1951 MERCURY

OWNER'S MANUAL

your guide to happier motoring

IMPORTANT INFORMATION ON THE OPERATION, CARE, AND SERVICING OF YOUR NEW 1951 MERCURY . . .



your 1951 MERCURY

MERCURY DIVISION
FORD MOTOR CO.
DETROIT 32, MICH.

CONGRATULATIONS! You are now the owner of a truly outstanding motor car—outstanding in performance, safety, economy, driving comfort, and durability.

Your new 1951 Mercury has been engineered and designed to give you many thousands of miles of carefree motoring. You will find that little maintenance is required, because the industry's foremost engineers have seen to it that every detail of your 1951 Mercury has been thoroughly tested and proved.

Every fine possession is worth caring for, and this is especially true of your Mercury. This booklet will help you give your car the proper care. Use it as a guide and you will be sure to get the utmost enjoyment from your Mercury.

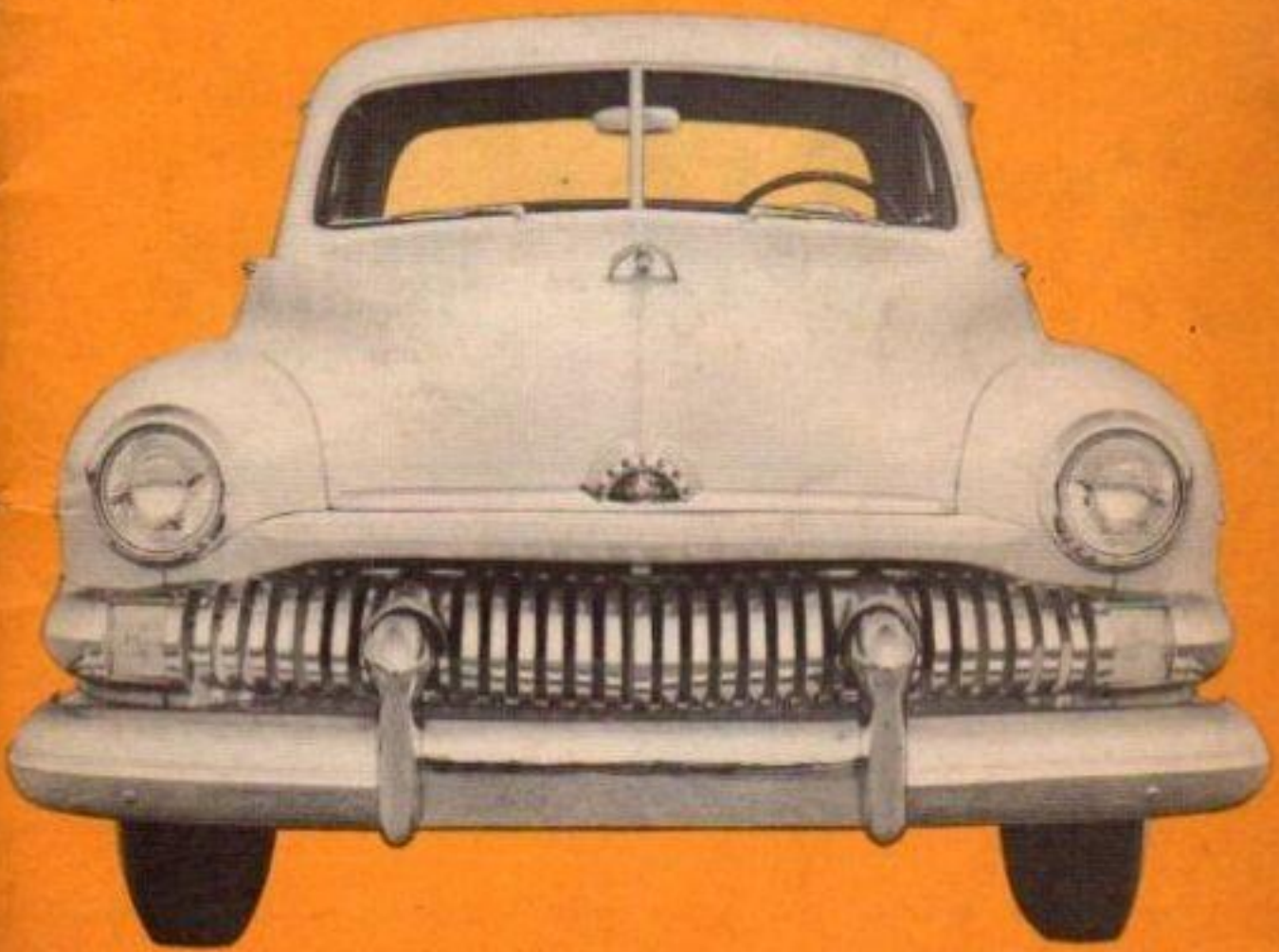


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GETTING ACQUAINTED WITH YOUR MERCURY

SECTION *a*

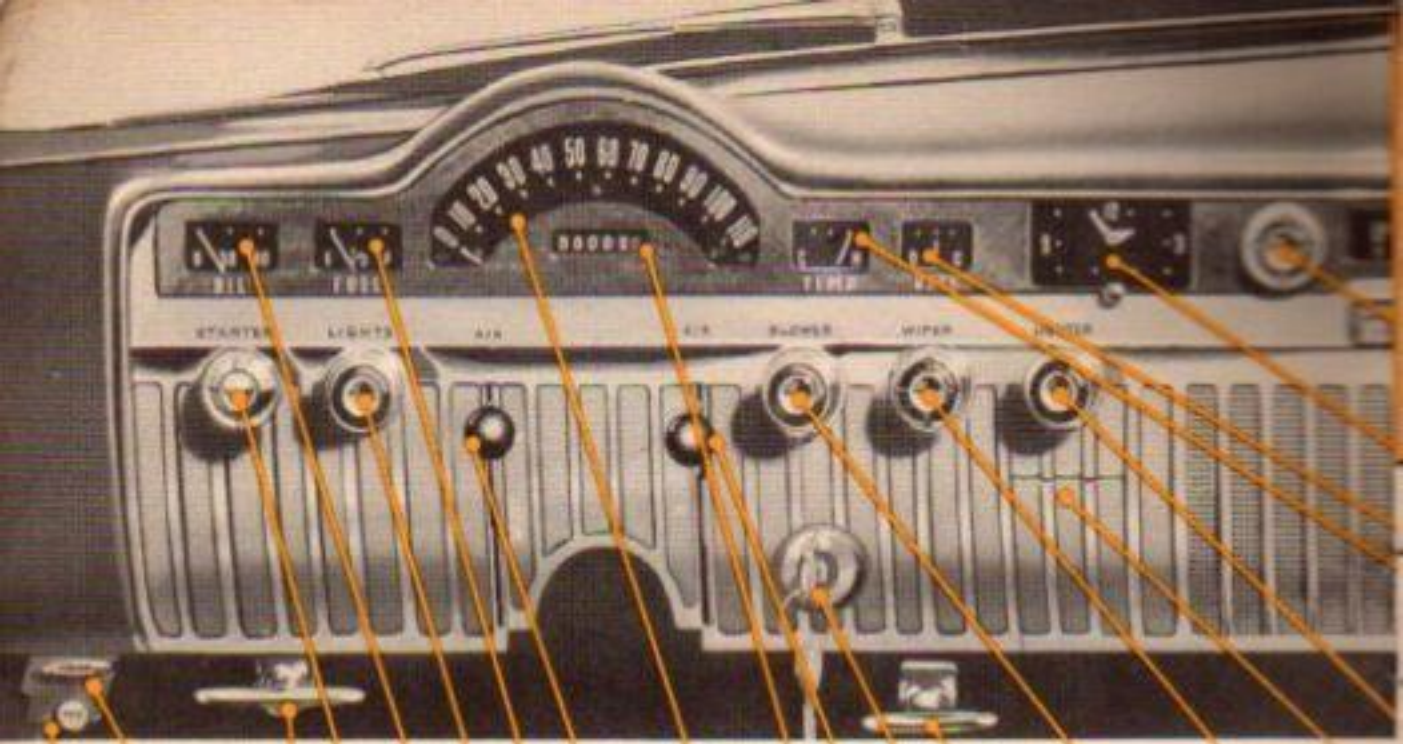
YOUR FIRST THOUSAND MILES

A1. When You Drive Your New Mercury for the first time, its highly responsive engine may tempt you to drive at high speeds and you will find it hard to hold down. Your first thousand miles, however, are mighty important to the future performance of your car. A little care during this break-in period will mean longer life, greater economy, and more motoring pleasure.

A2. For The First 300 Miles, keep the speed under 40. That will give the brand-new, highly machined metal surfaces a chance to acquire a tough, protective film of oil.

A3. After 300 Miles, the speed can be "stepped up" to 60. It is advisable that the speed be varied. Do not drive at a constant speed (high or low) for an extended length of time. When the mileage indicator turns 1000 and the car has had the first free inspection, you can drive with the knowledge that you have given your new car a good break-in.

A4. One More Thing—and this is good practice throughout the life of the car—whenever you start out with a cold engine, you can save a lot of wear by keeping the speed under 30 until the engine warms up.



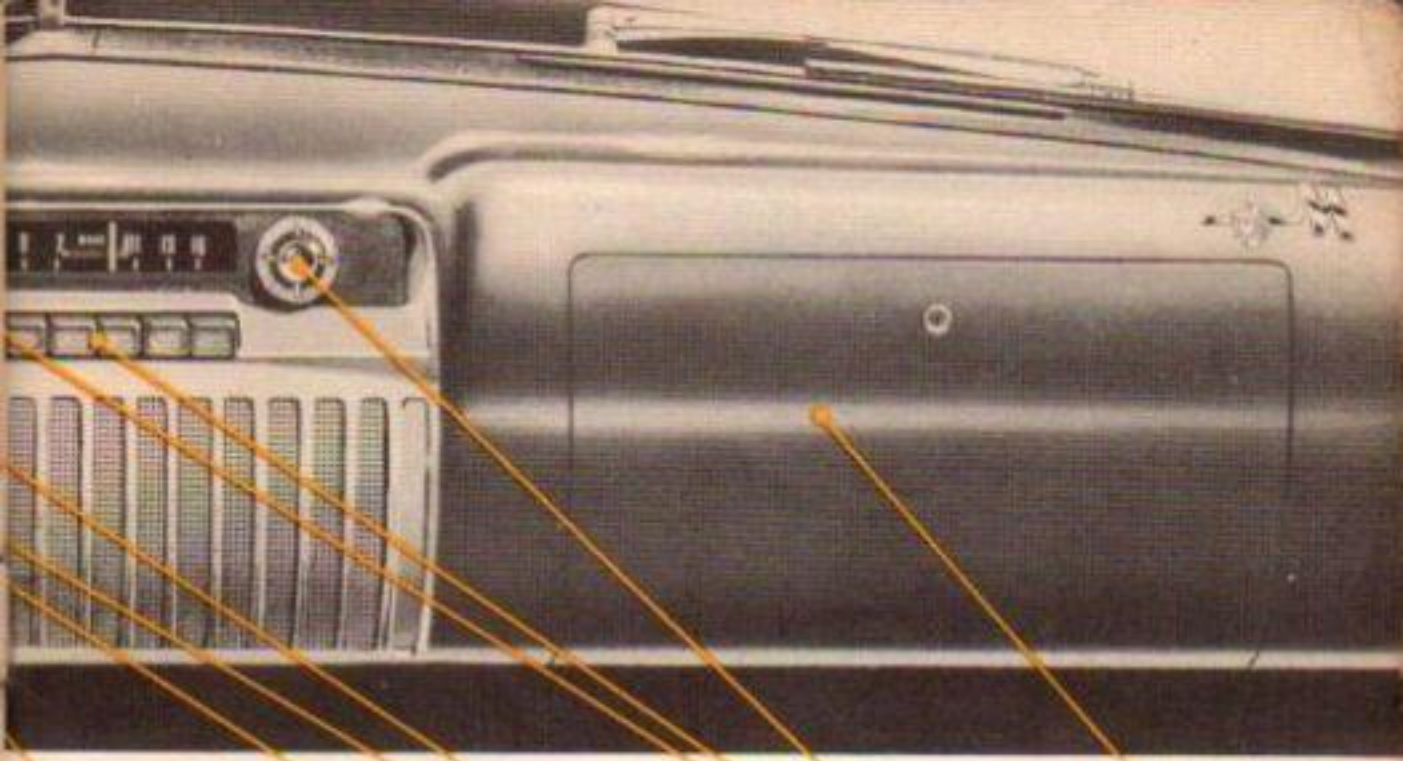
INSTRUMENTS

A5. The Instrument Panel for the 1951 Mercury is illustrated above. Mercury engineers have arranged the instrument panel and controls to help make your driving safe and easy.

A6. Oil Pressure Gage shows pressure in the oil system when the ignition switch is "on"; **it does not indicate oil quantity.** (See Par. B15.) Normal reading is about "50" at 45 miles-per-hour and about "10" at idle speed.

A7. Fuel Gage operates when ignition switch is turned to the left or right.

A8. Speedometer, which registers miles per hour, includes indicators for the directional signal lamps (if installed) and the driving beam head lamp. The directional signal lamp indicators are located to the right and left on the speedometer face; the driving beam head lamp indicator is at the center, between the numbers "50" and "60."



A9. Mileage Indicator is located directly below the speedometer. Total mileage is indicated.

A10. Water Temperature Gage indicates temperature of water in the cooling system when the ignition switch is "on." (See Section on "Water," Par. B21.) The pointer rests at the "H" end of the dial when the ignition switch is in "off" position.

A11. Battery Charge Indicator pointer leans toward "C" when energy is flowing into the battery from the generator—toward "D" when more energy is being used than being replaced. Normal position of pointer when driving is slightly to the right (toward "C") depending on the use of lights and other electrical equipment.

A12. Clock is electrically wound and has a "Fast" and "Slow" adjustment on the back. Reset knob is at the bottom of the face.

CONTROLS



Key in ignition

A13. Ignition Switch controls the operation of the instruments and accessories. When the key is in the center position, the switch is "off." Turning the key to the left operates the instruments and permits use of the accessories such as radio, heater-blower, etc. Turning the key to the right operates instruments and accessories plus ignition. For convenience, the ignition key also fits the locks on both front doors. (A separate key is provided for the glove and luggage compartments.)



Press button to start engine

A14. Starter Button is located at the left of the instrument panel below the oil gage. With the ignition switch turned "on," simply press the button to start engine. (See Section on "Starting," Par. A34-A38.)

A15. Clutch Pedal (conventional transmission only). The Mercury clutch operates with little pedal pressure—an important comfort feature when driving in heavy traffic. Avoid driving with your foot resting on the clutch pedal. It creates abnormal wear on the clutch by causing it to "slip" slightly.

A16. Brake Pedal. The brake pedal, in the conventional location, controls the new Mercury easy-action, hydraulic brakes. The "Duo-servo" design uses the car's motion to help apply the brakes, thus reducing pedal pressure.

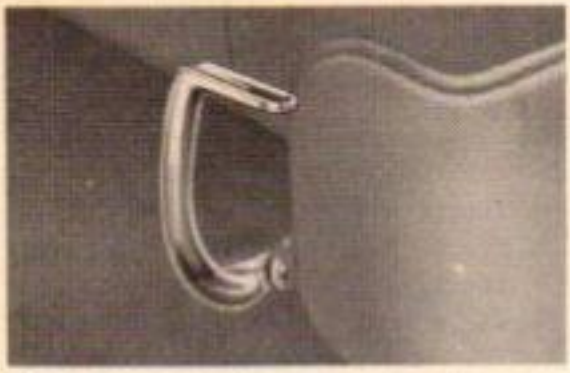
A17. Accelerator or Foot Throttle is located at the right of the brake pedal for greater driving comfort and ease of control. If your Mercury is equipped with Touch-O-Matic Overdrive, the "Overdrive" Section tells how the accelerator is used to control Overdrive operation. If your Mercury has Merc-O-Matic Drive, paragraph A52 explains added functions of the accelerator.



Pull out parking brake to set brakes

A18. Parking Brake Handle. This large T-shaped handle at the left of the steering column controls the mechanical brakes on the rear wheels. Pull out to set brakes. To release, turn one-quarter turn and push in. The mechanical parking brake control is entirely separate from the hydraulic (foot pedal) brake control—an added safety feature. Parking brake can be operated more easily by pushing foot brake at the same time.

A19. Hood Latch Release. To unlatch the hood, pull T-shaped handle located below the instrument panel at the left. A safety catch is provided under the hood in front, which must be pushed back before the hood can be raised. This prevents the hood from flying open should the release lever be pulled out accidentally while the car is in motion. The hood is counter-balanced so it will open easily and safely. To close hood, push down firmly.



Mechanical front seat control

A20. Front Seat Adjustment. The front seat is mounted on a new "swinging link" which provides for easy adjustment. The control lever is at the left end of the front seat in easy reach of the driver. Pull control lever upward and glide the seat to the desired position.



Hydraulic front seat control

If your Mercury is equipped with a hydraulic seat control (standard equipment on the Convertible, optional on Coupes and Sedan), the control button will be on the left side of the seat (see illustration). Raise knob upward to move seat forward; push downward to move seat back.



Head lamp control

A21. Light Switch control knob is located directly below the fuel gage. It operates in three positions. The first is the "off" position; the second position operates all parking lamps, both front and rear, rear license plate lamp, and instrument panel lamps; the third position turns on the head lamps, rear lamps, rear license plate lamp, and instrument panel lamps.

The intensity of the instrument panel lighting can be varied by rotating the light control knob clockwise to dim the light or counterclockwise to increase the intensity.

A22. Head Lamp Beam Control. The foot control dimmer switch controls the beam thrown by the head lamps. With the head lamps "on," the control is pressed with the left foot to change the country (upper) to the traffic (lower) beam or vice-versa. The red indicator located at the center of the speedometer face between the numbers "50" and "60" lights up when the upper beam is switched "on." For your own and others safety, make it a rule to lower the beam when meeting other cars. It is important that your head lamp beams be inspected periodically by your dealer, as provided in your "Owner's Service Policy."

A23. Compartment Lamps. The glove compartment and the luggage compartment have interior lighting. The luggage compartment lamp operates when the parking lamps or head lamps are turned "on."

A24. Courtesy Lamps are provided for the front doors. The lamps are under the instrument panel at each end; both will light up when either door is opened. In the Sport Sedan, the dome lamp operates as a courtesy light when either of the rear doors is open.

A25. Dome Lamp is controlled by a switch on the left hand center pillar, as well as by the rear doors of the Sedan.

A26. Rear Turn Signal, Stop, and Rear Lamps are housed together. The switch for the stop lamps is operated by the brake pedal. The rear lamps are controlled by the light switch. The turn signal lamps are operated by movement of the directional signal lever.



Directional signal lever

A27. Directional Signal Lever (optional equipment at extra cost) is conveniently located on the left side of the steering column. Pushed up, it operates a flashing signal in the right rear lamp and the right front parking lamp. Pushed down, it flashes corresponding signals on the left side. For safer driving you can signal your intentions to both oncoming and following traffic before you start to turn. Right and left indicator lamps in the speedometer dial show which signals are operating. When you have completed the turn, the directional signal lever automatically returns to "off" position.

A28. Wiper Control is located at the right of the instrument panel, directly below the battery charge indicator. Turn wiper knob clockwise to start windshield wipers. The more you turn, the faster the wiper speed. A special vacuum booster pump keeps the wipers operating even when the engine is pulling hard—as on hills. If your Mercury is equipped with a windshield washer (optional), a button provided in center of knob controls the washer operation. Push button in for a moment, then release and turn clockwise to operate wipers.

A29. Keys. Two sets of keys are supplied. One key operates the ignition and the two front door locks. The other key operates the glove compartment and the luggage compartment locks. By providing a separate key for these storage spaces, they can be locked when the car is parked with the ignition key in place, as in a parking lot or public garage. Each key has a number tag attached. A lost key can be readily replaced by your dealer, if you know the number. It is a wise precaution to keep the code number tags in a safe place.



Interior door lock

A30. Door Locks. Both front doors are equipped with key locks. Either door can be locked from the inside by depressing a small button in the window molding. Whether the door is locked from the inside or outside it can be unlocked with your key. The rear doors of the Sport Sedan have similar inside push-button type locks.

A31. Luggage Compartment Lock will be found by swinging aside the weather-protecting cover. Same key fits glove compartment lock.

A32. Horn. The tuned dual horns are controlled by the chrome horn ring on the steering wheel.

A33. Convertible Automatic Top is hydraulically operated. The control handle marked "Top" is located below the "Hood" latch handle. (For care of the "Top" see Par. B49.)

To Lower Top

1. Be sure car is standing still.
2. Turn the T-handle over the top of the windshield rearview mirror counterclockwise until the top is free from the metal pins.
3. Push top up about one inch from the windshield to make certain it is free.
4. Pull out sides of the top held in place by clips.
5. Pull out the "Top" control and hold until the top is completely lowered. (See illustration.)
6. Install the canvas top cover, first fastening the forward edge of cover at (4) hooks mounted at top edge of rear seat. Then snap on buttons at rear and sides.

Automatic top control



To Raise Top

1. Be sure car is standing still.
2. Remove the canvas top cover by reversing installation procedure.
3. Push the "Top" handle and hold until front of top is a few inches over windshield.
4. Pull the top down over the metal pins on the windshield and turn T-handle clockwise until it is tight. During the locking process the top header will slowly move down, sealing itself over the windshield frame.
5. Snap sides of top into clips provided on each side of top frame.



Automatic top T-handle

CAUTION: *If the top is to remain folded for any great length of time or on a trip, pull the pads from between the supports to prevent chafing and to allow it to rest in a lower position.*

If the top is wet do not keep it folded as it may mildew.

STARTING



Press button to start engine

A34. Automatic Choke. In your easy-starting Mercury, the hand choke and hand throttle have been replaced by an automatic choke of advanced design. This device provides the correct fuel-air mixture and controls the "idling" speed of the engine to keep it from stalling.

A35. Before You Start. All electrical equipment should be turned off when starting in cold weather to make full battery power available for starting.

A36. To Start the Engine

For Mercurys with standard transmission or Overdrive:

1. Depress clutch pedal and place gearshift in neutral position.
2. Turn the ignition key to the right.
3. Press accelerator part way down and press the starter button. It is a good idea to keep the clutch pedal depressed while starting the engine. This will eliminate the unnecessary "drag" of transmission gears which in turn will be easier on your battery. It also avoids accidents that might result from the car being left in gear.

For Mercurys with Merc-O-Matic Drive:

1. Place selector lever in "N" neutral position. The starter motor will not operate until this is done—a safety provision that prevents starting when the car is in gear.
2. Turn the ignition key to the right.
3. Press accelerator part way down and press the starter button.

Release starter button as soon as engine starts, which normally should be after one or two revolutions. If the engine does not start immediately, repeat step "3," pressing accelerator pedal slightly further.

A37. Flooding. If the engine does not start, it may be "flooded." Push the accelerator to the floor (this prevents the choke from operating) and press the starter button until engine starts.

