

guide to better motoring



in your 1954 Mercury



TO THE NEW MERCURY OWNER:

When you're seated behind the wheel of your new Mercury you are in an enviable position. At your command is a great new car that's tops in performance, style, comfort and economy. Thousands and thousands of miles of pleasant motoring lie ahead.

With the new Mercury you have the satisfaction of knowing that your car is a precision-built product assembled by skilled craftsmen working in one of the industry's newest and finest plants. Also, you have the satisfaction of knowing that your car is designed with the most advanced automotive engineering. The new Mercury V-161 overhead valve engine and ball-joint front suspension are evidence of this, and indicative of Mercury's leadership in its field.

This booklet, prepared with the guidance and assistance of Mercury service engineers, contains important information about your Mercury. We hope you'll read it carefully, and follow the suggestions about care and service—and then keep it in the glove compartment for future reference and further use.

MERCURY DIVISION • Ford Motor Company • Detroit 32, Michigan

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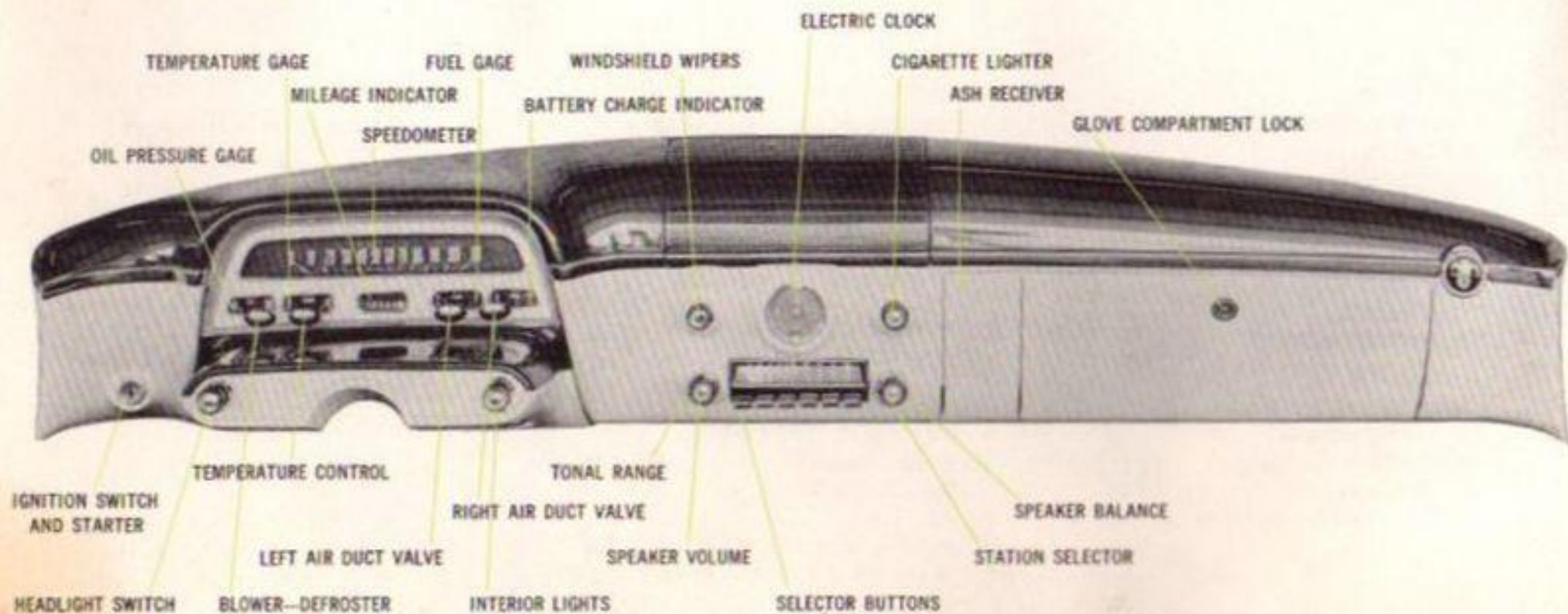
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section one *important information
about your Mercury*



INSTRUMENTS

The instruments in your Mercury are arranged in an "Interceptor" cluster directly below the driver's normal forward vision. Each instrument is a dependable calibrated indicator designed for quick easy recognition.

TEMPERATURE GAGE

Indicates temperature of engine coolant. Normal operating temperature is indicated when needle is approximately centered, or slightly toward "H". If gage shows abnormally high temperature, stop and investigate. When ignition is OFF needle rests at "H".

OIL PRESSURE GAGE

Should always show pressure when engine is running. At normal operating temperature and at speed of 45 miles per hour and higher, the needle should be approximately at center of dial. If gage shows abnormal oil pressure, engine should be stopped and investigation made for the cause.



FUEL SUPPLY GAGE

The electrically operated fuel gage shows the amount of fuel in tank. By referring to markings between "E" and "F" you can determine the amount of gasoline in the tank, which holds 19 gallons.

BATTERY CHARGE INDICATOR

Shows whether battery is being charged or discharged. When ignition and all accessories are OFF, the needle should be centered between the "D" and "C" marks. Immediately after starting, the charge indicator should show high rate of charging, and then needle drops back toward center mark as battery becomes fully charged. If the needle shows discharge for an unusual length of time, the battery-generator system should be checked.

SPEEDOMETER

Graduated in 5's and 10's up to 110 miles an hour for accurate, easy reading. Total car mileage odometer is in center of the speedometer face.





ELECTRIC CLOCK

Is electrically wound and has "fast" and "slow" adjustment at top of face. Reset knob is just below clock face.

CONTROLS

IGNITION AND STARTER SWITCH

The combined ignition and starter switch not only simplifies starting under ordinary conditions, but is especially handy if you stall the engine on an incline or on a hill, since both your feet are free for manipulation of pedals. When the key is in the center position, the ignition is OFF. Turning the key to the left permits the operation of all gages and accessories, such as radio, heater, etc., when the engine is stopped. When the key is turned to the right, the ignition, accessory, and gage circuits are ON.



ignition-key starter switch

WINDSHIELD WIPER CONTROL

Turning knob to right starts wipers. Their speed can be regulated as desired by rotating the knob. The control button for the windshield washer (if equipped)



3-position light switch



headlight beam control



is in center of the knob. To start the washer spray, press the button, hold it momentarily and release.

LIGHT SWITCHES

HEADLIGHT SWITCH has three positions. All way out turns on headlights, taillights, rear license plate light and instrument panel lights. The intermediate position operates parking lights, taillights, license plate light and instrument panel lights. Intensity of instrument panel lighting is controlled by rotating the headlight switch knob.

INTERIOR LIGHT SWITCH operates the lamps located on lower edge of instrument panel and dome or roof rail lights. Pull out to turn ON.

HEADLIGHT BEAM CONTROL is on the toe-board for left foot operation. When high beam lights are on, a small red light glows on the speedometer dial face.

COURTESY LIGHTS and dome light are operated by either door post switches when door is opened or interior light switch on instrument panel.



PARKING BRAKE HANDLE

This large T-handle at left of steering column controls the independent mechanical parking brakes on the rear wheels. Pull out to set brakes. To release, turn one-quarter turn to left and push in. This parking brake is entirely separate from the hydraulic pedal-operated brakes—an added safety feature. Parking brake operation is made easier, however, by pressing foot brake pedal at the same time.

A practical accessory (optional at extra cost) is Mercury's parking brake warning light which glows whenever ignition key is turned ON while parking brake is set.

DIRECTIONAL SIGNAL LEVER

Positioned on the steering column for finger-tip operation, the turn signal lever (optional at extra cost) signals your turns by flashing the turn lights in parking lamp and taillight assembly. Moving lever down gives left turn signal, moving it up signals a right turn. The lever automatically returns to center position and stops the signal when turn is completed.



unlocked — plunger up



locked — plunger down

DOOR LOCKS

Front doors are locked from outside with ignition key and inside by plunger type locks on window moldings. On 4-door sedans the plunger type rear door locks provide extra safety because when plunger is depressed the doors cannot be opened either inside or out until plunger is raised.



manual seat lever

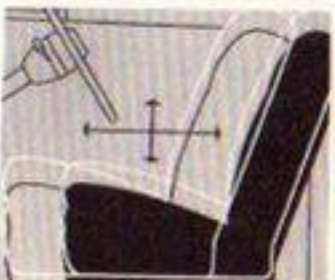


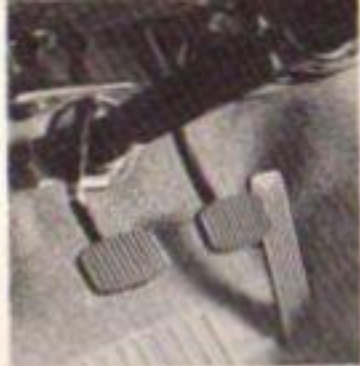
power seat control

SEAT ADJUSTMENT

The front seat is adjusted with either manual or electric controls (optional at extra cost). The manual control lever is at lower left front corner of seat. To adjust seat, pull lever up and "glide" seat to your most comfortable driving position.

If your car is equipped with either of Mercury's two optional power seats you have the extra convenience of being able to position seat by operating the control switches. For the 4-way seat, the right button operates forward and backward adjustments, and the left switch makes up and down adjustments. For the 2-way power seat, one switch operates the forward and backward adjustments.

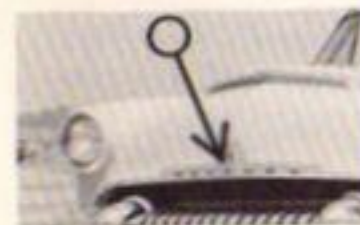




BRAKE AND CLUTCH PEDALS

The Mercury brake and clutch pedals are the suspended pivot-action type which permits easier, more convenient operation and allows more footroom and a cleaner, neater floor. As Mercury's brakes are self-energized by the car's forward motion, only relatively light pedal pressure is required for quick stops.

On Mercurys equipped with optional Merc-O-Matic Drive, there is no clutch pedal, of course, and an extra wide brake pedal is provided so that either foot may be used to operate the brakes.



hood release lever



HOOD RELEASE

The Mercury engine hood is released by an easy-to-operate lever and safety lock. To open hood, reach under left front edge of grille (as you face car) and pull latch lever forward, releasing locking latch. Then reach under hood at center and press up on control to release safety latch. Overcenter springs assist in raising the hood and hold it up after it's open.



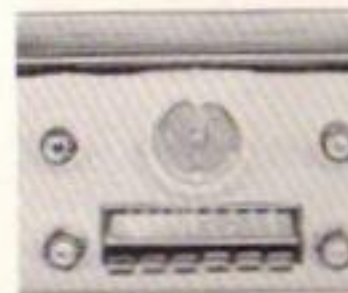
TRUNK COMPARTMENT LOCK

For convenience in opening trunk compartment, merely turning the key both unlocks and releases latch. Trunk lid is counterbalanced for easy opening, and stays in position after it's raised. A light comes on automatically to illuminate trunk whenever parking or head lamps are on. Both the trunk compartment and glove compartment are locked and unlocked with the round-head key in your set.



MERCURY RADIO CONTROLS

Your Mercury Radio (optional at extra cost) has both automatic and manual tuning. Pushing any of the automatic station selector buttons turns the set ON. The left push button turns set OFF. The outer ring on left knob controls tonal range. The right knob serves as the manual station selector, and its outer ring adjusts balance between front and rear speaker volume (if equipped with rear speaker).



