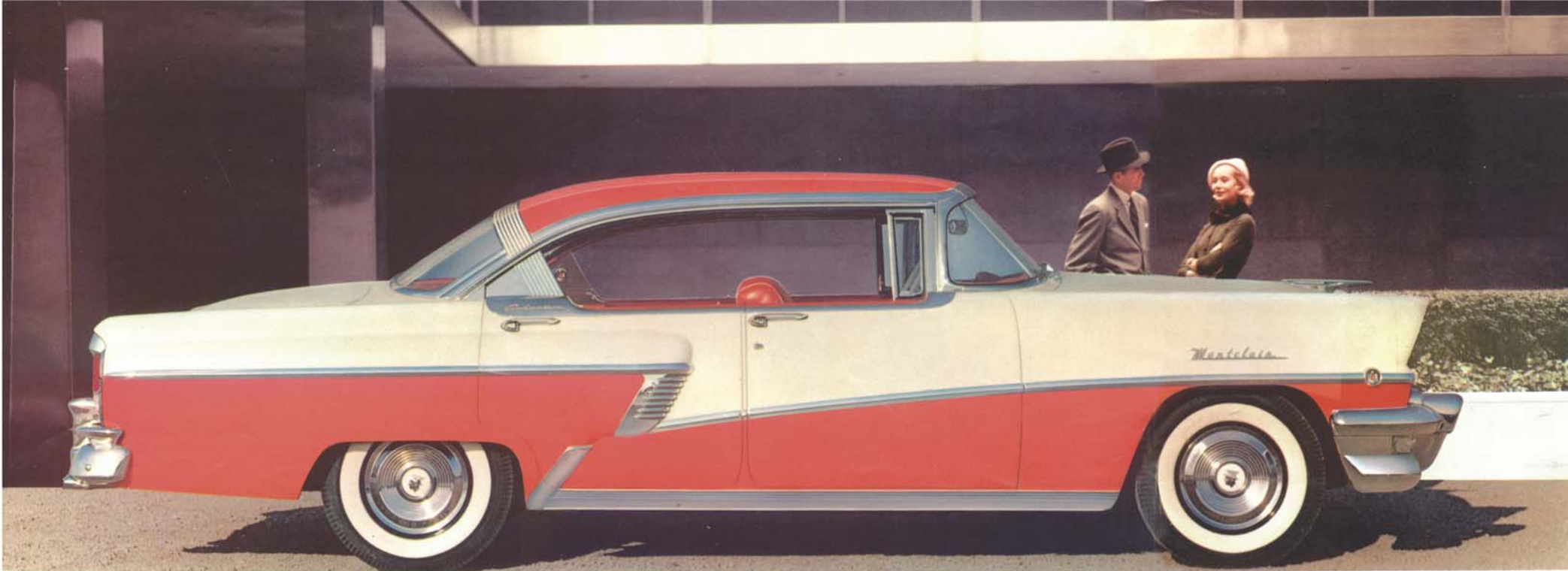


Meet Mercury's new fleet of low-silhouette hardtops . . .

featuring glamorous, new **4-DOOR** *Phaetons*



JUN
27



CAROUSEL RED AND CLASSIC WHITE

A distinctive air that makes it the highway's smartest-looking 4-door hardtop

For 1956 Mercury stylists specifically designed this magnificent new Phaeton as a *true* 4-door hardtop. In fact, they built distinct and definite advantages into this great car. Extra viewing area from the rear seat . . . glamorous exterior styling so that you *know* this is a Mercury Phaeton instantly . . . easier entrance and exit for rear seat occupants . . . the lowest silhouette of all 4-door hardtops. Mercury has designed this Phaeton to be the handsomest, sturdiest, most accessible 4-door hardtop ever built. *And it is!*

The addition of the stunning 4-door Phaeton completes the Mercury hardtop picture in *great style*. Now Mercury's outstanding low-silhouette design is available in all series: Montclair, Monterey, Custom — in both two- and four-door models.

1956 Mercury Montclair Phaeton

Breath-taking in conception, eye-catching in execution—Mercury's new Montclair 4-door Phaeton clearly rings out a new note in hardtop styling and convenience. Here's the youthful spirit and dapper look of an open-air hardtop specifically designed to be a four-door hardtop. The Mercury Phaeton has a definite and distinctive hardtop look—a proud, majestic bearing—the lowest silhouette of all 4-door hardtops—greater rear seat visibility—easy entry and exit for rear seat passengers.



By eliminating the side pillars, rear seat passengers get that open-air feel and "picture window" visibility.



This handsome chrome band adds a glamorous exterior styling touch and says "Mercury Phaeton" to every glance.



