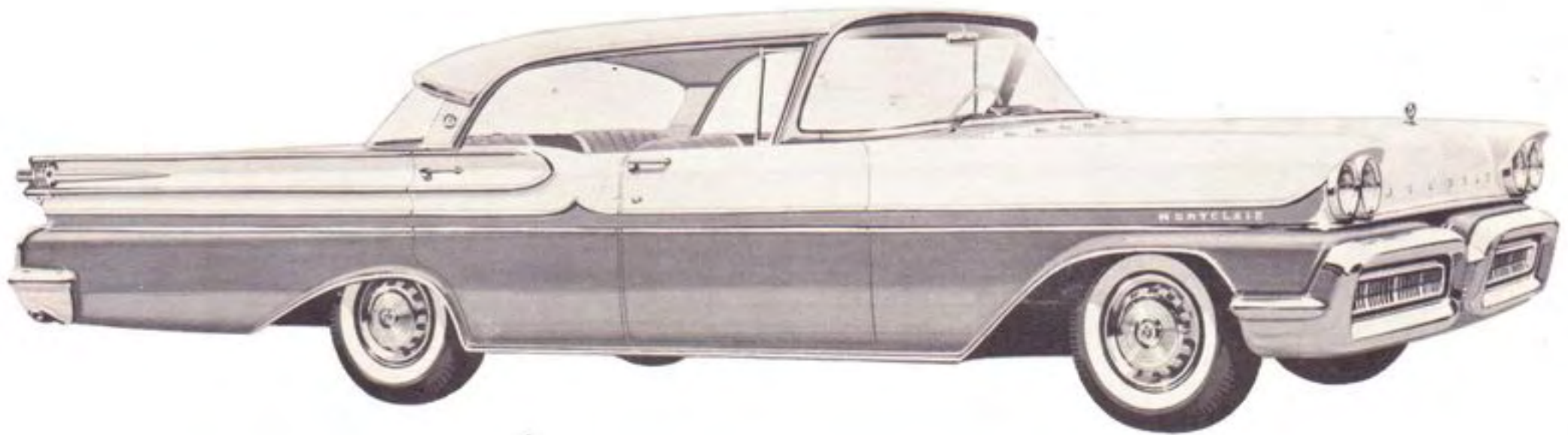


Fred Morton



1958

MERCURY SALES MANUAL

Complete selling information for Mercury Salesmen

HOW TO USE

Your 1958 Mercury Sales Manual

The 1958 Mercury Sales Manual is completely new in size . . . in organization . . . in concept . . . in utility.

When you receive the manual, all of the sections are complete except the Product Comparisons section. As you can see, the multi-ring binder provides space for the Mercury Product Comparison Bulletins which you are due to receive during the months ahead.

Because the Sales Manual represents an investment of both your time and money, here are some suggestions on how you can obtain full benefit from this investment.

FIRST—Turn through the book to see how the sections are organized. Pay special attention to the four sections featuring the models in the 1958 Mercury line. See the new line-up of Monterey, Montclair and Park Lane passenger cars . . . of Commuter, Voyager and Colony Park station wagons.

NEXT—Check the Index. See how easy it is to locate complete information about specific subjects quickly and easily.

THEN—Read the Styling section and the Engines & Transmissions section. Magnificent styling . . . exciting power . . . spirited performance . . . and the introduction

of the magnificent Park Lane models are the Big News about The Big M for 1958. As you read the book, note the extensive product sales points. Give special attention to the many exclusive features that prove again that Mercury leads the field in advanced styling and engineering.

LATER—When each Product Comparison Bulletin arrives, add it to the binder in the Product Comparison section. Study the bulletin carefully. Then review the Sales Manual material concerning the features that are compared. Check all of the reasons behind Mercury's superior power and performance. Examine all the other advantages Mercury has over its competitors.

FREQUENTLY—You may want to show your 1958 Mercury Sales Manual to customers. Don't hesitate to do so when it will help the sale. This is a *facts book*, written to give accurate information about the 1958 Mercury cars and station wagons.

ALWAYS—Keep your 1958 Mercury Sales Manual handy for use in salesroom . . . on prospect calls . . . in closing room. It can help you give selling answers to prospect inquiries. It can help you present facts that add to your sales story about The Big M for 1958.

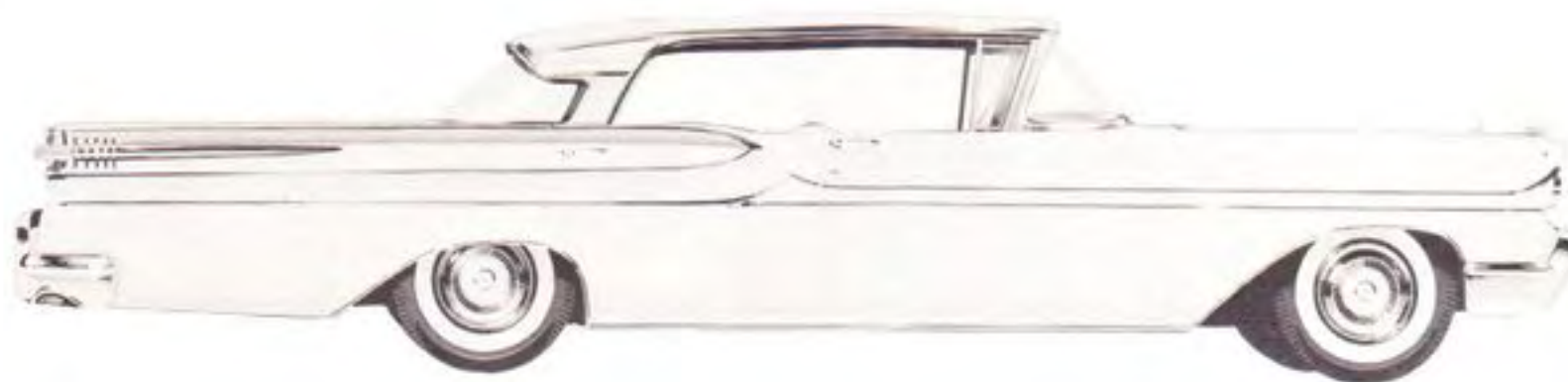


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These specifications were in effect at the time this book was approved for printing. Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, design, or prices without notice and without incurring any obligation. White sidewall tires, curb buffers, accessories and other special equipment optional at extra cost. Merc-O-Matic transmission optional on Monterey and Commuter models.