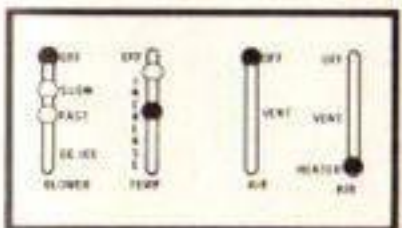
The telescopic antenna, installed on the right front fender, obtains best reception when extended to its full height.



interceptor-type panel



convenient control levers

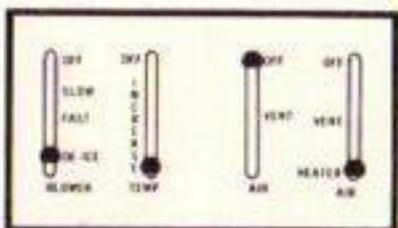
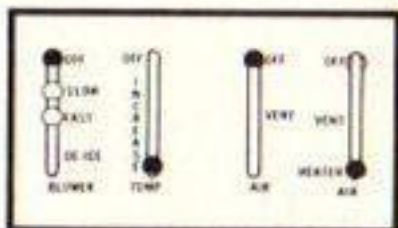
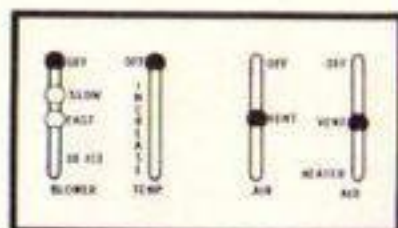


MERCURY HEATING AND VENTILATING

The Mercury heating* and ventilating system gives you control of the air taken in, its distribution, and the temperature to which it is heated. Controls for the system are designed as an integral part of the "Interceptor" instrument panel for convenient, easy operation and adjustment. For defrosting, the system's full hot air output is directed to the windshield for rapid de-icing or de-fogging. Following are suggested positions for the controls for ventilating, heating, and defrosting.

MODERATE HEATING—For moderate amount of heat, leave left air control in OFF position; move TEMP control down to INCREASE position (at the top for low heat, in the center for moderate heat and all way down for maximum heat); and place right air control at HEATER. To increase flow of air into car at low car speeds or when car is standing still, move BLOWER control to SLOW position for moderate blower speed, or FAST position for high blower speed.

*Optional at extra cost.



VENTILATION—To obtain outside air for ventilation move both AIR controls to VENT position. Ventilation can be independently secured for either left or right side, if desired. When car is stopped or moving at slow speeds, additional ventilation may be obtained through the heater by placing the BLOWER control in SLOW or FAST position. (Temperature control off.)

HIGH HEATING—To get high temperature air from heater, leave left AIR control in OFF position; move TEMP control down to INCREASE position (all the way down for maximum temperature); and place right AIR control at HEATER. Blower may be used as needed to obtain larger volume of heated air. To recirculate car air for quick warm-up, move right AIR control to OFF position, and place BLOWER control in FAST position.

DE-ICING—For de-icing the windshield, move TEMP control all the way down and BLOWER control to DE-ICE. Right AIR control to HEATER. For defogging in humid weather, place TEMP control in OFF, BLOWER control in DE-ICE, and move right AIR control to HEAT. Door in heater should be closed.

section two *driving* *your Mercury*

The following pages contain useful information about the operation of your new Mercury. This includes recommendations about fuel, starting, breaking in, and operation of the transmission which you selected for your new car. As you can see, the 1954 Mercury offers many new features which contribute to driving pleasure because Mercury is designed in every way to make any driving easy.



GASOLINE TO USE

Your 1954 Mercury engine is designed to operate smoothly and efficiently on regular grade gasoline, and is adjusted for regular fuel at the factory. However, if you prefer to use premium grade fuel, it is recommended that you have your Mercury dealer properly tune your engine for this fuel in order to obtain maximum performance.

FOUR-VENTURI CARBURETOR

Your new 1954 Mercury has a newly developed 4-venturi carburetor with vacuum-controlled secondary venturis. Two venturis on the primary side provide fuel-air mixture for normal driving. For rapid acceleration and higher speeds, the vacuum-controlled diaphragm opens the valves in the secondary barrels so all four venturis are in operation.

An automatic choke provides the correct amount of choke action for quick, easy starting and greater fuel economy. The automatic fast-idle control functions with the choke system during warm-up period.

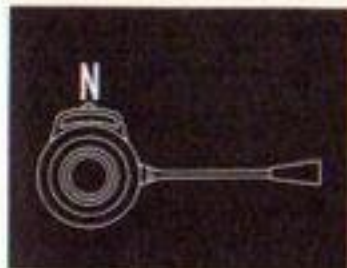


STARTING THE ENGINE

Mercury's ignition key starting, together with the special features of the carburetor, make starting a quick, easy operation. The carburetor's automatic choke system temporarily enriches the fuel-air mixture whenever this is necessary. The fast-idle control serves to keep the engine running immediately after starting. This new Mercury carburetor also employs internal and external vents to assure instant starting, whether the engine is hot or cold.

BEFORE YOU START

In standard transmission cars, it's a good practice to depress the clutch pedal before starting, to lessen the load on the starter. In Mercurys equipped with optional Merc-O-Matic Drive, the starter does not work unless the selector lever is in neutral position. When starting in cold weather, all electrical equipment should be turned off so that the battery's full power will be available for cranking engine.



TO START

IF ENGINE IS COLD (such as equal to atmospheric temperature or if car has been standing overnight) accelerator pedal must be depressed one complete stroke and released at the time switch is turned to STARTER.

IF ENGINE IS WARM (such as having been driven and stopped for only a short period) accelerator pedal should be depressed only slightly for starting.

If the engine should be "flooded" press the accelerator to the floor (this prevents the choke from operating) and turn starter on until engine starts, which should be after a few seconds.

It is always advisable to let the engine warm up before driving in order to obtain thorough lubrication. After starting up, it is a good practice to keep the speed under 30 miles per hour until the engine warms to its normal operating temperature.



suspended-type pedals

STANDARD TRANSMISSION

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

WHEN TO SHIFT GEARS

There is no hard and fast rule for shifting gears. 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, axle and tires. Normal starting in low gear makes your car last longer and gives you smoother, effortless starting. However, on ice or snow, starting in second gear reduces the tendency for wheels to spin.

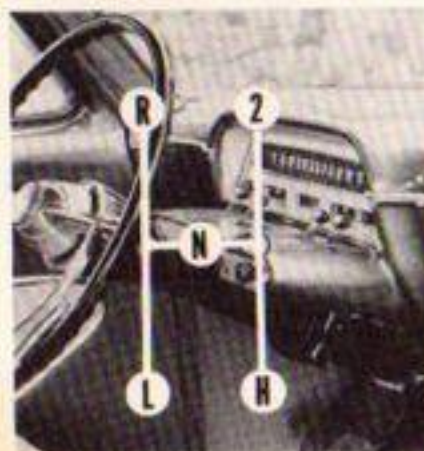


When shifting into reverse, always stop the forward motion of the car completely before shifting to avoid placing unnecessary strain on the clutch, transmission, and axle.

Be careful not to 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.

DESCENDING A STEEP HILL

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



TOUCH-O-MATIC OVERDRIVE

Touch-O-Matic Overdrive* provides a fourth or "cruising" speed which permits lower engine speed to give greater fuel economy, longer engine life, and quieter engine operation.

*Optional at extra cost.





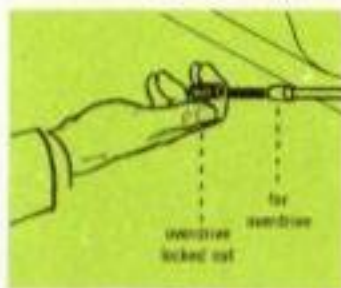
overdrive control

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. Then, 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.

FOR EXTRA ACCELERATION

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. This operates an electrical "kick-down" switch, which automatically shifts the car into the third, or high-performance speed. Then hold or release the pedal only enough to maintain speed desired. To return to Overdrive, release the accelerator pedal momentarily and Overdrive returns automatically.



overdrive control



REVERSE GEAR

When the car is in reverse, the Overdrive does not operate regardless of the position of the Overdrive T-handle.

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), accelerate slightly and pull out the Overdrive T-handle.

When the car is moving above the Overdrive cut-in speed, push the accelerator all the way down; hold it until you feel the change to conventional drive; and 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 the car towed or pushed to start the engine. With the Overdrive "locked out" you have the same effective downhill braking in gear as with the standard transmission.



MERC-O-MATIC DRIVE

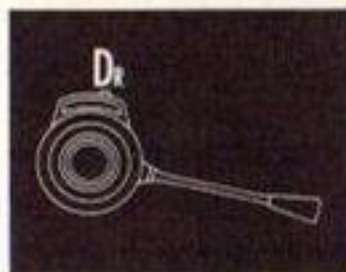
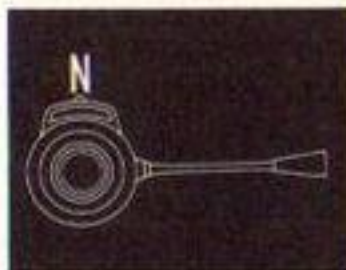
Merc-O-Matic Drive* gives you a smooth, simple, easy way to drive. There is practically nothing new to learn—no clutch pedal to push and no gears to shift. A few minutes behind the wheel and you will feel completely at home with Merc-O-Matic Drive.

SELECTOR DIAL

Mounted in an easy-to-see position on the steering column is the Merc-O-Matic selector dial. There are five selector 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 selector positions by moving the selector lever, which is mounted in the same place as a conventional gearshift. A small pointer over the selector dial indicates the desired position. The selector dial is lighted whenever headlights or parking lights are turned ON.

*Optional at extra cost.



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.

TO GO FORWARD

For all normal forward driving, simply move the selector lever to the "Dr" (drive) position and depress the accelerator. The car will start to move smoothly. To go faster, simply press the accelerator down further—to go slower, ease off on the accelerator. You do not have to change the selector lever for any normal forward driving.

During the warm-up period, when the engine is cold, there may be a small amount of "creeping" when the selector lever is moved to a forward-speed or reverse drive position. This will disappear in a minute or two after the engine and automatic transmission fluid warm up. To hold the car stationary during this warm-up period, depress the foot brake. If excessive "creeping" occurs during any other time, have your Mercury dealer adjust the engine idling speed.



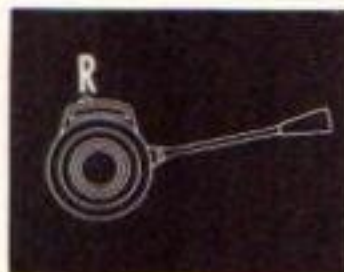
TO STOP

To slow or 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 the 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 selector lever in "N" (neutral) position.

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 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



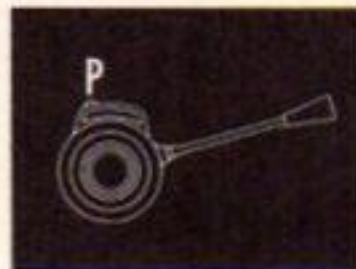
into a higher ratio. When driving in "Lo," do not accelerate the car in excess of 30 miles per hour.

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.

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.



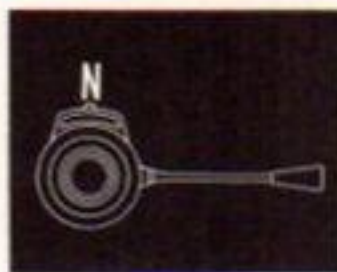
DOWNHILL BRAKING

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 25 mph, the transmission will first shift into intermediate gear. Then when the speed drops below 25 mph, 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: The shift from "Dr" to "Lo" is not recommended on slippery roads. To slow car on slippery roads, apply brakes gently.

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. Never move the lever to the "P" position while the car is moving.



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."

PUSHING CAR TO START

Should it be necessary to start the engine by pushing the car, move the selector lever to the "N" (neutral) position. When the car reaches a speed of approximately 20 miles per hour, depress accelerator slightly, turn ignition switch on and move selector lever to the "Lo" position.

