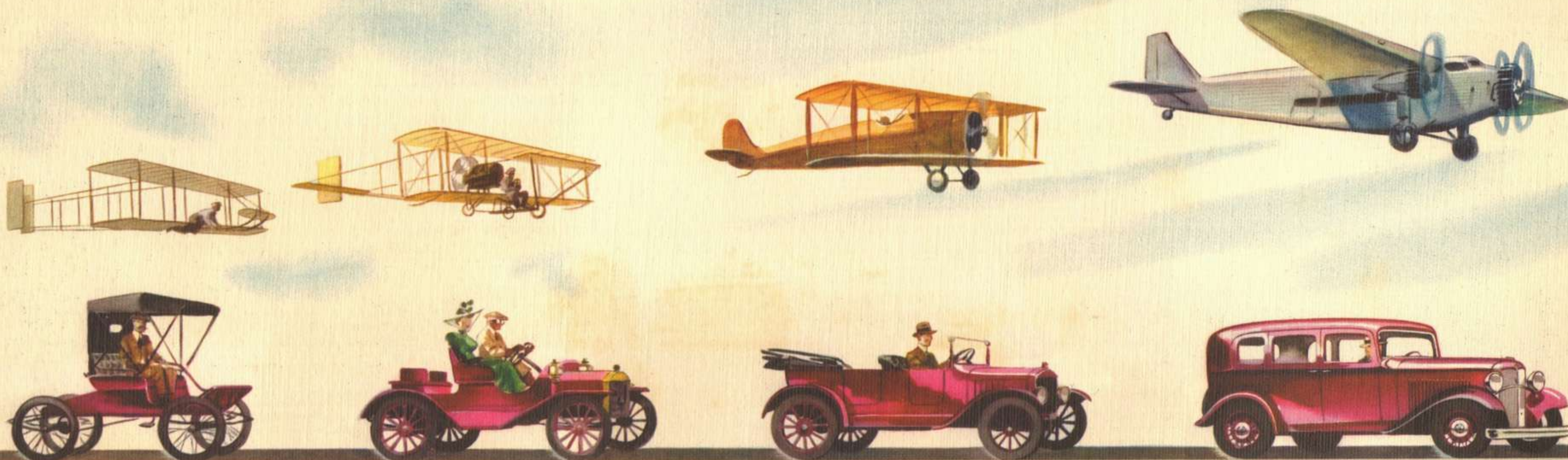


1942
MERCURY 8



THE AVIATION IDEA IN AN AUTOMOBILE

AIRPLANE-ENGINEERED WITH TOP TRAVEL POWER PER POUND!



AN ALL NEW HIGH in spirit and responsiveness—that's what you get in the new 1942 airplane-engineered Mercury 8! For like Uncle Sam's newest planes, Mercury is packed with vital power. It's the aviation idea in an automobile! Excess weight is eliminated. Maximum strength is retained. And this year, Mercury has a new 100-horsepower V-8 engine—the most powerful Mercury engine ever built. The net result is that Mercury delivers

more power per pound than most other cars. You enjoy thrilling pick-up, alertness and ease of handling—with amazing thrift! In every respect, Mercury high standards of performance, quality, durability and luxury have been maintained or improved for 1942. Today you get the full benefit of materials and alloys developed through a long-range research program inaugurated years ago to assure constant quality improvement. For in every instance where parts

are produced from these new materials, often at greater cost, Mercury's essential values of long life and economical operation are either maintained or bettered! At the same time, the use of these materials releases others vital to National Defense. You can be absolutely sure that the big new Mercury for 1942 is precision-built in every feature and detail to give you outstanding performance at low cost—plus pride of ownership that will last through the years.

THIS CATALOG, on the press prior to August 23, 1941, shows cars illustrated with white sidewall tires, for which there is an extra charge. The manufacture of these tires being discontinued after that date to conserve materials for National Defense, makes them unavailable after stocks are exhausted.



THE NEW WINGED BEAUTY OF THE HIGHWAYS



ALWAYS acknowledged one of the most *responsive* cars on the road, Mercury now emerges more than ever before as the Winged Beauty of the Highways! Sleek, massive styling and long, low streamlines are combined with an all-new degree of driving comfort, ease and safety. Big, wide bodies provide plenty of room for passengers to relax without crowding. Longer, slow-motion springs... new ride stabilizers... and four big double-acting shock absorbers give you a wonderfully soft "sky-ride." The semi-centrifugal clutch operates more easily than ever. Improved hydraulic brakes are more powerful—yet require 15% less foot pressure. And these are but high spots among many thrilling advancements that make Mercury the "stand-out" car of 1942!