A38. Warm-up. It is always advisable to let the engine warm-up before starting to drive in order to obtain thorough and better lubrication.

CAUTION: *Never start your car in a garage with the door closed. Carbon monoxide gas, present in all automobile exhaust gases, is a deadly killer. It is colorless, odorless, tasteless—but it works fast.*

STANDARD TRANSMISSION

A39. For Mercurys with the standard transmission or Overdrive, the gearshift is the conventional and practical "H" pattern type, with control lever on the steering column. Shifting, accelerating, and use of the clutch, all follow the standard practice with which most people are already familiar.

A40. Shifting Hints

1. "When should I shift gears?" There is no hard and fast answer. Such things as road surface, weather conditions, traffic, and grade must be considered. However, for normal driving conditions it is a good idea to shift from low to second between 10 and 15 miles-per-hour, and from second to high around 20. Fast starts in low and second speeds waste fuel, and place extra strain on the transmission, differential gears, and tires. It is a good idea to avoid the practice.

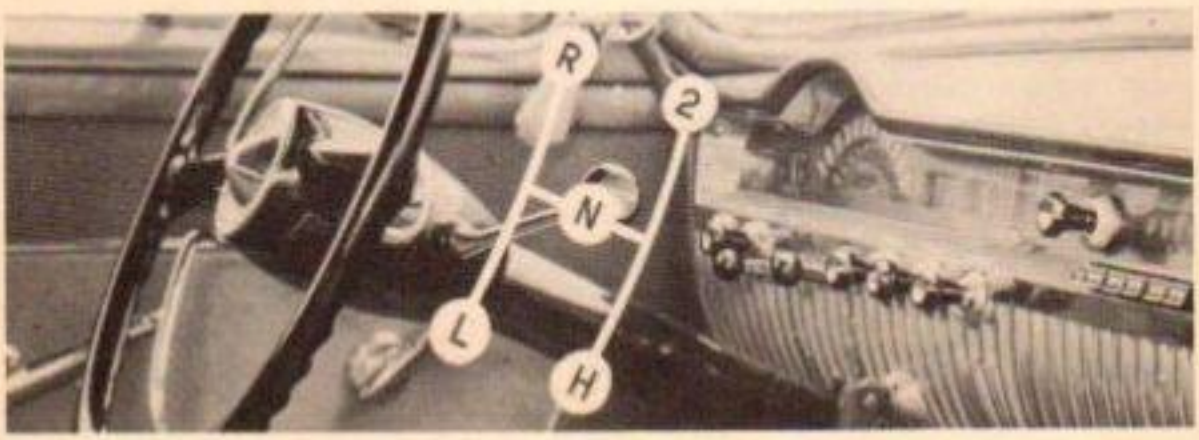
2. Another good shifting habit is that of starting in low gear. It makes your car last longer and gives you smoother, effortless starting. However, in ice or snow, starting in second gear reduces the tendency for wheels to spin.

3. Always stop the forward motion of the car completely before shifting into reverse to avoid placing unnecessary and severe strain on the clutch, transmission, and differential gears.

4. To start up hill, hold the car with the parking brake, depress clutch and shift into low gear, then gradually depress accelerator and at the same time release clutch. As engine "takes hold," release parking brake. Use of the parking brake leaves the feet free for accelerator and clutch. Do not use the clutch to keep the car from rolling backwards on an incline (by partially releasing the clutch pedal). This causes the clutch to "slip" and results in increased wear and shorter clutch life.

5. When going down a steep hill you may want to shift into second gear to use the engine as a brake. With Mercury's constant mesh gears, you can quickly and easily shift from high to second without clashing of gears while in motion.

Gearshift pattern with standard transmission or Overdrive



TOUCH-O-MATIC OVERDRIVE

(Optional Equipment)



Overdrive control handle

A41. Touch-O-Matic Overdrive provides a fourth or "cruising" speed which permits lower engine speed. The advantages of the Overdrive are:

1. Less engine speed for a given road speed.
2. Longer engine life.
3. Greater fuel economy.
4. Quieter engine operation.

A42. To Operate in Overdrive. Push in the "Overdrive" T-handle located below the instrument panel and to the right of the steering column. This may be done when the car is standing still or in motion.

Shift gears as usual. At any speed above approximately 26 miles-per-hour, release the accelerator momentarily. The Overdrive gears will change automatically to the fourth or "cruising" speed.

A43. When Passing Cars or Climbing Steep Grades where an extra burst of power is required, push the accelerator all the way down to the floor, and hold or release only enough to maintain speed desired.

To return to Overdrive, release the accelerator pedal momentarily. Overdrive return is automatic.

A44. Reverse Gear. When the car is in reverse, the Overdrive does not operate regardless of the position of the "Overdrive" control T-handle.

A45. To Lock Out the Overdrive. If the car is standing still, simply pull out the "Overdrive" T-handle. If car is moving below the Overdrive cut-in speed (approximately 26 miles-per-hour), slightly accelerate and pull out the "Overdrive" T-handle. When car is moving above Overdrive cut-in speed, push the accelerator all the way down and hold until you feel the change to conventional drive, then pull out the "Overdrive" T-handle.

The Overdrive should be "locked out" (out position) when driving on slippery roads, descending steep hills, or when having car towed or pushed to start the engine.



Car speed 50 mph

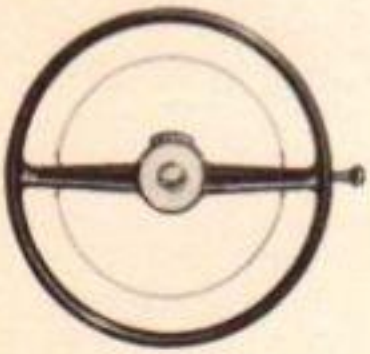


Engine speed 38 mph

MERC-O-MATIC DRIVE

(Optional Equipment)

A46. Merc-O-Matic Drive gives you a smooth, simple, and easy way to drive. There is practically nothing to learn—no clutch pedal to push and no gears to shift. A few minutes behind the wheel and you will feel completely at home with Merc-O-Matic Drive.



A47. Selector Dial. Mounted in an easy-to-see position on the steering column is the Merc-O-Matic selector dial. There are five positions, which have been arranged for safe, simple driving: "P" (parking), "R" (reverse), "N" (neutral), "Dr" (normal forward driving), "Lo" (emergency low). You obtain the position desired by moving the selector lever, which is mounted in the same place as a conventional gearshift.



A48. Starting. The selector lever must be in the "N" (neutral) position in order to operate the starter—a safety precaution that prevents starting in gear. (For further information on starting see Par. A34-A38.)



A49. For Normal Driving. For all normal forward driving, simply move the selector lever to the "Dr" (drive) position and depress the accelerator.

If the engine is cold, there may be a small amount of forward "creeping." This will disappear in a minute or two as the engine and automatic transmission fluid warm up. To hold the car stationary during this warm-up period, depress the foot brake.

If "creeping" occurs during any other time, have your Mercury dealer adjust the engine idling speed. His trained mechanics can do this in a matter of minutes.

To stop the car, simply release the accelerator and press the brake pedal. If the car is stopped on an upgrade, it can be held stationary by slightly depressing accelerator pedal. This should not be done for extended lengths of time or on very steep grades. When the car is stopped with the engine running for extended periods, the selector lever should be moved to "N" (neutral).

CAUTION: *Do not coast with the selector lever in the "N" (neutral) position.*



A50. Driving in Low. The "Lo" (low) position is provided for extra pulling power. This is sometimes needed when driving through deep sand, mud, or snow and when climbing exceptionally steep grades. The selector lever must be raised slightly before it can be moved into "Lo" position—a safety precaution that prevents "over-riding" into "Lo" when going to "Dr." When starting from a standstill in "Lo," the transmission will not up-shift into a higher ratio.

CAUTION: *Do not accelerate the car in excess of 30 miles-per-hour in "Lo."*



A51. For Reverse. Stop the car and hold it stationary with the brake pedal. Then raise the selector lever slightly (necessary as a safety precaution) and move it into "R" position. To go backwards, release the brake and press the accelerator pedal.



A52. For Added Acceleration. Extra pickup for passing or climbing a hill can be obtained by pressing the accelerator pedal to the floor. At speeds below approximately 60 miles-per-hour, the transmission will automatically shift from cruising gear to the more powerful intermediate gear. Let up on the accelerator slightly and you are back in cruising gear. If the accelerator pedal is held down, the shift back to cruising gear will occur automatically at approximately 65 miles-per-hour.



A53. Downhill Braking. When extra engine braking is needed for safer descent of steep hills or inclines, move the selector lever to "Lo" (low) position. At speeds above 30 miles-per-hour, the transmission will first shift into intermediate gear. Then when the speed drops below 30 miles-per-hour, it will automatically shift down to low gear. Once in "Lo," the transmission will remain in this ratio until the selector lever is moved to "Dr," which may be done at any speed.

CAUTION: *This shift from "Dr" to "Lo" is not recommended on slippery roads. To slow car on slippery roads, apply brakes gently.*



A54. Parking. For added safety in parking, move the lever to "P" (parking) position. This provides a positive gear lock for the transmission, which—when engaged—prevents the rear wheels from rolling forward or backward.

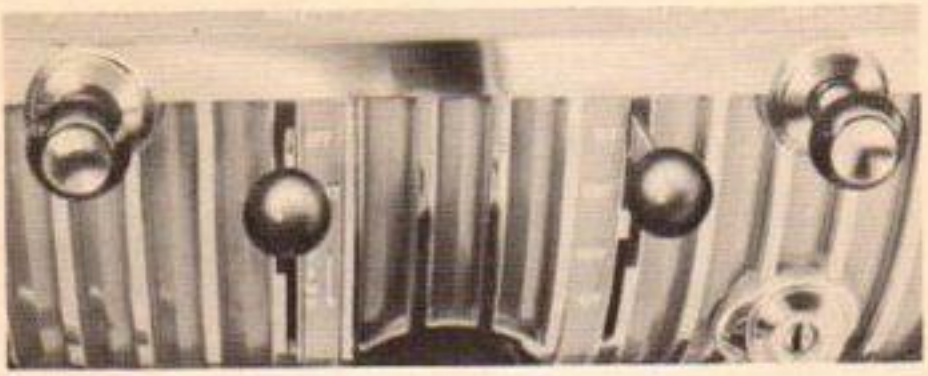
A55. Rocking. To "rock" the car out of heavy snow, sand, or mud, apply light pressure to the gas pedal and move the selector lever back and forth between "Lo" and "R."

For the proper care of your Merc-O-Matic Drive, see the Service Calendar in Section B.

A56. Pushing Car to Start. Should it be necessary to start the engine by pushing or towing the car, move the selector lever to the "N" (neutral) position. When the car reaches a speed of approximately 20 miles-per-hour, turn ignition switch on and move selector lever to the "Dr" position.

A57. Towing Car. If the transmission is in working order, the car may be towed with the selector lever in "N" (neutral) for short distances (less than 12 miles) not to exceed 40 miles-per-hour. If the transmission is inoperative, the driveshaft should be removed before towing, or the rear of the car can be raised by tow truck.

THE "MERCO-THERM" HEATING AND VENTILATING SYSTEM



Heating and ventilating controls

A58. The "Merco-Therm" Heating and Ventilating System (heater is an accessory at extra cost) is a highly efficient, yet simple to operate system that provides all year-round comfort. It gives you a car full of fresh outdoor air in a matter of seconds. The constantly changing air gives you refreshing coolness in summer and can be heated for your comfort in winter. The powerful defroster will minimize fogging in humid weather and de-ice your windshield during the coldest days.

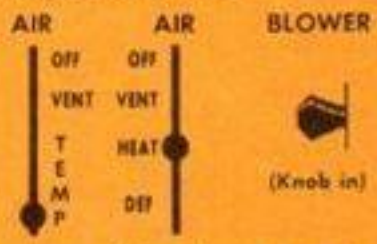
A59. The following illustrations show the suggested positions of the controls for the various weather conditions:

MODERATE HEATING



For moderate amount of heat, place left control in upper range of TEMP position (at the top for low heat and in the center for moderate heat), and place right control at HEAT. To increase flow of heated air into car at low car speeds or when car is standing still, pull out blower knob to either low-speed position (1st stop) or high-speed position (2nd stop).

HIGH HEATING



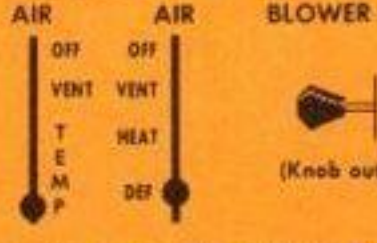
To get high temperature air from heater, move left control to high TEMP position (all the way down), and place right control at HEAT. Blower may be used as needed to obtain larger volume of heated air. To recirculate car air for quick warm-up, place left control at high TEMP position, move right control to OFF, and pull out blower knob to high-speed position.

FRESH AIR COOLING

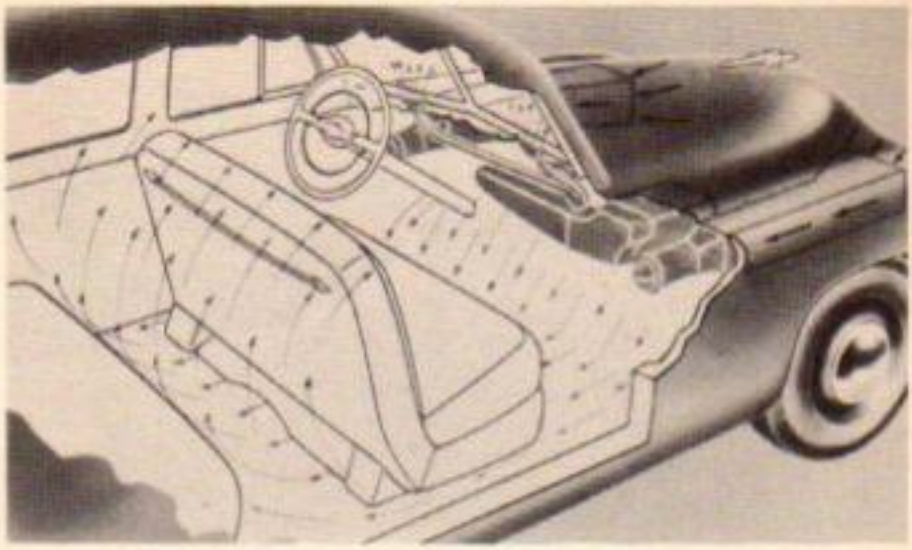


To obtain fresh air through ventilating ducts, move controls to VENT position. (Either duct can be used separately if only one stream of outside air is desired.) When car is stopped or moving at slow speeds, additional ventilation may be obtained by pulling out the blower knob.

DEFROSTING



For defrosting windshield, place left control at high TEMP position and right control at DEF (defrost). Pull out blower knob to either high or medium-speed position. For defogging in humid weather, place left control at OFF, right control at DEF, and use high blower speed.



"Merco-Therm" heating and ventilating system

A60. How System Works. When the car is in motion, fresh air is picked up by two screened openings back of the front grille and carried through left and right air ducts into the car. When additional heat is desired, this incoming air can be directed through the hot water heater core and into the car through the plenum chamber. This distributes the heat evenly across the full width of the floor. When windshield heat for defrosting is needed, the heated air can be deflected from the heater to the windshield. A two-speed blower is provided for increasing the flow of air into the car.

Left Air Control. This control opens and closes a valve in the left air duct to regulate the flow of fresh air into the car, and it also controls the hot water flow through the heater to regulate the temperature of heated air going into the car. Placing the knob at "VENT" opens the left air duct to let in fresh outside air. In the range marked "TEMP," the knob controls the amount of hot water going to the heater. For maximum heat, move the knob all the way down. For medium heat, place the knob in the center of the "TEMP" range; and for low heat, move the knob to the upper position in the "TEMP" range. The "OFF" position of this control shuts off the flow of both air and hot water.

Right Air Control. This control regulates the flow of air into the car through the right air duct, and also controls the flow of air through the heater into the car. Positioning the control on "VENT," opens a valve in the right air duct and allows fresh air to enter the car. Placing the air control at "HEAT" causes the valve in the right duct to deflect the incoming air through the heater and into the car through the plenum chamber. Moving the air control to "DEF" (defrost) causes the air to be deflected from the heater to the windshield. This feature not only can be used to defrost and de-ice the windshield, but also with the left air control in the "OFF" or "VENT" position, can be used for defogging in humid weather.

Blower Control. This pull type switch operates the blower located between the right air duct and the heater. At normal driving speeds, a sufficient flow of air can be obtained with the blower control in its normal or "OFF" position (knob all the way in). When driving at slower speeds or when standing still, the blower can be used to increase air circulation by pulling knob out. (Middle position or 1st stop for moderate blower speed—all the way out or 2nd stop for high blower speed.) It can also blow

air to the windshield for defrosting and de-fogging. On very cold days when a quick warm-up is desirable, the fresh air supply can be shut off and the blower will recirculate the car air. ***Registers.*** The registers at the end of each duct can be used to deflect the flow of air downward if desired.

CAUTION

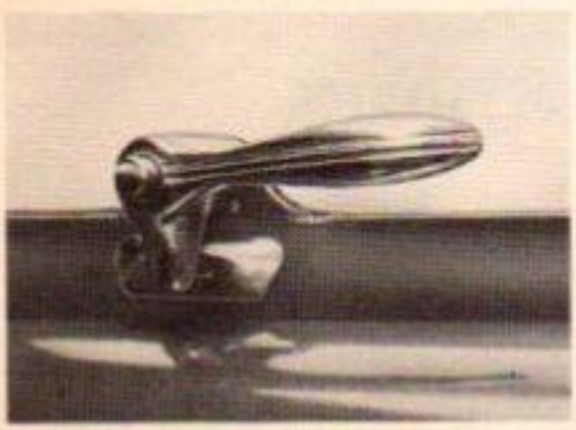
Exhaust gases contain a certain percentage of carbon monoxide which by itself is a poisonous gas that is tasteless, colorless, and odorless. Normally a strong odor of exhaust gas should give a warning of the presence of carbon monoxide. However, exhaust gases from some vehicles may not be so noticeable under certain conditions.

To keep out offensive odors and exhaust gases when driving in congested traffic or when parking behind a car with its engine running, move both air control knobs to "OFF" position. This will cut off outside air from entering the car through the air ducts.

Never start or run an engine in a closed or partially closed garage.

Avoid inhaling exhaust gases when any concentration is present in the air, that is, in a garage or other enclosure whether building or vehicle.

A61. Ventilating Windows are provided in the front portion of front door windows. These can be opened by unlocking and turning the small catch at the lower rear corner and pushing out. Body styles with rear quarter windows have ventilating panes that are pushed out to open. They are locked in the same manner as the front ventilating panes.

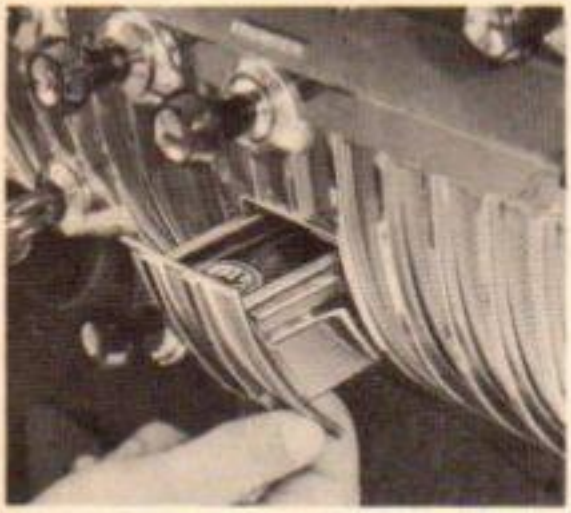


Easily operated window latch

A62. Hydraulic Window Control System (standard equipment on the Convertible, optional on Coupes and Sedan). The side windows except vents are raised and lowered by hydraulic lifts in the door walls, driven by a master pump near the engine. Window control switches are conveniently located on each door, providing individual control of ventilation. The driver's door carries a complete set of window control switches, allowing the driver to open or close any window. Push switches upward to close windows, down to open them. Windows can be stopped in any position. Fluid in the hydraulic control reservoir should be changed every fall by your dealer.

APPOINTMENTS

A63. As you become fully familiar with your new car, you will find that there are a great many other features of great importance—features that have been designed into your Mercury to give you a greater measure of comfort, convenience, and safety.



Ash receptacle

A64. Ash Receptacle. Located below the lighter. It can be readily removed for cleaning by depressing the lever at the rear and pulling out.

A65. Cigar Lighter. To operate, push lighter in. When lighter is hot, it pops out automatically. Do not hold lighter in. This may overheat and burn out the element.



Glove compartment

A66. Glove Compartment opens by pressing the push-button catch. Its large size provides ample room for storing maps, handbooks, etc. Interior lamp goes on automatically when door is opened. Compartment can be locked with luggage compartment key.

A67. Door Handles. Interior door handles are located for convenience and safety, and are curved inward to practically eliminate catching of clothing. Handles must be pulled upward to open, a safety feature preventing accidental opening by leaning on the handle. Exterior door handles are a combined handle push-button type. Doors may be locked from the inside by depressing the small button in the door window molding. To unlock, pull up button or interior door handle. Both front doors are equipped with key locks; the key must be used to lock these doors from the outside.

MERCURY ACCESSORIES

A68. Mercury accessories are styled to match the beauty and distinctiveness of your new Mercury. They present an opportunity to "personalize" your Mercury to suit your individual taste. Some add greater luxury and beauty to your car; others increase comfort, safety, and driving pleasure. Review the accessories below. Select those that best suit your needs and have your Mercury dealer demonstrate them for you.

A69. Radio. This specially-designed radio is of the amplitude modulation, or AM type, having seven tubes (plus a rectifier). It is mounted in the center of

the instrument panel, where controls are convenient to driver or passenger. The speaker is mounted below the set.



Mercury radio

There are six push buttons at the bottom of the radio panel. To turn on, push any one of the five buttons on the right. This selects the station at the same time. Simple instructions furnished with the radio will aid you in setting these buttons to your five favorite stations. Your Mercury dealer will be glad to help you. To turn off, push the button marked "off" on the left end of the panel. At the right side of the dial is a double control knob. The small center knob can be used at any time as a manual control for wider station selection. If your car is equipped with a rear seat speaker, the large outer knob can be used as a volume control.

A double control knob is also at the left side of the dial. The small center knob regulates volume. The large outer knob permits selection of four tone ranges—lo-noise; hi-fidelity; bass; normal. An indicator in the radio dial shows which setting is in operation.

A70. Antenna. The three-piece telescopic antenna is operated manually. It is mounted on the right side of the top cowl.

A71. Rear Seat Speaker. Rear seat passengers can get the same high quality reception as those in front with the new Mercury rear seat speaker. There is no need to turn up the volume to an uncomfortable level so that rear seat passengers can get full enjoyment from radio programs. Pleasing binaural reception may also be obtained with both front and rear seat speakers on.