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 mph. If the transmission is inoperative, the drive shaft should be removed before towing, or the rear of the car raised by the tow truck.



BREAKING IN YOUR MERCURY

A few precautions in operation of your Mercury or Monterey when the car is new will aid proper breaking in, and contribute to its longer life, performance, and economical operation.

It is advisable to keep below 40 mph for the first 100 miles. From 100 to 500 miles, drive at speeds up to 50 mph and accelerate frequently to 60 mph for short distances, not to exceed two miles. From 500 to 1000 miles, higher speeds may be maintained for short distances. The speeds at which the car is driven should of course be in keeping with state and local traffic regulations.

During the break-in period, speed should be varied so the car isn't operated at constant speed, either fast or slow, for an extended period of time. It is a good practice throughout life of the car, and especially during the break-in period, whenever you start with a cold engine to keep speed under 30 mph until engine warms up.

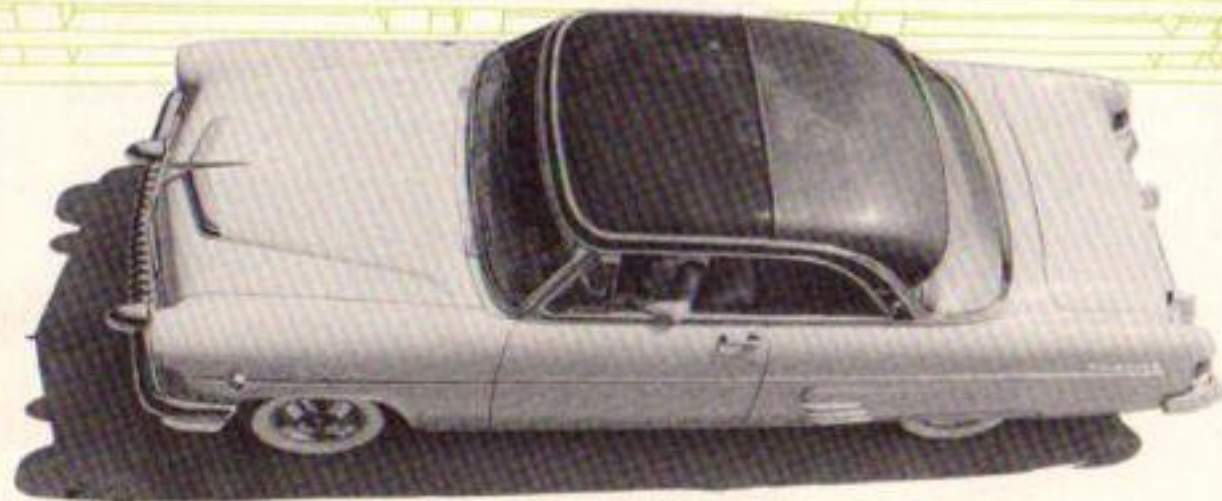


Other precautions suggested by Mercury service engineers are: Avoid unnecessary wide open throttle operation until past the first 1500 miles; avoid rapid accelerations during break-in; do not accelerate engine to extremely high rpm when car is standing still; and observe engine water temperature and oil pressure gages frequently. Avoid hard use of brakes during the first 1500 miles.



section three *taking care of your Mercury*

Regular lubrications and maintenance will help keep your new Mercury or Monterey operating at peak performance, add longer service life, and give you lower operating costs. On following pages are some suggestions about service that will help keep your car running and looking like new.



CHECKING THE OIL

Oil level is indicated by the steel rod (dipstick) extending down into the oil pan reservoir through a guide on the right front side of the engine. The dipstick is marked "FULL" and "ADD OIL." Oil level should be checked frequently with engine stopped. Oil, preferably the same kind and weight (viscosity), should be added whenever the level drops to "ADD OIL" mark. When adding oil, put in one quart at a time, and check the dipstick each time. Do not permit anyone to overfill the reservoir.

CHANGING THE OIL

The special break-in oil put in the engine at the factory should be drained at 500 miles and replaced with the oil recommended for the prevailing temperature. After draining break-in lubricant, engine oil should be changed every 2,000 miles, or every three months, whichever occurs first.



QUANTITY: The engine requires five (5) quarts of oil, the refill capacity. When oil filter cartridge is changed, an additional quart of oil is required.

QUALITY: "PREMIUM" type oils (A.P.I.* classification MM) are recommended for use in average passenger car service under normal driving conditions, such as low and medium speed driving with only an occasional long run at high speed.

Under more severe driving conditions where the engine is required to develop more (nearly full) power for a much greater percentage of the time, such as in mountain climbing and at sustained high speeds, "HEAVY-DUTY" type oils (A.P.I.* classification MS) are recommended.

PROPER WEIGHT: The body 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 easily. In summer, heavier oil is needed, since it thins out with higher

*American Petroleum Institute



full-flow oil filter

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 winter weather (below freezing) use SAE 10W. For sustained extremely cold weather (colder than -10° F) use SAE 5W.

FULL-FLOW OIL FILTER

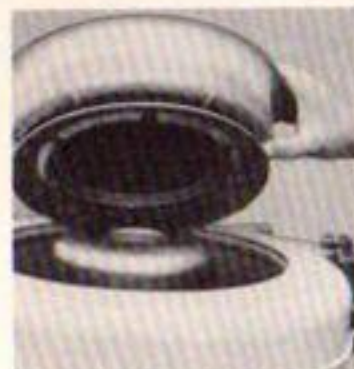
The full-flow oil filter*, base-mounted on the crankcase on the left side of the engine, helps keep oil clean by removing dirt, minute metal particles, and foreign matter. The oil filter cartridge should be changed every 4,000 miles under normal conditions, and more often if car is operated in dusty areas.

Oil should be changed when a new filter cartridge is installed, and an extra quart of oil added to provide for filter capacity (total six quarts).

*Optional at extra cost



oil-bath air cleaner



removing top of air cleaner

SERVICING CARBURETOR AIR CLEANER

All air entering the carburetor passes through the oil-bath filter* which also serves as the top of carburetor and intake air horn on the Mercury overhead valve engine. The filter removes dust and dirt from incoming air and thereby protects the the engine from damage.

Because the foreign matter accumulates in both the oil reservoir and the maze of mesh, it is important to keep both clean to assure efficient operation. For this reason, the service schedule calls for checking filter every 1,000 miles; and a complete cleaning of both oil reservoir and filter mesh, if examination shows considerable foreign matter in the oil sump. Your dealer will perform this service at reasonable cost as part of the service which you order for the car.

If car is operated in severe dust, the oil-bath filter should be cleaned every day to keep it at top efficiency.

*Optional at extra cost.



draft tube aids ventilation



dip stick is at rear of engine

Air circulates all through the inside of the new Mercury engine to carry off any water vapor, gases or fumes. To prevent dirt, dust or other foreign matter from getting into the engine, the crankcase vent system has two air filters. One is in the oil filler pipe cap, and the other is in the ventilator body on the road draft tube. Your dealer will clean and oil the two filters as part of the maintenance service you order. Under normal operation, this should be done every 2,000 miles, or more often in dusty areas.

CHECKING MERC-O-MATIC FLUID

The level of lubricant in Merc-O-Matic Transmission can be checked with the dipstick at the right rear side of the engine. The fluid level should be checked every 1,000 miles. The fluid should be drained and refilled every 15,000 miles. When adding or changing fluid, use automatic transmission fluid Type "A". Capacity is 9 quarts.



cap controls pressure



turn cap to first stop

SERVICING COOLING SYSTEM

Highly effective cooling is provided for the Mercury engine by its series-flow pressurized cooling system. In this system automatic pressure regulation permits operation with pressures up to 15 pounds.

The system is automatically adjusted to the immediate cooling needs by the regulator in radiator cap. This increased pressure prevents boiling of coolant, even when coolant temperature is considerably above the normal boiling point. This is especially important when driving slowly in traffic, in hot desert country, or high mountains.

REMOVING RADIATOR CAP

Because the radiator operates under pressure, care should be taken in removing the radiator cap. When checking the water level, always turn to the "partly open" stop, allow pressure to escape, then remove cap.



WATER LEVEL

Water level should be about one inch below the bottom of the filler neck. Level should be checked frequently. If there is any loss, the system should be checked.

CLEANING COOLING SYSTEM

The cooling system should be cleaned by flushing twice a year. Most owners prefer to obtain this service in Spring or Fall when removing or installing anti-freeze solution. Your Mercury dealer will do this at nominal cost. If you prefer to do it yourself, this procedure is recommended: (1) Run the engine until water is warm, then shut it off. (2) Open all three drain cocks and let water run out. These are on lower radiator tank, and on lower sides of engine block. (3) Close drain cocks, refill with hot water, and drain again. Repeat procedure until drain water is clear. (4) If scale or rust is too great for this procedure, the Lincoln Cooling System Cleaner Kit is recommended. Your dealer can supply this kit.



ANTI-FREEZE

The kind of anti-freeze you use is a matter of individual preference. Solutions with either alcohol or ethylene glycol base, used in proper quantity, will provide protection against freezing. "Permanent" anti-freeze solutions with ethylene glycol base do not evaporate, require only occasional checking, and will protect your car against freezing, clogging and rust formations for the winter season. Alcohol-type anti-freeze, due to evaporation, needs to be checked more frequently, and may require addition of more anti-freeze

Temp. Degrees	Quarts Ethyl-Base Alcohol	Quarts Methyl-Base Alcohol	Quarts "Permanent" Type
20 F	3¼	2½	3¼
10 F	5¼	4¼	5¼
0 F	7¼	5½	6¼
-10 F	8½	6½	7¼
-20 F	9¼	7½	8¼
-30 F	10½	8½	9¼



battery is under hood

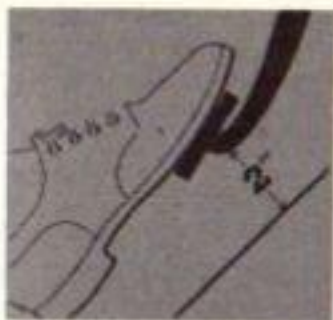
in order to maintain the protection desired. Always play safe by using the proper amount of anti-freeze of an established brand and purchased from a reputable dealer.

The total capacity for the 1954 Mercury with heater is 20 quarts. The chart on this page indicates the amount of anti-freeze necessary for the desired protection.

BATTERY SERVICE

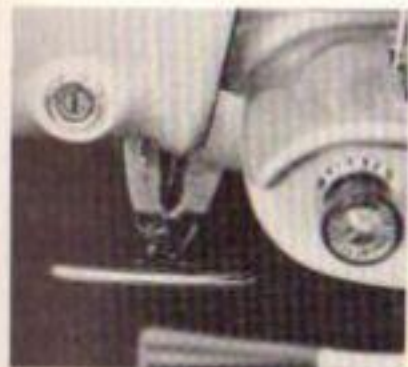
The battery is located under the hood where it is easily accessible for inspection and service. Water level in the battery should be checked each week, except in extremely hot weather or on long trips, when more frequent checks are recommended. Only distilled water should be added to bring the liquid up to proper level. To prevent corrosion, terminals should be cleaned and a coating of lubricant applied occasionally.

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



BRAKES

The Mercury brakes, operated by a pivot action of the suspended brake pedal, are the self-energizing type which utilize the car's forward motion to aid braking and consequently provide safe, smooth braking with relatively low pedal pressure. If the brake pedal comes within 2 inches of the floor when stopping, brakes should be inspected for brake adjustment and/or brake lining replacement.