1958 Mercury Models

...The Complete Big M Line

● Monterey Series

	Model No.
Monterey 2-door Sedan	64-A
Monterey 4-door Sedan	58-A
Monterey Phaeton Coupe	63-A
Monterey Phaeton Sedan	57-A
Monterey Convertible	76-A

● Montclair Series

Montclair 4-door Sedan	58-B
Montclair Phaeton Coupe	63-B
Montclair Phaeton Sedan	57-B
Montclair Convertible	76-B
Montclair Turnpike Cruiser 2-door	65-A
Montclair Turnpike Cruiser 4-door	75-A

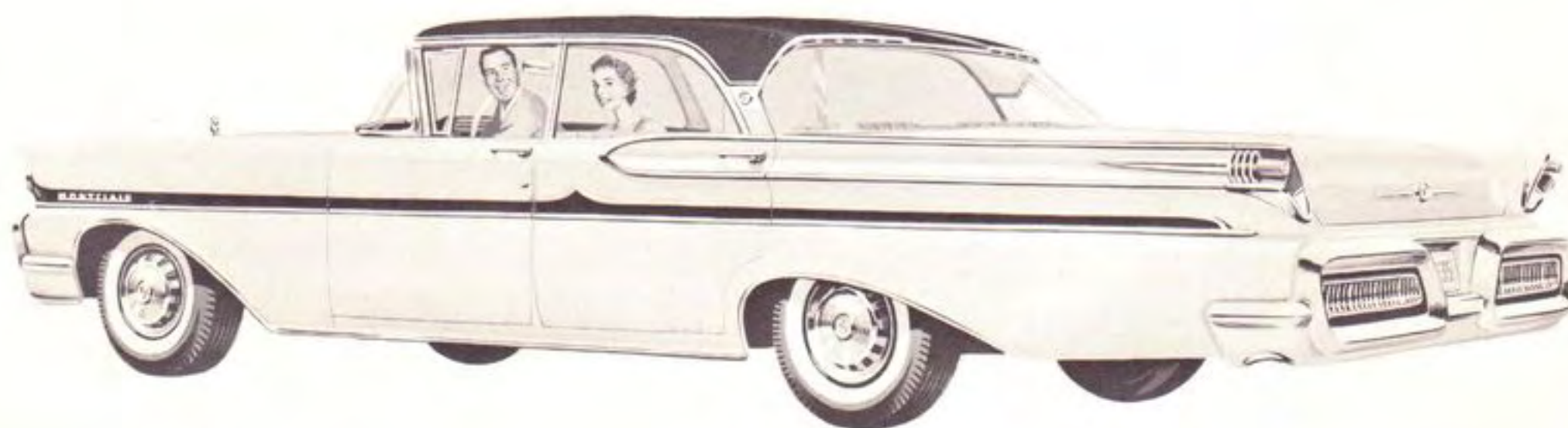
● Park Lane Series

Park Lane Phaeton Coupe	63-C
Park Lane Phaeton Sedan	57-C
Park Lane Convertible	76-C

● Station Wagon Series

Commuter 2-door, 6-passenger	56-A
Commuter 4-door, 6-passenger	77-A
Commuter 4-door, 9-passenger	77-C
Voyager 2-door, 6-passenger	56-B
Voyager 4-door, 6-passenger*	77-D
Colony Park 4-door, 6-passenger*	77-B

*3rd seat optional at extra cost



The Big Gains for the Big **M** in 1958

- **Wider . . . better selection of passenger car models—**

Three new Park Lane models added at top of the line . . . two Turnpike Cruiser models introduced in Montclair series.

- **Better selection of station wagons—**

For 1958, Mercury offers three 4-door, 6-passenger station wagons—one each in the Commuter, Voyager and Colony Park series . . . plus the Commuter and Voyager 2-door, 6-passenger models and the 9-passenger Commuter. Third seats are optional for the 4-door Voyager and Colony Park.

- **Longer . . . wider . . . with completely new appearance—**

Advanced styling, from the dual headlamps and combination Jet-Flo bumper-grille to torch-mounted taillamps.

- **Finer riding . . . new limousine ride—**

Advanced chassis features give Mercury vehicles even better riding. Mercury offers the only station wagons with true passenger-car ride.

- **Big gains in engine size—**

Displacement—total capacity of cylinders—increased 22.7% for Monterey and Montclair engines.

- **Higher engine power ratings—**

In the Monterey, power is increased 22.4% over 1957 Montereys . . . Montclair power is increased 29.4%.

- **Greater power-per-pound—**

The power-to-weight ratio is increased 17.6% in Monterey models . . . 24.5% in Montclair models . . . 17.9% in Commuter station wagons . . . and 21.5% in Voyager station wagons. (Based on comparison of engine horsepower and curb weight of vehicles equipped with automatic transmissions.)

- **Extra-large self-adjusting brakes—**

Standard equipment on every 1958 Mercury, self-adjusting brakes are always properly and equally adjusted, mechanically, for all 4 wheels. 3-inch-wide front brake shoes. Monterey and Montclair brake area increased 10% over 1957.

- **Improved Merc-O-Matic transmission—**

In two sizes . . . with increased torque capacities tailored to higher torque output of 1958 Mercury engines. Completely new, easy-to-use Keyboard Control panel. Multi-Drive Merc-O-Matic standard for Park Lane models.

1958 Mercury . . . Sports-Car Spirit with Limousine Ride

Mercury service

Service helps you sell

When considering the purchase of a new car, most prospects are interested in the kind of service available at the selling dealership, the service away from home, and the warranties covering the new car.

Mercury's progressive service program, designed to fulfill customers' service needs, both at home and while traveling, makes a strong selling story for your prospects.

Assisting dealers in service matters, is the Mercury Service Department which maintains, both in the field and at the factory, staffs of qualified service personnel who work with dealers and their service managers on service matters.

Among service activities which produce genuine benefits to Mercury owners are:

Authorized dealers can have expert mechanics who are trained in factory service schools. Most Mercury dealers offer certified service by Registered Mechanics.