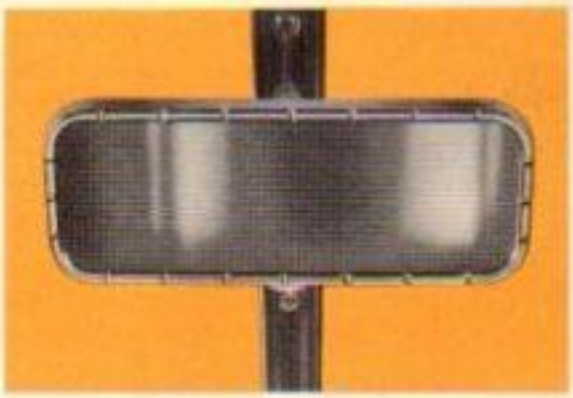
The flush-mounted type speaker, attached under the rear package shelf,



Flush-mounted rear seat speaker

reflects sound waves off the rear window for clear, even distribution of sound. It is designed to harmonize with the interior appointments of your Mercury.

This rear seat speaker can be installed in a matter of minutes. The wiring harness of your Mercury and your Mercury radio is adapted for quick, easy attachment. No special wiring from the rear to the front of the car is required.



Non-glare rearview mirror

A72. Non-glare Rearview Mirror. This is an unusual two-way mirror. In daytime it is an efficient silver-backed mirror. At night, press a lever and the blinding reflected glare from the car behind you is cut 93 per cent although

visibility is not sacrificed. This is accomplished by a prismatic-type reflector with two reflecting surfaces, one behind the other. (See "Safety Group," Par. A75.)



Automatic windshield washers

A73. Automatic Windshield Washers. Here's a convenient safety aid to give you a sparkling clean windshield at any time. Press the button, and a fine spray is released from tiny sprayers located in the windshield wiper housing. The wipers then clean away dirt, dust, insects, or mud splash. The reservoir for the washer fluid is located in the engine compartment. (See "Safety Group," Par. A75.)



Spotlight

A74. Spotlight. This powerful light picks up objects clearly up to a thousand feet away. At night it helps in reading road signs, house numbers, and in lighting hazards. It has heavy chrome finish with a sealed-beam lamp and a pistol-grip handle. Adjusts to almost any angle from inside the car.

A75. Other Mercury Accessories. To further contribute to your driving pleasure and safety, the following Mercury accessories are also available:

Seat Covers
Road Lamps
Rear Window Wiper
Wheel Trim Rings
Grille Guard
Custom Steering Wheel
Fender Shields
Exterior Visor
Heater (See Par. A58-A60)
Curb Buffer
Fuel Door Guard
Cigar Lighter Socket Light
Ash Receptacle Light
Engine Compartment Light
Tripod-type Jack
Spark Plug Terminal Protectors
Visor Light—Vanity Mirror Combination

UTILITY GROUP*

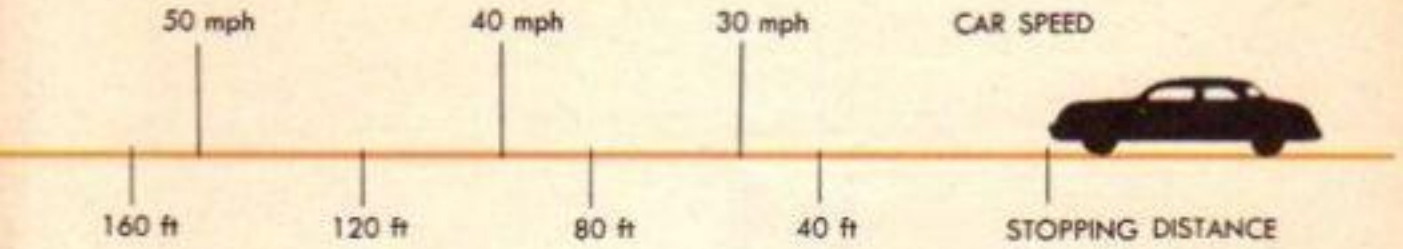
Gas-tank Lid Lock
Utility Lamp
Exhaust Pipe Extension
License Plate Frames
Vanity Mirror (Visor-type)

SAFETY GROUP*

Non-glare Rearview Mirror (See Par. A72)
Automatic Windshield Washers (See Par. A73)
Outside Rearview Mirror
Automatic Back-up Lights
Parking Brake Signal

**These accessories, when purchased as a group, are offered at a special price.*

GOOD DRIVING PRACTICES



Average stopping distance for average road conditions

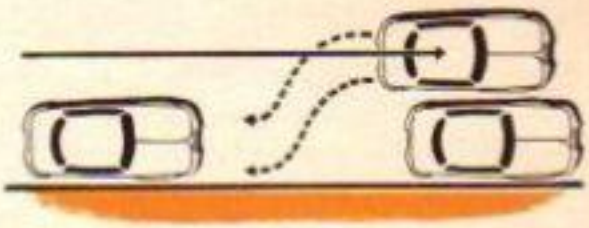
A76. The great driving ease built into your Mercury can be even further increased by good driving habits and practices. Here is a check-list that will pay real dividends in greater safety and economy and longer car life. Chances are that you already know and practice these fine points of expert driving. However, you may be interested in using these suggestions as a yardstick with which to measure your own driving habits.

If there are beginning drivers in your family, this section can be of particular value to them.

A77. City Driving

1. One mark of the experienced driver is that he always drives "ahead" of himself. He knows in advance what he is going to do next, and plans for it. And he always makes allowances for the other fellow doing the unexpected. The stopping distance chart gives you a good idea of why this is important.

2. You can easily park parallel to the curb in a space only slightly longer than your car by following these simple steps:
   a. Pull up even with the car ahead.
   b. Turn wheels toward curb and back in slowly. Front of car will swing out.
   c. When rear of car in front is approximately opposite your windshield, turn front wheels to the left and continue backing, bring front end in toward the curb.
   d. Drive ahead into proper parking position, if necessary.



Pull up even with the car ahead

3. Always set the parking brake when leaving your car parked unless it is prohibited by local regulations. Mercurys equipped with Merc-O-Matic Drive can be locked in gear by moving the selector lever to "P" (parking) position.



4. When parking on a grade, always turn the front wheels in toward the curb.

5. For most city night driving conditions, the lower head lamp beam provides plenty of light and will not annoy oncoming drivers.

6. Always signal for turns. (If your Mercury is equipped with directional signals, a flick of the finger will start them operating.)



Use second gear when climbing steep hills

A78. Country Driving

1. When climbing steep hills, it is advisable to shift into second gear at approximately 15 miles-per-hour to eliminate any unnecessary strain on the engine.



Keep car in gear when descending hills

2. When descending steep hills, where braking is necessary, brakes should be applied intermittently rather than holding continuously. This will eliminate severe brake wear. It is advisable to keep the car in gear at all times.



NEVER pass on a hill

3. Never pass a car going up a hill or around a curve—you never know what may be coming toward you on the other side. Observe all traffic control signs.

4. Always pull off the highway when parking. You, as well as the other drivers, will be a lot safer if you also signal before stopping.

5. Tire blowouts are relatively rare today, but if you have one, do not "slam" on the brakes. Let the car lose speed gradually while holding it on a straight course. Apply brakes gently. The same method should be used if you accidentally run off the edge of the pavement. Wait until car speed drops before turning back, then make the turn quickly.

6. Night driving on the highway calls for the use of the upper head lamp beam, especially when running at high speeds. This beam lights a wide area and extends far down the road. Always shift to the lower beam when meeting oncoming cars or when following another car closely.

7. Vacation tours can be more fun with a little advance planning. Have your car thoroughly lubricated and checked over by your Mercury dealer to be sure everything is in proper operating condition. If your car is still within the period covered by the



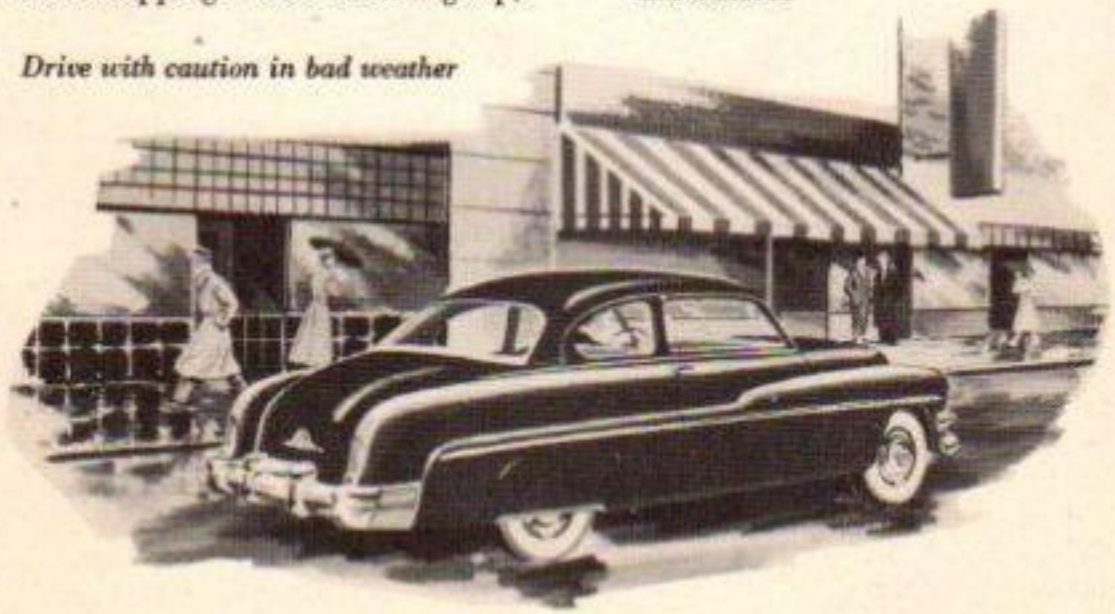
Always have your car thoroughly lubricated and checked over by your Mercury dealer before a vacation trip

Owner's Service Policy, be sure to take these papers with you. You can obtain the necessary service inspections and lubrications from any Mercury dealer. If you plan to leave the main tourist routes, take along a short length board to use in supporting the base of the jack in case you have to change a tire in soft or sandy soil.

A79. Driving in Bad Weather

1. Driving on slippery pavement always calls for caution. Apply brakes gently when stopping. When starting up, accelerate smoothly and slowly—this will prevent spinning of rear wheels.
2. In case of a skid, always steer **in the direction the car is skidding.** Use brakes sparingly.
3. If engine should overheat, for any reason, stop immediately and turn off ignition, allowing engine to cool. **Do not attempt to remove radiator filler cap if radiator is overheated.** Turn the cap part way and allow the water vapor to escape. **Never** add cold water until engine has cooled.

Drive with caution in bad weather





TAKING CARE OF YOUR MERCURY

SECTION b

LUBRICATIONS AND INSPECTIONS

B1. Regular lubrications and inspections of your Mercury will help you get the most enjoyment, the finest performance, and the best economy. The Owner's Service Policy, supplied with your car by your Mercury dealer, entitles you to inspections and service for the first 1,000 and 2,000 miles at no cost (except for engine oil, chassis lubrication, or service operations which result from abnormal usage).

B2. The Service Calendar on the following page will serve as a handy reminder of the regular care which your Mercury should receive to obtain better performance and greater satisfaction. Your Mercury dealer can provide this service for you at nominal cost. He uses factory approved equipment, methods, and materials, and his skilled staff will assure you of a thorough and competent job. Ask him about the Mercury "Personalized" Lubri-Plan Coupon Book which provides for ten lubrications and inspections.

Regular Mercury service means longer car life



SERVICE CALENDAR

B3. Break-in Period

At 350 to 500 Miles—
Change engine oil.

At 1,000 Miles—
Use the "1,000 Mile Inspection and Service Coupon" attached to the Owner's Service Policy.

At 2,000 Miles—
Use the "2,000 Mile Inspection and Service Coupon."

B4. Every Week or Oftener if Traveling

1. Check engine oil level.
2. Check tire pressure (including the spare).
3. Check battery water level.
4. Check radiator water level. In winter, check strength of anti-freeze.

B5. Every 1,000 Miles

1. Check engine oil level.
2. Chassis Lubrication
   a. Lubricate all pressure fittings.
   b. Check transmission. *Standard* (with or without Overdrive)—Add mild E.P. or Multi-purpose lube to level of filler plug. Use SAE 80 winter and summer. If SAE 80 is not available, SAE 90 may be used. Capacity (without Overdrive): 4 lbs.; (with Overdrive): 4½ lbs.

      Merc-O-Matic—Check fluid level. Add automatic transmission fluid type A, as required. Capacity: approx. 9 qts. Check for leaks.

   c. Check steering gear—Add SAE 90 mild E.P. for all seasons, as required.
   d. Check rear axle (differential)—Add hypoid or Multi-purpose SAE 90 winter and summer. For sustained temps. below −10 F. use SAE 80. Capacity: 3½ lbs.
3. Body Lubrication—Use "Lubriplate" 8L-19586.
   a. Door locks and hinges.
   b. Luggage compartment lock and hinges.
   c. Hood lock and hinges.
   d. Gas-tank lid hinge.
   e. Front seat movable parts.
   f. Parking brake levers.
4. Use Engine Oil.
   a. Brake clevis pins.
5. Fuel pump—Empty sediment bowl, if necessary.
6. Check battery water level and terminals.
7. Check tire wear and pressures.
8. Check air cleaner (clean, if necessary). Refill base with recommended oil to proper level.
   SAE 50–Temps. above +32 F.
   SAE 20–Temps. below +32 F.
9. Check clutch and brake pedal travel.
10. Inspect fan and generator belts.
11. Check windshield wipers.
12. Check window regulation.

B6. Every 2,000 Miles

1. Perform steps outlined under "Every 1,000 Miles."
2. Crankcase—Drain and refill crankcase with proper weight engine oil. (See B17.) More frequent changing may be desirable under certain operating conditions as explained in B19. Capacity: 5 quarts (Refill).
3. Breather Cap and Ventilation Cartridge—Wash screen in cleaning fluid, dry, wet with engine oil.

B7. Every 4,000 and 5,000 Miles

1. Perform steps outlined under 1,000 and 2,000 miles.
2. Oil Filter—Replace cartridge every 4,000 miles. (Refill engine crankcase 6 qts.—includes 1 qt. for filter.)
3. Fuel Pump—Remove and clean edge type filter (5,000 miles).
4. Carburetor—Remove and clean inlet screen.
5. Hydraulic Motor—Lubricate top motor bearing with 3 to 5 drops of engine oil (every 5,000 miles).
6. Brake Master Cylinder (every 5,000 miles)—Fill reservoir with genuine Mercury brake fluid HACA-19542. (Correct Level —¼" from top.)
7. Inspect and rotate tires. (See Par. B33.)

   (This should be done every 2,000 to 3,000 miles until 8,000 to 10,000 miles are reached—thereafter, every 5,000 miles.)
8. Engine diagnosis (every 5,000 miles).

B8. Every Fall

1. Change to winter oil.
2. Drain and clean cooling system.
3. Tighten hose connections.
4. Add anti-freeze. (See Par. B25.)
5. Complete chassis lubrication.
6. Clean, wax, or Porcelainize body. (See Porcelainize, Par. B43.)
7. For Mercurys equipped with hydraulic window lifts and front seat adjustment—Clean and refill hydraulic reservoir with window regulator fluid 8L-19545.

B9. Every Spring

1. Drain and clean cooling system.
2. Add rust inhibitor.
3. Complete chassis lubrication.
4. Have engine diagnosis.
5. Clean and wax body. (See Porcelainize, Par. B43.)

B10. Every 10,000 Miles

1. Perform the items listed under 1,000, 2,000, and 5,000 miles.
2. Front Wheel Bearings—Clean and repack with wheel bearing lubricant 8L-19585.
3. Rear Axle (differential)—Drain and refill with hypoid or Multi-purpose lubricant. Use SAE 90 winter and summer. For sustained temperatures below —10 F, use SAE 80. Capacity: 3½ lbs.
4. Standard Transmission (with or without Overdrive)—Drain and refill with mild E.P. or Multi-purpose lubricant to level of filler plug. Use SAE 80 winter and summer. If SAE 80 is not available, SAE 90 may be used. Capacity (without Overdrive): 4 lbs.; (with Overdrive) 4½ lbs.
5. Generator Bearing—Lubricate with 10 drops of engine oil.

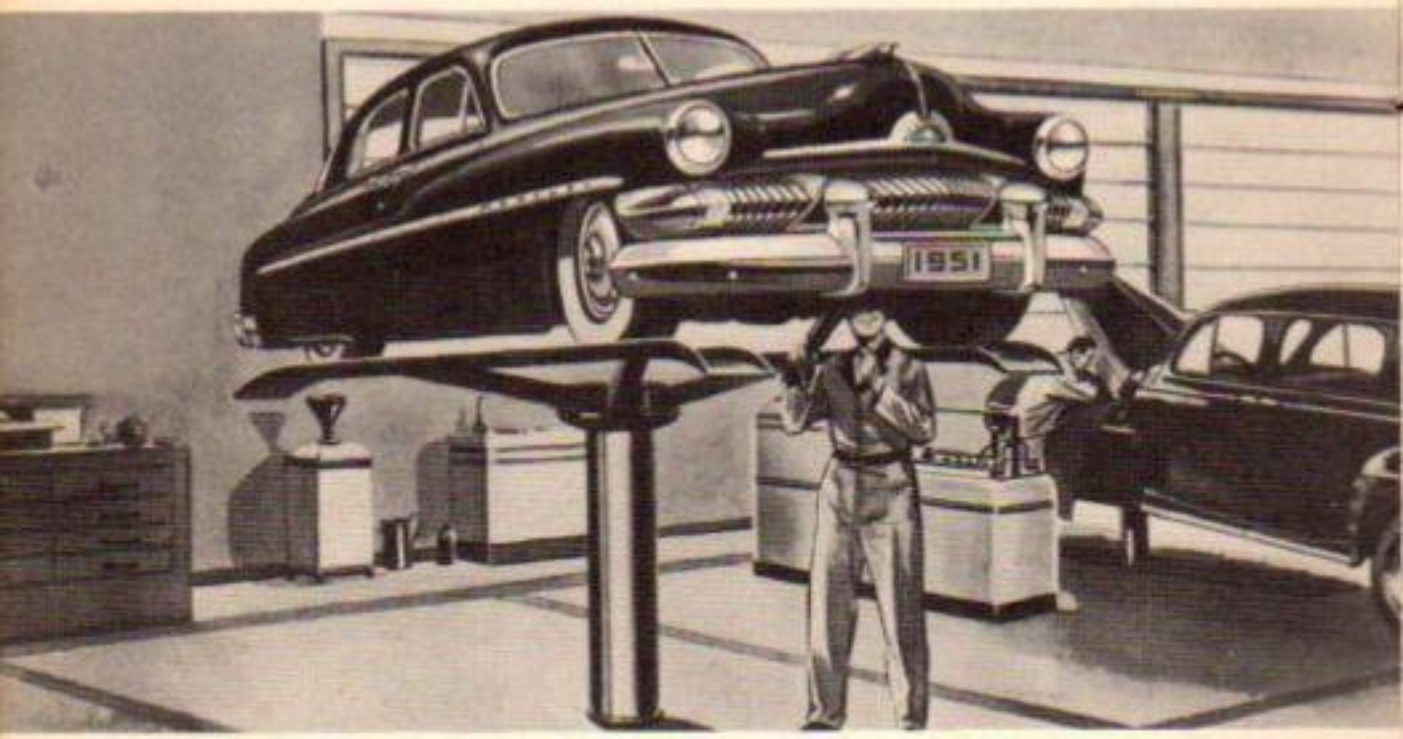
B11. Every 15,000 Miles

1. Merc-O-Matic Drive—Drain and refill with automatic transmission fluid type A. Capacity: approx. 9 qts.
2. Universal Joints—Clean, repack, and replace seals (20,000 to 30,000 miles). If equipped with plug, lubricate every 5,000 miles.

B12. If you find duplication between the items listed to be done at various mileages and those listed for "Fall" and

"Spring" attention, you can, of course, make the necessary changes in your own Service Calendar. These suggestions are intended only as a general guide so that important service operations are not overlooked. Care will keep your Mercury "like new" for a long, long time.

ENGINE OIL



B13. In general, engine oil should be changed every 2,000 miles and the car should be lubricated at 1,000 mile intervals after the break-in period.

There are three facts to remember about engine oil. There must always be enough to protect the engine; it must be of the proper "weight" (viscosity); it should be clean and of good quality.

B14. Quantity. The Mercury engine holds 5 quarts of oil in the crankcase and 1 quart in the oil filter. Total—6 quarts. Oil level is indicated by a steel rod (dipstick) which extends down into the oil pan through a guide on the left side of the engine. This dipstick is marked "Full," "1 Qt.," and "2 Qt." Measurements must be taken with the engine stopped.

Oil level should be checked frequently and should be added only when the level drops below the "1 Qt." mark. It is a good practice to start long trips with the oil pan "Full." DO NOT OVERFILL.

B15. Oil Pressure Gage. The oil pressure gage on the instrument panel does **not** measure the quantity of oil in the engine. It indicates oil pressure when the engine is running, and should normally read about "50" except when the engine is idling. If the oil pressure fluctuates rapidly, stop at once and check the oil level.

B16. Quality. For ordinary driving, "good" grades of motor oil are entirely satisfactory, but for long trips at high speeds—particularly in hot weather—a "premium" grade is recommended.

Use oils of a recognized brand, purchased from a reputable dealer. Reclaimed oils should not be used, since they may contain foreign matter or chemicals which would be harmful to the engine.

B17. What Is the Proper "Weight" to Use? The "weight" of any oil varies with its temperature. Cold oil is thicker than hot oil. **In winter,** light weight oil gives better lubrication, because it flows more readily. **In summer,** heavier oil is needed, since it thins out with higher engine temperature.

Oil weight (viscosity) is designated by number as specified by the Society of Automotive Engineers.

If the weather you expect will be summer weather (above freezing) use SAE 20 or 20W in your Mercury.

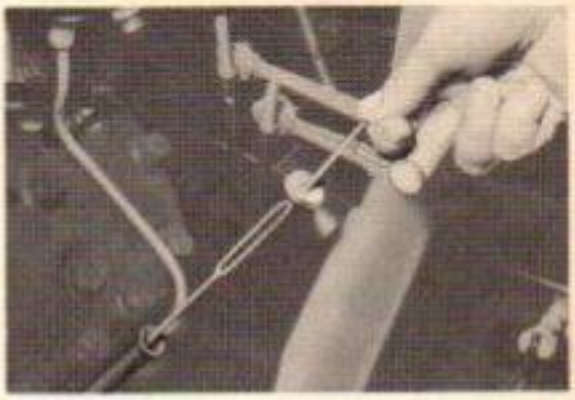
In winter weather (below freezing) use SAE 10 or 10W.

For sustained extreme cold (colder than 10 F below zero), when starting becomes difficult, use SAE No. 5W.

B18. Keeping Oil Clean. If your Mercury is equipped with an oil filter, the oil filter cartridge, which removes dirt, metal particles, etc., should be changed every 4,000 miles under normal conditions. In a very dusty area, however, it may be necessary to change the cartridge more often. This is good insurance against excessive engine wear—and much cheaper. It also saves oil.