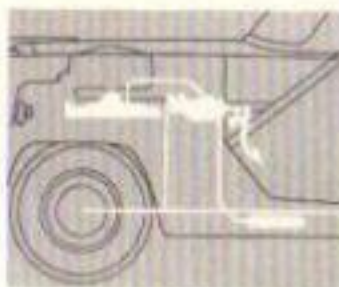
parking brake handle

PARKING BRAKE

The hand parking brake is an independent mechanical brake that applies brakes on the rear wheels independently of the hydraulic system. Apply the brake pedal when using the hand parking brake to obtain easier and firmer application of the parking brake.

POWER BRAKES

If your Mercury is equipped with optional power brakes, less braking effort is required by the operator because of the



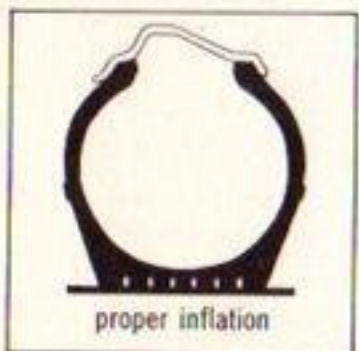
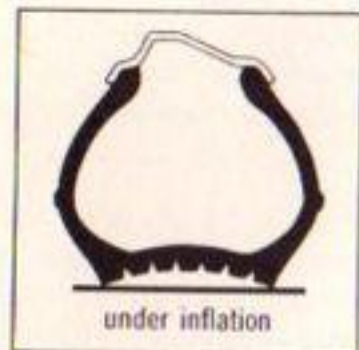
power brake system



assistance provided by the vacuum booster. The vacuum booster depends on engine vacuum while the engine is operating.

Should brakes be applied when engine is not operating, approximately two brake applications will exhaust the vacuum reserve, and then the pedal pressure will be increased appreciably in comparison to pedal pressure required with vacuum. This condition may result if the engine is stalled, or the car is being pushed or towed.

When parking on grades, set hand brake firmly with brake pedal assistance when the engine is still running, then, turn off ignition and place selector lever (on Merc-O-Matic equipped cars) in "P" position. Engine should be running before releasing hand brake. If the power brake pedal comes to within one inch of the floor when applying the brakes, with engine running, the brakes should be inspected for brake adjustment and/or brake lining replacement.



TIRE CARE

Your new Mercury or Monterey is equipped with extra-low pressure tires which provide a larger air cushion, greater traction for starting and stopping, and a much softer ride. Regular attention to tire pressure, tire rotation, and front wheel alignment will help add thousands of miles of life to the tires and avoid the inconvenience of emergency repairs.

TIRE PRESSURE

Pressure of all tires, including spare, should be checked weekly. This should be done when tires are cool or cold because pressure increases after traveling a few miles. Recommended tire pressures (checked cold) are:

Models	Tire Sizes	Front	Rear
Coupes & Sedans	7.10 x 15	26 lb	22 lb
Convertible	7.60 x 15	24 lb	22 lb
Station Wagon	7.60 x 15	24 lb	24 lb

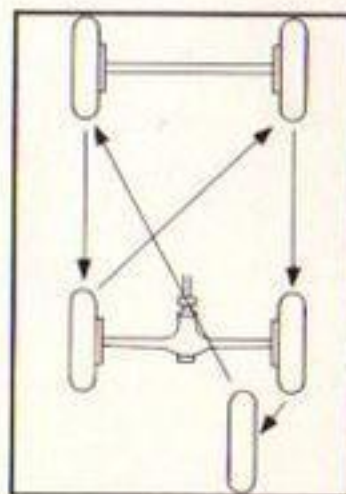


ball-joint front suspension

WHEEL ALIGNMENT

The ball-joint front suspension on your new car is one of the outstanding engineering achievements of the 1954 Mercury and Monterey. In this advanced front suspension, adjustment of front wheel alignment is greatly simplified and more permanent.

Mercury service engineers recommend having front wheel alignment checked by your Mercury dealer every 5,000 miles, or at any time abnormal steering or tire wear develops.



TIRE ROTATION

To equalize wear on all five tires and thereby prolong service life, a regular schedule is recommended for tire rotation. This is especially important when the car is new. The suggested plan is to interchange tires as indicated on the rotation diagram every 2,000 or 3,000 miles for the first 10,000 miles and every 4,000 to 6,000 miles thereafter.



raising front of car



raising rear of car

CHANGING TIRES

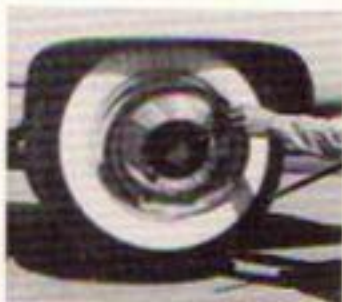
To change tires on your Mercury or Monterey you need as tools only the jack and combination jack handle-lug wrench which came with your car.

If you have a flat tire while driving, stop as quickly as you can with safety on a level grade. Follow these steps and you will be on your way again in a short time.

1. Set parking brake firmly so car will not roll. Wheel blocks are an extra precaution.
2. Remove spare wheel from luggage compartment and place next to the wheel to be removed.
3. Remove hubcap by prying edge out with flat end of jack handle-lug wrench. Then loosen (about one turn) the five nuts holding wheel in place.
4. 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



prying hubcap



removing hubcap



loosening wheel nuts

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.

5. 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.

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

7. Then tighten each nut carefully. Replace hubcap, being sure it is snapped into place all the way around.



locating lever



releasing lever



removing fender shield

REMOVING REAR FENDER SHIELD

If your car has rear fender shields, the shields 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.



power steering system

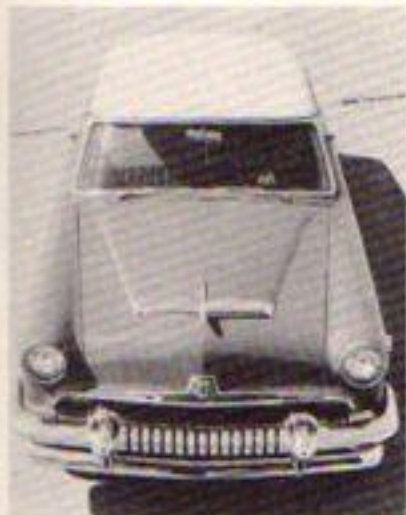
POWER STEERING

If your car has optional power steering you will enjoy the ease of handling possible with hydraulically assisted power steering and ball-joint front suspension. Mercury power steering has both hydraulic power, which helps whenever more than finger-tip pressure is needed on the wheel, and direct mechanical linkage, which will provide safe steering without the aid of the hydraulic system.

The fluid level in the system's hydraulic reservoir, which is under the hood on the left side of the engine, should be checked once a week, or every 1,000 miles. When adding fluid, use Automatic Transmission Fluid Type "A."

PRESERVING NEW APPEARANCE

Your Mercury or Monterey is finished with finest quality automotive baking enamel, and with reasonable care will retain its fine exterior appearance year after year. The following information will be helpful in preserving the car's fine appearance.



WASHING

Wash the car frequently using cold or luke warm water. Avoid use of household soaps. However, a mild detergent can be used if desired. Flood the surface completely to loosen the surface dirt, then wash with soft cloth or sponge. Dry with a towel or chamois. Do not dust the finish with a dry cloth, as this will cause hair line scratches.

POLISHING

From time to time, the finish should be cleaned, polished, and waxed. If the finish has become dull, the oxidized paint should be removed before waxing. Cleaners are specifically designed for this purpose.

You can use Lincoln Liquid Body Cleaner if the finish requires extensive cleaning, or Lincoln Polish-Cleaner if a combination polish and cleaner is desired, or Lincoln Body Polish if a polishing compound alone will suffice. This can be followed by an application of Lincoln Polishing Wax.



BLUE CORAL AND PORCELAINIZING

These treatments will give your Mercury body a tough, long-lasting finish. They will deepen the luster of the paint—since they are not a wax or polish. They will not wash off. Both are dry treatments and will not pick up dust or scum. Your Mercury dealer can apply these finishes for you.

CHROME PARTS

When cleaning chrome parts, use only a soft cloth or sponge and clean water. A mild soap or detergent may be used. Sponge gently, then rinse with clear water. In order to preserve the bright finish, chromed parts have been initially protected at the factory with a coating of clear, baked enamel. Therefore, DO NOT scour with any type of abrasive. If necessary to remove rust, use a chrome cleaner or a polishing compound SPARINGLY on the area affected. Lincoln Chrome Coating, a clear transparent plastic sealer, is recommended for protecting bright metal against discoloration and damage.





CARE OF UPHOLSTERY

To keep cloth upholstery in good condition it should be brushed and vacuumed at least once a month. Any stains can be removed in much the same manner as used in cleaning clothes or household upholstery fabrics. Since volatile-type cleaners are harmful to rubber, parts of the car where foam rubber is used should be cleaned with foam upholstery cleaner. Vinyl upholstery can be cleaned by wiping with damp cloth to remove dust. Lincoln Leather Cleaner is recommended for removing stains. Leather upholstery can be wiped with a damp cloth to remove dust. To remove stains, use Lincoln Leather Cleaner, or sponge with warm water and mild soap. Then sponge area again with soft cloth moistened in clear water and wipe dry with cheese cloth.

MERCURY CLEANERS AND POLISHES

The upholstery materials and finish of your car will always be safe when you use the cleaners and polishes prepared for the purpose. Detailed instructions for use are supplied with these materials, which are available from your Mercury dealer.



UNDERCOATING

As further protection against rust and corrosion, your Mercury dealer can apply a protective undercoating. This also reduces road noise, and insulates the floor against winter cold and summer heat. Undercoating is applied to the underbody of the car.

CARE OF CONVERTIBLE TOP

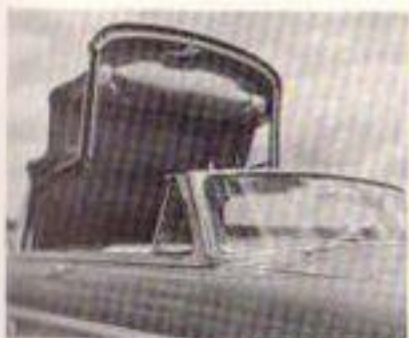
The Mercury Monterey Convertible top should be washed in cold or warm water. To remove stains, sponge gently with warm water and mild non-caustic soap. Fabric should not be saturated.

The convertible rear window is a sheet of clear double-thickness vinyl, which should be cleaned with water or a moist cloth. Special care should be taken not to scratch the surface of the window.

The electric controls and mechanism for raising and lowering top should be inspected, adjusted and lubricated at least once a year.



top control lock



lowering top



trim cover protects top

RAISING AND LOWERING TOP

The convertible top is raised and lowered by the electric powered top mechanism operated by the T-handle control on the instrument panel just to the left of the steering column.

To lower top:

1. Be sure car is standing still.
2. Pull top locking handle at top of windshield to release.
3. Push top up slightly until top is about one inch above the three metal locator pins on the windshield header.
4. Pull out on top control T-handle and hold out until top is completely lowered.
5. Fold fabric in such a way that bows will not abrade it.
6. Install protective canvas top cover by attaching snap fasteners.

To raise top:

1. Be sure car is standing still.
2. Remove canvas top cover.



top control handle



transparent top section

3. Push top control T-handle; hold it in until top contacts windshield header.

4. Pull top down over metal locators on windshield header and push lock handle forward until tight, and top is secured to the header. Fasten top fabric to clips on top side rails. (2 on each side.)

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

CLEANING SUN VALLEY TOP

The clear plastic section of the Sun Valley top should be washed with plenty of non-abrasive soap and water, using the bare hand to feel and dislodge any caked dirt or mud. A soft, grit-free cloth, sponge, or chamois may be used as a means of carrying water to the plastic. After washing, dry with a clean, damp chamois.