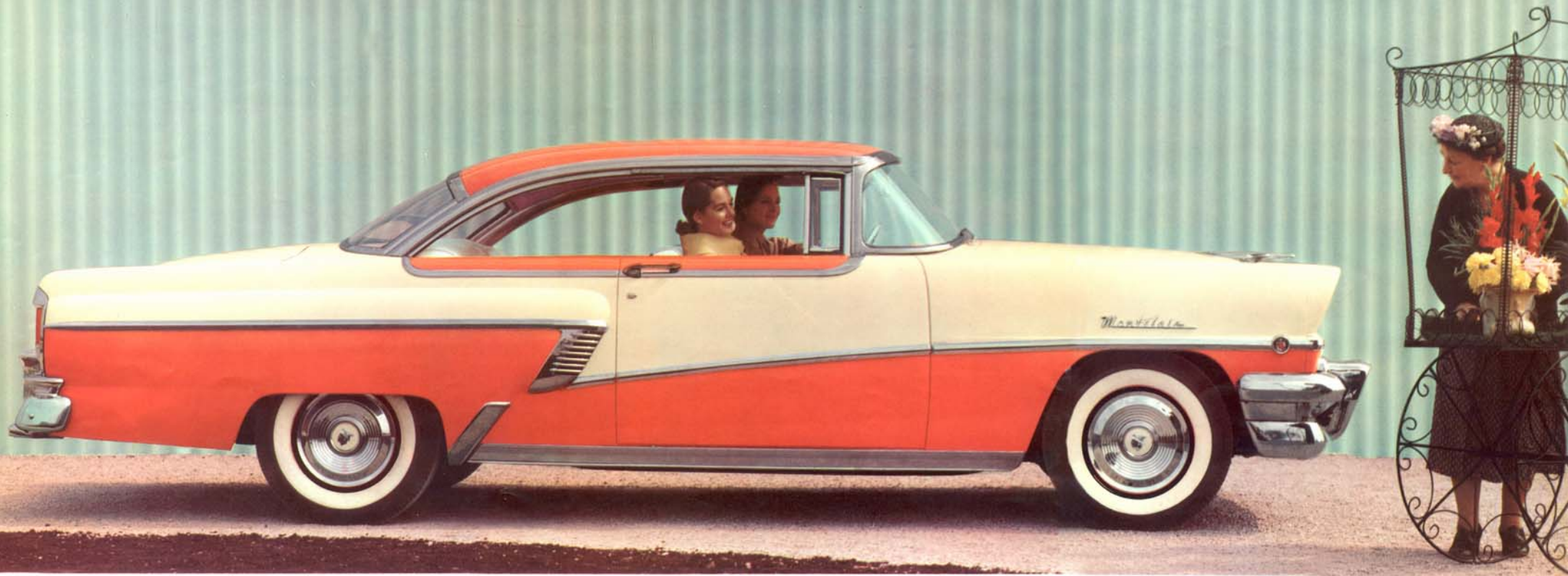
Mercury Phaeton's sturdy side pillars are reinforced by an additional bracing running from pillar to pillar.



Entrance and exit for all rear seat passengers was never easier. They glide in and out effortlessly.



There's room to spare in the Phaeton's spacious rear compartment. Ample "stretch-out" room for all passengers.



PERSIMMON AND CLASSIC WHITE

Mercury Montclair Hardtop Coupe

Flagship of Mercury's Grand Fleet of hardtops is this striking low-silhouette Montclair Hardtop Coupe. Long and very low-trim and taut—here's a distinguished beauty that fairly shouts its eagerness for action. *And how it goes*—sweeping away from the light with the gait of a sports car . . . leveling hills with merely a nudge of the gas pedal . . . safely passing with reserve power to spare. From any angle the Mercury Montclair Hardtop Coupe is a beautiful package of power.

MF

Interior luxury is at its finest in the Montclair Hardtop Coupe. This smart interior is tailored in majestic shades of attractive vinyl. Also available in dramatic combinations of glamorous vinyl and satiny nylon.