Another cause of oil contamination is condensation of water and fuel vapors in the crankcase, especially in cold weather. Gasoline dilution thins the oil and reduces its lubricating value. Water causes "sludging," which thickens the oil, clogs oil passages, interferes with valve operation, and may cause corrosion and rust. Mercury engineers have taken every precaution to reduce condensation by thorough crankcase ventilation, and special "quick warm-up" features. But if it is necessary for you to make many short trips during cold weather, some condensation may take place. Your dealer can advise you if it is necessary to change oil more often than the recommended 2,000 mile interval.

B19. How Often Should Oil Be Changed? When your Mercury is new, oil should be changed at 350 to 500 miles and every 2,000 miles thereafter or every 3 months, whichever occurs first.



Check engine oil frequently

If you are driving at high speed, with unusually heavy loads, on long, hard pulls, or through very dusty areas, more frequent changes are recommended.

Darkening or discoloration of oil does not necessarily mean it is unsatisfactory. But evidence of dilution or dirt is a good indication that new oil is needed, that the oil filter cartridge should be replaced, or both.

If you should need to store your Mercury for a long period of time, your dealer can give you helpful advice on precautions to take to protect it.

Be sure the engine is warm before draining engine oil—**cold oil does not drain well.**

B20. 1951 MERCURY LUBRICATION CHART

LOWER GEAR SHIFT LEVERS

1,000 MILES

PRESSURE GUN GREASE

BRAKE, CLUTCH PEDAL AND EQUALIZER SHAFT

1,000 MILES

PRESSURE GUN GREASE.

HYDRAULIC MOTOR

5,000 MILES

3 to 5 DROPS ENGINE OIL IN TOP MOTOR BEARING.

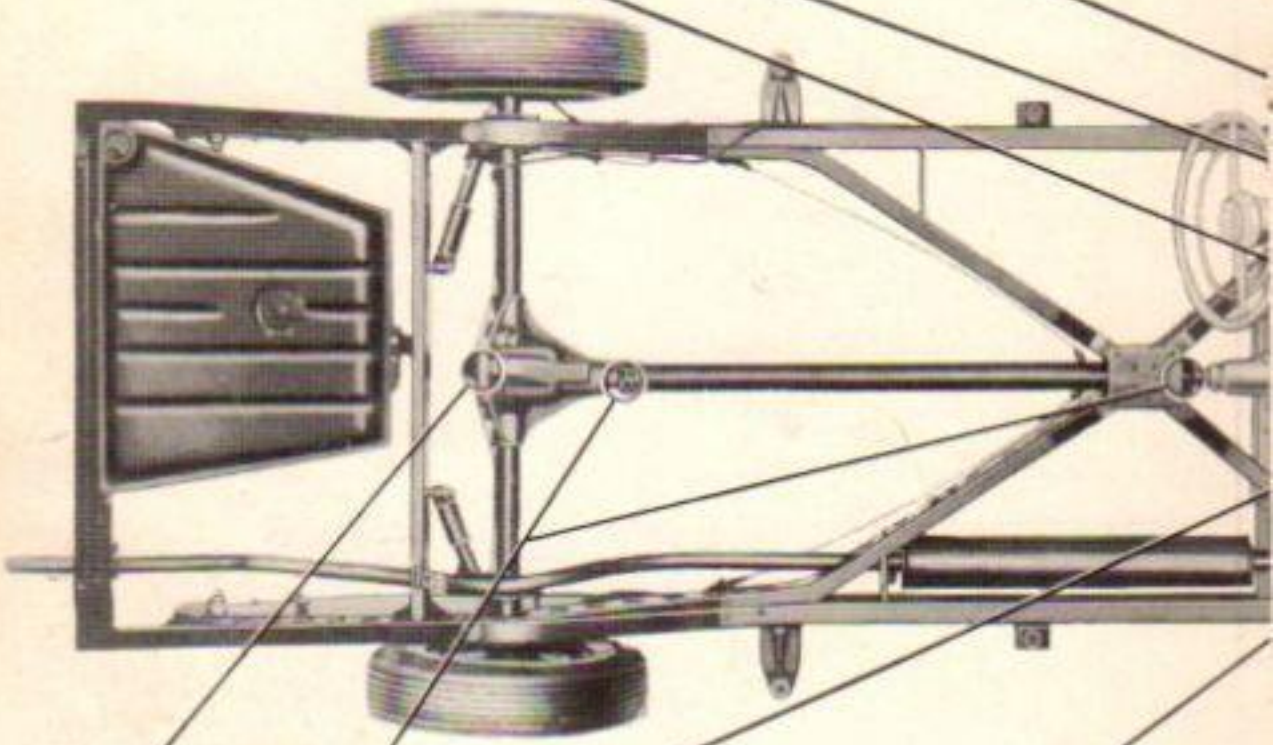
— EVERY FALL —

CLEAN RESERVOIR AND REFILL WITH BL-19545 WINDOW REGULATOR FLUID.

BRAKE MASTER CYLINDER

5,000 MILES

BRAKE FLUID HACA—19542 (CORRECT LEVEL ¼" FROM TOP.)



UNIVERSAL JOINTS

20,000 – 30,000 MILES

CLEAN, REPACK AND REPLACE SEALS. (IF EQUIPPED WITH PLUG, LUBRICATE EVERY 5000 MILES.)

KING PINS

1,000 MILES

PRESSURE GUN GREASE.

REAR AXLE (DIFFERENTIAL)

1,000 MILES – CHECK
10,000 MILES – DRAIN & REFILL

HYPOID OR MULTI-PURPOSE LUBRICANT. USE S.A.E. 90 W. & S. USE S.A.E. 80 FOR SUSTAINED TEMP. BELOW —10°F. CAPACITY: 3½ lbs.

TRANSMISSION (STANDARD)

1,000 MILES – CHECK
30,000 MILES – DRAIN & REFILL

MILD E.P. OR MULTI-PURPOSE LUBRICANT. USE S.A.E. 80 W. & S. IF S.A.E. 80 IS NOT AVAILABLE, S.A.E. 90 MAY BE USED. CAPACITY, 4 LBS. WITHOUT OVERDRIVE. 4 ½ LBS. WITH OVERDRIVE.

TRANSMISSION (MERC-O-MATIC)

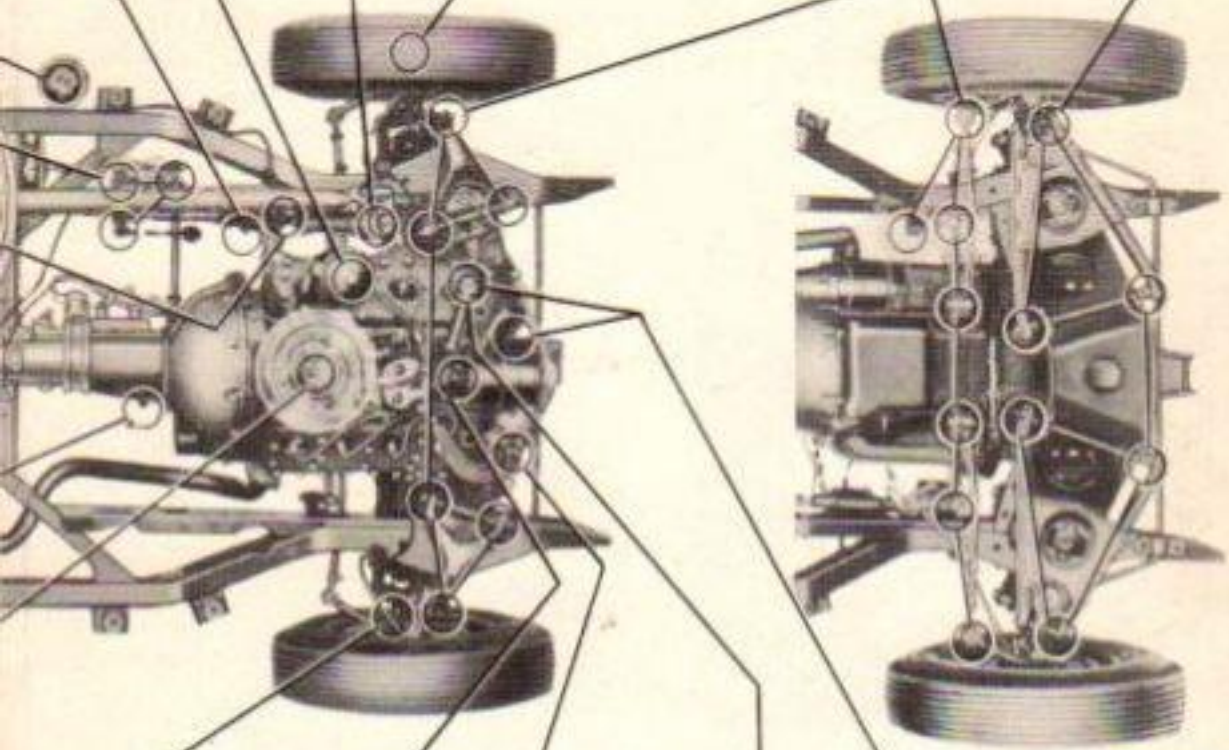
1,000 MILES – CHECK
15,000 MILES – DRAIN & REFILL

USE AUTOMATIC TRANSMISSION FLUID TYPE "A." APPROX. CAPACITY 9 QTS.

OIL BATH AIR CLEANER

1,000 MILES – CHECK

CLEAN OIL FILTER BEFORE DIRT LEVEL HAS REACHED SHELF. WASH FILTER IN KEROSENE AND DRAIN. FILL TO PROPER LEVEL AS INDICATED ON TYPE OF AIR CLEANER USED.
S.A.E. 30—TEMPS. ABOVE +32°F.
S.A.E. 20—TEMPS. BELOW +32°F.



OIL FILTER

4,000 MILES

REPLACE CARTRIDGE.

STEERING GEAR

1,000 MILES

S.A.E. 90 MILD E.P. ADD AS REQUIRED.

FRONT WHEEL BEARINGS

10,000 MILES

WHEEL BEARING GREASE 81-19583.

STEERING IDLER ARM TIE RODS AND BUSHINGS AND CONNECTING LINK BALL STUDS

1,000 MILES

PRESSURE GUN GREASE.

UPPER AND LOWER CONTROL ARM PIVOTS

1,000 MILES

PRESSURE GUN GREASE.

SPEEDOMETER CABLE

10,000 MILES

WIPE WITH LUBRIPLATE 81-19586.

ENGINE LUBRICATION

2,000 MILES—DRAIN & REFILL

CRANKCASE CAPACITY—MERCURY 5 QTS.

CHECK AND ADD AS REQUIRED.

1ST CHANGE 350-500 MILES AND EVERY 2000 MILES THEREAFTER OR ONCE EVERY (3) MONTHS, WHICHEVER COMES FIRST. ABOVE FREEZING USE S.A.E. 20 OR 20W. BELOW FREEZING USE S.A.E. 10W. FOR SUSTAINED EXTREME COLD, (COLDER THAN 10° BELOW ZERO) WHEN STARTING BECOMES DIFFICULT USE S.A.E. 5W.

BREATHER CAP & VENTILATION SCREEN

2,000 MILES

WASH SCREEN IN CLEANING FLUID. WET WITH ENGINE OIL WHEN DRY.

GENERATOR

10,000 MILES

10 DROPS ENGINE OIL.

DISTRIBUTOR

5,000 MILES

FEW DROPS OF ENGINE OIL IN OIL CUP. CAM LOBES 81-19575 USE SPARINGLY.

WATER

B21. Water Temperature Gage. If the water temperature gage indicates "HOT," your engine is overheated. Stop, turn the engine off, and allow it to cool down before adding more water. **Never pour cold water into an overheated engine.**

B22. Radiator Pressure Cap. When removing the radiator pressure cap, turn to the "partly open" stop. After the water vapor ceases to escape, you can remove the cap.

B23. Check water level at frequent intervals. Keep the water level about one inch below the filler neck. Do not operate the engine with only a small amount of water in the system.

B24. Correction of water loss. If the cooling system continually loses water, tighten all connections and replace spongy or cracked rubber hose with new hose. Be sure drain cock is closed. If loss of water continues, see your Mercury dealer.



Turn radiator cap to "partly open" stop



. . . then remove cap

ANTI-FREEZE

B25. When and What Kind to Use. For best results always use Mercury or Lincoln Anti-freeze in the cooling system of your Mercury. Whether you use the "permanent" type or alcohol type is a matter of individual preference. "Permanent" anti-freeze solutions do not evaporate and will protect the cooling system of your car against freezing and clogging from rust forma-



Always use Mercury or Lincoln Anti-freeze

tions for the winter season. The initial cost per gallon is higher than that of alcohol-type anti-freeze. Alcohol-type anti-freeze is subject to evaporation and must be checked frequently, especially if warm spells occur during the winter. It may be necessary to add more anti-freeze in order to maintain the protection desired. Be sure that the anti-freeze you use contains a "rust inhibitor." Alcohol-type anti-freeze should be drained as soon as danger of freezing weather is over.

B26. Check Leaks. Before adding anti-freeze be sure all hose connections are tight and cylinder head studs are properly torqued.

B27. How Much Do You Need? The capacity of the cooling system is 22.25 quarts. Add the quantity according to the desired temperature protection listed below.

Temperature (F.)	Alcohol (Qts.)	"Permanent" Type (Qts.)
10°	6¼	5½
0°	7¾	7¼
−10°	9¼	8½
−20°	10½	9¾

NOTE: If car is equipped with hot water heater, add 1 quart to above quantities.

CAUTION: *Always play safe by using the correct amount of anti-freeze. Freezing can permanently damage the engine.*

B28. Rust Inhibitor will retard the formation of scale and rust in the cooling system. After flushing the cooling system, it is recommended that rust inhibitor be added. Your Mercury dealer can supply you with special Mercury Rust Inhibitor.

B29. Cleaning the Cooling System. The cooling system should be flushed out twice a year—preferably in the spring and fall when adding or removing anti-freeze solution. Your Mercury dealer will perform this service for you, at nominal cost. If you prefer to do it yourself, the following procedure should be followed:

1. Run the engine until water is warm, then shut it off.
2. Open the drain cock at the lower right corner at rear of radiator, and let the water run out.
3. Close the drain cock, refill the radiator with **hot** water and drain again. Repeat this procedure until drain water is clear.
4. If the scale or rust is too great for this procedure, the Lincoln Cooling System Cleaner Kit is recommended. Your dealer can supply you with this kit. A complete set of instructions accompany the kit.

Drain cooling system twice a year



TIRE CARE

B30. The front wheels of your car have been properly aligned before delivery, which will give you ease of handling and maximum tire life. However, unforeseen conditions such as hitting obstructions, curbs, or holes in the road may affect alignment which will result in poor steering and abnormal tire wear.

B31. The Mercury is equipped with low pressure tires, size 7.10 by 15, 4-ply and mounted on extra-wide rims. (The Mercury Station Wagon uses 6-ply tires.) They provide a larger air cushion at lower pressure, greater traction for starting and stopping, easier steering, and greater safety.

B32. Air Pressure of All Tires—including the spare—should be checked weekly when tires are cool to be sure it is kept as near 24 pounds as possible (30 pounds for Station Wagon). Too much pressure will cause tires to wear too fast in the center of the tread. Too little pressure will cause unnecessary wear of the outer edges of the tread.

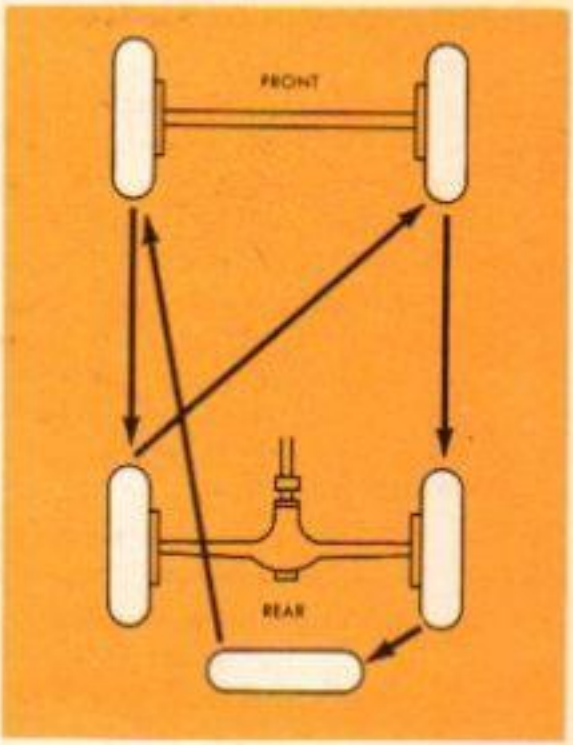
On long trips—particularly in hot weather—tire air pressure may increase. This increased pressure should NOT be bled from tires to reduce the pressure to the recommended 24 pounds. Tire pressures should only be checked when tires are cool.



Check tire pressure weekly

B33. How to Prolong Tire Life. Maintaining correct air pressure is the best assurance of long tire life. However, certain other precautions are helpful.

1. All tires (with wheels)—including the spare—should be rotated as shown in the diagram. This equalizes wear on all tires and should be done every 2,000 to 3,000 miles for the first 8,000 to 10,000 miles and every 4,000 to 5,000 miles thereafter.



Rotate tires often

2. As an extra precaution, ask your Mercury dealer to check front wheel alignment at 5,000 mile intervals. Out-of-line front wheels will cause rapid tire wear.

3. If at any time you find your car has a tendency to pull to one side or the other, stop at the first opportunity to see if you have a soft tire. If all tires are all right, have wheel alignment checked at once.

4. If you discover uneven tire wear of any kind, see your Mercury dealer to determine the cause. A frequent cause of uneven wear is an out-of-balance condition of the wheel and tire assembly. Abnormal wear is not always caused by mis-alignment. Your dealer has the proper equipment to balance the wheels and tires.

B34. How to Change Tires. You need only the Mercury jack and the combination jack handle and wrench which you will find in the luggage compartment of your new Mercury to change tires. Follow the simple directions below, and you will be on your way in a short time.

If you should have a flat tire while driving, stop as quickly as you can with safety. If possible, stop on a firm, flat surface—but keep as far off the highway as you can.

a. Set the parking brake firmly so the car will not roll. If your Mercury is equipped with Merc-O-Matic Drive, move the selector lever to "P" (parking) position. Wheel blocks are a good extra precaution.

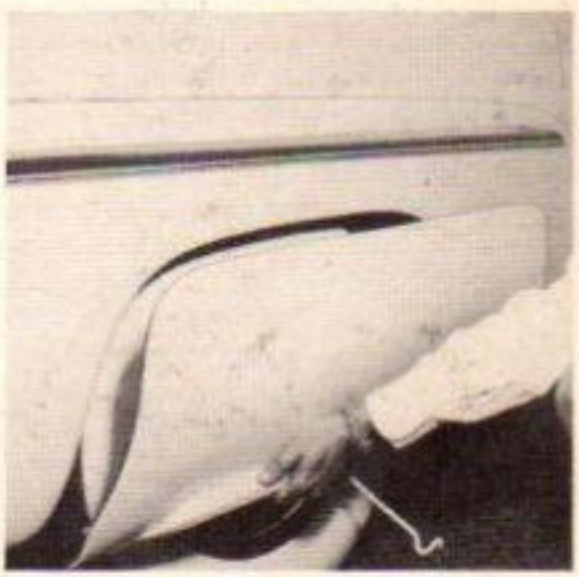
b. Remove the spare wheel from the luggage compartment and place it next to the wheel to be removed. The wrench end of the jack handle fits the nut which holds the spare wheel bracket in place.

c. If your Mercury is equipped with fender shields, and if a rear wheel is to be removed, the fender shield can be removed as follows:

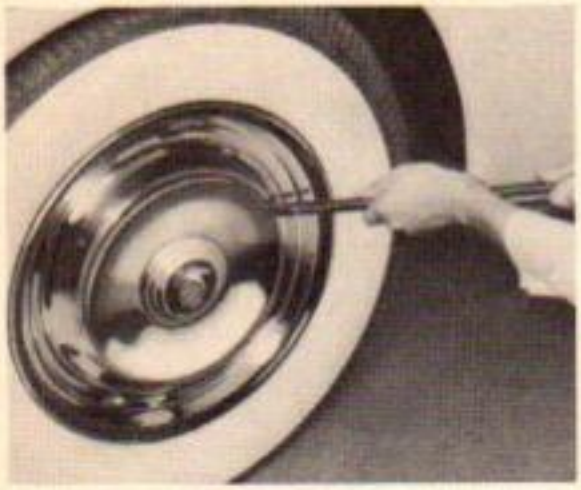
1. Feel under the edge of the fender shield until you find the locking rod.
2. Push the locking rod toward the wheel slightly, until it is free. Then pull down and outward.
3. Slide the fender shield toward the front of the car until the rear "guide" rod is free. Then slide the shield toward the back of the car until front "guide" rod is free and shield comes off.
4. To replace fender shield, put front "guide" rod in place and slide shield forward as far as it will go. Then put rear "guide" rod in place and slide shield back to its normal position. Press fender shield toward fender until it is flush. Push locking rod upward until end is inside fender. Replace end of locking rod on flange on inside of shield.



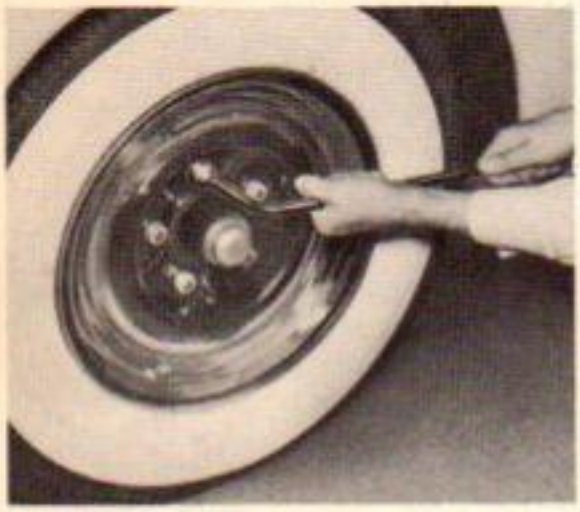
1. Pull locking rod down and outward



2. Push fender shield in to free "guide" rod



Use jack handle to remove hubcap



Use wrench end of jack handle to loosen nuts

d. Remove hubcap from wheel by prying the edge out with the end of the jack handle. Then slightly loosen nuts holding wheel in place with wrench end of jack handle.