To clean the underside of the clear section, first dust lightly with a soft, clean cloth. Then the surface can be wiped carefully with a soft, wet cloth or chamois. The cloth or chamois should be kept free of grit by rinsing it often in clean water.



Any grease or oil which might get on the plastic section can be removed with kerosene. Kitchen scouring compounds should not be used for any cleaning, as these would scratch the surface.

After cleaning the top's exterior surface, it is a good practice to apply a coat of wax which will improve appearance by filling in any minor scratches and will help prevent further scratching. Wax of a good commercial grade should be applied in an even coat and brought to a high polish by rubbing lightly with a dry, soft cloth, such as flannel, outing flannel or flannelette.

Anti-static waxes, which prevent accumulation of electrostatic charges that attract dust, can also be applied. A thin coat of anti-static wax will last several months, or until top is washed. When this wax is used, the surface can be dusted carefully with a soft clean cloth.

Should the plastic surface be scratched, you can ask your Mercury dealer to examine the top and advise what service is necessary.



CARE OF STATION WAGON

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 grained finish body panels, together with the molded glass fiber framing with simulated maple graining, will retain their beauty for many seasons.



WASHING

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



VARNISHING

The best means of protecting and maintaining the original luster on the panels and molded glass fiber framing is by periodic varnishing. Waxing is not recommended. The amount of protection obtained by waxing does not compare with the added protection benefits of a new coat of varnish. 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.



STATION WAGON SEATS

The Mercury Monterey Station Wagon is designed to provide additional load-carrying capacity, when it is needed, by a unique folding seat arrangement. Both center and rear seats can be changed to provide a long, flat platform. With the seats up, you have a comfortable 8-passenger sedan.

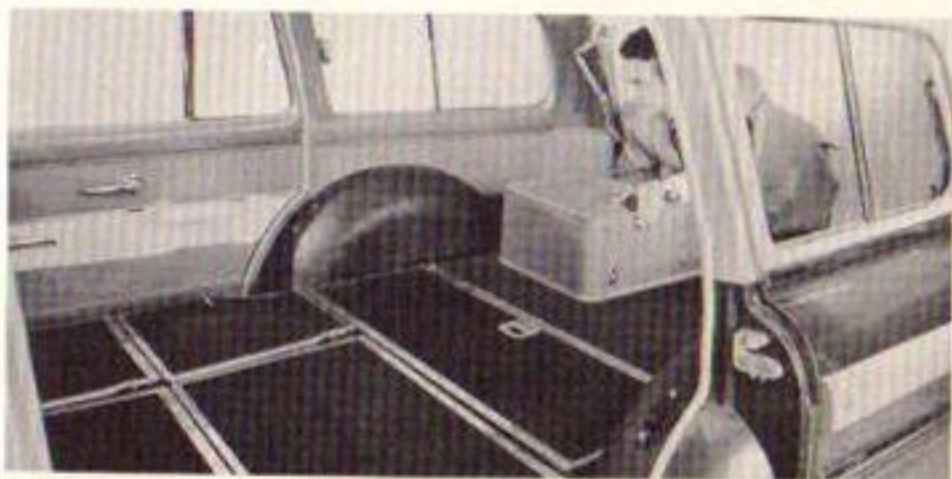
To fold down the center seat pull the rear edge of the seat cushion up and forward



until it rests on the supports at each side of the cushion. Pull the upper edge of the seat back down so that it fits into the opening left by the seat cushion.

To change the rear seat, remove the seat cushion and pull the support for the seat back down until it drops into place in the floor.

The spare tire is carried in a tire well compartment behind the rear seat. The jack and lug wrench are stowed with the spare.



section four *service for your Mercury*

Authorized Mercury Dealers have the shop facilities, factory-trained personnel, and scientific test equipment to keep your Mercury or Monterey running like new. At home, your Mercury dealer knows how to service your Mercury best, and like other Mercury dealers he offers and recommends preventive maintenance—such as lubrications, inspections, and adjustments—which keep your car at peak performance. When traveling, you'll find other dealers in Mercury's growing dealer organization ready to give prompt, courteous service for your car in their clean modern shops.



OWNER SERVICE POLICY

The Owner Service Policy issued by the selling dealer at the time of the new car delivery provides for free inspection and service at 500 and 2,000 miles, and includes the warranty covering replacement of any parts found to be defective during the first 90 days or 4,000 miles following delivery, whichever occurs first. Any Mercury dealer will honor this policy in case you are away from home. (Provisions are made on the Service Policy for reimbursement of the cost of 500 and 2,000 mile inspections made by some authorized Mercury dealer other than selling dealer.) Your Owner Service Policy states that the car has been completely inspected and serviced by the selling dealer before delivery. The dealer follows factory recommended procedures for this service.

BATTERY WARRANTY

The battery installed in your new Mercury or Monterey is covered by a 90-day



replacement warranty and adjustment policy that allows credit on pro rata basis for a period of 21 months. If for any reason your battery should fail, return it to your Mercury dealer or, if traveling, to the nearest authorized Mercury dealership for examination and attention.

TIRE WARRANTY

Tires and tubes carry a standard warranty provided by the tire manufacturer. Such warranties usually guarantee tires and tubes against defective workmanship and materials. Adjustments are handled by the tire manufacturer's local dealer.

RADIO WARRANTY

The Mercury radio is covered by a warranty which covers any defects in material or workmanship for a period of 90 days following the retail delivery. Your Mercury dealer issues a properly filled out radio warranty card at the time of the delivery. This card should be attached to the radio. If your radio needs repairs during the initial 90-day period, contact your Mercury dealer for warranty service.



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.

SERVICE CALENDAR AND CHART

The chart on the following page showing when regular service operations should be performed serves as a handy guide for the maintenance of your car. Additional information is given on the lubrication chart (Pages 33-34). It should be noted that upper and lower suspension arms in Mercury's ball-joint front suspension have pre-compressed rubber bushings which should not be lubricated.

REGISTERED MECHANICS

Most Mercury dealers offer certified service by Registered Mechanics. When the repair job is completed, the Registered Mechanic attaches his RM* seal on the steering wheel and certifies that the work ordered has been satisfactorily completed.

*RM (Registered Mechanic) means service backed by the mechanic's own name and personal reputation.

	Break-In Period—At 500 Miles	Every 1,000 Miles	2,000 Miles	3,000 Miles	4,000 Miles	5,000 Miles	6,000 Miles	7,000 Miles	8,000 Miles	9,000 Miles	10,000 Miles	11,000 Miles	12,000 Miles	13,000 Miles	14,000 Miles	15,000 Miles
Change engine oil	X		X		X		X		X		X		X		X	
Lubricate chassis and body hardware	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Check transmission	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Drain and refill standard transmission											X					
Drain and refill Merc-O-Matic trans- mission																X
Check rear axle	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Drain and refill rear axle (Except Station Wagon)	#X										X					
Check air cleaner	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Clean air cleaner, if necessary		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Change oil filter*					X				X				X			
Clean and repack front wheel bear- ings; Check all brake linings						X					X					X
Check steering gear lubricant	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Check power steering reservoir	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Cross-switch tires**			X		X		X		X		X				X	
Complete inspection by dealer##	X		X					X					X			
Remove, clean carb. filter screen								X							X	
Change fuel pump filter	X				X				X				X			
Check brake master hydraulic cylinder and connections	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Clean crankcase ventilation breather cap filters			X		X		X		X		X		X		X	
Inspect fan belt and power steering belt and tension	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Have engine diagnosis— adjust as needed						X					X					X

Every Gas Stop—Check engine oil and coolant level.

Weekly—Check tire pressure. Check battery level.

Seasonal—Every fall and winter, drain and clean cooling system. Tighten hose connections. Add rust inhibitor or antifreeze.

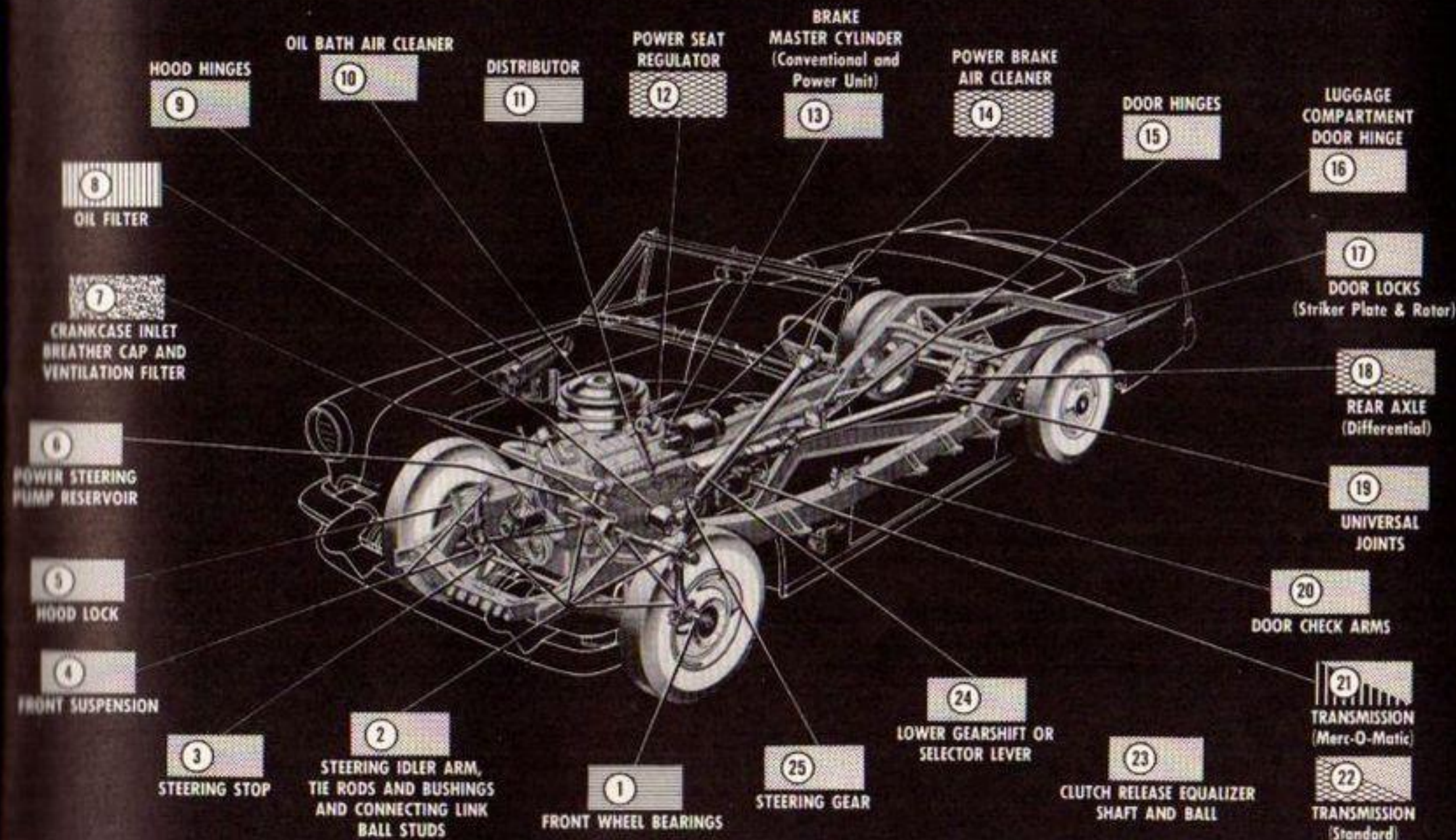
* More often in dusty areas.

** Continue tire rotation every 4,000 or 5,000 miles after 10,000 miles.

Use active type hypoid lubricant M-4642-A for refilling axle at 500 miles.

Torque cylinder heads at 500 miles.