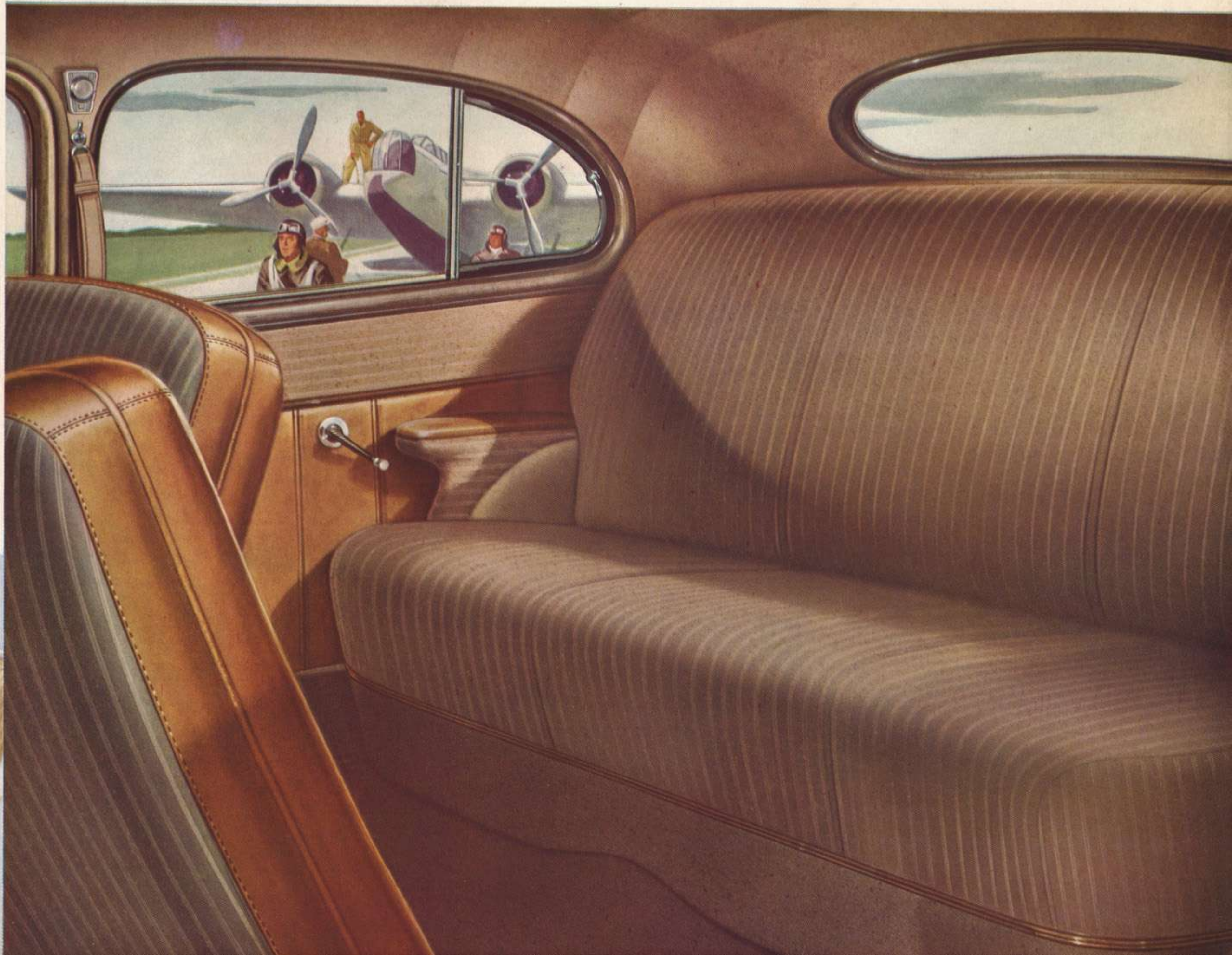
SEDAN... The big, roomy two-door Sedan provides spacious accommodations for six—and is a favorite body type of families with small children because of its unusually safe seating arrangement. Newly styled fenders, front and rear, blend gracefully into the sleek body lines. A new broad grille points up the imposing hood. Unusually wide doors afford easy access to the front and rear seats. Inside there's room—heaps of it—for passengers to stretch, lounge and relax. A broad area of safety glass in the wide windows and sweeping windshield permits full vision.