SAFFRON YELLOW AND TUXEDO BLACK

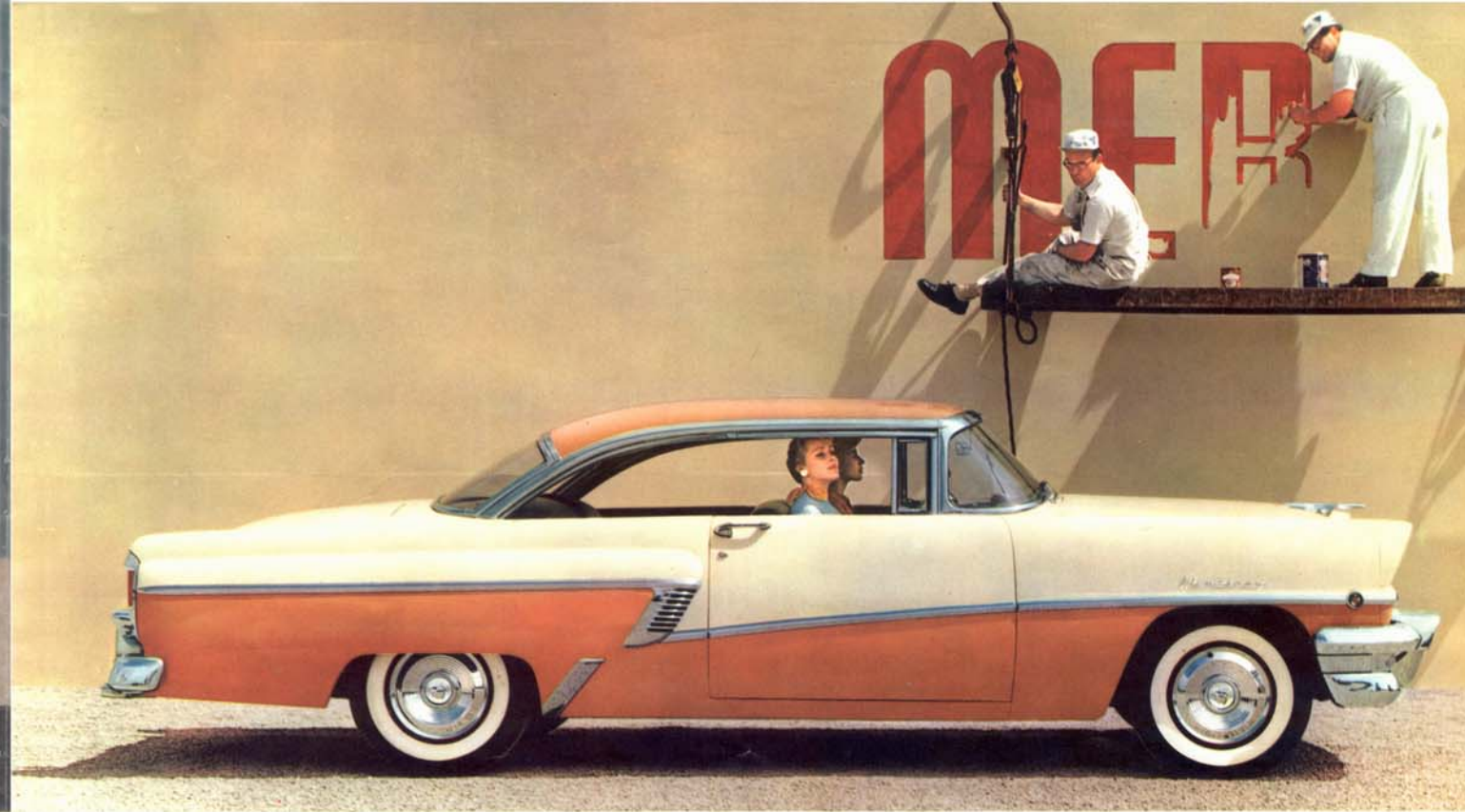
1956 Mercury Monterey

Mercury Monterey 4-door Phaeton

Mercury's new Monterey 4-door Phaeton is a subtle blending of hardtop smartness and the luxury and convenience of a four-door sedan. Result? Wide-open side vision completely unhampered by side pillars. And you never imagined such superb performance could be obtained. Not merely more power—thanks to a new high in horsepower from an advanced new SAFETY-SURGE V-8—but more usable power needed to cope with everyday driving situations.

Striking hardtop beauty combined with spectacular performance

57N



GLAMOUR TAN AND CLASSIC WHITE

Mercury Monterey Hardtop Coupe

The fresh, carefree spirit of this Monterey Coupe is colorfully expressed in its exciting Flo-Tone color treatment. You feel this spirit the first moment you take the wheel, for—like all Mercurys—this coupe gives you a new kind of performance in every driving range. It's fun to drive a Mercury.



Fabrics shown at left are chic, durable vinyls and Contemporaire materials available in Mercury Monterey Coupe interiors. All-vinyl interiors of rare and appealing beauty are also available.