HOOD HINGES
9

OIL BATH AIR CLEANER
10

DISTRIBUTOR
11

POWER SEAT
REGULATOR
12

BRAKE
MASTER CYLINDER
(Conventional and
Power Unit)
13

POWER BRAKE
AIR CLEANER
14

DOOR HINGES
15

LUGGAGE
COMPARTMENT
DOOR HINGE
16

DOOR LOCKS
(Striker Plate & Rotor)
17

REAR AXLE
(Differential)
18

UNIVERSAL
JOINTS
19

DOOR CHECK ARMS
20

TRANSMISSION
(Merc-O-Matic)
21

TRANSMISSION
(Standard)
22

LOWER GEARSHIFT OR
SELECTOR LEVER
24

CLUTCH RELEASE EQUALIZER
SHAFT AND BALL
23

STEERING GEAR
25

FRONT WHEEL BEARINGS
1

STEERING IDLER ARM,
TIE RODS AND BUSHINGS
AND CONNECTING LINK
BALL STUDS
2

STEERING STOP
3

POWER STEERING
PUMP RESERVOIR
4

HOOD LOCK
5

FRONT SUSPENSION
6

CRANKCASE INLET
BREATHER CAP AND
VENTILATION FILTER
7

OIL FILTER
8

1. FRONT WHEEL BEARINGS

CLEAN AND REPACK. LUBRICANT—WHEEL BEARING GREASE (8L-19585).

2. STEERING IDLER ARM, TIE RODS AND BUSHINGS AND CONNECTING LINK BALL STUDS

POWER STEERING (Shown) 5 FITTINGS. CONVENTIONAL STEERING—2 ADDITIONAL FITTINGS ON IDLER ARM. PRESSURE GUN LUBRICANT.

3. STEERING STOP

ONE EACH SIDE. PUT DAUB OF LUBRICANT ON STOPS. LUBRICANT—LUBRIPLATE.

4. FRONT SUSPENSION

TWO FITTINGS EACH SIDE. PRESSURE GUN LUBRICANT.

5. HOOD LOCK

UPPER—DOVETAIL AND SPRING. LOWER—LOCK CATCH AND CONTROL. LUBRICANT—LUBRIPLATE.

6. POWER STEERING PUMP RESERVOIR

CHECK—ADD AS REQUIRED. LUBRICANT—AUTOMATIC TRANSMISSION FLUID TYPE "A".

7. CRANKCASE INLET BREATHER CAP AND VENTILATION FILTER

WASH IN CLEANING FLUID AND DRAIN. WET ELEMENT WITH ENGINE OIL WHEN DRY.

8. OIL FILTER

REPLACE CARTRIDGE. (IN DUSTY OR SANDY AREAS MORE FREQUENT CHANGES MAY BE NECESSARY.)

9. HOOD HINGES

HINGE ASSEMBLY PIVOTS—LIGHT ENGINE OIL. THREE POINTS EACH HINGE. HINGE CLOCK SPRING—LUBRIPLATE ONE EACH SIDE.

10. OIL BATH AIR CLEANER

CHECK—CLEAN OIL FILTER BEFORE DIRT LEVEL HAS REACHED SHELF. LUBRICANT—ENGINE OIL. SAE 50 TEMP. ABOVE +32°F.—SAE 20 TEMP. BELOW +32°F. CAPACITY—1 PINT.

11. DISTRIBUTOR

FEW DROPS ENGINE OIL IN OIL CUP. APPLY LIGHT FILM OF DISTRIBUTOR GREASE (8L-19575) TO CAM LOBES.

12. POWER SEAT REGULATOR

APPLY LUBRICANT SPARINGLY TO REGULATOR SHAFT. LUBRICANT—LUBRIPLATE.

13. BRAKE MASTER CYLINDER (Conventional and Power Unit)

CHECK LEVEL (CORRECT LEVEL 1/4" FROM TOP). BRAKE FLUID—HACA 19542.

14. POWER BRAKE AIR CLEANER

WASH IN CLEANING FLUID AND DRAIN.

15. DOOR HINGES

LUBRIPLATE AT HOLES PROVIDED AT HINGE JOINTS. LUBRICANT—LIGHT ENGINE OIL. FOUR POINTS—EACH DOOR.

16. LUGGAGE COMPARTMENT DOOR HINGE

HINGE ASSEMBLY PIVOTS—LIGHT ENGINE OIL. SEVEN POINTS EACH HINGE.

17. DOOR LOCKS (Striker Plate and Retor)

APPLY LUBRICANT SPARINGLY. LUBRICANT—LUBRIPLATE.

18. REAR AXLE (Differential)

CHECK—ADD LUBRICANT AS REQUIRED. DRAIN AND REFILL CAPACITY—3 1/2 LBS. LUBRICANT—SAE 90 MULTI-PURPOSE E.P. (WINTER AND SUMMER EXCEPT SUSTAINED TEMP. BELOW -10°F. USE SAE 80).

19. UNIVERSAL JOINTS

TWO FITTINGS. PRESSURE GUN LUBRICANT.

20. DOOR CHECK ARMS

APPLY LIGHT COAT OF LUBRICANT TO DOOR CHECK ARM. LUBRICANT—LUBRIPLATE.

21. TRANSMISSION (Merc-O-Matic)

CHECK—ADD LUBRICANT AS REQUIRED. DRAIN AND REFILL CAPACITY—APPROX. 9 QTS. LUBRICANT—AUTOMATIC TRANSMISSION FLUID TYPE "A". *SEE MERC-O-MATIC TRANSMISSION MANUAL FOR INSTRUCTIONS FOR CHECKING AND REFILLING TRANSMISSION.

1,000 MILES

10,000 MILES

15,000 MILES

MILEAGE KEY

1,000 2,000 4,000 5,000 10,000 15,000

CAPACITIES

FUEL TANK	19 GALS.
COOLING SYSTEM	19 QTS.
WITH HEATER	20 QTS.
TRANSMISSION	
STANDARD	3 LBS. OR PTS.
OVERDRIVE	4 1/2 LBS. OR PTS.
MERC-O-MATIC	APPROX. 9 QTS.
REAR AXLE (DIFFERENTIAL)	
ALL MODELS	3 1/2 LBS. OR PTS.
OIL BATH AIR CLEANER	1 PT.
*CRANKCASE—OIL CHANGE	5 QTS.
+32°F AND ABOVE, SAE 20 OR 20W	
+32°F BUT NOT LOWER THAN -10°F, SAE 10W	
-10°F AND BELOW, SAE 5W	
*ADD 1 QT. OIL WHEN OIL FILTER CARTRIDGE IS REPLACED.	

TIRES

TYPE—EXTRA LOW PRESSURE

MODEL	SIZE	PRESSURE
CLOSED CARS	7-10x15	F. 26 LBS. R. 22 LBS.
CONVERTIBLE	7-60x15	F. 24 LBS. R. 22 LBS.
STA. WAGON	7-60x15	F. 24 LBS. R. 30 LBS.
INSPECT FOR UNEVEN WEAR, CUTS, BRUISES, ETC.		

COOLING SYSTEM

CHECK RADIATOR COOLANT LEVEL IN WINTER. TEST ANTI-FREEZE SOLUTION.

ANNUAL LUBRICATION POINTS

THE FOLLOWING ITEMS SHOULD BE LUBRICATED ONCE EACH YEAR OR EVERY 10,000 MILES—WHICHEVER OCCURS FIRST.

FRONT SEAT TRACKS	LUBRIPLATE
HAND BRAKE AND LEVER	LUBRIPLATE
SPEEDOMETER CABLE	LUBRIPLATE

BATTERY

CHECK WATER LEVEL AND REFILL WITH DISTILLED WATER COVERING BATTERY PLATES.

DO NOT OVERFILL

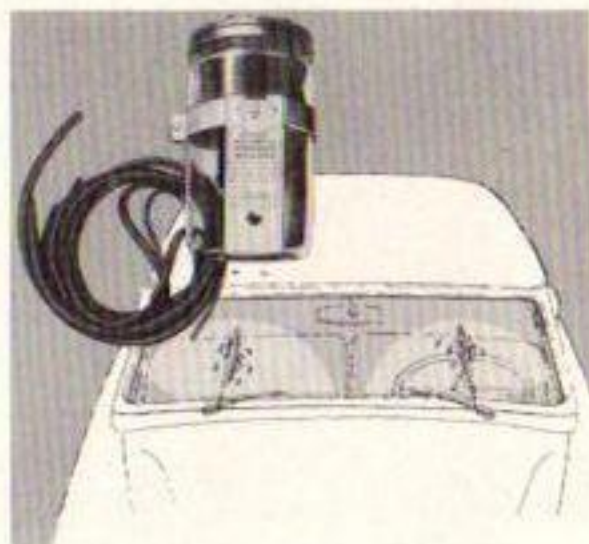
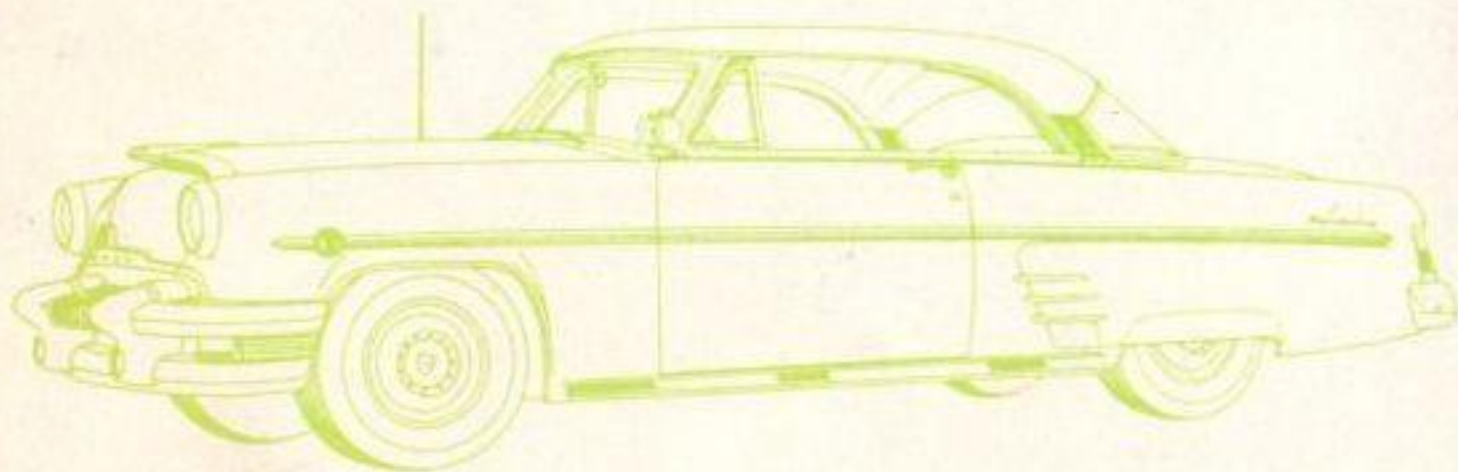
CHECK FOR WORN OR CORRODED CABLES. TERMINALS SHOULD BE CLEAN AND TIGHT.

LIGHTS

MAKE VISUAL INSPECTION OF HEADLIGHTS, TAIL AND STOP LIGHTS TO BE SURE THEY ARE IN PROPER WORKING ORDER.

