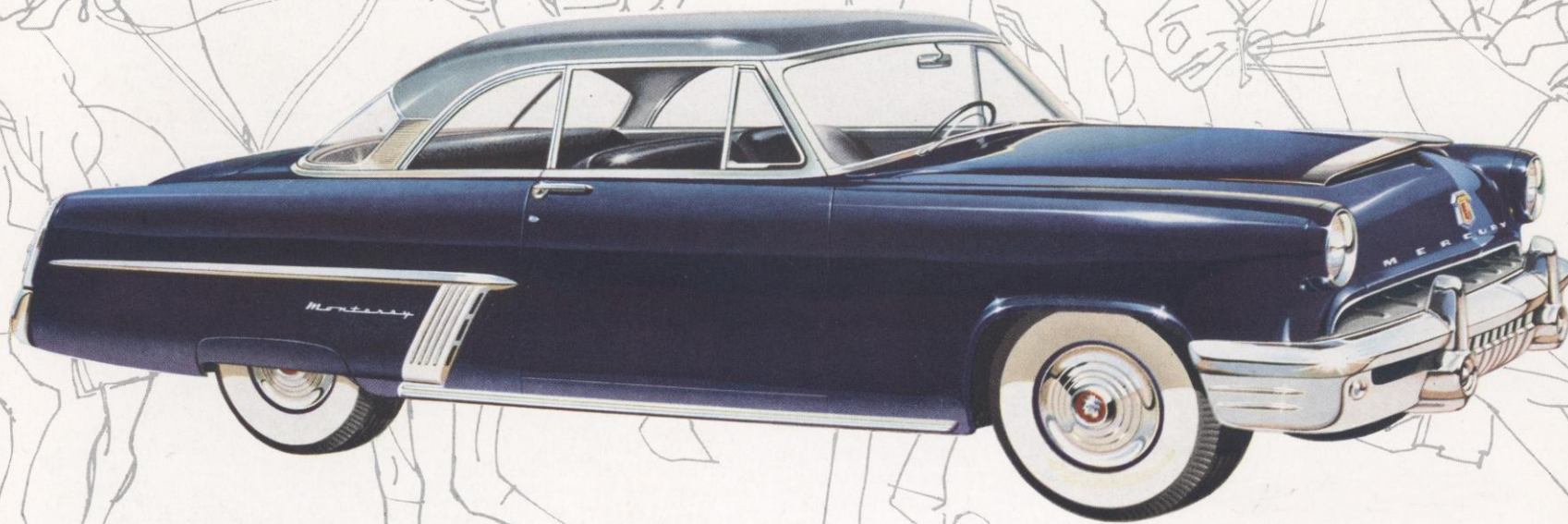
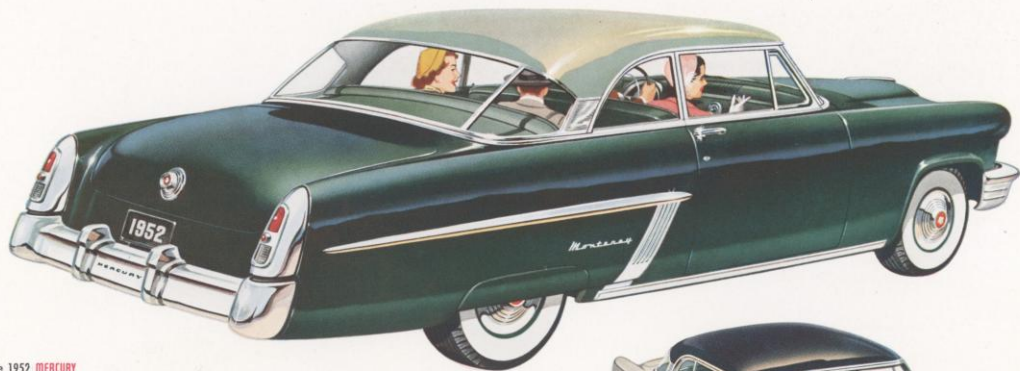


1952 **MERCURY** MONTEREY



A challenging new series of spirited cars!

As *smart* as they come...



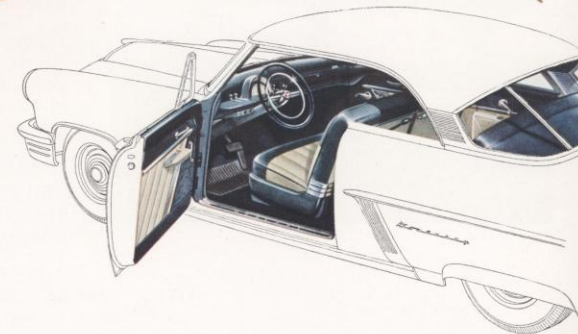
The 1952 **MERCURY**
MONTEREY Special Custom Coupe

As smart as they come . . . as smooth as they go—that's the new Mercury Monterey Special Custom Coupe. There's exciting new smartness in every line of its "forerunner" styling . . . delightful new smoothness, too, in its comfortable ride as you roll along the open road. The style pattern is set by its new "Jet-scoop" hood. And it's carried out in every detail—from the high, distinctive definition of its fenders to the graceful sweep of its superstructure. This trim new Monterey, which features colorful leather and vinyl upholstery, makes all heads turn—in admiration!



The 1952 **MERCURY**
MONTEREY Special Custom Interior

Just open the door of a new Mercury Monterey and discover how magnificently the talented hand of the designer has put space and color to work for you. These interiors are "space-planned." They're "beauty-planned," too—deserving of the full feeling of pride that ownership assures. New durable, crack-proof vinyl leather upholstery that are heat and fade resistant, as well as new fabrics made of new and different materials—tailored in "soft-hue" colors and combinations—add to the discreet richness and luxury of the Mercury Montereys.



