



BIGGER IN PERFORMANCE, power and appearance, this new 1956 Mercury Monterey coupe emphasizes the lower silhouette of the entire line of Mercurys for 1956. With 13 models in three series—Monclair, Monterey and Custom—Mercury offers an impressive variety of color and fabric combinations. A new Mercury Safety-Surge V-8 engine with 312 cubic inch displacement further enhances Mercury's acceleration and power throughout all the driving range.

Mercury Phaeton Revealed As New Four-Door Hardtop

The Mercury Phaeton—a new, low-silhouette, four-door pillarless hardtop with more eye-level visibility from the rear seat than any four-door hardtop on the road—is announced by Mercury Division. F. C. Reith, general manager of the Mercury Division and vice president of Ford Motor Company, said the new model "has an extra margin of viewing area and unequalled ease of entrance and exit for rear seat passengers."

The new Phaeton derives its name from a distinguished ancestral lineage. At the turn of the century, Phaetons were a type of light, four-wheeled, open horse-drawn carriage. As automobiles replaced carriages, the most luxurious of the four-passenger touring cars of the Twenties were known as Phaetons.

Rear doors are hinged on a strong pillar, anchored firmly to the floor and frame. The pillar extends only to the level of the door tops. With the rear doors open, the Phaeton is a four-door sedan. The Phaeton is powered by Mercury's all-new 1956 safety-surge V-8 engine with 225 horsepower and a compression ratio of 9.0 to 1 combined with the fully-automatic Merc-O-Matic drive. A 210-horsepower V-8 engine also is available with standard transmission. Like all 1956 Mercurys, the new model has a safety steering wheel and five other "crash-tested" safety features.



A CAR WITH A FUTURE, the M-Turnpike Cruiser, is a striking experimental Mercury developed by the Mercury Division of the Ford Motor Co. It features transparent plastic "butterfly" openings in the roof over the two front seats. They automatically rise when the doors are opened, making it easy to enter the car. Side windows extend along the entire side and wrap fully around the corners. Only 4.4 feet high, it was developed to complement the modern American freeway. After its showing in the east, it joined automobile shows over the country. Basin Motor Co. is the Mercury dealer here.

Riding Comfort Emphasized In Mercury's 1956 Models

The riding comfort, handling and road holding ability for which Mercury has built a reputation for several years, sets new standards even for Mercury in the 1956 models.

Mercury also offers a choice of three transmissions—each one designed for smooth yet responsive performance under all driving and road conditions. A new throttle linkage in the Merc-O-Matic transmission makes the automatic shifting smoother in all speed ranges. Uphill from first to second has been revised to 41 miles an hour from 36 miles an hour.

Riding Aided In Mercury

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MERCURY'S NEWEST MODEL—the Montclair Phaeton—features extra eye-level visibility for rear seat passengers and unequalled ease of entrance and exit. It is low-silhouette, four-door pillarless hardtop only 58 1/2 inches high and more than 17 feet long. The new Phaeton is powered by Mercury's safety-surge V-8 engine with 225 horsepower and a 9.0 to 1 compression ratio. A 210-horsepower V-8 engine also is available with standard transmission. Like all 1956 Mercurys, the new model has a safety steering wheel and five other "crash-tested" safety features. The Mercury is sold by Basin Motor Co.

Ford Improves Shock Absorbers

Ford engineers have improved shock absorbers, brakes, rear axles and transmissions in their 1956 cars.

Continental Mark II Shows Enduring, Tasteful Design

A modern version of one of America's most admired cars returned to the automotive scene last fall, when the new Continental Mark II was introduced in dealers' showrooms across the nation.

Styled with a functional and enduring design, the Continental is produced to meet the strictest quality standards in the automotive industry, according to William C. Ford, vice president and group executive of Ford Motor Company and general manager of the Continental Division.



DRIVERS OF THE NEW CONTINENTAL MARK II will sit at the approximate center of the 218-inch car, behind a hood stretching nearly six feet in length. A wraparound windshield with door pillars sloping back increases forward visibility, while the closed roof quarter characteristic of the former Lincoln Continental is retained. The front end features a fine, die cast honeycomb grille topped by the gently sloping hood and the four-pointed star which makes up the distinctive Continental hood ornament. The Continental is sold by Basin Motor Co.

Believed to be the lowest of American production cars with both a front and a rear seat, the Continental Mark II is only 4 feet 8 inches high. This height has been achieved, without sacrificing headroom, by means of a modified ladder-type frame developed by Continental Division engineers. Tests indicate that this design, characterized by tubular construction of crossmembers, affords exceptional torsional rigidity, which enhances the car's smooth ride.

Mercury Leads Style Parade

Low-silhouette styling in all three series, more massive appearance from the front and new sweep side moldings readily set the new 1956 Mercury apart as a style leader. And exciting new color and fabric combinations make interiors more luxurious than any previous Mercury.

SEE IT AT THE AUTO SHOW!

MERCURY'S ALL-NEW, TRULY DIFFERENT 4-DOOR HARDTOP SEDAN

THE BIG M Phaeton



It's a major advance in 4-door hardtops! Exciting, distinctive styling marks this magnificent car as a Mercury Phaeton wherever you see it. The BIG M Phaeton is designed to give full, all-round visibility for every passenger... the breath-taking feeling of open air... easy entrance and exit for front and back seat passengers. And there's power to match its beauty in a great, new SAFETY-SURGE V-8 engine.

Here are more good reasons why any Big M is the Big Buy!

- ★ New Safety-First design...widest choice of safety features in its field
- ★ New Flo-Tone color styling and Two-Tones
- ★ New interior richness and luxury
- ★ Dual exhausts available as standard equipment in most models
- ★ Greatest choice of power features, including power lubrication—exclusive in its field
- ★ Improved optional Merc-O-Matic Drive
- ★ Consistently higher trade-in value

SEE THE 1956 MERCURYS AT THE AUTO SHOW **ARMORY** JANUARY 28-29

COME IN AND DRIVE THE BIG M **BASIN MOTORS**

424 So. 6th St.