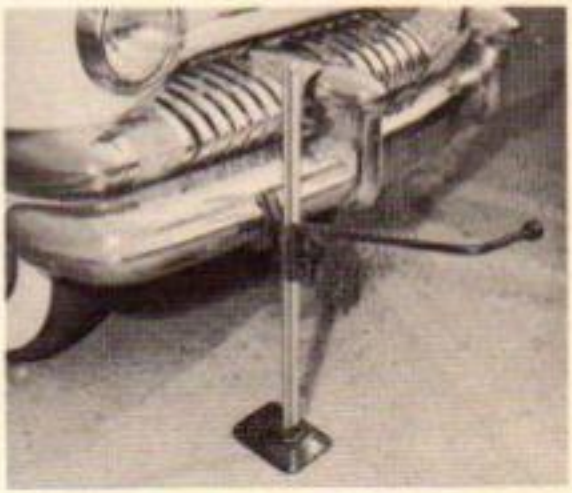
e. Put the square jack base directly under the bumper nearest wheel to be removed—and about a foot from the end of the bumper. Insert the bottom of the post in the base and slide the movable part of the jack up until V-shaped notch is under edge of bumper. The post of the jack should be as near vertical as possible. You will find a small lever under the socket into which the jack handle fits. This lever should be in the upper position to raise the car. Put the jack handle in the socket and move it up and down until the wheel is just off the ground.

f. Remove wheel nuts. Pull wheel off and immediately replace it with the spare. Replace nuts but do not tighten them until all nuts have been drawn up ready to tighten.

g. Push the small lever below the jack handle socket all the way down. Let the jack down—keeping a firm grasp on the handle.

h. Then tighten each nut carefully. Replace hubcap, being sure it is snapped into place all the way around. Do not forget to replace fender shield if it has been removed.

Place jack a foot from end of bumper



Put V-notch under edge of bumper



B35. Replacing Worn Tires. Good tires are one of your greatest safety features. Tires which are worn—or which have been damaged—should be replaced at the earliest possible opportunity. Never drive with a tire when the tread is worn smooth—the chance you take is too great.

Tires should be inspected by your Mercury dealer twice a year, or at 5,000 mile intervals—whichever comes first.

B36. Tire Chains. Tire chains are especially helpful in snow and mud. They should be used on rear wheels only. Your Mercury dealer will recommend suitable chains for your needs and will install them for you. You will find the Mercury bumper jack a great help when installing or removing chains —especially if you are stuck and cannot move the car.

Follow these suggestions for best results:

1. Leave enough slack so the chains can "creep" slightly.
2. Use springs or "equalizers" to keep chains taut, and prevent damage to fender shields and fenders.
3. Remove chains when driving on hard surface roads.
4. Carry a box of spare open links to make emergency repairs in case a link breaks.

BRAKES

B37. Foot Brakes. Smooth, swift, straight-line stops are provided by Mercury's easy-action hydraulic brakes ("Duo-servo" type) which use the motion of the car to aid braking and thereby reduce pedal pressure. Mercury brakes have an ample margin of safety. Brakes are large; brake linings are tough and durable; and brake drums carry away heat quickly.

B38. The following suggestions will help you keep your brakes in first-class condition:

1. If the brake pedal comes within 2" of the floor when you are stopping, see your dealer at once. Brakes may need adjustment or additional brake fluid.
2. If the action of the pedal seems "soft" or "spongy," air may have entered the hydraulic brake system. Have your dealer check this, and if necessary, "bleed" the air from the system and refill it.
3. Ask your dealer to check the brake-fluid level at frequent intervals. Brake linings should be inspected at 10,000 mile intervals, and replaced when necessary to avoid damaging brake drums.

The brake pedal automatically operates the stop lamps, which should be checked occasionally.

B39. Parking Brake. (See A18.) The Mercury parking brake mechanism provides maximum braking with a minimum of effort on your part. It operates on



See your dealer if brake pedal is less than 2 inches from floor

the rear wheels and is controlled by the T-handle at the left and just below the instrument panel. Pull it straight out to put the brake on. Turn the T-handle one-quarter turn to release the brake. The parking brake uses the rear service brake shoes, but controls them independently of the foot brake. You will find it easier to pull out the parking brake lever if you push on the foot brake at the same time.

B40. Brake Accessory. Your Mercury dealer can supply a Parking Brake Indicator Light which flashes when the ignition is turned "on" while the parking brake is on.

HOW TO KEEP YOUR MERCURY LOOKING NEW



B41. Your new Mercury represents an important investment. Protect that investment by maintaining the new-car appearance of its body and interior. It is easy to do, and will well repay you in pride in your Mercury's looks and in greater trade-in value when the time comes for you to get a new Mercury.

B42. Body Finish. The body finish applied to your Mercury is of the finest quality and will give long-lasting service. To retain the original high luster the following suggestions should be followed:

1. Wash the car frequently. Use warm or cold water. Avoid the use of hot water or household soap.
2. From time to time the finish should be cleaned, polished, and waxed. Continued exposure to bright sunlight and weather will tend to make the finish slightly dull and chalky. Lincoln cleaners are specifically designed to remove this dullness without harming the finish. A good coat of Lincoln wax will protect the finish for several months.
3. If tar or road oil gets on the car, it can be removed with gasoline, kerosene, or turpentine. If the tar has remained on the car for a period of time, a commercial tar remover recommended by your dealer can be used.

B43. Porcelainizing. This treatment will give your Mercury body a tough, long lasting finish. It will deepen the

luster of the paint, prevent chalking, and—since it is not a wax or polish—it will not wash off. It is dry and will not pick up dust or scum. Your Mercury dealer can apply this finish for you.

B44. Station Wagon Finish. The side body panels and outer tailgate panels of the Station Wagon are made of long-lasting steel which has been given the appearance of grained mahogany through a special finishing process. With a little extra care, these grain-finished panels, together with the polished wood framing, will retain their beauty for many seasons.

To remove the harmful grime encountered in normal driving, the Station Wagon should be washed regularly. Use cold water and, if desired, a mild detergent soap. If soap is used, it must be thoroughly rinsed off. After washing, the finish should be wiped with a damp chamois. A damp chamois may also be used to clean the inside trim.

Waxing the grain-finished panels and wood framing is not recommended. The amount of protection obtained by waxing does not compare with the added protective benefits of a new coat of varnish. The best means of protecting and maintaining the original luster on the panels is by periodic varnishing. The finish should be given a fresh coat of varnish whenever it becomes dull or marred. Your Mercury Dealer is fully equipped to do this work for you.

CAUTION: *Never wipe the grain-finished panels or wood framing with a dust cloth. This tends to rub dust particles into the varnish, and leaves a sandpapered effect on the surface.*

B45. Undercoating. As further protection against rust and corrosion, your dealer can apply a protective undercoating. This also reduces road noise, helps seal the car against traffic fumes, and insulates the floor against winter cold and summer heat. Undercoating is applied to the bottom of the car and under the hood.

B46. Chrome Plated Parts. Salt or calcium chloride (often used to melt snow or ice), can cause damage if allowed to remain on chrome plated parts. These parts should be cleaned with Lincoln Chrome Cleaner. A coat of wax can then be applied for further protection.

B47. White Side-wall Tires can be made to look like new when cleaned with Lincoln White Side-wall Cleaner. Do not use cleaning fluid, gasoline, or kerosene. Oil derivatives will cause rubber to deteriorate.

B48. Monterey Vinyl-leather Tops can be cleaned with warm water and a mild non-caustic soap or detergent. If tar or road oil gets on the top, it can be removed with carbon tetrachloride. For the removal of any other material, your Mercury dealer can give you information about recommended solvents.

CAUTION: *When using solvents, care must be taken to prevent the solvent from dripping or running onto the body finish since it will remove body wax and Porcelainize.*

The application of normal waxes and polishes will have no adverse effect on the vinyl material.

B49. Convertible Tops can be sponged with warm water and a mild non-caustic soap. Do not saturate. Sponge gently. **Do not fold when wet.**

B50. Upholstery. Only the finest materials are used in the upholstery and rugs of your Mercury. To keep them in good condition, they should be brushed and vacuumed at least once a month.

Stains can be removed in much the same manner used in cleaning your

clothes or household furniture. Since volatile-type cleaners are harmful to rubber, those parts where foam rubber is used (seat cushions, armrests, etc.) should not be soaked with cleaning fluid. The following suggestions may prove useful in removing stains:

Blood Stain—Use a clean cloth dampened with cold water. Never use hot water.



Candy—All candy stains, except chocolate, can be removed using hot water. (Ordinarily, the use of hot water on upholstery should be avoided.) Use Lincoln Spot Remover or carbon tetrachloride for chocolate stains.



Fruit Stains, Ice Cream—Rub stain with clean cloth and hot water. Let dry, then use carbon tetrachloride or Lincoln Spot Remover.



Grease, Oil—For small grease or oil spots, use a clean cloth and carbon tetrachloride. If the fabric is saturated with oil, pour on cleaning fluid and soak up quickly with a white blotter. Then sponge spot with cloth dampened with cleaning solution.



Lipstick—Use cleaning solution and a white blotter.



Milk, Nausea—Wash stain with warm soap suds. Then rub the stain with cold water and a clean cloth. Any remaining stain should be removed using a cloth moistened with Lincoln Spot Remover or carbon tetrachloride.



Water—Sponge the entire panel with a clean cloth moistened with cold water. Sponge spots with cleaning fluid.

B51. Leather Upholstery. Sponge with warm water and mild soap. Sponge over the area again using a soft cloth moistened in clean water. Wipe dry with cheesecloth.

B52. What Cleaners Are Best? In cleaning the exterior and interior of your car, care should be taken in the selection of cleaning agents. There are many reliable commercial cleaners and polishes. There are also many that may prove detrimental to the car's finish or upholstery. The fabrics and finish of your car will always be safe with the

following recommended Lincoln cleaners, which can be obtained from your Mercury dealer.

Lincoln Spot Remover
Lincoln Polishing Wax
Lincoln Body Polish
Lincoln Foam Upholstery Cleaner
Lincoln White Side-wall Cleaner
Lincoln Liquid Body Cleaner
Lincoln Chrome Cleaner

Detailed cleaning instructions are supplied with all Lincoln cleaners and polishes.



Use Lincoln cleaners for best results

MERCURY WARRANTIES

B53. For your protection and "peace of mind," every part of your Mercury is covered by a warranty. It will pay you to read carefully each warranty (which you received from your dealer at the time you purchased your Mercury) and keep it in a safe and handy place for reference.

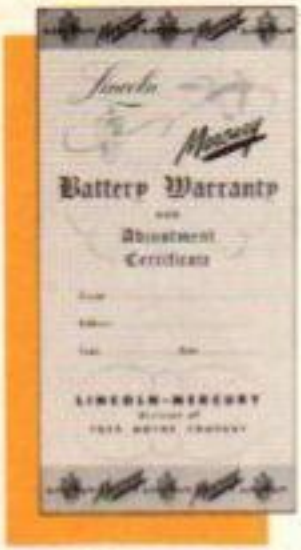


Car Warranty Certificate

B54. Manufacturer's Warranty. The Ford Motor Company warrants all such parts of new Mercury automobiles and chassis, except tires, for a period of ninety (90) days from the date of original delivery to the purchaser of each new Mercury vehicle or before such vehicle has been driven 4,000 miles, whichever event shall first occur, as shall, under normal use and service, appear to it to have been defective in workmanship or material. This warranty shall be limited to shipment, to the purchaser without charge, except for transportation, of the part or parts intended to replace those acknowledged by the Ford Motor Company to be defective. The Ford Motor Company cannot, however, and does not accept any responsibility in connection with any of its automobiles or chassis when they have been altered outside of its own factories or branch plants. If the purchaser shall use or allow to be used in the automobile or chassis, parts not made or supplied by the Ford Motor Company, then this warranty shall become void. It is agreed that the Ford Motor Company makes no warranty whatsoever regarding pneumatic tires. This warranty is expressly in lieu of all other warranties expressed or implied and all other obligations or liabilities on the part of Ford Motor Company, and no person including any dealer, agent, or representative of the Ford

Motor Company is authorized to make any representation or warranty concerning Ford Motor Company products on behalf of the Company except to refer purchasers to this warranty.

The Ford Motor Company reserves the right to make changes in design and changes or improvements upon its products without imposing any obligation upon itself to install the same upon its products theretofore manufactured.



Battery Warranty Certificate

B55. Battery Warranty. Your Mercury battery is covered by a 90-day unconditional replacement warranty and an adjustment policy that allows credit on a pro-rata basis for a period of 18 months. If for any reason your battery should fail, return it to your dealer and he will give it his immediate attention.

B56. Tire Warranty. The tires and tubes on your Mercury carry a standard warranty provided by the tire manufacturer. Such warranties usually guarantee tires and tubes against defective workmanship or material with no time or mileage limitations.

B57. Radio Warranty. If your Mercury is equipped with a radio, it will have a warranty that reads: "Your Mercury Radio is covered by warranty against defects in material and workmanship for a period of 90 days after retail delivery of the unit." At the time of delivery your dealer will fill out a warranty registration card and attach it to the radio. If your radio needs repair during the initial 90-day warranty period, use this card to obtain free service.

MERCURY SERVICE



Look for the Lincoln-Mercury Service sign

B58. Your Mercury is a precision-engineered product. As such, it will give you many tens of thousands of miles of riding luxury. At home your own Mercury dealer knows your car best. When you travel, a nationwide

network of authorized dealers stands ready to provide the high quality of service your Mercury deserves. A list of authorized dealerships, arranged alphabetically by states and cities, will be found in Par. B63. The primary interest of this group is to see that your Mercury gives you complete satisfaction. It is to their benefit to see that you get the greatest amount of pleasure from your car.

B59. Mercury service men are factory trained to attend to the needs of the Mercury car. They are kept abreast of the latest techniques and procedures through company bulletins. They use factory-approved modern tools, test fixtures, and methods. These precision instruments are designed specifically for the Mercury car and assure the proper adjustments necessary for its efficient operation.

B60. Genuine Mercury parts are used by your Mercury dealer. These parts are of the same high quality and held to the same rigid tolerances as those originally used in your car.

B61. Owner's Service Policy. With your Mercury you will receive an Owner's Service Policy which entitles you to special services at 1,000 and 2,000 miles, and a 90-day or 4,000-mile guarantee (whichever occurs first). Read it thoroughly—keep it handy.



Owner's Service Policy

B62. Lubri-Plan Coupon Book. We suggest you purchase from your Mercury dealer a Lubri-Plan Coupon Book, which will provide ten lubrications and inspections. At the time of these lubrication and inspection services, the Service Department will advise you of any adjustments they find necessary, and that might result in your inconvenience at a later date if not attended to promptly.



Mercury "Personalized" Lubri-Plan Coupon Book

B63. Authorized Mercury Dealer Locations*

ALABAMA

Anniston
Birmingham
Decatur
Dothan
Florence
Gadsden
Huntsville
Jasper
Mobile
Montgomery
Scottsboro
Selma
Tuscaloosa

ALASKA

Anchorage
Fairbanks
Juneau
Ketchikan
Seward
Sitka

ARIZONA

Bisbee
Casa Grande
Flagstaff
Gila Bend
Globe
Kingman
Mesa
Phoenix
Prescott
Safford
Tucson
Yuma

ARKANSAS

Batesville
Blytheville
Camden
El Dorado
Fayetteville
Forrest City
Fort Smith
Harrison
Hot Springs
Jonesboro
Little Rock
Pine Bluff

CALIFORNIA

Alameda
Anaheim
Bakersfield
Barstow
Bellflower
Berkeley
Beverly Hills
Bishop
Blythe
Burbank
Burlingame
Chico
Compton
Corona
Culver City
Delano
East Los Angeles
El Centro
Escondido
Eureka
Fresno
Fullerton
Glendale
Hanford
Hermosa Beach
Hollister
Hollywood
Huntington Park
Indio
Inglewood
Laguna Beach
Lodi
Long Beach
Los Angeles
Merced
Modesto
Monterey
Napa
Needles
Newman
North Hollywood
Oakland
Oceanside
Oxnard
Palm Springs
Palo Alto
Pasadena
Petaluma
Pittsburg
Placerville
Pomona
Redding
Redwood City
Richmond
Riverside
Roseville
Sacramento
Salinas
San Bernardino
San Diego
San Fernando
San Francisco
San Gabriel
San Jose
San Luis Obispo
San Pedro
San Rafael
Santa Ana
Santa Barbara
Santa Cruz
Santa Maria
Santa Monica
Santa Paula
Santa Rosa
Stockton
Susanville
Taft
Tulare
Ukiah
Vallejo
Van Nuys
Ventura
Victorville
Visalia
Walnut Creek
Wasco
Watsonville
Whittier
Woodland
Yuba City

COLORADO

Alamosa
Boulder
Brush
Burlington
Canon City
Colorado Springs
Craig
Denver
Durango
Fort Collins
Fort Morgan
Glenwood
Grand Junction
Greeley
La Junta
Lamar
Loveland
Pueblo
Sterling
Trinidad
Wray

CONNECTICUT

Bridgeport
Bristol
Danbury
Danielson
Derby
Greenwich
Hartford
Manchester
Meriden
Middletown
New Britain
New Haven
New London
Norwich
Stamford
Torrington
Waterbury
Willimantic

DELAWARE

Dover
Georgetown
Wilmington

DISTRICT OF COLUMBIA

Washington

FLORIDA

Clearwater
Daytona Beach
Ft. Lauderdale
Ft. Myers
Fort Pierce
Fort Walton
Gainesville
Jacksonville
Key West
Lake City
Lakeland
Leesburg
Madison
Mariana
Miami
Miami Beach
Ocala
Orlando
Panama City
Pensacola
St. Augustine
St. Petersburg
Sanford
Sarasota
Sebring
Tallahassee
Tampa
West Palm Beach
Winter Haven

GEORGIA

Albany
Americus
Athens
Atlanta
Augusta
Brunswick
Claxton
Columbus
Cordele
Dalton
Decatur
Dublin
Fitzgerald
Gainesville
Griffin
Kingsland
Macon
Milledgeville
Moultrie
Quitman
Rome
Savannah
Statesboro
Thomaston
Thomasville
Tifton
Valdosta
Vidalia
Waycross

IDAHO

Blackfoot
Boise

**See Classified Section of Local Telephone Directory for Dealer's name and address.*

Burley
Coeur d'Alene
Emmett
Gooding
Grangeville
Hailey
Idaho Falls
Jerome
Lewiston
Mackay
Montpelier
Nampa
Payette
Pocatello
Preston
Rupert
Twin Falls
Wallace
Weiser

ILLINOIS

Aledo
Alton
Aurora
Belleville
Belvidere
Berwyn
Bloomington
Cairo
Canton
Carbondale
Carmi
Centralia
Champaign
Chester
Chicago
Cicero
Clinton
Danville
Decatur
Dekalb
Dixon
E. St. Louis
Effingham
Elgin
Elmhurst
Evanston
Fairfield
Freeport
Galesburg
Geneseo
Granite City
Harrisburg
Highland Park
Jacksonville
Joliet
Kankakee
Kewanee
La Grange
LaSalle
Lincoln
Litchfield
Macomb
Marion
Mattoon
Morris
Mt. Carmel
Mt. Vernon
Oak Park
Olney
Ottawa
Pana
Park Ridge
Paxton
Peoria
Pontiac
Princeton
Quincy
Robinson
Rochelle
Rockford
Rock Island
Springfield
Sterling
Streator
Taylorville
Vandalia
Watseka
Waukegan
West Frankfort
Wheaton
Woodstock

INDIANA

Anderson
Auburn
Bedford
Bloomington
Columbia City
Columbus
Crawfordsville
Decatur
E. Chicago
Evansville
Elkhart
Fort Wayne
Franklin
Gary
Hammond
Indianapolis
Jasper
Kokomo
Lafayette
LaPorte
Logansport
Marion
Michigan City
Monon
Mt. Vernon
Muncie
New Castle
Noblesville
Plymouth
Richmond
Shelbyville
South Bend
Terre-Haute
Valparaiso
Vincennes
Wabash

IOWA

Ames
Atlantic
Belmond
Boone
Burlington
Carroll
Cedar Rapids
Centerville
Chariton
Charles City
Cherokee
Clarinda
Clinton
Council Bluffs
Creston
Davenport
Decorah
Des Moines
Dubuque
Elkader
Estherville
Fairfield
Fort Dodge
Grinnell
Harlan
Iowa City
Iowa Falls
Jefferson
Keokuk
Knoxville
Lakota
Marshalltown
Mason City
Muscatine
Newton
Oelwein
Osage
Oskaloosa
Ottumwa
Perry
Red Oak
Sac City
Sigourney
Sioux City
Spencer
Vinton
Washington
Waterloo
Waverly

KANSAS

Anthony
Arkansas City
Atchison
Chanute
Clay Center
Coffeyville
Colby
Concordia
Dodge City
Eldorado
Emporia
Fort Scott
Garden City
Great Bend
Hays
Hutchinson
Junction City
Kansas City
Lawrence
Leavenworth
Liberal
Manhattan
Marysville
McPherson
Newton
Ottawa
Parsons
Phillipsburg
Pittsburg
Pratt
Russell
Salina
Topeka
Wichita
Winfield

KENTUCKY

Ashland
Bowling Green
Danville
Elizabethtown
Frankfort
Harlan
Hazard
Henderson
Hopkinsville
Lexington
Louisville
Madisonville
Maysville
Middlesboro
Newport
Owensboro
Paducah
Pikeville
Prestonsburg
Richmond
St. Matthews
Shelbyville
Somerset

LOUISIANA

Alexandria
Bastrop
Baton Rouge
Bogalusa
Houma
Lafayette
Lake Charles
Leesville
Monroe
Natchitoches
New Iberia
New Orleans
Opelousas
Ponchatoula
Shreveport

MAINE

Auburn
Augusta
Bangor
Bar Harbor
Biddeford
Brunswick
Calais
Caribou
Dover-Foxcroft
Farmington
Houlton
Machias
Mexico
Portland
Presque Isle
Skowhegan
Southwest Harbor
Waldoboro
Waterville

MARYLAND

Aberdeen
Annapolis
Baltimore
Bethesda
Chestertown
Cumberland
Easton
Frederick
Frostburg
Grantsville
Hagerstown
Lexington Park
Pocomoke City
Rising Sun
Salisbury
Silver Spring

MASSACHUSETTS

Arlington
Attleboro
Boston
Brockton
Brookline
Cambridge
Dorchester
East Boston
Fall River
Fitchburg
Framingham
Gardner
Gloucester
Greenfield
Haverhill
Holyoke
Hyannis
Jamaica Plain
Lawrence
Lowell
Lynn
Medford
Melrose
Milford
New Bedford
Newton
North Adams
Northampton
North Plymouth
Palmer
Pittsfield
Quincy
Salem
Southbridge
Springfield
Taunton
Waltham
Wellesley
Westwood
Worcester

MICHIGAN

Adrian
Albion
Alma
Alpena
Ann Arbor
Bad Axe
Battle Creek
Bay City
Big Rapids
Birmingham
Cadillac
Calumet
Charlevoix
Cheboygan
Coldwater
Dearborn
Detroit
Ecorse
Escanaba
Fenton
Flint
Fremont
Grand Rapids
Greenville
Grosse Pointe Farms
Highland Park
Hillsdale
Holland
Howell
Ionia
Iron Mountain
Iron River
Ironwood
Jackson
Kalamazoo
Lansing
Lapeer
Ludington
Marquette
Midland
Monroe
Mt. Clemens
Mt. Pleasant
Muskegon Heights
Niles
Owosso
Petoskey
Pontiac
Port Huron
Rogers City
Saginaw
St. Johns
St. Joseph
Sandusky
Sault Ste. Marie
Tawas City
Traverse City
Wayne
Ypsilanti