Genuine parts are available at authorized Mercury dealerships. The mechanics have access to accurate information about proper replacement parts.

All Mercury dealers are equipped with precision tools and test equipment for servicing Mercury automobiles. Charges for services performed are reasonable.

Authorized service at Mercury's growing dealer organization is available nationwide. Each dealer has a clean shop where trained mechanics can give prompt service.



Mercury Owner Service Policy, issued to each new-car purchaser by the selling dealer at the time of the new-car delivery, provides many benefits for purchasers. Printed on the service policy is the dealer's warranty, new-car delivery statement, and provisions for 1,000-mile and 2,000-mile inspection service.



Mercury warranties

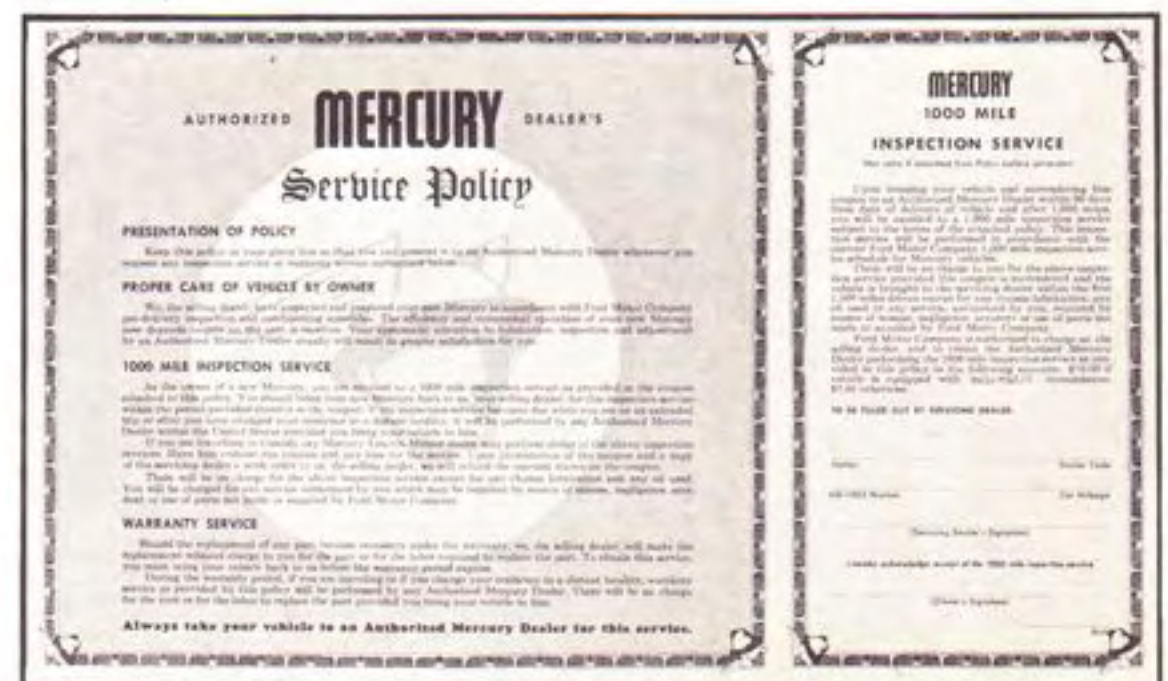
As every part of the Mercury is covered by a warranty, you can give prospects this extra assurance of Mercury's uniform high standard of quality.

Dealer's warranty provides for replacement of parts, with the exception of tires, found to be defective during warranty period.

Battery warranty provides for 90-day replacement in case of failure, and an adjustment policy that allows credit on pro-rata basis for a period of either 36 months or 48 months, depending on the type of battery used. If either of the aforementioned batteries are used for commercial applications, one-half of the monthly pro-rata warranty applies.

Tire warranty is a standard warranty provided by the tire manufacturer. Such warranties usually guarantee tires against defective workmanship and materials.

Radio warranty covers any defects in materials and workmanship for a period of 90 days following the retail delivery.





Styling features



Section



Advanced 1958 Mercury Styling ...adds to beauty of every model



When your customers see the 1958 Mercury cars and station wagons, they will readily recognize the dramatic appearance . . . tasteful luxury . . . distinction of these cars.

Customers may ask why Mercury made such a big change in styling for 1958. There are competitive reasons, to be sure, because Mercury wants to continue its expansion in the medium-price field. To *keep ahead*, Mercury has to *move ahead*. The 1958 Mercury passenger cars and station wagons indeed promise to keep Mercury ahead for both styling and mechanical features.

Every 1958 Mercury has *all-new body parts from the passenger compartment forward*. These include the hood . . . fenders . . . dual headlamps . . . and the combination bumper-grille. With the full-length body side moldings, distinctive torch-mounted taillamps, and enlarged jet-pod rear bumpers, these cars attain an impressive and pleasing appearance.

For interiors, there are original designs for every series.

The flat, crisp top panel—with a wide-wrap rear window—is exclusive for all hardtop sedans and coupes. The recessed top panel and rear deck, together with the carry-through seat shelf and seat designs are other original Mercury design features.

The most dramatic of all 1958 Mercurys is the Park Lane—the *fine car for the Mercury field . . . with magnificence unlimited*. It is the finest expression of the Big M's *sports-car spirit with limousine ride*.

Mercury's advanced styling means dramatic, modern beauty. Mercury recognizes that beauty is always in style—especially for a product that the customer uses every day . . . and puts on display every time it's used.

Mercury's emphasis on styling is clearly shown on every model in the 1958 line of luxurious, tastefully designed Big M passenger cars and station wagons. On the following pages, and in the models sections of the Sales Manual, are many more details about Mercury's distinctive, modern styling.

Styling Highlights—The Big M for 1958

All-new body parts from passenger compartment forward

- Combination bumper-grille with unified Jet-Flo design . . . combines these two major brightmetal parts.
- Parking lights—turn indicator units mounted in extreme outer ends of bumper-pod inserts.
- Brightmetal bumper-grille inserts float inside dual jet-pods . . . accent width . . . serve to conceal underneath body and chassis parts.
- Dual headlamps as standard equipment on every model.
- Depressed hood with lower, bolder contours.
- Broad-top front fenders shaped to accommodate dual headlamps . . . contours of fender outer panels set the pattern for styling of sides and exterior trim.
- 1958 ornamentation—hood emblem . . . Big M insert at center front of bumper.