SEDAN-COUPE... A popular favorite with business and professional people . . . or as a compact personal car . . . the Mercury Sedan-Coupe for 1942 combines brilliant new riding ease with its host of convenience features. The all-steel body is designed by Mercury engineers and built to exacting specifications in one of the world's most modern body plants, where highest standards in quality of materials and craftsmanship are maintained. Top and body panels, internal structure and floor are welded into a single unit of tremendous strength and rigidity.

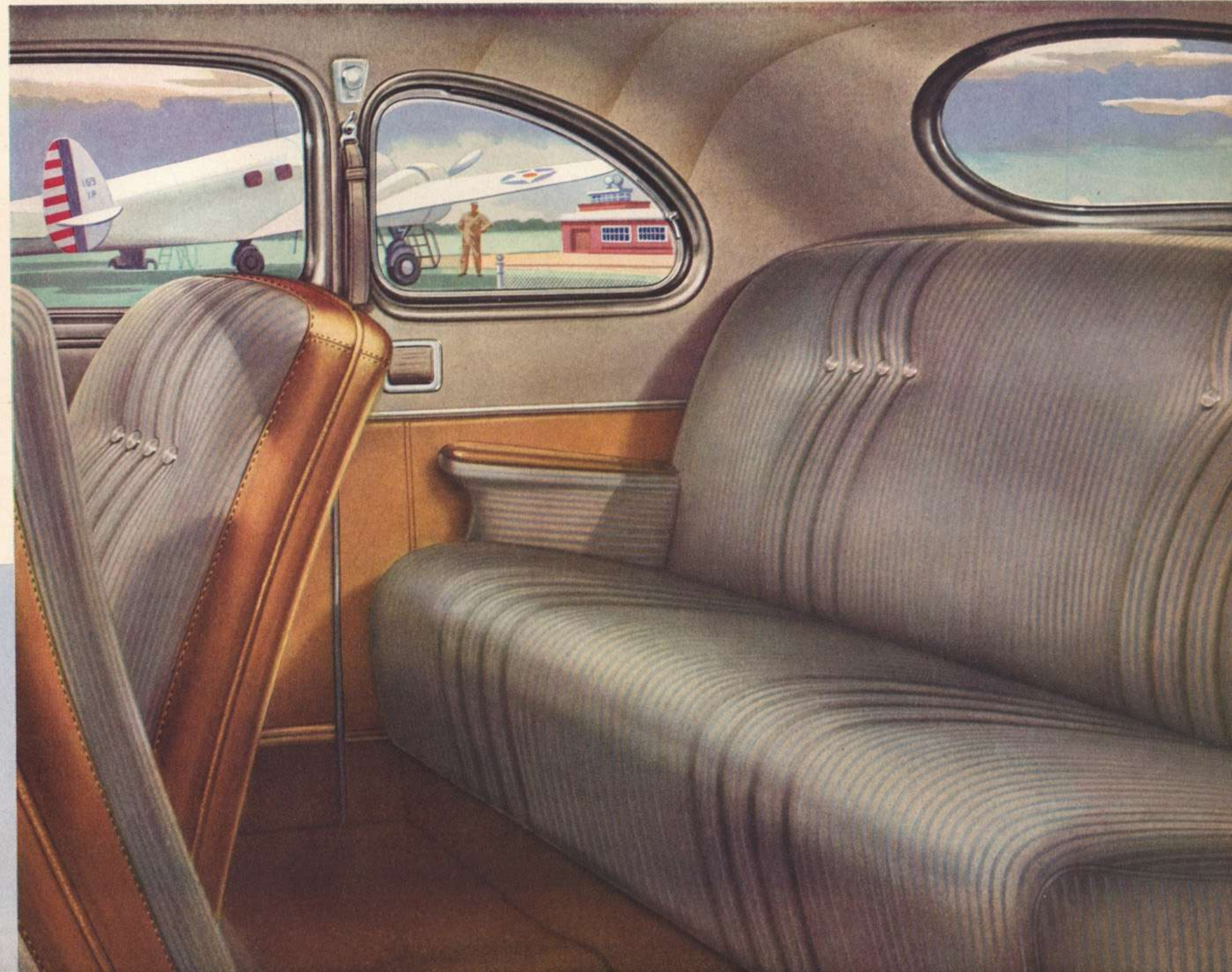