As *smart* as they come... as *smooth* as they go



The 1952 **MERCURY**
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You can practically feel the fresh rush of air just by looking at the Mercury Monterey Convertible. It's as trim as a car can be—with sleek, style-setting lines that seem all the smarter, thanks to its convertible design. With the top up, you are not only protected against the elements, but you are completely and comfortably enclosed as though you were in a "weather-proof" sedan. With the top down, you can let in the sunshine and enjoy motoring at its most refreshing. Yes, here's the car for the young in heart who intend to stay young—the new 1952 Mercury Monterey Special Custom Convertible.



The 1952 **MERCURY**
MONTEREY Special Custom Convertible

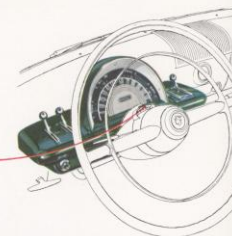


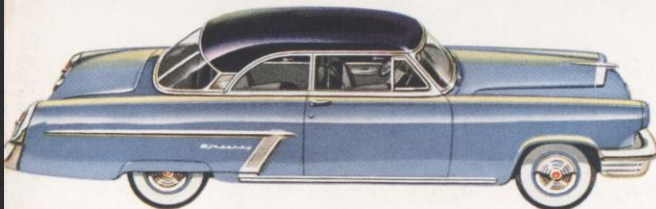
The 1952 **MERCURY**
MONTEREY Special Custom 4-door Sedan



It's the kind of car that will make you say—"Let's take the Monterey," whether you're planning a trip downtown, an affair at the club, or just a drive in the country. This 4-door Sedan has that smart look which fits in so beautifully with any occasion. "Poise," is the word that best describes it—not only for its appearance, but for its performance, too. Its famous V-8 power plant now gives a full 125-hp. New "Mono-pane" windshield, new "wrap-around" rear window, and wider, deeper windows—bigger all around—also make it easier and more pleasant for you when driving a Mercury.

MERC-O-MATIC DRIVE—The simpler, smoother, more efficient automatic transmission—lets you drive all day without shifting. There's no clutch pedal to push... no shifting required for normal driving. Merc-O-Matic shifts for you automatically. Just accelerate to go, brake to stop. Furthermore, it's performance-proved!





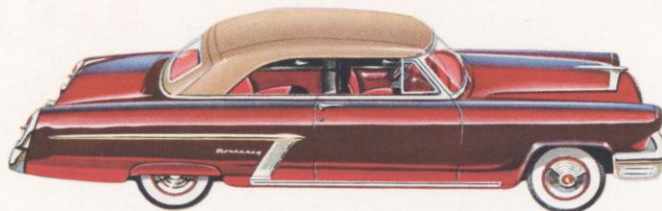
You'll never take a "casual look" at a Mercury Monterey—nor will anyone. It's far too handsome. It's done in rich, tasteful colors that catch the eye—and hold it! Captivating reds, blues . . . greens, greys . . . yellows, tans . . . are intentionally chosen to display the smart body styling to greatest advantage and accent its rakish lines. Matching interiors complement this smartness. Truly, the Montereys are the most exciting cars of our time.

3-WAY CHOICE! Mercury offers you a choice of three great drives. Dependable, proved Merc-O-Matic Drive, the simpler, smoother, more efficient automatic transmission—or thrifty Touch-O-Matic Overdrive are optional at extra cost. There's also Silent-ease standard transmission.



the car that puts you first
the 1952 **MERCURY**

captivating color highlights the **MONTEREY** spirit



Specifications

ENGINE SPECIFICATIONS

TYPE: The 1952 Mercury engine is an L-head, V-eight, developing 125-hp at 3700 rpm and 211 ft-lb torque at 1900-2200 rpm. Bore, 3 $\frac{3}{4}$ in.; stroke, 4 in. Displacement, 255.4 cu in. Compression ratio, 7.2 to 1.

LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Heavy-duty oil filter*. Positive crankcase ventilation. Oil capacity, 5 quarts.

COOLING SYSTEM: Full-flow cooling system with two high-velocity water pumps. Full-length water jackets. Automatic by-pass thermostat for quick warm-up. Pressure radiator cap. Coolant capacity, 22 quarts.

FUEL SYSTEM: Dual-downdraft, concentric-bowl carburetor mounted inside oil-bath air cleaner*. Automatic idling control. Automatic choke with manifold-mounted heat control. Fuel tank capacity, 19 gal.

BODY SPECIFICATIONS

DIMENSIONS: Wheelbase, 118 in. Over-all length, 202.1 in. Over-all height, 63 in. Over-all width, 73.2 in. Tread front, 58.0 in. Tread rear, 56.0 in.

ELECTRICAL: Long life, 51-plate, 100-ampere-hour battery. High-capacity generator with automatic current and voltage control. Ratchet-type starter on cars equipped with Merc-O-Matic Drive*.

CHASSIS SPECIFICATIONS

FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double-channel box-section side rails and 5 cross-members. Monterey Convertible has X-member frame for extra rigidity.

SUSPENSION: Independent front-wheel suspension with coil springs. Torsional stabilizer bar to reduce roll. Longitudinal, semi-elliptic leaf springs in rear with full-length liners for permanent lubrication.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 26.4 to 1.

DRIVE: Hotchkiss drive with tubular driveshaft. Carrier-type rear axle with hypoid ring gear and pinion.

TIRES AND WHEELS: Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Monterey Convertible) mounted on pressed-steel wheels with extra-wide rims for easier riding, greater safety.

*Optional equipment at extra cost. White side-wall tires, when available, are also extra cost equipment. Curb buffers and rear fender shields are standard equipment on Monterey models only. Bumper-grille guard is extra cost equipment on all models.

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