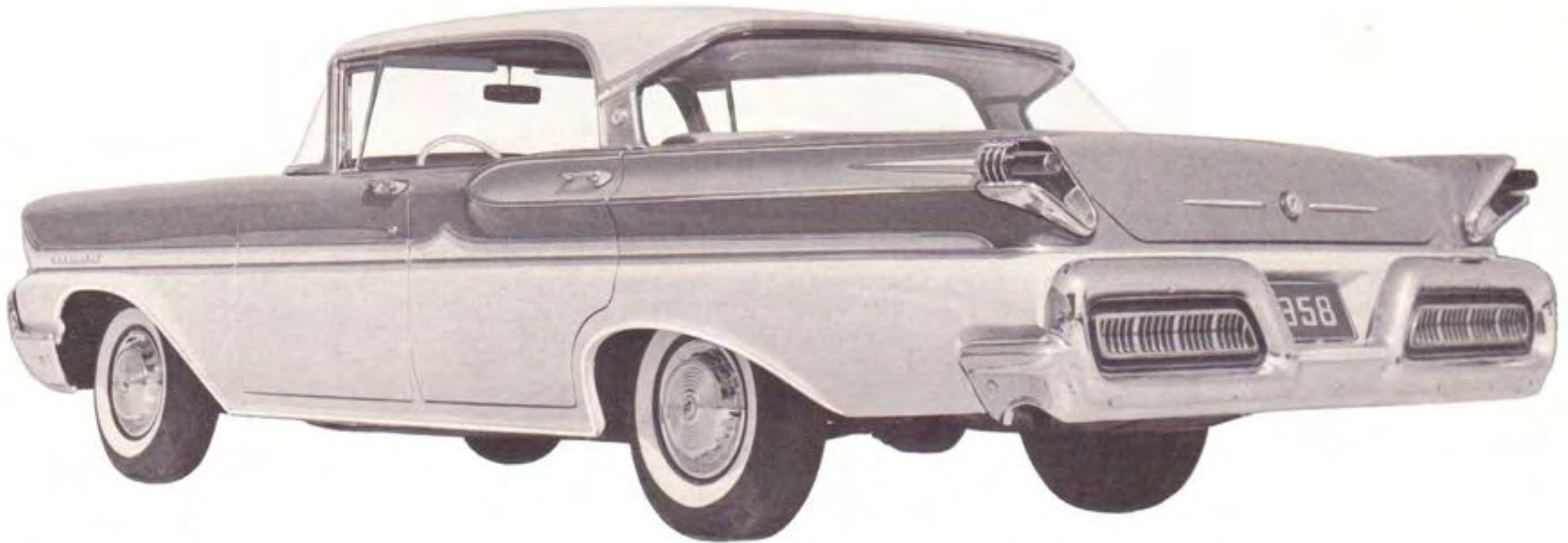
Brilliant styling for passenger compartment area

- Flat, crisp, long top panel for all hardtop sedan and coupe models.
- 1958 phaeton rear roof overhang accents floating roof panel.
- Original design treatment for the projectile areas for all models . . . carrying bold, forward-moving theme.
- Long fender line and full-length body side trim emphasize over-all length.
- 3-way choice of exterior color styling.
- Distinctive roof rear quarter panel and rear window for Park Lane models.
- Side-mounted torch-shaped taillamp housings installed in projectile channels.
- Special roof rear quarter panel ornamentation with side running lights for Turnpike Cruiser models.
- Concealed center pillar for 4-door sedans (in Montclair and Monterey series) gives hardtop appearance to Mercury's popular 4-door sedans.
- Exclusive interior schemes for every passenger car and station wagon series.

Rear section design treatment

- Jet-Flo bumper for all models . . . large size . . . accent over-all width. Decorative inserts for dual pods.
- Extra-large trunk compartment for Park Lane models.
- Special rear deck ornamentation for series differentiation.
- V-angle taillamp assemblies for every model.
- Recessed channel for rear deck carries forward for top panel . . . for interior.
- Large, flush-fit rear windows add to feeling of openness . . . rear deck line continues into car interior for rear seat shelf.
- Full rear window wrap-around for all 2-door and 4-door hardtop models.

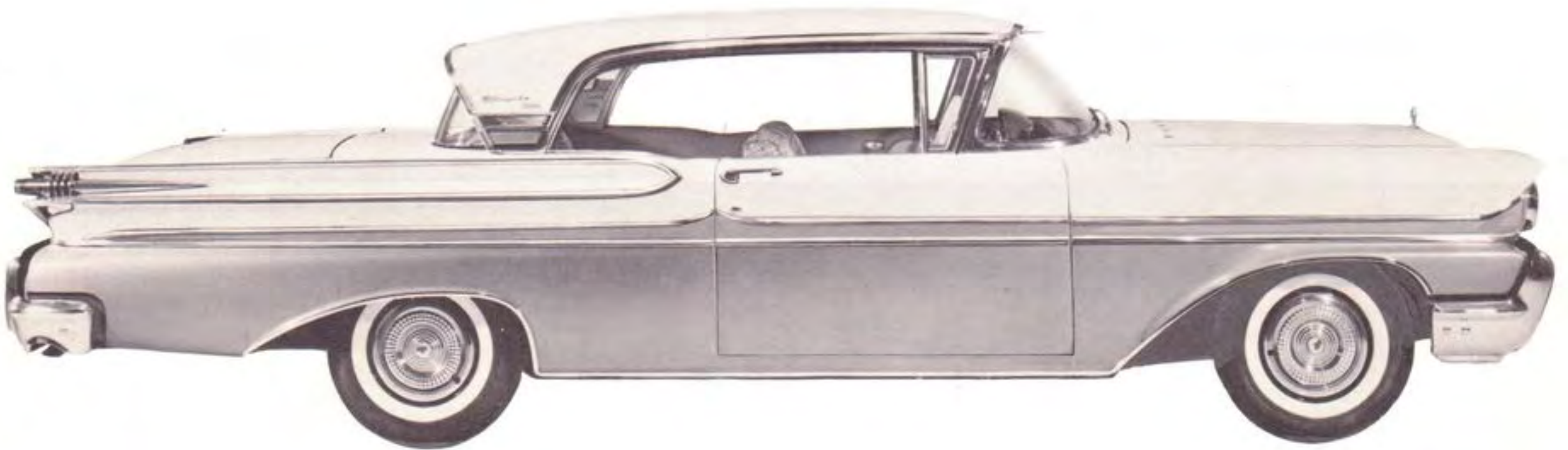
Distinctive...modern Phaeton Styling



Flat, thin phaeton roof panel affords added distinction for the hardtop sedan and coupe models in the 1958 Mercury line. Outstanding features of the special phaeton roof are: overhang above back window . . . wide-wrap rear window . . . slender, internally braced rear roof pillar. The swept-forward windshield post and rear roof pillar add to feeling of action.