MINNESOTA

Albert Lea
Alexandria
Anoka
Austin
Bemidji
Benson
Blue Earth
Brainerd
Cloquet
Crookston
Detroit Lakes
Duluth
Ely
Eveleth
Fairmont
Faribault
Fergus Falls
Grand Rapids
Hibbing
Hutchinson
International Falls
Jackson
Le Sueur
Litchfield
Madison
Mankato
Marshall
Minneapolis
Montevideo
Morris
New Prague
New Ulm
Ortonville
Owatonna
Pine City
Red Wing
Redwood Falls
Rochester
St. Cloud
St. James
Saint Paul
Stillwater
Thief River Falls
Two Harbors
Virginia
Wadena
Waseca
Willmar
Windom
Winona
Worthington
Zumbrota

MISSISSIPPI

Brookhaven
Clarksdale
Cleveland
Columbia
Columbus
Corinth
Greenville
Greenwood
Gulfport
Hattiesburg
Jackson
Laurel
Meridian
Natchez
Tupelo
Vicksburg
Yazoo City

MISSOURI

Boonville
Brookfield
Cape Girardeau
Carthage
Chillicothe
Clinton
Columbia
De Soto
Farmington
Fredericktown
Fulton
Hannibal
Independence
Jefferson City
Joplin
Kansas City
Kennett
Kirksville
Lebanon
Maplewood
Marshall
Maryville
Mexico
Moberly
Mountain Grove
Nevada
Poplar Bluff
Richmond
Rolla
St. Joseph
St. Louis
Sedalia
Sikeston
Springfield
Trenton
Wentzville
West Plains

MONTANA

Billings
Bozeman
Butte
Cut Bank
Deer Lodge
Glasgow
Great Falls
Havre
Helena
Kalispell
Lewistown
Libby
Livingston
Miles City
Missoula
Plentywood
Sidney

NEBRASKA

Albion
Alliance
Auburn
Aurora
Beatrice
Bloomfield
Broken Bow
Chadron
Columbus
Fairbury
Falls City
Fremont
Gordon
Gothenburg
Grand Island
Hastings
Kearney
Lincoln
McCook
Nebraska City
Neligh
Norfolk
North Loup
North Platte

Ogallala
Omaha
Scottsbluff
Sidney
Tekamah
Valentine
Wayne
West Point
York

NEVADA

Elko
Ely
Las Vegas
Reno

NEW HAMPSHIRE

Berlin
Claremont
Concord
Keene
Laconia
Manchester
Nashua
Plymouth
Portsmouth
West Ossipee

NEW JERSEY

Asbury Park
Atlantic City
Bayonne
Bridgeton
Camden
Dover
East Orange
Elizabeth
Englewood
Flemington
Freehold
Hackensack
Highland Park
Jersey City
Lakewood
Linden
Maplewood
Montclair
Morristown
Mt. Holly
Newark
Newton
North Bergen
Ocean City
Passaic
Paterson
Perth Amboy
Pitman
Plainfield
Princeton
Red Bank
Ridgewood
Salem
Somerville
South Orange
Summit
Trenton
Vineland
Washington
Wildwood

NEW MEXICO

Alamogordo
Albuquerque
Carlsbad
Clovis
Gallup
Hobbs
Las Cruces
Raton
Roswell
Santa Fe
Silver City
Tucumcari

NEW YORK

Albany
Albion
Amsterdam
Attica
Auburn
Babylon
Baldwinsville
Batavia
Binghamton
Bolivar
Boonville
Bronx
Brooklyn
Buffalo
Canandaigua
Catskill
Cattaraugus
Central Square
Corning
Dansville
Dunkirk
Elmira
Endicott
Fairport
Flushing
Geneva
Glencove
Glen Falls
Gouverneur
Great Neck
Hamburg
Hamilton
Hempstead
Homer
Hornell
Hudson
Huntington
Ithaca
Jamaica
Jamestown
Johnstown
Kenmore
Kingston
Latham
Liberty
Lockport
Long Island
Lowville
Malone
Massena
Medina
Middletown
Mount Kisco
Mount Vernon
Newark
Newburgh
New Rochelle
New York
Niagara Falls
Norwich
Nyack
Olean
Oneida
Oneonta
Oswego
Ovid
Patchogue
Peekskill
Penn Yan
Plattsburg
Port Jervis
Poughkeepsie
Pulaski
Riverhead
Rochester
Rockville Centre
Rome
Saranac Lake
Saratoga Springs
Schenectady
Sharon Springs
Southampton
Spencerport
Spring Valley
Springville
Staten Island
Syracuse
Ticonderoga
Troy
Tupper Lake
Utica
Warsaw
Watertown
Watkins Glen
Waverly
Wellsville
White Plains
Williamsville
Woodmere
Yonkers

NORTH CAROLINA

Albemarle
Asheboro
Asheville
Burlington
Charlotte
Clinton
Concord
Dunn
Durham
Elizabeth City
Fayetteville
Forest City
Gastonia
Goldsboro
Greensboro
Greenville
Henderson
Hickory
High Point
Kinston
Laurinburg
Lenoir
Lexington
Lumberton
Morganton
New Bern
North Wilkesboro
Plymouth
Raleigh
Reidsville
Roanoke Rapids
Rockingham
Rocky Mount
Salisbury
Sanford
Shelby
Statesville
Tarboro
Waynesville
Williamston
Wilmington
Wilson
Winston-Salem

NORTH DAKOTA

Bismarck
Crosby
Devils Lake
Dickinson
Fargo
Grafton
Grand Forks
Jamestown
Mandan
Rugby
Valley City
Wahpeton
Williston

OHIO

Ashland
Akron
Alliance
Ashtabula
Athens
Barnesville
Bellefontaine
Bowling Green
Cadiz
Cambridge
Canton
Chardon
Chillicothe
Cincinnati
Cleveland
Cleveland Heights
Columbus
Coshocton
Dayton
Defiance
Delaware
East Cleveland
East Liverpool
Elyria
Euclid
Findlay
Fremont
Galion
Greenville
Hamilton
Ironton
Kent
Kenton
Kinsman
Lakewood

Lancaster
Lima
Lorain
Loudonville
Mansfield
Marietta
Marion
Massillon
Middletown
Mt. Vernon
Newark
New Lexington
New Philadelphia
Newton Falls
Niles
Norwalk
Oberlin
Painesville
Portsmouth
St. Mary's
Salem
Sandusky
Sidney
Springfield
Steubenville
Tiffin
Toledo
Uhrichsville
Upper Sandusky
Van Wert
Wadsworth
Warren
Washington
Court House
Wellington
Willoughby
Wooster
Xenia
Youngstown
Zanesville

OKLAHOMA

Ada
Altus
Anadarko
Antlers
Ardmore
Bartlesville
Chickasha
Claremore
Clinton
Duncan
Durant
Elk City
El Reno
Enid
Guthrie
Guymon
Hobart
Lawton
McAlester
Miami
Muskogee
Norman
Oklahoma City
Okmulgee
Pauls Valley
Pawhuska
Ponca City
Poteau
Sapulpa
Seminole
Shawnee
Stillwater
Tahlequah
Tulsa
Woodward

OREGON

Albany
Astoria
Baker
Bend
Coos Bay
Cottage Grove
Eugene
Grants Pass
Hillsboro
Hood River
Klamath Falls
La Grande
McMinnville
Medford
Newberg
Ontario
Oregon City
Pendleton
Portland
Redmond
Roseburg
Salem
The Dalles
Tillamook
Toledo

PENNSYLVANIA

Abington
Allentown
Altoona
Ambridge
Athens
Bedford
Bellefonte
Bellevue
Bethlehem
Blairsville
Bloomsburg
Bradford
Bristol
Brookville
Brownsville
Butler
Chambersburg
Charleroi
Chester
Childs
Clarion
Clearfield
Connellsville
Corry
Coudersport
Doylestown
Dubois
Dushore
Easton
Ebensburg
Elizabethtown
Elkland
Emporium
Erie
Gettysburg
Greensburg
Greenville
Grove City
Hanover
Harrisburg
Hazleton
Headville
Homestead
Houston
Indiana
Johnstown
Kane
Kingston
Kittanning
Lancaster
Lansdale
Lansdowne
Lebanon
Lenoxville
Lewistown
Lock Haven
McKeesport
McKees Rock
Minersville
Montrose
Mt. Union
New Brighton
New Castle
New Holland
New Kensington
Norristown
Oil City
Philadelphia
Pittsburgh
Pottstown
Pottsville
Punxsutawney
Reading
Rimersburg
St. Marys
Scranton
Sewickley
Shamokin
Sharon
Sharpsburg
Somerset
State College
Stroudsburg
Sunbury
Tamaqua
Towanda
Troy
Turtle Creek
Uniontown
Vandergrift
Warren
Washington
Waynesboro
Waynesburg
Wellsboro
West Chester
Wilkinsburg
Williamsport
Wyalusing
Wynnewood
York

RHODE ISLAND

East Greenwich
Newport
Pawtucket
Providence
Westerly
Woonsocket

SOUTH CAROLINA

Aiken
Anderson
Beaufort
Charleston
Columbia
Florence
Greenville
Laurens
Orangeburg
Rock Hill
Spartanburg
Sumter
Walterboro

SOUTH DAKOTA

Aberdeen
Brookings
Gregory
Huron
Madison
Milbank
Mitchell
Mobridge
Pierre
Rapid City
Sioux Falls
Watertown
Winner
Yankton

TENNESSEE

Athens
Chattanooga
Clarksville
Cleveland
Columbia
Cookeville
Crossville
Dyersburg
Greeneville
Harriman
Jackson
Johnson City
Kingsport
Knoxville
Memphis
Morristown
Murfreesboro
Nashville
Oak Ridge
Springfield
Tullahoma
Union City

TEXAS

Abilene
Alice
Alvin
Amarillo
Atlanta
Austin
Bay City
Baytown

Beaumont
Big Spring
Borger
Brady
Breckenridge
Brownfield
Brownsville
Brownwood
Bryan
Carthage
Childress
Cleburne
Clifton
Coleburne
Colorado City
Comanche
Conroe
Corpus Christi
Corsicana
Crockett
Crosbyton
Dalhart
Dallas
Del Rio
Denison
Denton
Dublin
Eagle Pass
Eastland
El Campo
El Paso
Floydada
Fort Stockton
Fort Worth
Freeport
Gainesville
Galveston
Gatesville
Gilmer
Goldthwaite
Graham
Greenville
Hamilton
Harlingen
Haskell
Henderson
Hereford
Hillsboro
Houston
Huntsville
Jacksonville
Jasper
Kermit
Kerrville
Kilgore
Kingsville
Lamesa
Lampasas
Laredo
Levelland
Littlefield
Lockhart
Longview
Lubbock
Lufkin
Madisonville
Marshall
Mathis
McAllen
McKinney
Mexia
Midland
Mineral Wells
Monahans
Mt. Pleasant
Nacogdoches
Navasota
New Braunfels
Nocona
Odessa
Orange
Ozona
Paducah
Palestine
Pampa
Paris
Pecos
Perryton
Plainview
Port Arthur
Quitman
Rosenberg
San Angelo
San Antonio
San Saba
Semiole
Seymour
Sherman
Spur
Stamford
Sulphur Springs
Sweetwater
Tahoka
Taylor
Temple
Terrell
Texarkana
Tyler
Uvalde
Vernon
Victoria
Waco
Waxahachie
Weatherford
Wichita Falls

UTAH

Cedar City
Fillmore
Gunnison
Logan
Mt. Pleasant
Murray
Nephi
Ogden
Price
Provo
Richfield
Roosevelt
Saint George
Salt Lake City
Vernal

VERMONT

Barre
Burlington
Manchester Center
Middlebury
Newport
Rutland
St. Johnsbury
Springfield
White River Junction

VIRGINIA

Arlington
Bristol
Charlottesville
Chase City
Covington
Danville
Farmville
Fredericksburg
Hampton
Harrisonburg
Luray
Lynchburg
Martinsville
Newport News
Norfolk
Petersburg
Portsmouth
Pulaski
Richmond
Roanoke
South Boston
Staunton
Suffolk
Tappahannock
Triangle
Warrenton
Winchester

WASHINGTON

Aberdeen
Bellevue
Bellingham
Bremerton
Chehalis
Colville
Ellensburg
Everett
Kennewick
Longview
Mount Vernon
Olympia
Omak
Port Angeles
Renton
Seattle
Snohomish
Spokane
Sunnyside
Tacoma
Vancouver
Walla Walla
Wenatchee
Yakima

WEST VIRGINIA

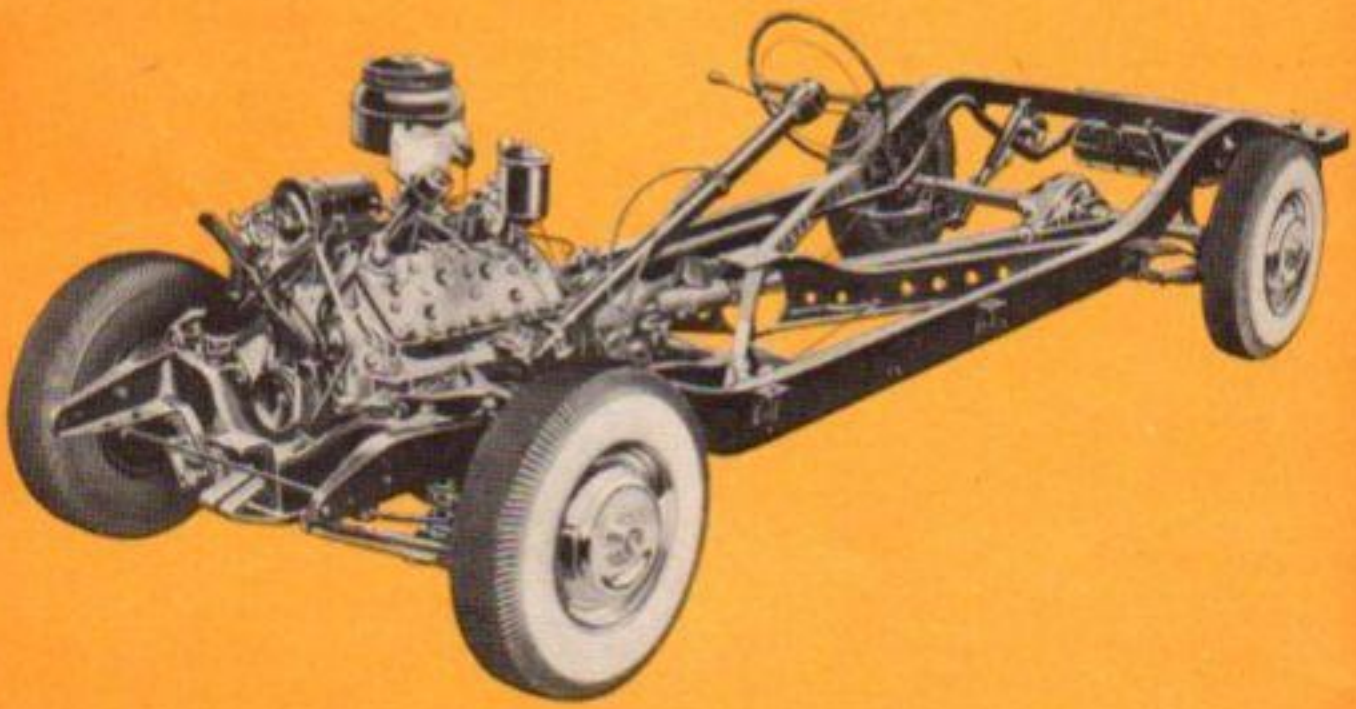
Ansted
Beckley
Bluefield
Buckhannon
Charleston
Charles Town
Clarksburg
Elkins
Fairmont
Huntington
Logan
Martinsburg
Moorefield
Morgantown
Parkersburg
Parsons
Sistersville
Webster Springs
Welch
Weston
Wheeling

WISCONSIN

Appleton
Antigo
Ashland
Baraboo
Beaver Dam
Beloit
Burlington
Chippewa Falls
Eau Claire
Elkhorn
Fond du Lac
Fort Atkinson
Frederic
Green Bay
Kenosha
Janesville
La Crosse
Madison
Manitowoc
Marinette
Marshfield
Mauston
Menomonie
Milwaukee
Monroe
New Richmond
Oshkosh
Portage
Racine
Rice Lake
Richland Center
Sheboygan
Spooner
Stevens Point
Sturgeon Bay
Superior
Watertown
Waupaca
Wausau
West Bend
Whitewater
Wisconsin Rapids

WYOMING

Afton
Casper
Cheyenne
Cody
Evanston
Jackson
Kemmerer
Lander
Laramie
Lusk
Rawlins
Rock Springs
Sheridan
Wheatland



HOW YOUR MERCURY WORKS

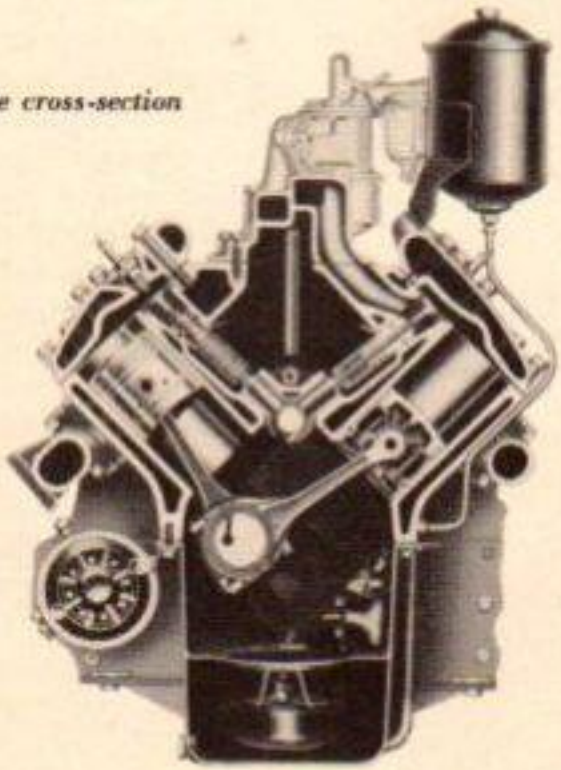
SECTION C

ENGINE

C1. The eight-cylinder, V-type engine used exclusively in your new 1951 Mercury has been designed, built, tested, and road proven by the company that has made more V-type engines than all other manufacturers combined.

This engine is a responsive, thrifty performer which has been designed to operate efficiently on non-premium fuels thus saving Mercury owners the expense of using the more expensive premium priced gasolines.

Engine cross-section



This section, descriptive of the design and operation of the mechanical components of the great 1951 Mercury, is somewhat more technical than other parts of this manual. But because the Mercury incorporates a number of outstanding and unique advancements, it is believed you will find much of interest and value in these pages.

C2. Design. This eight-cylinder Mercury engine develops 112 horsepower at 3600 rpm. Maximum torque rating is 206 lb.-ft. at 2000 rpm. Compression ratio is 6.8 to 1. The cylinders are arranged in two banks at a 90° angle. This type of engine has long been recognized as delivering exceptionally smooth, reliable, and efficient performance, together with high power output.

The crankshaft in any internal combustion engine is subjected to heavy bending and twisting forces. In the Mercury V-type design the crankshaft is short and heavy and, accordingly, more resistant to these forces than a longer shaft.

Another built-in advantage of V-type design is its improved lubrication. Oil passages in cylinder block and crankshaft are shorter, less apt to become clogged. The three extra-wide crankshaft bearings retain oil better than narrower bearings usually used in in-line engines.

The great compactness of the Mercury engine permits more length inside the car body in proportion to the overall body length, as well as allowing the use of a shorter hood to increase visibility.

C3. Cylinder Block. A cylinder block of high-grade alloy iron is cast in one piece, which results in great uniformity, freedom from distortion, and exceptionally long life. Full length water jackets and uniform water passages give equalized cooling.

C4. Cylinder Bore Finish. Controlled quality finish of the cylinder bore surfaces increases service life. Metal surfaces requiring lubrication have a Mercury "Controlled Quality Finish." This surface will hold a uniform lubricating film. The result is continuous lubrication, less wear, longer engine life, and lower oil consumption.

C5. Cylinder Heads. Special Mercury-designed combustion chambers cast in the cylinder heads complete the mixing of the fuel and air delivered by the carburetor. This produces uniform combustion and smooth power. High compression is achieved without detonation or "knocking" with non-premium fuels.

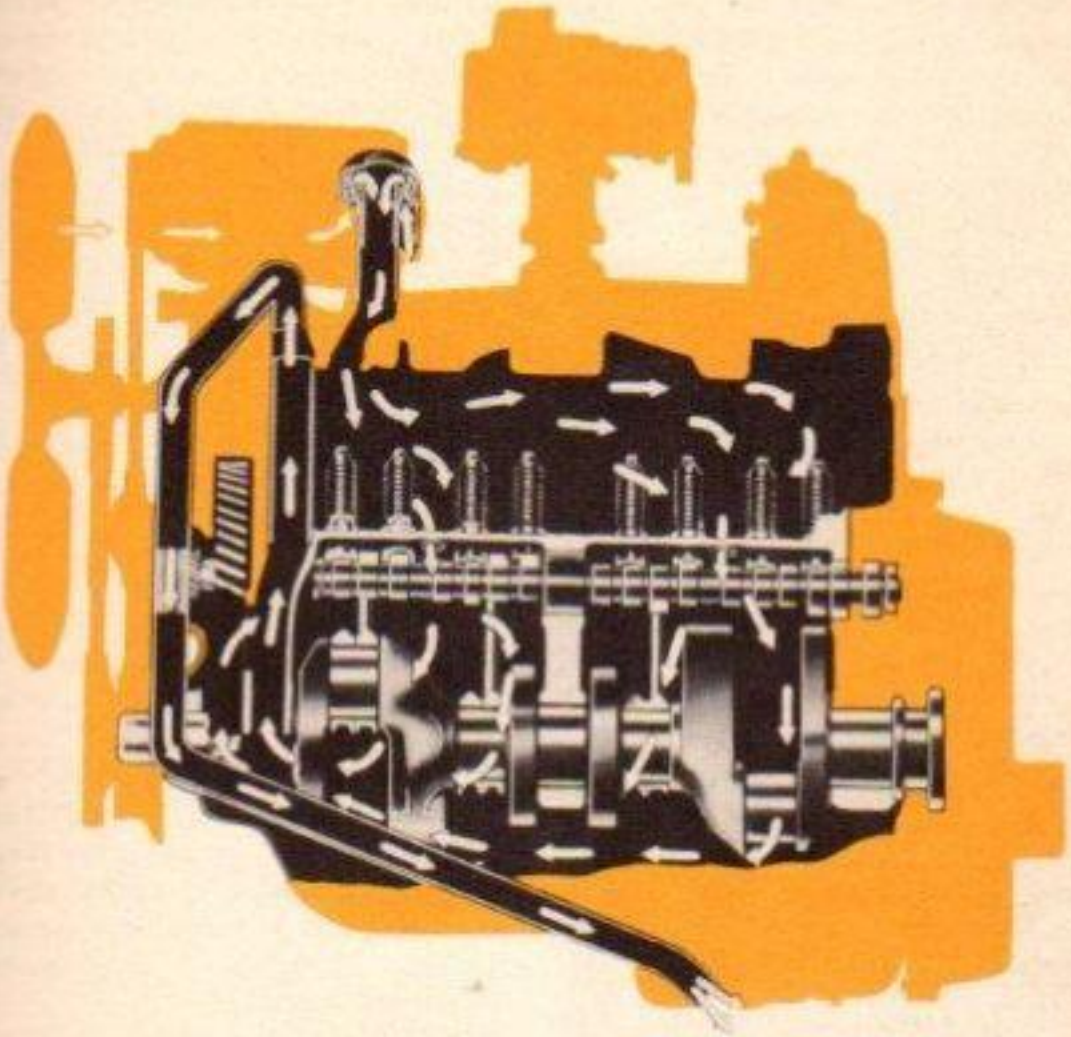
C6. Pistons. The pistons are made of light-weight, heat-treated aluminum alloy, with "thermal-controlled" clearance. Controlled expansion is achieved by an imbedded steel strut in each side of the piston skirt, and by a special grinding process.