LAUDERDALE BLUE AND CLASSIC WHITE

1956 Mercury Custom

Mercury Custom 4-door Phaeton

This is for those who seek something extra in a 4-door hardtop at a popular price: the new Mercury Custom 4-door Phaeton. You get the solid size and in-and-out convenience of a four-door with the wide-open feel of a hardtop—with no center pillars to interrupt your view—and at truly low cost. And you get an impressive line-up of Mercury values such as a new 12-volt electrical system, 4-barrel carburetor and ball-joint front suspension. A smart motoring value in every sense of the word.

Exclusive Mercury hardtop styling, beauty, and value at low cost

HN



PINWOOD AND VERONA GREEN

Mercury Custom Hardtop Coupe

This long, luxurious coupe carries Mercury's famous low-silhouette styling into the Custom line. There's the promise of agile going and peak performance in every line plus traditional Mercury operating economy and stamina (9 out of 10 Mercurys ever built are still going strong).



At left you see merely a small hint of the wonderful selection of attractive, durable interior vinyls and smart woven-shell fabrics available in the Mercury Custom Hardtop Coupe.

Mercury offers the widest choice of power features in its price class —



4-WAY POWER SEAT lets you choose the driving position that suits you best. Single, toggle-type control moves seat forward and back, up and down. With this optional seat, you have an almost unlimited choice of driving positions.

POWER WINDOW LIFTS, optional equipment in all Mercury Montclair and Monterey, make raising and lowering windows quick, effortless. Will not operate when ignition switch is in OFF position—another Mercury safety feature.



POWER STEERING, one of Mercury's most popular optional features, takes the work out of turning and cornering. It makes your Mercury so easy to control that you will now park easily and smoothly in places you've always considered "too tight for comfort."

POWER LUBRICATION system (optional) lubricates your Mercury completely at the touch of a button on the dash—while you're driving, if you like. Reduces the need for costly, periodic grease jobs. Inexpensive—costs less than 1/2 cent per power lubrication.



MERC-O-MATIC DRIVE is optionally available on all models. A kick-down feature lets you shift down into "LO" by pressing the accelerator all the way to the floor. You can still kick-down into "INTERMEDIATE" for extra passing power, too.

POWER BRAKES, optional, bring you to smooth, straight-line stops with 35% less foot pressure than required in ordinary braking. And the design of the suspended brake pedal lets you pivot from accelerator to brake without having to lift your foot.



Mercury Safety-First Design brings you a new kind of motoring security



NEW MERCURY IMPACT-ABSORBING STEERING WHEEL OFFERS 2-WAY PROTECTION. This new Safety-Engineered feature has a deeply recessed hub. Wheel rim is designed to absorb more impact, thereby giving the driver greater protection in case of sudden stops. This wheel is also designed for easier, surer control, and positioned to provide even better forward visibility.

IMPROVED, BIG, SAFETY-GRIP BRAKES FOR SURE STOPPING POWER. Quick, smooth action; long dependable life; quiet operation and a suspended pedal requiring less foot pressure are the features that add up to more safety for your stopping in a Mercury. New single-anchor feature means easier and less frequent adjustments. Self-energizing, they have a total braking area of 190.9 sq. in.



ADDED SECURITY WITH MERCURY'S NEW SAFETY DOOR LOCKS. An interlocking device that holds door and pillar securely together to provide extra protection against doors springing open under stress . . . adding an extra measure of safety for Mercury's all-steel body. Tests show that the new safety latches—standard on all Mercurys—will hold doors closed under three times as much impact as the former locks.

MORE PROTECTION AGAINST BLOW-OUTS WITH MERCURY'S TUBELESS TIRES. Mercury tubeless tires provide an added measure of safety because they normally retain air longer in case of puncture, resulting in a slower letdown. They are long wearing and run cooler than ordinary tires. New tire treads are designed for better traction, and cornering squeal has been virtually eliminated.



ANOTHER IMPORTANT SAFETY-ENGINEERED FEATURE IS MERCURY'S PADDED INSTRUMENT PANEL COVER. This pad, available as an option, covers the horizontal portion of the instrument panel and the eyebrow over the instruments. Material is expanded plastic with excellent protective qualities. This same protection is yours in the new optional PADDED SUN VISORS.

MORE SAFETY-VISION WITH MERCURY'S FULL-SCOPE WINDSHIELD—UP TO 1098 SQUARE INCHES OF VIEWING AREA. Practically unlimited forward visibility is yours, and the corners—critical viewing areas—are swept back to provide an additional safety factor. A new safety-glass, full-swivel SAFETY REAR-VIEW MIRROR adds still more security to your viewing.



NEW MERCURY SAFETY SEAT BELTS OFFER MORE PROTECTION FOR YOUR DRIVING. Belts are of nylon webbing with a special clasp designed for easy one-handed adjustment. Belts are firmly fastened to floor supports. Optional equipment, these belts will hold driver and passengers securely at the waist. They also add to riding comfort on rough roads by reducing jounce.