From front to rear, the broad, flat-top fenders, hood cowl, package tray and rear deck appear as an almost level, continuous plane. The thin, flat roof panel supported by the swept-forward windshield post and rear roof pillar appears to float above the massive lower body panels. For 1958, Mercury offers phaeton sedan and phaeton coupe models in all series—a total of six hardtop models.

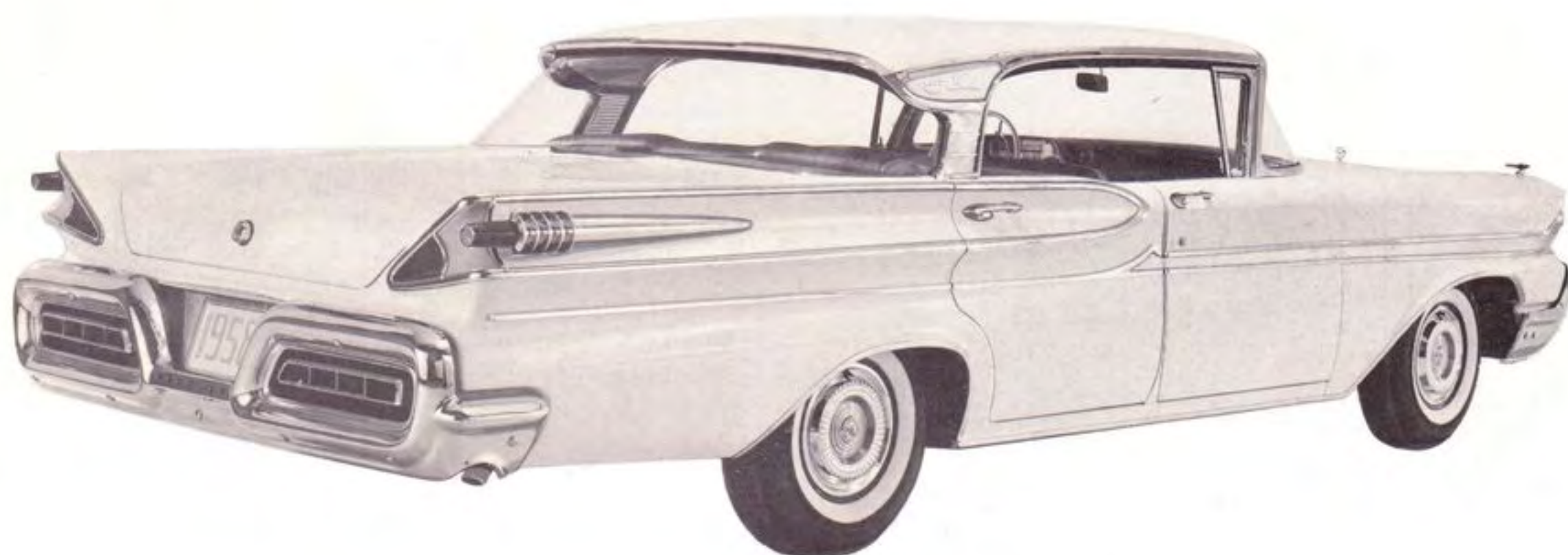
Advanced Turnpike Cruiser Styling



Turnpike Cruiser styling in its first year became the greatest influence in automotive styling in a decade. For 1958, Mercury offers two Montclair Turnpike Cruisers—pillarless 4-door and 2-door models—cars that anticipate the style trends for years to come. Each provides an unusual combination of performance, modern luxury, and all the space of a family sedan.

The 1958 Montclair Turnpike Cruisers feature airliner-type fresh air intakes . . . compound wrap-around windshield . . . inset, power-operated rear window . . . and exterior side running lights mounted on the roof quarter panel . . . plus other Mercury "firsts" in styling and design. Interior door panel trim is exclusive for the Turnpike Cruiser models.