Each piston is provided with four piston rings, three above and one below the piston pin. The first two rings are compression sealing rings; the other two are slotted oil control rings, giving a double wiping action against the cylinder wall to leave just the right amount of oil necessary for proper cylinder lubrication.

C7. Connecting Rods. The connecting rods are high quality drop-forged steel, heat treated to relieve internal strains. The upper end of each rod is fitted with a special bronze bushing, pressed, burnished, and precision bored in place. The lower end contains a replaceable copper-lead, steel-backed precision bearing. Squirt holes are incorporated in the connecting rods to provide adequate cylinder wall lubrication.

C8. Crankshaft. The crankshaft is a high-carbon steel casting, with six counter-weights cast as part of the shaft. Its shortness gives great resistance to twisting and bending forces, and minimizes tendency to vibrate or "whip."

Main bearings are extra-wide, steel-backed precision type. Each main bearing is individually fitted to each crankshaft.



Crankcase ventilation system

C9. Crankcase Ventilation. The combustion of gasoline forms water vapors and gases that are highly corrosive to iron and steel. A certain amount of condensed gasoline also finds its way to the crankcase. It is, therefore, very important that these gases be carried away before they can cause harm. Your Mercury crankcase ventilation system is designed to draw off vapors and gases as they are formed.

The ventilation system is simple but efficient. The forward motion of the car creates a vacuum in a tail pipe connected to the crankcase. Fresh air is then drawn through a screened opening around the oil filler cap and passes through the crankcase and out the tail pipe. There is, therefore, a continual circulation of air through the crankcase which eliminates vapors and harmful gases.

C10. Camshaft. The short, rigid camshaft is chill cast alloy iron. Cam surfaces are extra-hard and long-wearing. Camshaft drive is through a wide, silent, laminated, phenolic impregnated fabric gear, bolted to the front end of the camshaft and meshing with a gear on the crankshaft.

C11. Valves. Mercury engines are equipped with one-piece hardened valves that resist burning, pitting, and corrosion. One-piece valve guides are used. The intake valve guides are pro-

vided with neoprene seals which prevent lubricating oil losses through the induction system. The exhaust valve seats have hardened steel alloy inserts that resist corrosion and burning. The intake valves are factory set for a clearance of 0.010 to .012 inch and the exhaust valves for a clearance of .014 to .016 inch.

FUEL SYSTEM

C12. Fuel Tank is mounted at the rear of the frame under the body with a three-point mounting. In the bottom of the tank is a sump where any water or sediment in the fuel collects. This sump is provided with a drain plug. If you have trouble due to watered or dirty gasoline, the fuel lines should be blown out with compressed air, the drain plug removed, and the tank flushed.

C13. Fuel Tank Capacity of the Mercury is 19½ gallons.



Fuel and booster pumps

C14. A Diaphragm Fuel Pump is mounted on the engine at the rear. The fuel pump is driven by a push rod activated by an eccentric at the rear of the camshaft. A removable glass sediment bowl is easy to inspect and clean. The bowl should be cleaned whenever you can see a substantial amount of sediment. A filter mounted at the top of the sediment bowl should be cleaned with compressed air at the same time.

C15. Vacuum Booster Pump. A double-acting diaphragm-type vacuum pump incorporated in the fuel pump is operated by the same push rod. This booster pump keeps the windshield wipers operating at a constant speed when the engine accelerates or is under a heavy load.

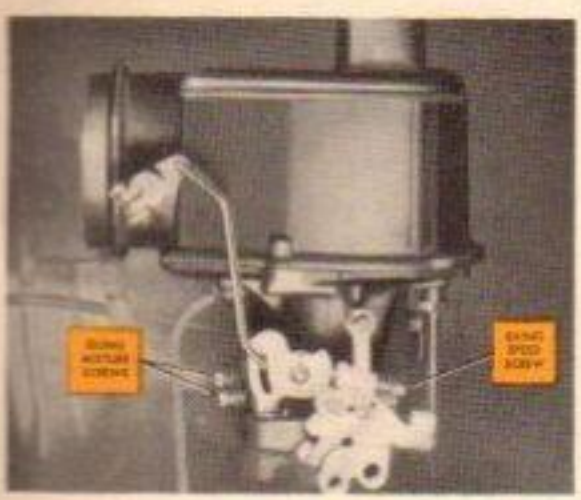
C16. The Mercury "Econ-O-Miser" Carburetor assures quick starting and smooth economical operation under all conditions. It is a dual concentric carburetor of the plain tube, balanced, downdraft type.

It may be considered as two carburetors in one since each side has its own venturi tube, throttle plate, idling system, main metering system, and accelerating jet. One fuel chamber and one air passage feed the twin mixing chambers. The main air supply circulates completely around and cools the fuel chamber, minimizing hot-starting difficulties (vapor lock).

The accelerating pump and jets provide increased power for rapid acceleration or heavy pulling. The concentric fuel bowl with a specially designed float maintains fuel level correctly at all operating angles. The over-all design allows exceptionally easy servicing.

C17. Idling Speed is adjusted by turning the screw located on the top of the throttle arm on the right side of the carburetor. The fuel-air mixture for idling speeds is regulated by adjusting

screws on the back of the carburetor. One full turn of each fuel-air mixture screw away from the stop position is approximately correct.*



Carburetor and adjusting screws

C18. The Automatic Choke controls fuel-air mixture according to engine exhaust temperature and throttle opening. The choke is held partly open when the accelerator pedal is all the way down.

*CAUTION: *Any carburetor is essentially a precision instrument. Many of its parts are extremely small; most of them are fitted to close tolerances. Unless you are experienced in carburetor adjustment, the safest rule to follow is "let your dealer do it."*

C19. The Automatic Fast-idle Control is operated by the automatic choke. During starting and warm-up periods, the throttle is held slightly open giving greater idle speed at the start, and gradually decreasing to normal as the engine warms up. It is not necessary to hold the accelerator down to keep the engine running after a cold start.

C20. The Oil-bath Air Cleaner (optional equipment) removes virtually 100% of the foreign matter from the incoming air. See lubrication section for cleaning and oil renewal.

C21. The Dual Intake Manifold and the cover for the valve chamber are combined in a single casting, a feature exclusive with the V-type design. All manifold passages are extra-short and of equal length, contributing to uniform fuel distribution. A special isolated heat chamber in the intake manifold just below the carburetor is served by an automatic valve in the exhaust system. This deflects hot exhaust gases through the chamber during warm-up periods and in cold weather. These hot gases rapidly heat the manifold, preventing condensation of fuel vapors and evaporating any raw gasoline that may escape from the carburetor. With this device, engine warm-up time is reduced, combustion improved, and a major cause of crankcase oil dilution eliminated.

ELECTRICAL SYSTEM

C22. The electrical system of your 1951 Mercury offers many refinements.

C23. The Battery is conveniently located under the hood at the front left-hand corner. It has 17 plates per cell and its 100 ampere-hour capacity gives ample reserve for operation of accessories. Water level in the battery should be checked every week; more often in extreme hot weather. Use distilled water available at all Mercury dealers.

Mercury battery

CAUTION: *Keep lighted cigarettes or flame away from top of open battery cells as a combustible gas is always present.*

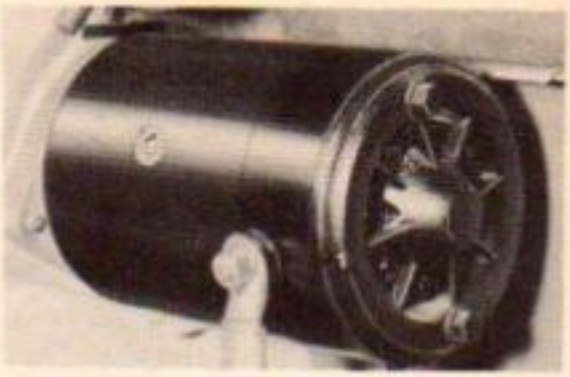




Mercury generator

C24. The Generator has a high-charging capacity which will take care of accessory requirements under normal driving conditions. It is mounted above the engine at the front and is driven by a wedge belt. A charging rate of 35 amperes is obtained at a generator speed of 1700 rpm or approximately 19 mph car speed.

C25. A Generator Regulator controls the output of the generator and is mounted in the engine compartment on the fender apron in a dustproof cover. The three units of the regulator are: (1) a voltage-limiter that maintains constant voltage of a predetermined value while the engine is running; (2) a current-limiter that prevents overloading and overheating of the generator; (3) a cut-out relay that automatically disconnects the battery from the generator when the engine is stopped or, in general, when the generator voltage is of lower value than the battery voltage. It is not necessary to turn on the lights when driving long distances to protect the battery from overcharging during daylight driving. The automatic controls protect the battery for you.



Starter motor

C26. The Starter Motor, located on the lower rear right hand side of the engine, provides the power needed for quick, easy starting at all times. No lubrication is required.

C27. The Starter Solenoid operated by the "Starter" push button on the instrument panel is located on the left fender apron in front of the battery in order to keep the heavy cable between the battery and solenoid as short as possible.



Ignition coil and distributor

C28. The Distributor and Ignition Coil are mounted at the front right side of the engine, readily accessible for inspection and/or adjustment. The distributor shaft is driven by a spiral gear on the camshaft. (See lubrication section for distributor lubrication instructions.)

The distributor has a single high speed type breaker-arm, is equipped with pressure type **automatic spark**

control, which adjusts spark timing for variations in speed and engine load.

C29. The Spark Plugs installed in your Mercury are 14 mm size. They should be cleaned and adjusted every 5,000 miles—or each spring and fall—and replaced if necessary, in order to keep the engine at peak efficiency. The proper setting for the spark gap is .029 to .032 inches. It is essential that the correct heat-range spark plugs be used at all times. These may be obtained from any authorized Mercury dealer.

C30. Fuses. Electric circuits are protected by either fuses or circuit breakers. The chart shown below lists the circuits, the type of protective devices used, and their locations.

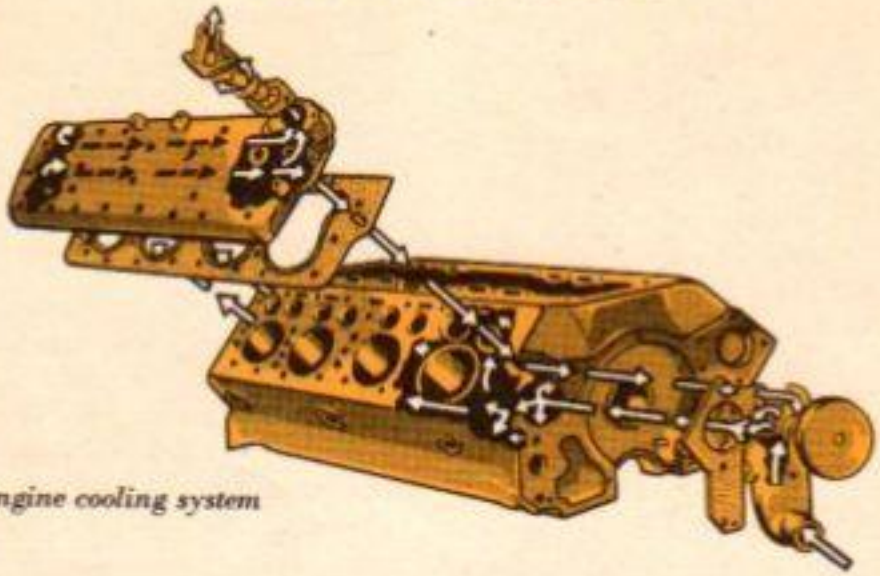
All circuit breakers are the automatic reset type. They will close within a few seconds after breaking the circuit. If overload or short-circuit persists, the breaker will continue to open and close until the trouble is corrected.

Those circuits protected by fuses will stop working when the fuse burns out. The burned out fuse must then be replaced with a new one, of the same capacity. It is a good idea to learn the locations of the fuses and to carry a few extras in the glove compartment. You can get them from your Mercury dealer.

CIRCUIT FUSE CHART

CIRCUIT	PROTECTIVE DEVICE	LOCATION
Head lamps (only)	30-ampere bi-metal circuit breaker	Back of instrument panel, left side
Auxiliary lamps (all except head lamps, turn signal, dome and courtesy lamps)	15-ampere circuit breaker	Back of instrument panel, left side
Turn signal	14-ampere fuse	Back of instrument panel, left side
Dome and courtesy lamps	14-ampere fuse	Back of instrument panel, left side
Hydraulic window and seat control	15-ampere circuit breaker	Back of instrument panel, left side
Convertible top hydraulic control	(Same circuit breaker as for window lifts)	Back of instrument panel, left side
Overdrive	30-ampere fuse	On engine side of dash, center (mounted on Overdrive relay)
Heater-blower	20-ampere fuse	In feed wire to heater switch
Radio	14-ampere fuse	In feed wire to radio
Clock	3-ampere fuse	In feed wire to clock

COOLING SYSTEM



Engine cooling system

C31. The highly effective Mercury cooling system contributes to engine smoothness and efficiency by keeping all parts of the engine at the best operating temperature both summer and winter.

C32. Full-flow Cooling in the Mercury engine circulates the flow of cooling water through the engine block and cylinder heads. Thus, all cylinders operate at the same temperature and deliver an even flow of power.

C33. Water Pumps. A high capacity water pump at the front of each bank of cylinders circulates the cooling water through the engine several times per minute. When your Mercury is having a periodic checkup, the tension of the wedge-belts should be adjusted by moving the generator and fan on their sliding mounts.

C34. Thermostats. When the engine is cold, heat-operated valves (thermostats) at the front of each bank of cylinders cause the cooling water to be recirculated in the engine until it reaches the correct operating temperature. These thermostats then pass enough water through the radiator to maintain proper engine temperatures. This helps the engine warm up quickly, and provides a quick source of hot water for the heater.

C35. Pressure Cap. The cooling system is sealed with a "pressure cap," which checks the escape of water or anti-freeze by keeping vapors in.

C36. Removing Pressure Cap. Because the cooling system operates under pressure, the radiator cap should be removed in two operations:

1. Turn it counterclockwise to the first "notch" and wait until vapor has escaped. (If the engine is overheated, this may take a few seconds. Care should be taken to avoid steam burns in case of overheating.)
2. Turn it counterclockwise until it is free.

C37. Water Temperature Gage. An electrically operated water temperature gage is located on the instrument panel. The dial indicates the operating temperature of the engine.

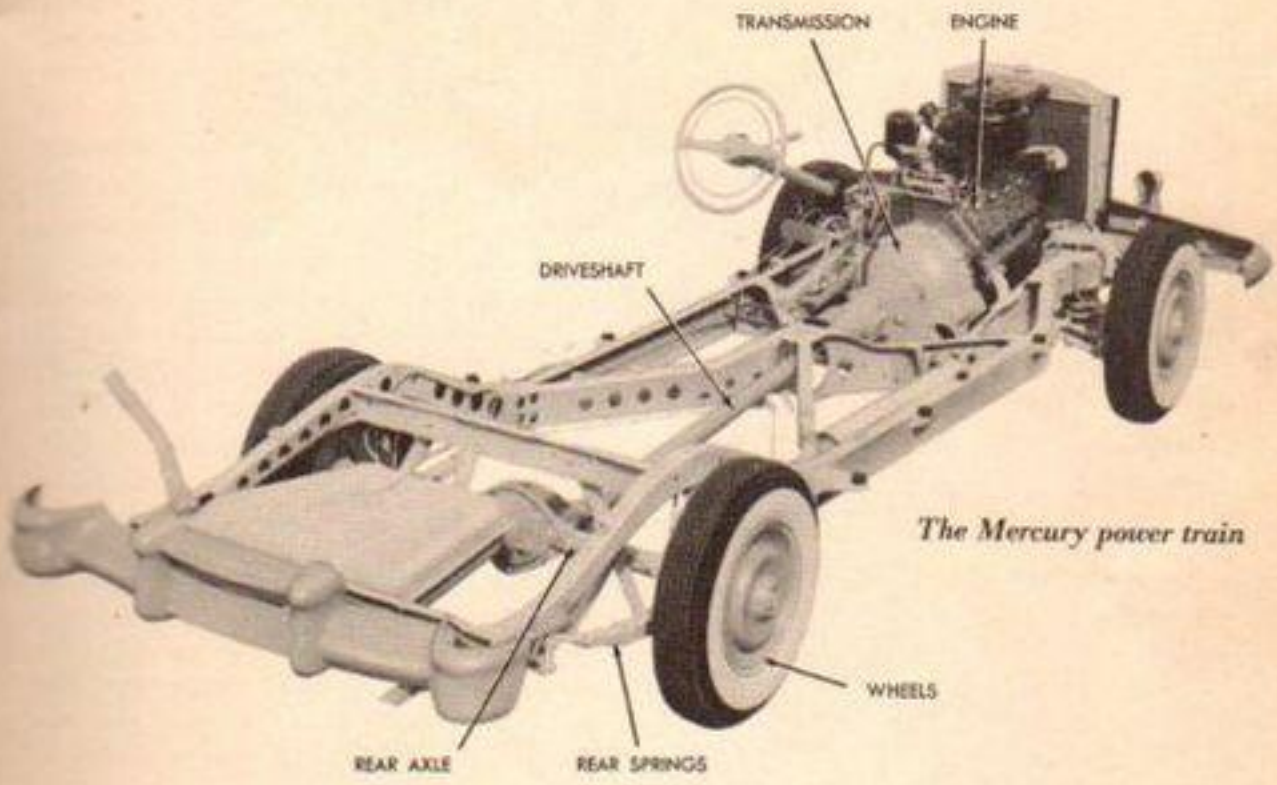
C38. The Fan draws fresh air through the radiator and forces it around the engine to increase cooling efficiency. Tension of the wedge-belt drive is ad-

justed by moving the fan bracket which is bolted to the engine. Fan blades are irregularly spaced to reduce the noise due to periodic air vibration. No lubrication is necessary with this fan.

C39. Cooling System Capacity: 22.25 quarts (without heater).

NOTE: *For care of the cooling system, see sections on Water and Anti-freeze.*

THE POWER TRAIN



The Mercury power train

C40. The "power train" in your Mercury is composed of those parts used to convey power from the engine to the rear wheels. In cars using conventional or standard transmission, power from the engine is passed through the clutch and transmission, then through a universal joint to a driveshaft, through another universal joint into the pinion and ring gears, and is finally passed on to the rear axles and rear wheels. The "power train" for those Mercurys equipped with the economical Overdrive is the same except that the Overdrive unit is attached to the standard transmission. On Mere-O-Matic Drive equipped Mercurys, the clutch is eliminated and the manual-operated transmission is replaced by a fully automatic drive of advanced design.

C41. The Clutch. The Mercury clutch is of the single dry plate construction consisting of spring steel segments between the clutch facings, together with damper springs and hub. Pedal action is easy, operation is positive and smooth—without grabbing, vibration, or chatter. **The clutch throw out and pilot bearings are permanently lubricated.** They do not require servicing. The linkage between the pedal and the clutch arm keeps engine movement from reaching the clutch pedal. The clutch pedal free travel should be about one inch.

C42. The Standard Transmission is used in Mercurys equipped with Overdrive as well as those with the conventional transmission. It is the selective sliding gear type with three forward speeds and one reverse speed. Silent helical gears with extra wide teeth are used for quiet shifting. All gear teeth are deep surface-hardened to make them long wearing. Second and third gears have a block-type synchronizer to eliminate clashing.

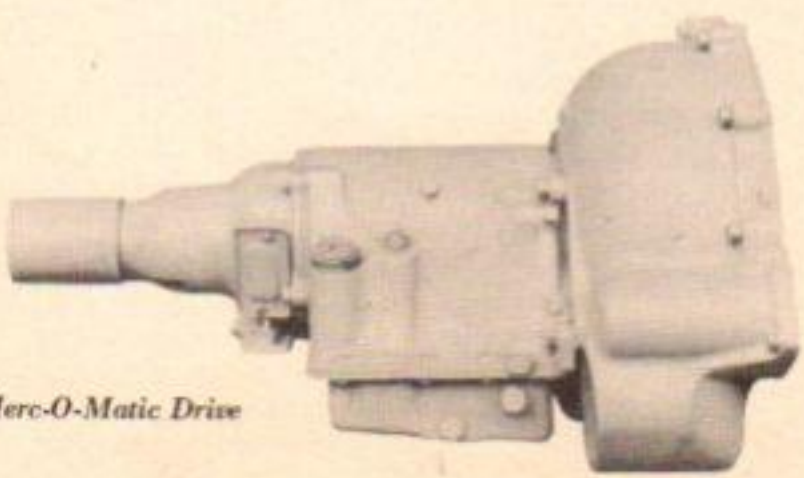
C43. The Overdrive Unit (optional equipment at extra cost), used in conjunction with the standard transmission, consists essentially of a planetary gear set made up of a sun gear, planet pinions, and an internal gear. These gears, together with an electric control circuit, allow the output shaft to turn more rapidly than the input shaft. This causes an increase in car speed for a given engine speed. Better performance, greater fuel economy, and less engine wear result.

C44. Merc-O-Matic Drive (optional equipment at extra cost), is the combination of an advance-design, three-element torque converter and an efficient three-speed planetary gear set. The torque converter serves both as a fluid connection between the engine and driveshaft, and as a hydraulic device for multiplying or increasing engine torque (the twisting force that drives the rear wheels). The planetary gear set also serves as a torque multiplier for starting out and accelerating, and—in addition—provides an emergency low gear and a reverse gear.