FULL SEDAN COMFORT IN A TWO-DOOR CAR

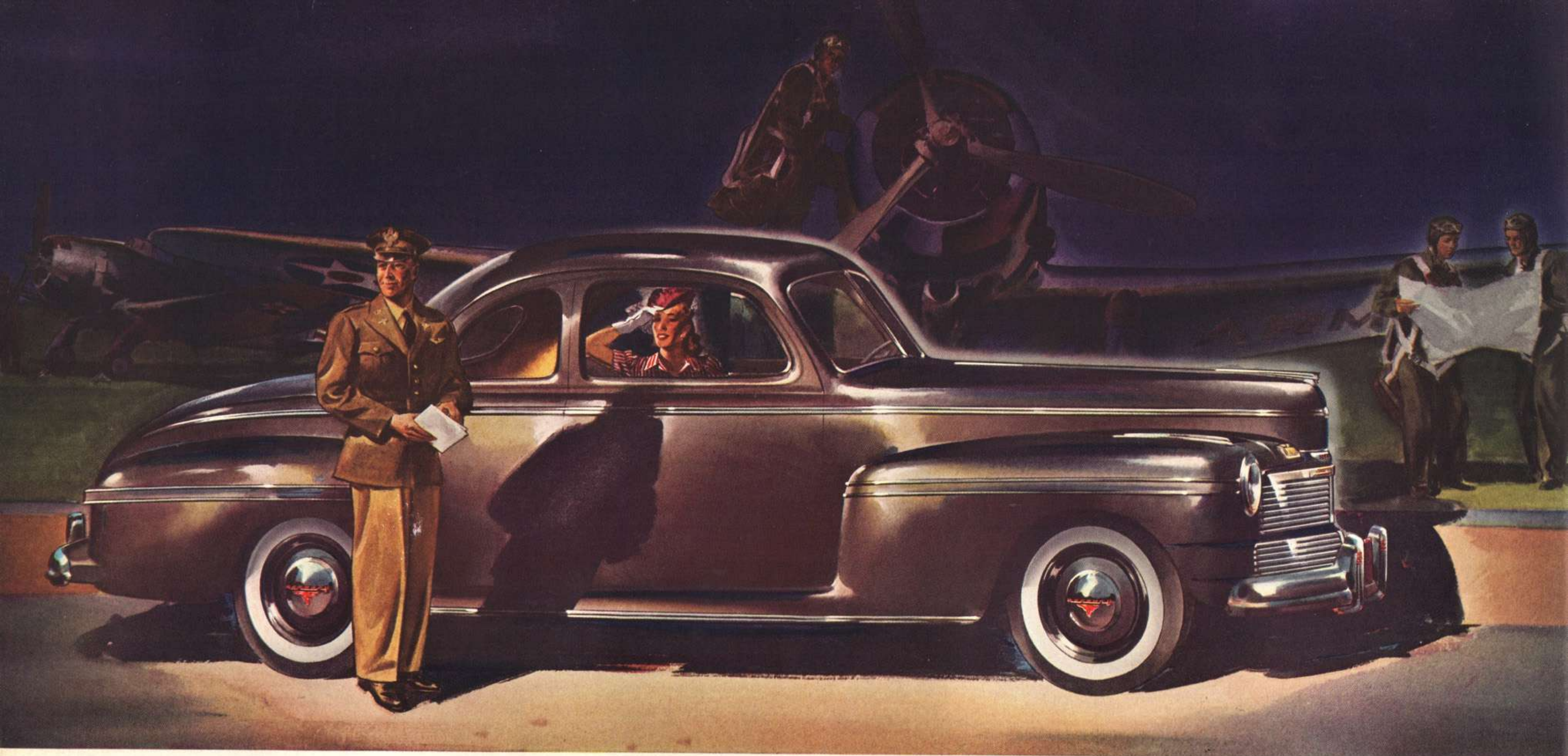
CONVENIENT entrance to the rear of this handsome new Mercury Sedan is made possible by front seat backs that tilt *inward* and forward. The wide front seat cushion is all one piece—for additional comfort when two are riding with the driver. Smooth, flowing lines, high quality of finish and exquisite interior appointments suggest the fine body craftsmanship to be found in the entire line of 1942 Mercurys. Floor carpets, smart interior body hardware and trim are in harmonizing shades.