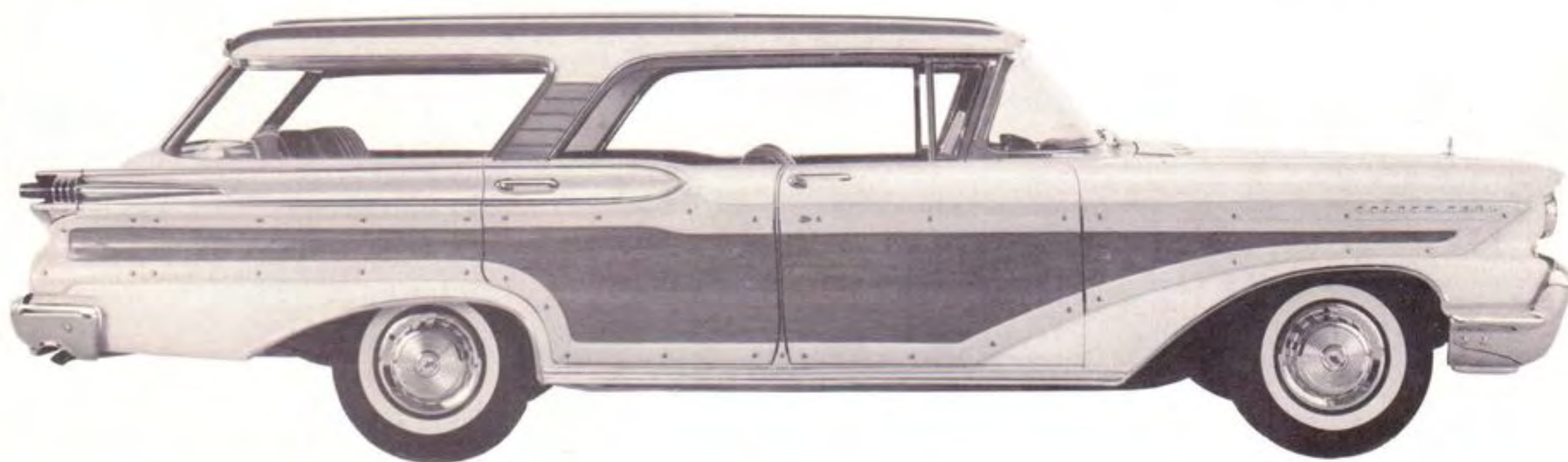
Park Lane—Magnificence Unlimited



Introduction of the Park Lane gives Mercury a new style leader to share the spotlight with the sensational Turnpike Cruisers as America's most advanced automobiles. The Park Lane represents *magnificence unlimited*. It offers Mercury style and beauty in larger dimensions—7 inches longer over-all—with greater emphasis on motoring luxury. The rearward parts of the car, especially, reveal the originality of Park Lane styling.

The insert panel on the roof rear quarter panel . . . the long, wide projectile channel on rear fender . . . the 35-inch-long outrigger taillamps . . . and the long rear deck . . . identify the Park Lane models. The Park Lane series includes three models—a Phaeton sedan, Phaeton coupe and convertible. The closed models are both pillarless hardtops built with Mercury's thin phaeton roof panel.

Hardtop beauty for Big M 'wagons'



Low-contour, hardtop styling for station wagons, originated by Mercury, is even more advanced for 1958. Mercury's entire fleet of pillarless hardtop "wagons" attains dramatic appearance through this 1958 styling treatment. On the front, the broad fenders housing the trim dual headlamps, the combination bumper-grille and low-contour hood produce tasteful unity of design.

Long and low, the 1958 Mercury station wagons gain additional distinction from the full-length side moldings, the torch-mounted taillamps and front fender contours. The result: station wagons that are useful, versatile and generous in size . . . with eye-appealing beauty and luxury. Available in 16 solid exterior colors and 36 Two-Tone or Flo-Tone combinations.

1958 Mercury exterior body colors

Two-Tone and Flo-Tone Color Combinations

Two-Tone Code No.	Flo-Tone Code No.	Above	Below	Two-Tone Code No.	Flo-Tone Code No.	Above	Below
2-01-45	4-01-45	Tuxedo Black	Flamingo Red	2-45-01	4-45-01	Flamingo Red	Tuxedo Black
2-01-07	4-01-07	Tuxedo Black	Marble White	2-07-01	4-07-01	Marble White	Tuxedo Black
2-01-55	4-01-55	Tuxedo Black	Silver Sheen Metallic	2-55-01	4-55-01	Silver Sheen Metallic	Tuxedo Black
2-56-87	4-56-87	Oxford Gray Metallic	Shadow Rose	NA	4-87-56	Shadow Rose	Oxford Gray Metallic
2-56-07	4-56-07	Oxford Gray Metallic	Marble White	2-07-56	4-07-56	Marble White	Oxford Gray Metallic
2-56-75	4-56-75	Oxford Gray Metallic	Mayfair Yellow	NA	4-75-56	Mayfair Yellow	Oxford Gray Metallic
2-07-31	4-07-31	Marble White	Jamaican Blue Metallic	2-31-07	4-31-07	Jamaican Blue Metallic	Marble White
2-07-30	4-07-30	Marble White	Vineyard Blue	2-30-07	4-30-07	Vineyard Blue	Marble White
2-07-15	4-07-15	Marble White	Parisian Green	2-15-07	4-15-07	Parisian Green	Marble White
2-07-16	4-07-16	Marble White	Emerald Metallic	2-16-07	4-16-07	Emerald Metallic	Marble White
2-07-17	4-07-15	Marble White	Holly Green Metallic	2-17-07	4-17-07	Holly Green Metallic	Marble White
2-07-92	4-07-92	Marble White	Golden Dust Metallic	2-92-07	4-92-07	Golden Dust Metallic	Marble White
2-07-75	4-07-75	Marble White	Mayfair Yellow	2-75-07	4-75-07	Mayfair Yellow	Marble White
2-07-45	4-07-45	Marble White	Flamingo Red	2-45-07	4-45-07	Flamingo Red	Marble White
2-07-97	4-07-97	Marble White	Twilight Turquoise	2-97-07	4-97-07	Twilight Turquoise	Marble White
2-07-01	4-07-01	Marble White	Tuxedo Black	2-01-07	4-01-07	Tuxedo Black	Marble White
2-07-56	4-07-56	Marble White	Oxford Gray Metallic	2-56-07	4-56-07	Oxford Gray Metallic	Marble White
2-07-55	4-07-55	Marble White	Silver Sheen Metallic	2-55-07	4-55-07	Silver Sheen Metallic	Marble White
2-07-87	4-07-87	Marble White	Shadow Rose	NA	4-87-07	Shadow Rose	Marble White
2-07-99	4-07-99	Marble White	Burgundy Metallic	NA			



Body Features



Section



1958 Mercury bodies ... all-steel safety packaging for passengers



Mercury's fine quality is evident in the superior coachwork of these all-steel bodies. This body construction is the result of the latest developments in body design, in metallurgy, and body manufacturing methods.

In Mercury bodies, both the high structural strength and beauty are obtained from precise shaping of the sheet metal body parts. Structural strength means safety and durability. The beauty of the sculptured steel body means pride of ownership.

Every part of the Mercury body is carefully formed from heavy-gauge sheet steel. In assembling the bodies, all of the parts are securely and tightly welded to produce a rigid, box-like structure . . . to make the passenger compartment a safety-steel package.

Openings in the Mercury body are framed with high-strength steel reinforcements. Box-section rails reinforce sides of floor panel and roof rails. Features of special interest to customers are:

Superb Comfort—The heavier 1958 Mercury vehicles ride better. Cowl ventilation provides fresh outside air for a cooler, quieter passenger compartment. Improved body insulation adds to comfort and pleasure.