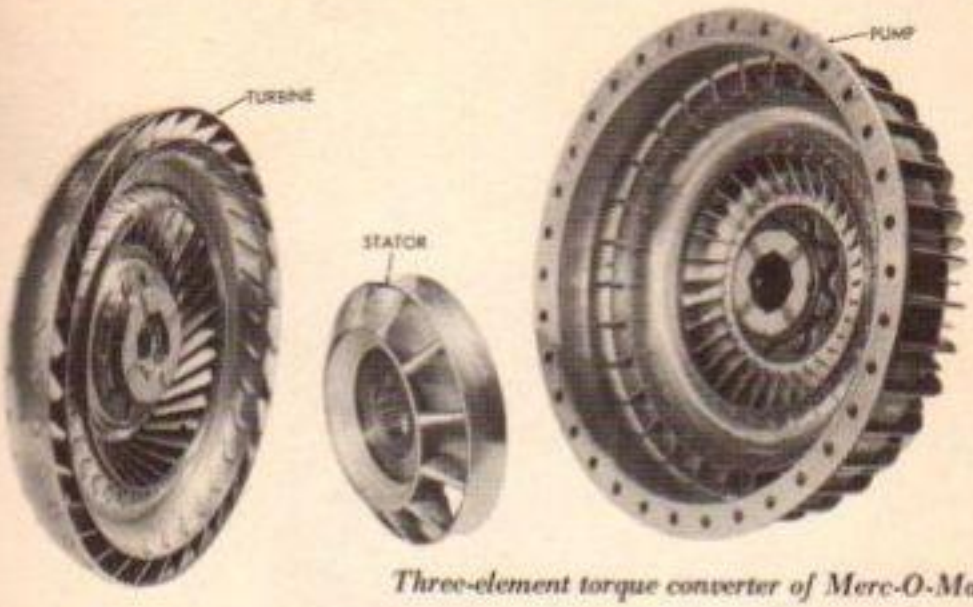
The advance-design torque converter consists of two vaned discs—a **pump** and a **turbine**, which are shaped like the halves of a grapefruit—and a smaller, vaned member, called a **stator**. These three parts are enclosed in a housing filled with oil. The pump is connected to the engine crankshaft; the turbine is joined to the transmission shaft; and the stator is mounted between the pump and the turbine. The engine drives the pump which pumps oil against the vanes of the turbine to cause it to rotate, which drives the rear wheels. When added power for starting up or accelerating is needed, the stator automatically comes into operation and boosts the torque output of the converter by the amount needed.

A simple, efficient air-cooling system is built into the torque converter to assure cool operation under all driving conditions. This consists of cooling ribs cast integral with the pump. As the pump rotates, it draws in cool, outside air through a screened opening—circulates it around the torque converter—and exhausts it at the bottom.

The planetary gear set, which operates in combination with the torque converter, provides two automatic



Side view of Merc-O-Matic Drive



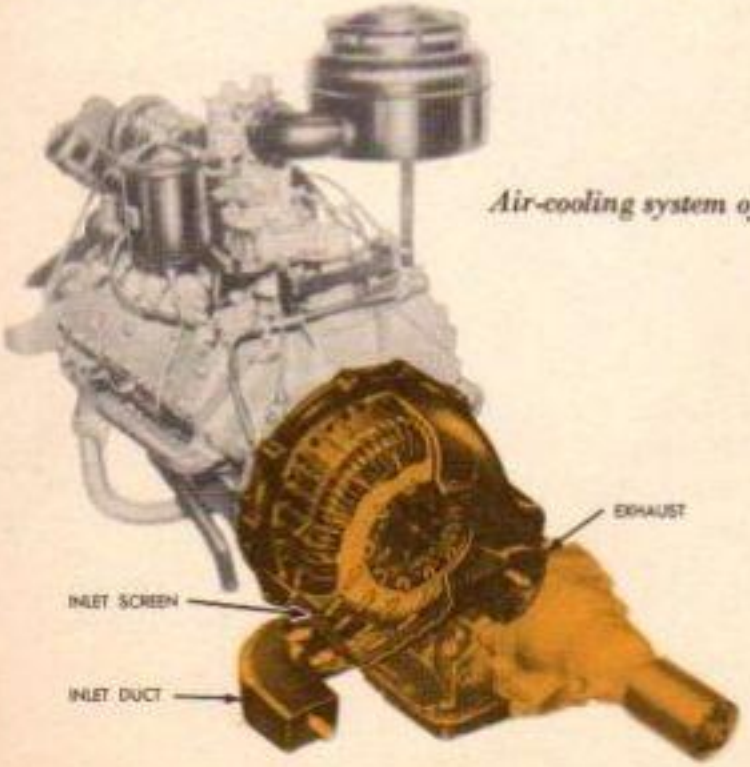
Three-element torque converter of Merc-O-Matic Drive

forward-speed gears—intermediate and high—plus a low gear for extra pulling power and a reverse gear for backing. Intermediate and high gear are obtained with the lever in "Dr" (drive position). (See A46-A57.)

The gear set automatically starts out in intermediate. Then, after the car gets under way, it automatically changes to high gear. This occurs at any speed between 17 and 65 miles-per-hour, depending on the car speed and throttle position. At full throttle—when maximum acceleration is desired—it occurs at higher car speed. Then, when the car speed drops below 6 miles-per-hour, the gear set changes back to intermediate gear. The automatic operation of the gear set is obtained by means of hydraulic controls. There are no vacuum or electrical connections.

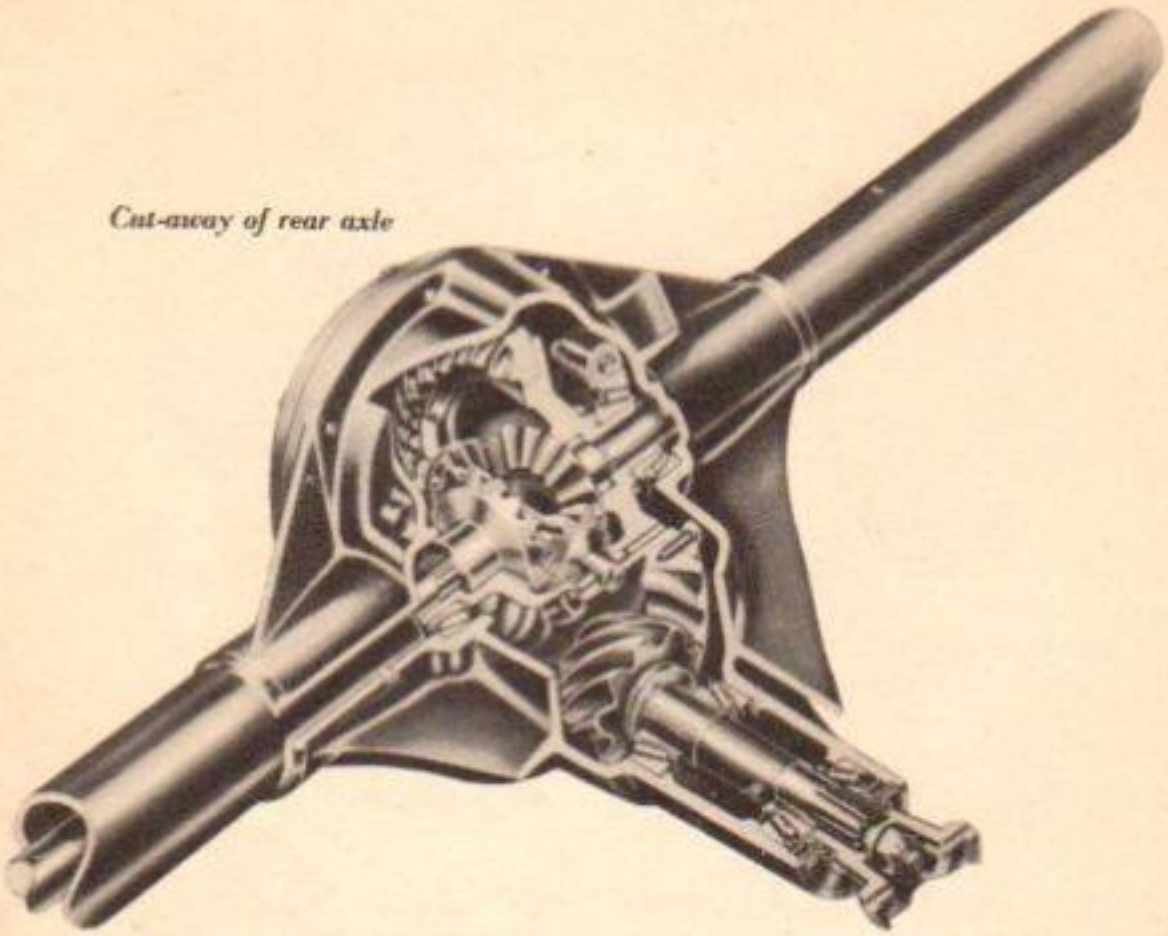
C45. The Driveshaft (propeller shaft), linking transmission and rear axle, is tubular, combining maximum strength with minimum weight.

C46. Universal Joints at the ends of the shaft have four needle bearings which are sealed against dirt and moisture. The front universal joint is con-



Air-cooling system of Merc-O-Matic Drive

Cut-away of rear axle



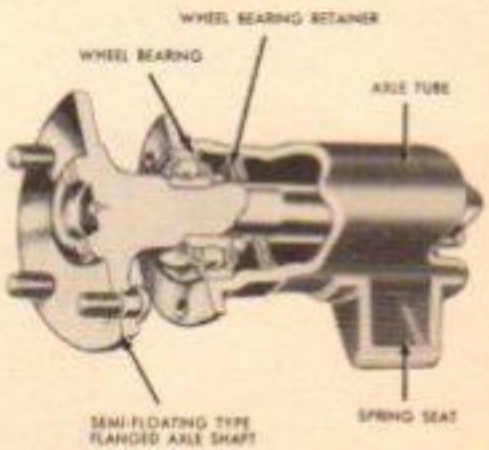
nected to the main shaft of the transmission (or Overdrive, when installed). It allows movement of the propeller shaft as the rear axle moves up and down. This connection is lubricated from the transmission or Overdrive. A spring seal keeps lubricant in, and dirt and moisture out.

C47. The Rear Axle is the semi-floating type, with hypoid-type ring gear and pinion, two-pinion differential, and a one-piece housing. Use of this type of rear axle lowers the "tunnel" in the floor—an important factor in the low, streamline design that provides the road stability of your Mercury.

Hypoid gears have the advantage of large contact area between gear teeth, resulting in long gear life.

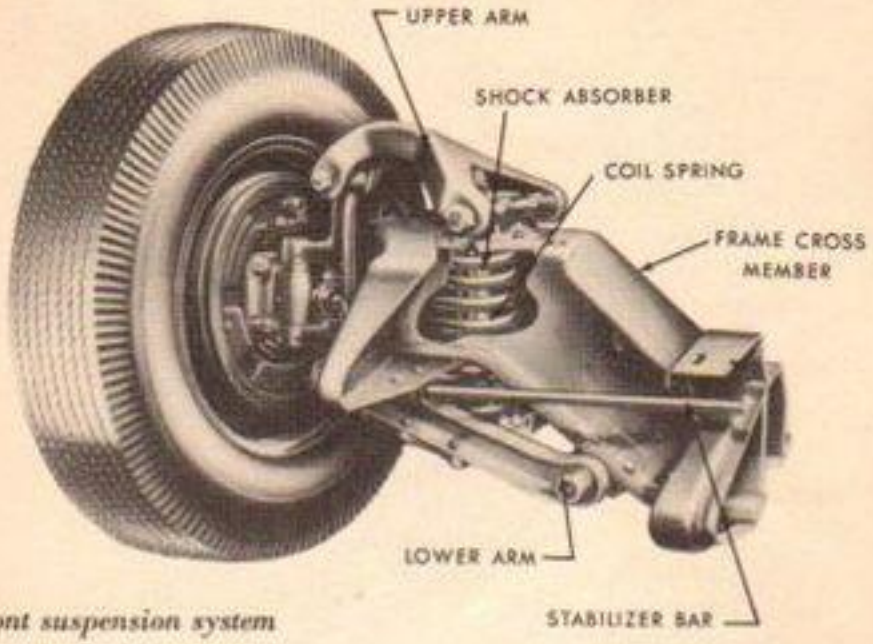
Mercury's new one-piece housing combines a rugged, malleable iron casting for the differential housing proper with extra-long, light-weight steel axle tubes pressed and key-welded into its ends. The complete unit is exceptionally strong and compact, with highly accurate alignment of the axle shafts assured by the rigid positioning of the axle tubes.

C48. Axle Shafts are made of high-grade alloy steel. Outer ends are supported in the axle tubes by **permanently lubricated and sealed** single-row ball bearings. Axle shafts can be easily removed and replaced.



Hub end of axle shaft

WHEEL SUSPENSION



Front suspension system

C49. The extraordinary riding qualities of your Mercury are in large part due to its advanced design of spring suspension, both front and rear. Here is maximum riding comfort and smoothness, with all the advantages of great stability, steering ease, and minimum servicing requirements.

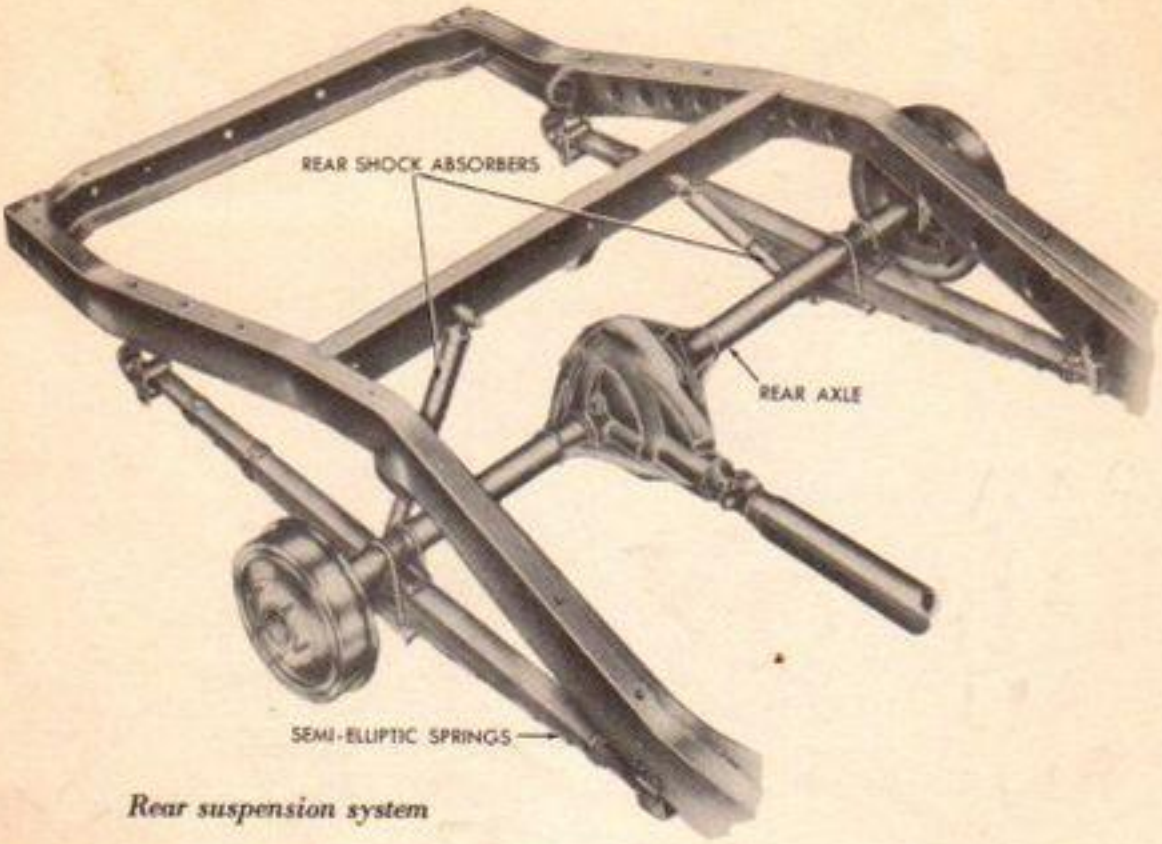
C50. Independent Front Suspension. The Mercury front-wheel suspension combines extreme simplicity with exceptional strength and durability. Each wheel is supported independently, so that either one may move up and down over bumps without affecting the other. The diagram shows the simple arrangement of upper and lower control arms, with the heavy coil spring between them and the wheel spindle support. Arrangement and positioning of the control arms maintains correct wheel alignment as they move up and down and controls the "lean" of the wheels on turns. The front wheels return smoothly and automatically to the straight-ahead position for easy steering.

These same control arms carry all braking and steering forces so the springs have only to cushion road shocks. Mercury front springs do not require any lubrication.

C51. Direct-acting Telescopic Shock Absorbers, mounted inside the front springs, are protected from damage, and work when the wheels move either up or down. They have no bearings or links to wear and rattle and respond quickly and effectively to road shocks.

C52. A Torsional Stabilizer Bar is connected between the front wheel spindle supports and the chassis frame to modify spring action for proper roll control.

C53. Wheel Alignment. One of the greatest causes of excessive front tire wear is improper wheel alignment. Simple independent adjustments of the elements affecting wheel alignment are provided. The "symptoms" of misalignment, which should not be confused with improper tire balance, are



Rear suspension system

uneven tire wear, hard steering, and a tendency for the car to pull to the side of the road. Improper wheel alignment should be corrected by your Mercury dealer as soon as it is discovered.

It is a good idea to have your tires inspected for an indication of faulty wheel alignment or improper tire balance at 5,000 mile (or 6-month) intervals.

C54. Extra-long, Semi-elliptic Rear Springs are provided on your new Mercury. Impregnated liners control friction between spring leaves, contributing to smooth, easy spring action. It is a simple operation to service the liner tips. Bracket and shackle bolts are equipped with compression-type rubber bushings. **Springs, brackets, and shackle bolts require no lubrication.**

C55. Rear Shock Absorbers are telescopic hydraulic type. They are mounted in an inverted "V" position and have a "sea-leg" action to check sidesway, as well as control up-and-down movement of the springs.





SPECIFICATIONS





C56. Chassis Dimensions

Wheelbase ..... 118 in.
Over-all length
- Standard car ..... 206.8 in.
- Station wagon ..... 213.5 in.

Over-all width
- Standard car ..... 76.9 in.
- Station wagon ..... 76.6 in.

Tread
- Front ..... 58.5 in.
- Rear ..... 60.0 in.

C57. Capacities

Fuel tank ..... 19½ gal.
Cooling system ..... 22.25 qts.
Engine oil ..... 5 qts. Refill
Transmissions:
- Standard ..... 4 lbs.
- Overdrive ..... 4½ lbs.
- Merc-O-Matic . . approx. 9 qts. (Refill)

Rear axle (differential) ..... 3 lbs.
Oil-bath air cleaner ..... 1 pint

C58. Tires

Type ..... Extra low pressure
Size ..... 7.10 x 15
Pressure:
- Standard (4 ply) ..... 24 pounds
- Station wagon (6 ply) ..... 30 pounds

C59. Engine

Cylinders 8
Type ..... 90 degree, V-type
Horsepower ..... 112 at 3600 rpm
Taxable horsepower 32.5
Bore ..... 3⅜ in.
Stroke ..... 4 in.
Piston displacement ..... 255.4 cu. in.
Torque ..... 206 lb.-ft. at 2000 rpm
Compression ratio ..... 6.8 to 1

C60. Fuel System

Carburetor:
- Type, Dual downdraft concentric bowl

Fuel Pump:
- Type ..... Diaphragm
- Drive . . . . Mechanical from camshaft
- Pressure ..... 3.5 to 4.5 p.s.i.

C61. Ignition System

Distributor:
- Firing order 1-5-4-8-6-3-7-2
- Drive ..... Gear on camshaft
- Breaker contacts ..... 1 set
- Breaker contact spacing ..... .014 to .016 inches
- Breaker arm tension . . . . 17 to 20 ozs.

Spark plugs:
- Size ..... 14 mm.
- Gap ..... .029 to .032 in.

C62. Cooling System

Radiator cap ..... Pressure type
- Operating pressure . . . . 6¼ to 8 p.s.i.

Water pumps (two):
- Type ..... Centrifugal
- Drive ..... Wedge-belt

Fan:
- Type 4-blade
- Drive ..... Wedge-belt

Thermostats (two):
- Type ..... Bellows balanced
- Start to open at ..... 148° to 153° F.
- Fully open at ..... 168° to 173° F.

C63. Electrical System

Generator:
- Type ..... Shunt wound
- Drive ..... Wedge-belt

Rating.....35 amperes at 7.1 volts
Lubrication.....Every 10,000 miles
Generator regulator:
Type.....3 unit
Cutout closing voltage.....6.0 to 6.6 volts
Voltage regulation (stabilized operation at 70° to 80° F. ambient).....7.2 to 7.6 volts
Current limit.....34 to 38 amperes

Battery:
Type.....Lead 3-cell
Voltage.....6 volts
Number of plates (each cell).....17
Capacity in ampere-hours.....100
Terminal grounded.....Positive
Starting Motor:
Type.....6 volt
Drive.....Automatic engagement
Lubrication.....Permanent

BULB CHART FOR 1951 MERCURY

Lamp Description	No. Bulbs Required	Candle Power or Wattage	Trade No.	Mercury Release Number
Head Lamps — Hi Beam	2	45 Watts	4030	09A-13007
Head Lamps — Lo Beam	2	35 Watts	4030	09A-13007
Front Parking Lamps and Turn Indicator	2	3 C.P. / 21 C.P.	1154	11A-13465
Rear Turn Signal and Stop and Rear Lamp	2	3 C. P. / 21 C. P.	1154	11A-13465
Dome Lamp	1	6 C. P.	82	8A-13464
Luggage Compartment Lamp	1	6 C. P.	81	40-13730
License Plate Lamp	1	3 C. P.	63	8-13466
Hi Beam Indicator Lamps	1	1 C. P.	51	48-15021
Instrument Panel				
Instrument Panel Lamps	3	2 C. P.	55	78-13466
Speedometer	2	2 C. P.	55	78-13466
Ignition Lock	1	2 C. P.	55	78-13466
Glove Compartment	1	2 C. P.	55	78-13466
Courtesy Lamp	2	6 C. P.	82	8A-13464
Radio	2	2 C. P.	55	78-13466
Turn Indicator	2	1 C. P.	51	48-15021

C64. Transmission

Standard:
Type.....Selective sliding gear
Speeds.....3 forward and 1 reverse

Standard with Overdrive (optional):
Type..Conventional selective sliding gear transmission with automatic planetary gear train for Overdrive.
Speeds..3 speeds plus Overdrive forward, 1 reverse.

Merc-O-Matic Drive (optional):
Type..Single-stage, 3-element torque converter with 3-speed planetary gear train—fully automatic.
Speeds..3 forward and 1 reverse.

C65. Clutch (used in Mercurys with standard transmission and Overdrive only).

Type.....Dry single disc
Clutch pedal free travel...1 to 1¼ inch

C66. Brakes

Foot Brake..Four-wheel, "Duo-servo," hydraulic
Total brake area.....159 sq. inches
Parking Brake.....Mechanical cable-operated on rear wheels



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NOTES

ACCESSORIES, OPTIONAL EQUIPMENT, AND WHITE SIDE-WALL TIRES AVAILABLE AT EXTRA COST.

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