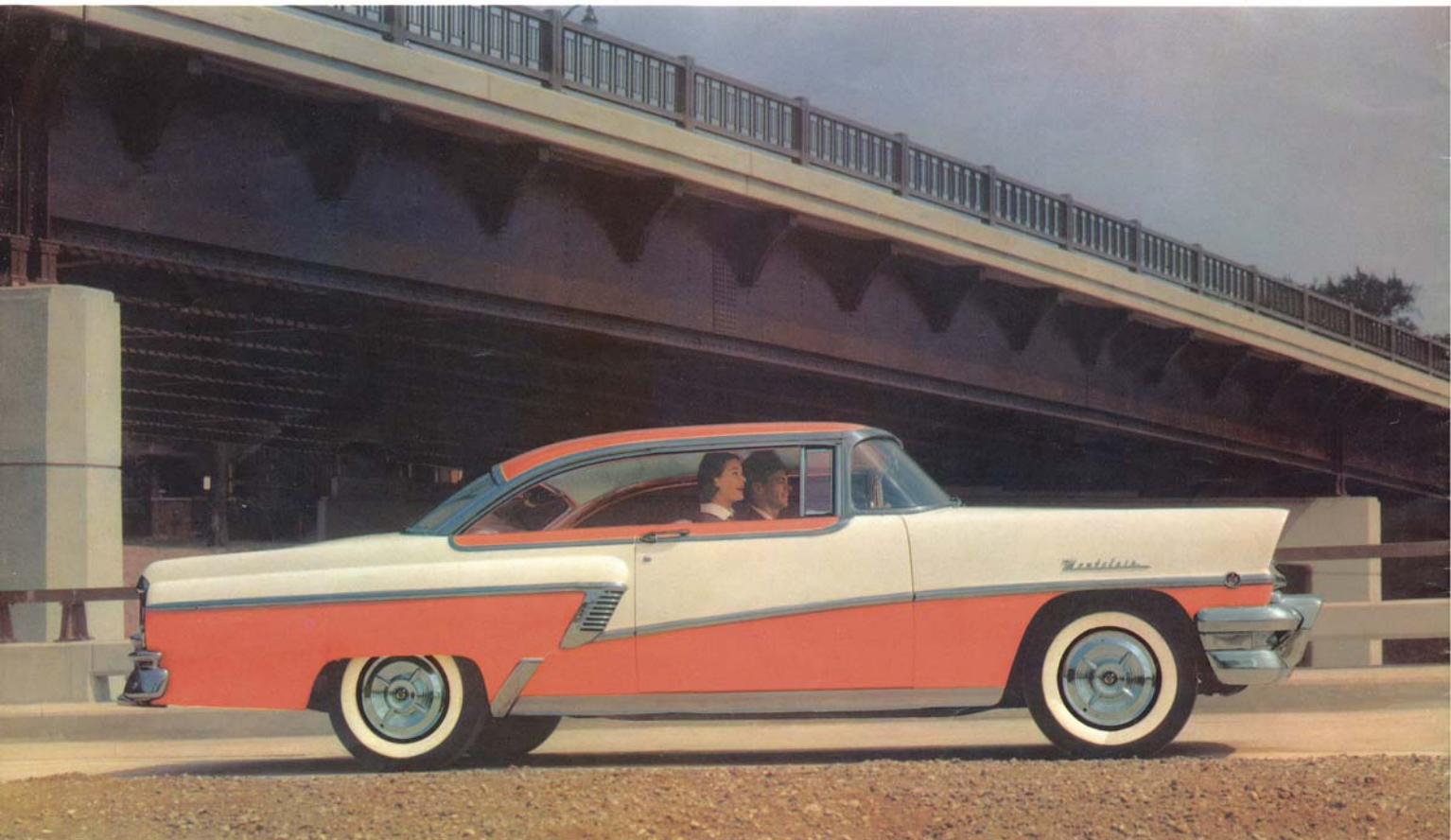
UP TO 80 FEET MORE EFFECTIVE SEEING DISTANCE WITH NEW MERCURY SAFETY-BEAM HIGHWAY LIGHTS. New sealed beam design provides light intensity ahead and along the right edge of the road where pedestrians may be. A new filament cap prevents stray light upward—protects oncoming drivers from glare. Improves your visibility in dust storms, snow, fog, or rain.

SHN

Your big buy in a hardtop is the BIG Mercury

MONTCLAIR • MONTEREY • CUSTOM

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS



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