Safety-Engineered—The internally braced frame, bulkhead body construction, impact-absorbing steering wheel, and other safety features make the safety-engineered Big M's safer cars. Driver and passengers are safely packaged in the sturdy all-steel body.

Fine Visibility—Full-wrap windshield and forward thrusting windshield posts . . . trim, narrow body posts . . . and spacious back window afford excellent visibility in all directions.

Extra Roominess—More than 10 $\frac{1}{3}$ feet of seat room in all sedan models. Ample headroom, leg room, and shoulder room in every model.

Slim-Pillar Sedan Construction—An unusual feature of the 4-door sedan construction is the slender center body post between the belt line and the roof rail. This is a welded-steel box section, approximately 1 $\frac{1}{4}$ -inches square. As the side window frames practically cover the center pillar, the Monterey and Montclair 4-door sedans carry style and flair usually associated with hardtop models. The distance between the 4-door sedan side windows is only 2.63 inches—the same as on Mercury's high-styled phaeton sedans.





Engines & Transmissions



Section



Major Specifications: 1958 Mercury V-8's

312 Horsepower (Monterey) 360 Horsepower
330 Horsepower (Montclair) (Park Lane)

GENERAL

Type	Overhead-valve, 90-degree V-8, deep-block construction	
Piston displacement	383 cubic inches	430 cubic inches
Bore & stroke	4.3 x 3.3 in.	4.3 x 3.7 in.
Compression ratio	10.5 to 1	
Block & head material	Malleable special alloy iron	

PISTONS

Type	Autothermic, closed-slipper skirt, step top	
Material	Tin-plate aluminum alloy with alloy steel struts	
Compression rings	2 cast-iron, chromium-plated upper, phosphate-coated lower	
Oil ring	1 cast-iron with 3-piece expander	

CRANKSHAFT

Material	Precision-molded alloy iron	
Counterweights	6, cast integrally	
Main bearings	5, replaceable insert, steel-backed copper lead	
Vibration damper	rubber floated	
Flywheel	Stamped steel, 15.5-inch diameter; integrally welded ring gear (with automatic transmission)	

CONNECTING RODS

Type	Pyramid design. Forged I-beam with separately forged caps	
Material	Forged steel with steel-backed copper-lead bearing	

CAMSHAFT

Type	High-lift, precision-molded alloy iron	
Bearings	5, steel-backed babbit	
Drive	Silent chain	
Valve lift	Intake —.403 in.	Intake —.441 in.
	Exhaust—.403 in.	Exhaust—.441 in.

VALVES

Type	Rotating, overhead	
Intake material	Aluminum-coated, chrome-nickel alloy steel	
Exhaust material	Aluminum-coated, austenitic steel	
Intake valve-head diameter	2.08 in.	2.14 in.
Exhaust valve-head diameter	1.77 in.	1.77 in.
Stem-oil control	Synthetic rubber umbrellas	
Valve guides	Integral, cast in cylinder head	
Valve		

1958 MERC-O-MATIC SPECIFICATIONS

Type	3-element fluid torque converter with 3-speed planetary gear train	Maximum over-all torque multiplication—
Torque converter diameter	12 $\frac{5}{16}$ inches	Monterey & Commuter models 4.56 to 1
Planetary gear ratios	Low—2.40 to 1, intermediate—1.47 to 1 High—1.00 to 1, reverse—2.00 to 1	Montclair, Voyager, Colony Park & Park Lane models 4.98 to 1
Torque multiplication in converter—		
Monterey & Commuter models	1.9 to 1 maximum (at stall)	Over-all weight (without hydraulic fluid)
Montclair, Voyager, Colony Park & Park Lane models	2.1 to 1 maximum (at stall)	Monterey & Commuter models 207 lb.
Planetary gear ratios—		Montclair, Voyager, Colony Park & Park Lane models 236 lb.
Monterey & Commuter models	Low—2.40 to 1, intermediate—1.47 to 1 High—1.00 to 1, reverse—2.00 to 1	Cooling
Montclair, Voyager, Colony Park & Park Lane models	Low—2.37 to 1, intermediate—1.48 to 1 High—1.00 to 1, reverse—1.84 to 1	Fluid heat exchanger in lower radiator tank
		Oil capacity, quarts 10 $\frac{3}{4}$ quarts
		Control Keyboard Control—mechanical

Conventional Transmission



Type	Selective, 3 speeds forward, 1 reverse
Type gears	Helical
Gear ratios	Low—2.49 to 1, 2nd—1.59 to 1 High—1.00 to 1, reverse—3.15 to 1
Oil capacity	3 $\frac{1}{4}$ pints

Mercury's conventional 3-speed transmission provides smooth, easy and dependable operation. Gears shift in "H" pattern. Helical cut gears with wide teeth provide large contact areas. Gears are selected individually for matched sets, tested for quiet operation. Block-type synchronizers bring shift ring and gear to same rotation speed for smooth, quiet shifting from second to high.

Touch-O-Matic Overdrive



Type	3-speed, selective gear type combined with automatic planetary 4th-speed gear
Overdrive ratio	.72 to 1 (other gear ratios same as standard transmission)
Manual control	T-handle on instrument panel
Oil capacity	4 $\frac{1}{2}$ pints

Mercury's overdrive* transmission provides a fourth forward speed which can increase gas mileage as much as 20%. Overdrive reduces engine revolutions and thereby adds to engine life, and reduces noise level. When in operation, overdrive planetary gear set provides a 0.72 to 1 gear ratio, compared with the 1 to 1 high gear ratio. Overdrive engages automatically with a momentary deceleration at speeds above 28 mph.

*Optional at extra cost in Monterey and Commuter station wagon models.