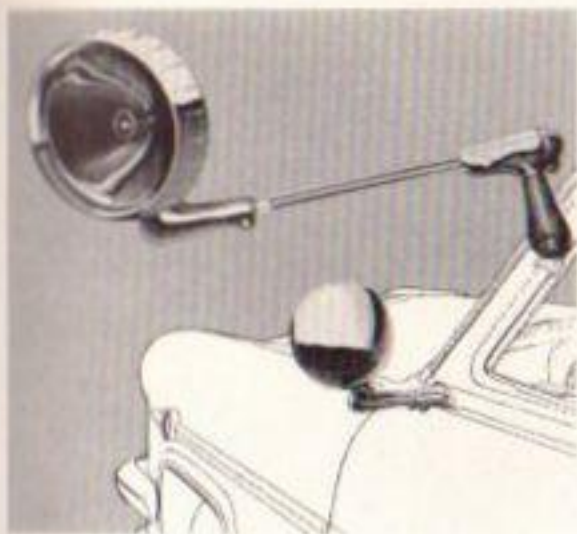
section five accessories for your Mercury

Mercury offers a wide selection of accessories that are designed to add extra pleasure and convenience to motoring in your Mercury. Your Mercury dealer, who has these carefully styled and engineered accessories in stock will help you select useful items which will add to safety and pleasure and help individualize your car.



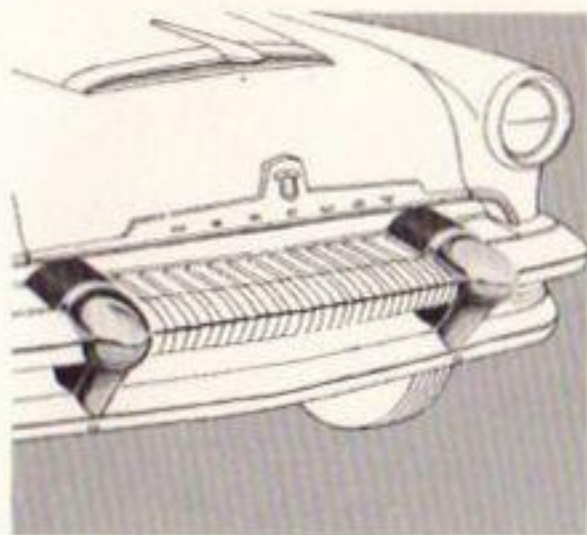
WINDSHIELD WASHER

The Mercury vacuum-operated windshield washer is an important safety aid and motoring convenience. At the touch of a button two jets flood the windshield with cleansing spray to permit immediate and thorough cleaning by windshield wipers. Dust, dirt, or mud can be cleaned off quickly and safely without having to stop the car. All Mercurys are equipped with fittings so that the washers can be installed in a matter of a few minutes.



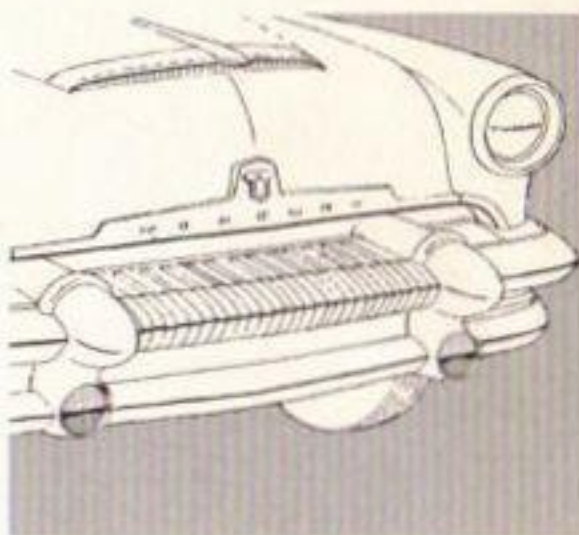
ROUND-TYPE SPOTLIGHT

This powerful Mercury spotlight throws a concentrated beam on objects up to 1000 feet away. Mounted on the door, it can be adjusted from the inside to almost any angle. A genuine, versatile aid to night driving. It is chrome-plated, has pistol grip handle, and is available in 4" and 6" sealed beam units. Available with this spotlight is a useful rearview mirror that is mounted on the housing.



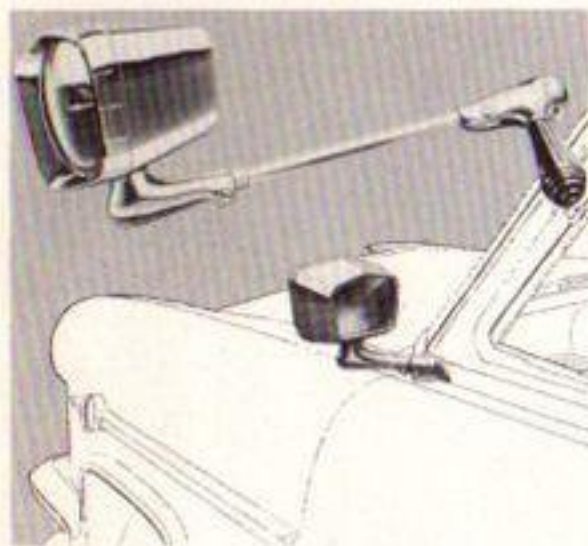
BUMPER-GRILLE GUARD

This sturdy Mercury-styled accessory provides extra protection for the combination bumper and grille. Its new functional design combines greater beauty with greater efficiency in preventing other cars from backing over the bumper or "hooking on." Made of cold-rolled steel, chrome-plated for greater durability and better appearance. Also available in modified form with road lamp housings.



ROAD LAMPS

Mercury road lamps provide greater visibility for bad weather driving by throwing a low, powerful beam directly in front of the car. Scientifically designed lenses diffuse light to cut down reflection in rain, snow, dust, or fog. Sealed beam units mount into special housings or modified bumper-grille guards.



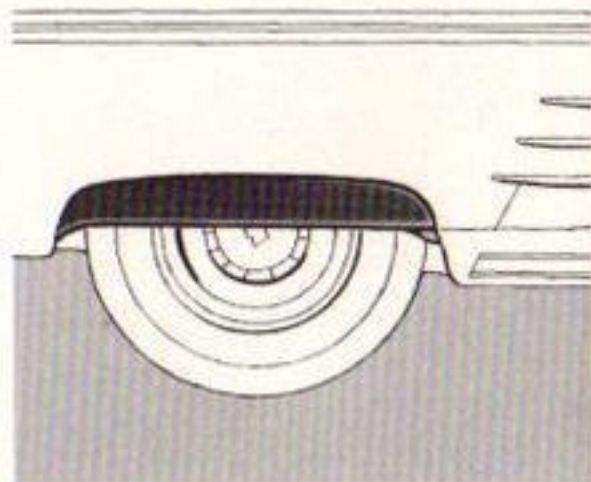
CUSTOM SPOTLIGHT WITH INTEGRAL MIRROR

A new Mercury accessory for 1954, this beautiful "custom" item combines smart, new functional design with spotlight and outside rearview mirror benefits. It is adjustable to almost any angle from within the car, throws a 1000-foot beam, and also affords supplementary rearward vision.



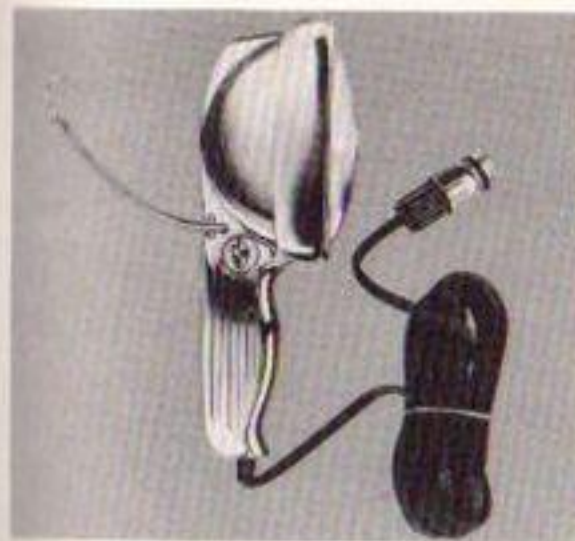
EXTERIOR VISOR

An all-year-round accessory, the Mercury exterior visor shades the windshield in summer driving and provides protection from snow, ice, and sleet in winter. Made of durable steel and shaped for extra strength, it is of airfoil design for minimum wind resistance. It mounts securely to body posts. Trimmed in chrome and finished in colors matching the car.



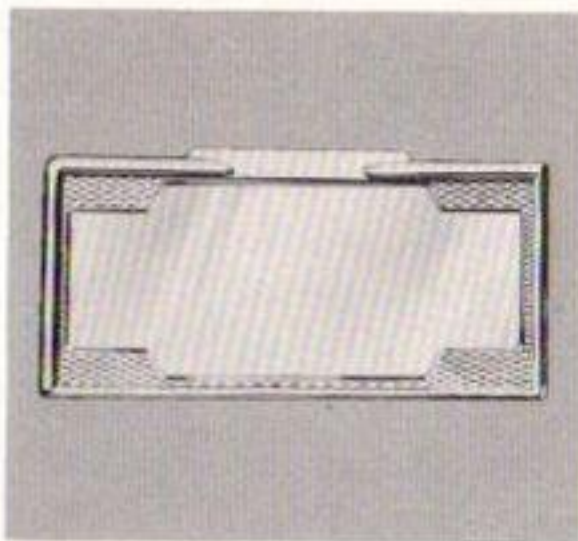
FENDER SHIELDS

The Mercury's attractive, flowing body lines get an added streamline touch from these smart fender shields—finished to match the color of the car. They help protect the body from splashing mud and water . . . keep the car looking neater, trimmer, cleaner. Simple locking lever, which is located under lower edge, makes them easy to remove or put on.



UTILITY SPOTLIGHT

For versatile, all-round duty, this 4" sealed beam lamp gives drivers a portable source of illumination for many uses. The utility spotlight plugs into the cigarette lighter socket, throws a powerful 1000-foot beam. Pistol grip, 10-foot cord, and hang-on clip make this an accessory handy for use outside the car when changing tires, and for many other purposes.



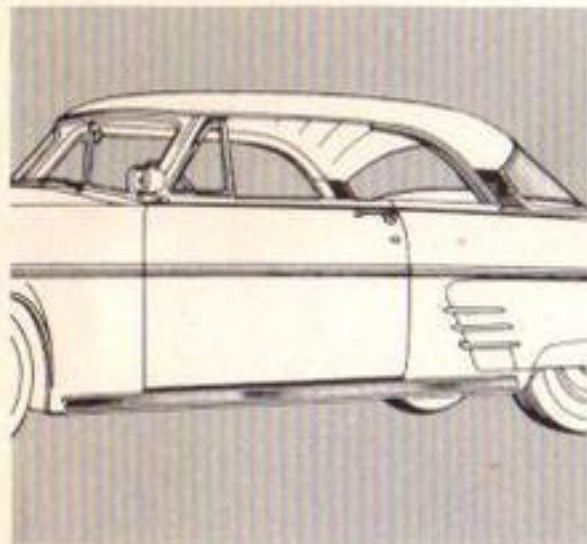
LICENSE PLATE FRAMES

Mercury license plate frames protect plates and add to finished appearance of the car. Made of flash chromed stainless steel, the frames are complete with transparent plastic window and decorative insert. These frames fit all license plates and enhance the beauty and appearance of the car.



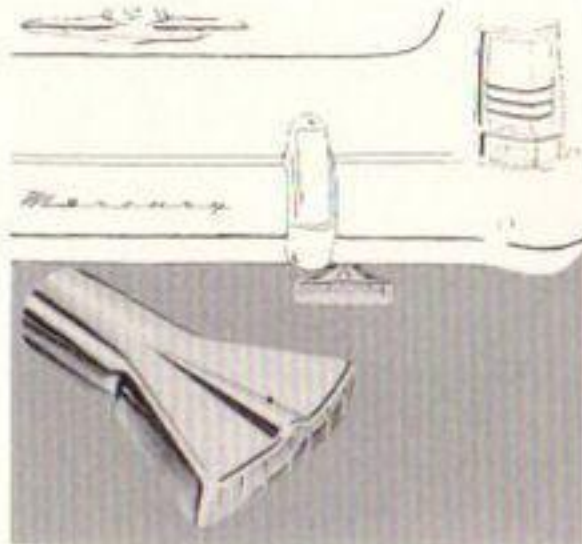
SAFETY DOOR LOCK

These safety rear door locks provide sure protection against accidental unlocking of rear doors. Easy to install, they replace the plunger-type buttons without changing the locking action. To obtain double protection, press down on the button and then press the safety catch. The ignition key unlocks the safety catch and then the button is raised to unlock the door.