Chassis Features



Section



1958 Mercury Chassis Highlights

- Improved ball-joint front suspension with new permanently lubricated upper suspension arm bushings.
- Re-designed frame with both inboard and outboard body mounts.
- Self-adjusting brakes . . . maintain proper and equal mechanical adjustment for all 4 wheels.
- Air Cushion Ride . . . full-air suspension with four air springs.
- Full-cushion shock absorbers.
- Extra-soft 10.9-coil front springs.
- 55-inch-long, variable-rate leaf-type rear springs . . . or 60-inch-long rear springs in Park Lane models.
- High-economy 2.69 to 1 rear axle ratios for 1958 Mercury models with 312-hp or 330-hp engines and Merc-O-Matic transmission.
- Straddle-mounted rear axle.
- Nylon cord tires as optional equipment.
- High manual steering ratio . . . requires 30% less turning effort for parking.
- Extra-large brakes with 233.4 square inches total braking area for all models.
- Integral crankshaft-driven hydraulic pump for power steering system.
- Precision-control, vacuum-assisted power brakes.

Rigid Safety-Width Frame

The Mercury frame is a rigid ladder-type with box section side rails and five cross-members. The side rails, being curved outward to almost full width of the body, serve as protective side bumpers for the passenger compartment.

To attain better body-chassis combinations, Mercury frames are "customized" to provide a special frame for each body style. The "customized" design pays off in the high strength in relation to the weight . . . in extra safety . . . in durability.

Frame length is 196.06 inches for all 1958 Mercury models except the Park Lane series which have a 203.3-inch frame with heavier (.150-inch) steel for outer side rails.

X-member reinforcements for the center section afford extra strength for convertible frames.

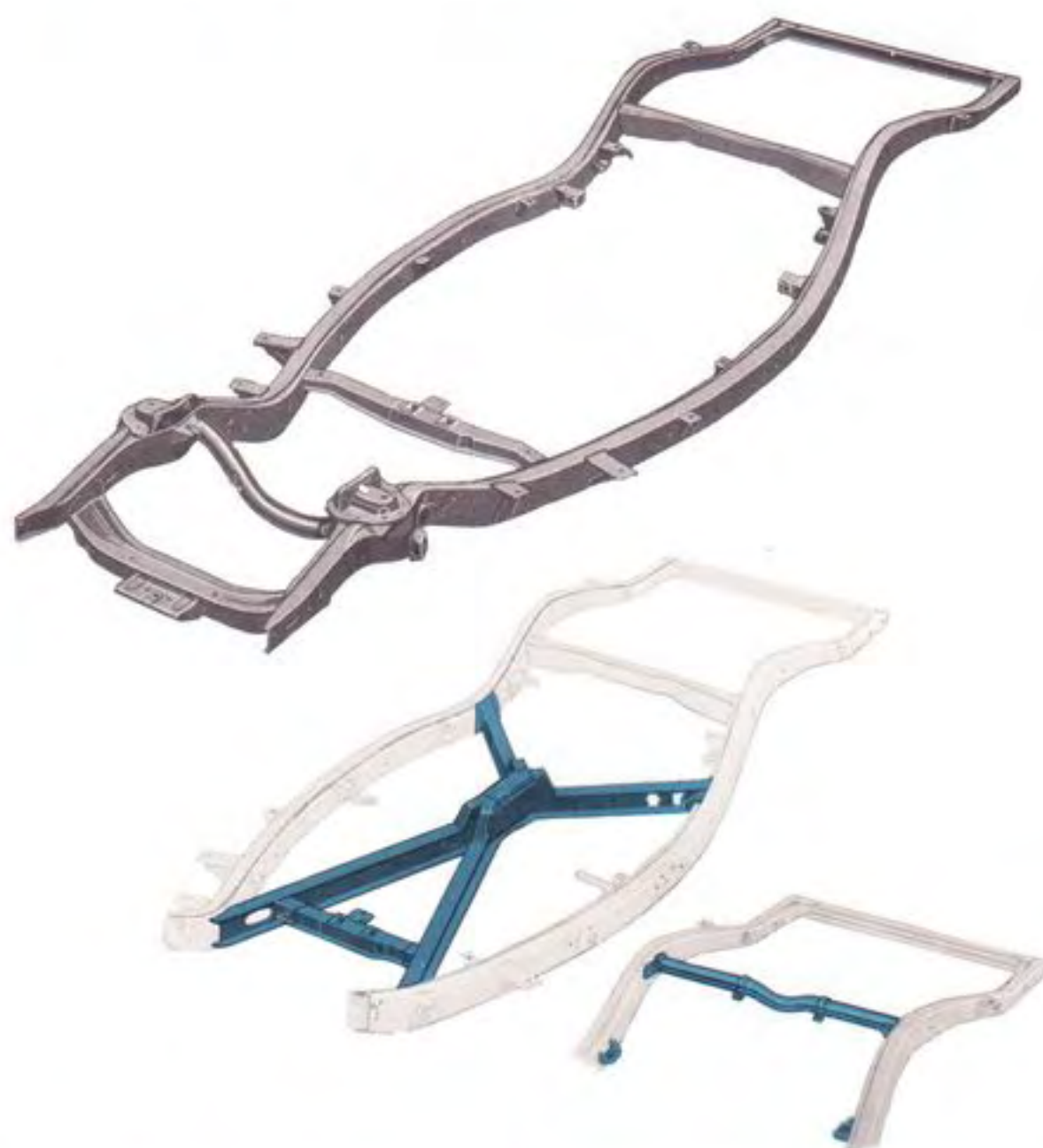
On station wagon frames, the No. 4 cross-member is a steel tube section specially designed and shaped for this location above the rear axle.

Side-rail overlap, measuring 1.25 inches, accounts for the high rigidity of Mercury frames.

Front cross-member of frame is a heavy box section. Another exceptional feature is the yoke-shaped tubular cross-member that passes under the engine. The two front engine mounts attach to the inner rails of frame.

Stamped steel bulkheads welded inside the closed side rails for internal bracing contribute to torsional rigidity.

Rubber body mounts—installed on both inboard and outboard body brackets—carry all weight of the body. Prevent metal-to-metal contact between body and frame. Sturdy body bolts pass through the center of the formed rubber mounts. Mercury bodies have from 16 to 24 mounts, the number depending upon the body style.



Frame features illustrated above are: Mercury's basic frame showing ladder-type construction and outward curved side rails, the X-type reinforcement for convertible frames, and the special tubular cross-member for station wagon frames. In the lower illustrations are a cross-section of the welded side rails showing wide overlap of the inner and outer U-channel members, and a rubber body mount installation.



Medalist Models





Monterey Models



Section





Montclair Models
and
Montclair
Turnpike Cruisers



Section