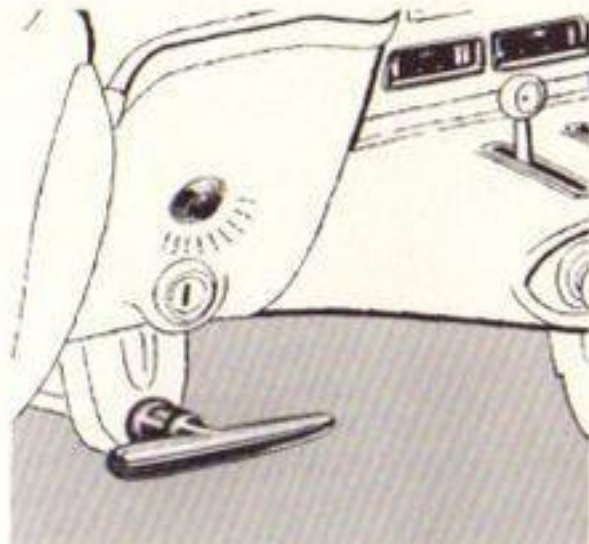
CURB BUFFER

Formed of polished stainless steel, these curb buffer rails offer extra protection against high, rough curbs and flying gravel, create a distinctive style accent to the long, low lines of the 1954 Mercury. (Not designed for the Station Wagon.)



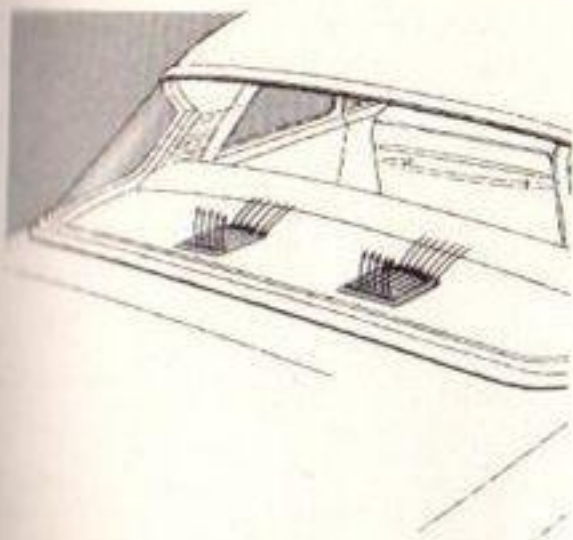
EXHAUST DEFLECTOR

The Mercury-styled exhaust pipe extension prevents staining and smudging of the rear bumper by deflecting exhaust gases downward beyond the car. Wide, flared design and serrated edge, chrome plated for lasting sparkle.



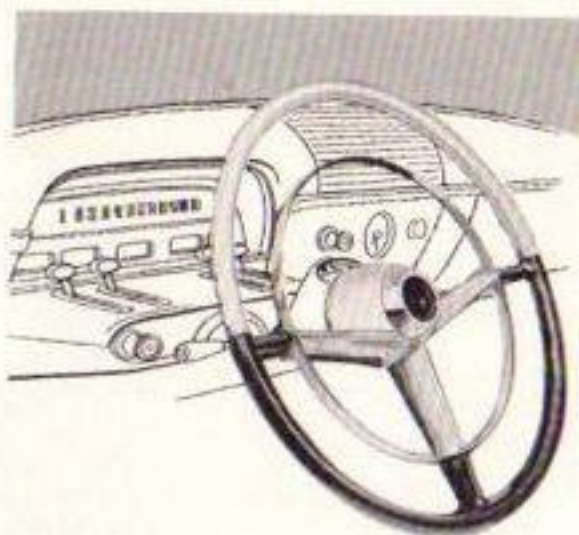
HAND BRAKE SIGNAL LIGHT

This accessory unit is also available as a separate unit to warn the driver when the hand brake is on. The red "jewel" is lighted when the ignition is turned on, and stays on until the brake is released. It saves unnecessary wear on brake linings, and helps avoid brake repairs.



REAR WINDOW DEFROSTER

Rear window defroster keeps window clear inside and out. Dual blower fans, installed out of sight beneath rear package tray registers behind rear seat, circulate air over window. A rear window wiper, operated by engine vacuum system is also available.



CUSTOM STEERING WHEEL

Graceful, easy to handle, this new Mercury-styled plastic custom steering wheel is designed both for beauty and utility. Is colored in metallic platinum. Adds an additional refinement to the delightful design scheme of your Mercury or Monterey.

OTHER MERCURY ACCESSORIES

Merc-O-Therm heater and defroster
(See Page 7)
Mercury radio (See Page 6)
Seat covers
Rear seat radio speaker
Door edge guards
Engine compartment light
Signal viewers
Full disc hubcaps
Locking gas tank cap
Curb signals
Door handle fingernail shields
Floor mats
Back-up lights
Emergency-utility light and case
Arctic windshield blades
Chrome head lamp rims
Vanity mirror
Awning-type window vents
Front vent wind deflectors
Rear compartment draft deflectors
Tissue dispenser
Car-care chemicals
Cigarette lighter-map light
Non-glare rearview mirror
And other useful items

SPECIFICATIONS

DIMENSIONS

Wheelbase	118 in.
Over-all length:	
Closed cars*	203.7 in.
Convertible*	203.7 in.
Station Wagon*	203.7 in.
Over-all Width:	
Closed cars	74.4 in.
Convertible	74.4 in.
Station Wagon	74.4 in.
Tread:	
Front	58.0 in.
Rear	56.0 in.

CAPACITIES

Fuel Tank	19 gal
Cooling System	19 qt
With Heater	20 qt
Engine oil	5 qt (refill)
Transmissions:	
Standard	3 lb
Overdrive	4½ lb
Merc-O-Matic, approx.	9 qt (refill)
Rear axle (differential)	3 lb
Station Wagon, only	3½ lb
Oil-bath air cleaner	1 pint

TIRES

Type	Extra-low pressure
Size:	
Closed cars	7.10 x 15
Convertible and Station Wagon	7.60 x 15
Pressure:	
Closed cars	26 lb. front, 22 lb. rear
Convertible	24 lb. front, 22 lb. rear
Station Wagon	24 lb. front and rear

*Over-all length with accessory front bumper guard is 206.2 in.

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

ENGINE

Cylinders	8
Type	90 degree OH V-type
Horsepower	161 @ 4400 rpm
Taxable horsepower	42.05
Bore	3.62
Stroke	3.10
Piston Displacement	256 cu. in.
Torque	238 lb.-ft @ 2200-2800 rpm
Combustion Ratio	7.5 to 1

FUEL SYSTEM

Carburetor:	
Type	4-venturi, dual downdraft concentric bowl, vacuum controlled secondary venturis

IGNITION SYSTEM

Distributor:	
Firing order	1-5-4-8-6-3-7-2
Drive	Gear on camshaft
Spark control	Full vacuum
Breaker contacts	Vented

COOLING SYSTEM

Radiator Cap:	
Type	Pressure
Maximum operating pressure	12 to 15 lb
Water pump:	
Type	Centrifugal
Drive	Wedge belt
Fan:	
Type	4 blade
Drive	Wedge belt
Thermostat:	
Type	Metal Cartridge
Starts to open at	157°-162°F
Fully open at	177°-182°F

ELECTRICAL SYSTEM

Generator:	
Type	Shunt wound
Drive	Wedge-belt
Rating	40 amperes at 7.1 volts
Generator regulator:	
Type	3 unit
Cutout closing voltage	6.0 to 6.6 volts
Voltage regulation (stabilized operation at 70° to 80° F ambient)	7.4 to 7.8 volts
Current limit	38 to 42 amperes

TRANSMISSION

Standard:	
Type	Synchromeshed
Speeds	3 forward and 1 reverse
Standard with Overdrive (optional):	
Type	Conventional selective synchromeshed transmission with automatic planetary gear train for Overdrive
Speeds	3 speeds plus Overdrive forward, 1 reverse
Merc-O-Matic Drive (optional):	
Type	Three-element torque converter with 3-speed planetary gear train—fully automatic
Speeds	3 forward and 1 reverse

CLUTCH

(In Mercurys with standard trans. and Overdrive only):	
Type	Dry single disc clutch pedal
Free travel	1 to 1½ in.
Size	10½ in. diam.

driving in congested traffic or when parking behind a car with its engine running, move both air controls to OFF position. This will cut off outside air from entering the car through the air ducts.

Never start or run the 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.

TABLE OF REAR AXLE GEAR RATIOS

BODY TYPE	Cars With Standard Transmission		Cars With Overdrive Transmission		Cars With Merc-O-Matic Drive	
	Standard Axle Gears	Optional Axle Gears	Standard Axle Gears	Optional Axle Gears	Standard Axle Gears	Optional Axle Gears
4-door sedans	3.90 to 1	4.10 to 1	4.10 to 1	3.90 to 1	3.31 to 1	3.54 to 1
2-door sedans				3.54 to 1		
All coupes						
Convertible	3.90 to 1	4.10 to 1	4.10 to 1	3.90 to 1	3.31 to 1	3.54 to 1
				3.54 to 1		
Station Wagons	4.27 to 1	4.55 to 1	4.55 to 1	4.27 to 1	3.31 to 1	3.54 to 1

CIRCUIT BREAKER AND FUSE CHART

Circuit	Protective Device	Location
Head lamps (only)	30-ampere circuit breaker	Behind instrument cluster, right side
Auxiliary lamps (all except head-lamps, turn signal, and dome and courtesy lamps)	15-ampere circuit breaker	Behind instrument cluster, right side
Turn signal	14-ampere fuse	On circuit breaker, behind instrument cluster, right side
Dome and courtesy lamps	14-ampere fuse	On circuit breaker, behind instrument cluster, right side
Electric window and seat control	(4) 30-ampere circuit breaker	L.H. cowl side panel under inst. panel
Convertible top control	40-ampere circuit breaker	R. F. fender splash shield
Overdrive	30-ampere fuse	Engine side dash panel, center on over-drive relay bracket
Heater—blower motor	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
Cigar lighter	Sulphur disc	In back of lighter

BULB CHART

Lamp Description	No. Bulbs	C.P. or Watts	Trade No.	Mercury No.
Head Lamps: Hi Beam	2	45 Watts	4030	09A-13007
Low Beam		35 Watts		
Front Parking Lamps and Turn Indicator	2	3 C.P.	1154	11A-13465
		21 C.P.		
Rear Turn Signal and Stop and Rear Lamps	2	3 C.P.	1154	11A-13465
		21 C.P.		
Pillar Lamp	2	3 C.P.	63	B-13466
Dome Lamp	1	15 C.P.	209	FAA-13730-A
Luggage Compartment Lamp	1	3 C.P.	63	B-13466
License Plate Lamp	1	3 C.P.	63	B-13466
Hi Beam Indicator Lamps	1	1 C.P.	51	48-15021
Instrument Panel				
Instrument Panel Lamps	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	3 C.P.	63	B-13466
Radio	1	3 C.P.	44	8A-18828
Turn Indicator	2	1 C.P.	51	48-15021

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Accessories, optional equipment, full-disc hubcaps and white sidewall tires are installed at extra cost.

These specifications were in effect at the time this manual was approved for printing. Mercury

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1954
Mercury
designed
to make
any driving
easy