INTIMATE—WITH EXTRA ROOM WHEN NEEDED

WITH its full-width rear seat . . . accommodating three passengers when desired . . . the new Mercury Sedan-Coupe puts every inch of space to practical use. Both front seat-backs swing *inward* for easy entrance to the rear. Doors are extra-wide. Instrument panel is of entirely new modern design, with controls conveniently placed. Dials are arranged for easy reading through the steering wheel. An exceptionally large rear-deck compartment provides ample room for luggage.

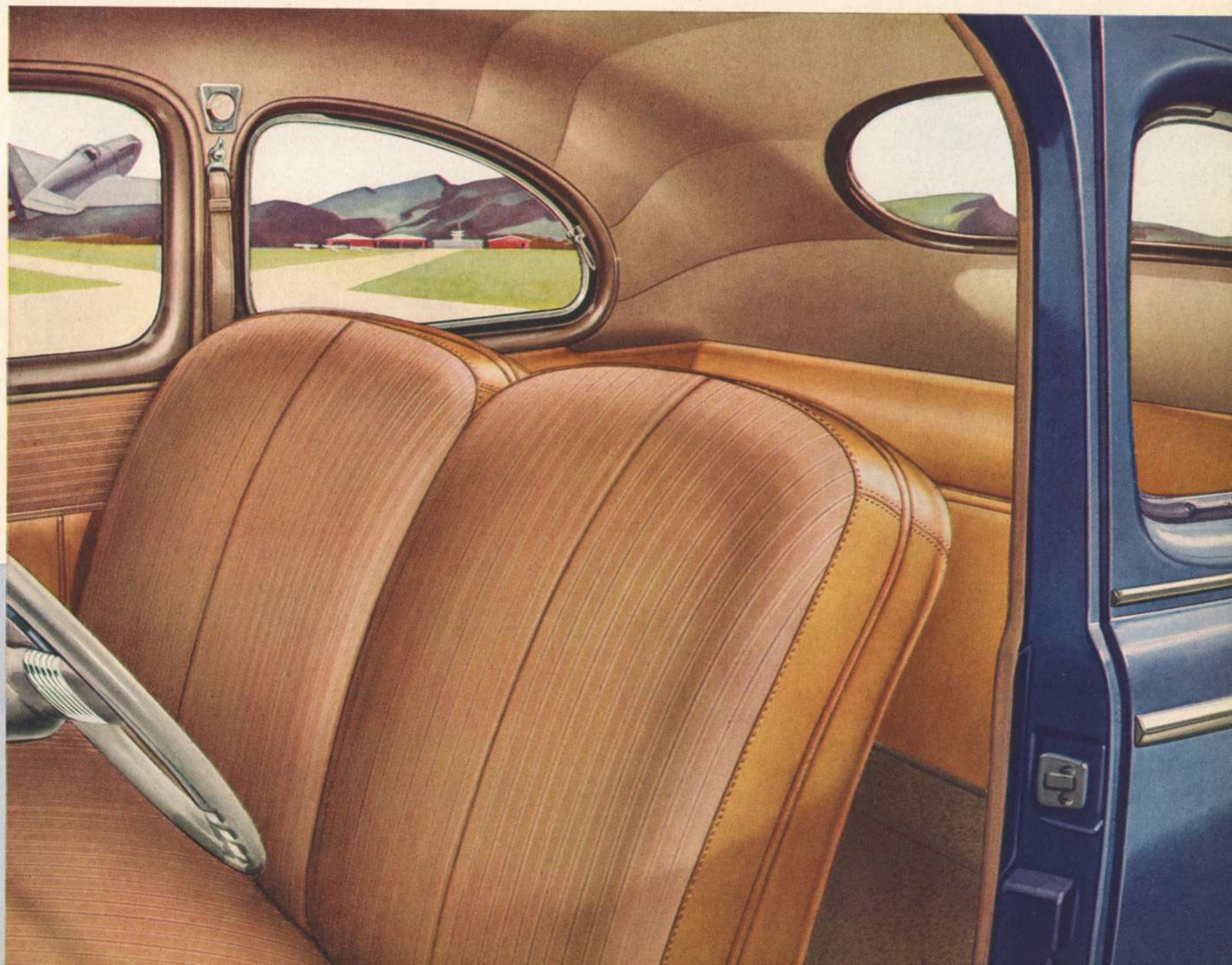


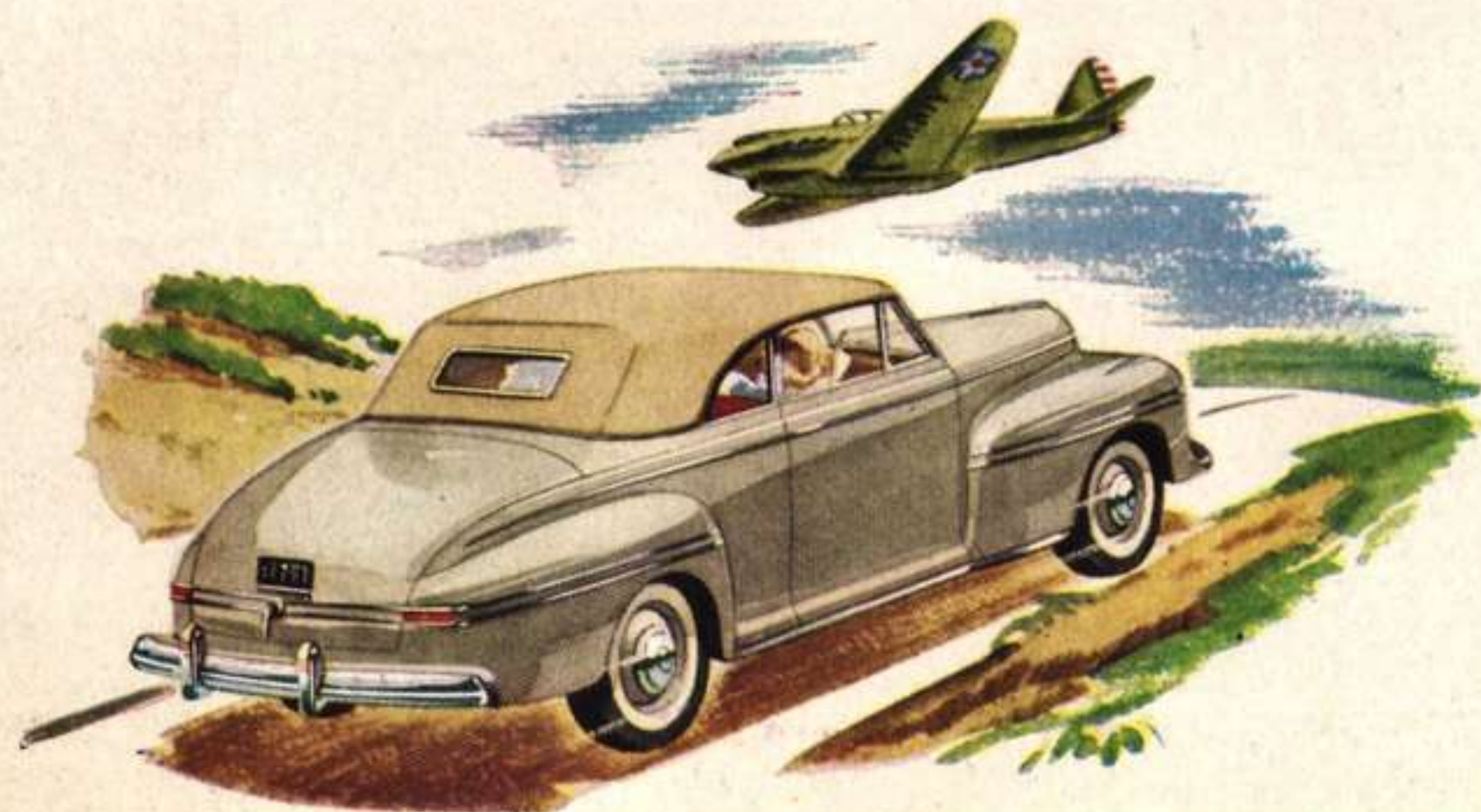


COUPE... Just about the smartest thing on four wheels for business and personal use ... or as a versatile "second car" ... the new Mercury Coupe is mighty practical as well. Women and professional people get a special pleasure out of driving this fine automobile. Always easy to handle, Mercury is more obedient than ever for 1942. Steering is practically effortless. The driver's seat in all cars can be moved forward or back—and is also adjustable at several angles. Over-all height reduction gives this compact car racier lines, without the sacrifice of head room or ample ground clearance.

PERSONAL . . . AND PRACTICAL TOO

THE new Mercury Coupe is designed to meet the requirements of one to three passengers. The broad front seat cushion is one continuous piece. Directly behind there's a large storage space for golf clubs, grocery boxes, suitcases and bundles galore—all easily accessible! And there's even *more* usable space in the large luggage compartment behind. An electric clock, unusually large glove compartment, conveniently located ash trays, and armrests are standard convenience features.

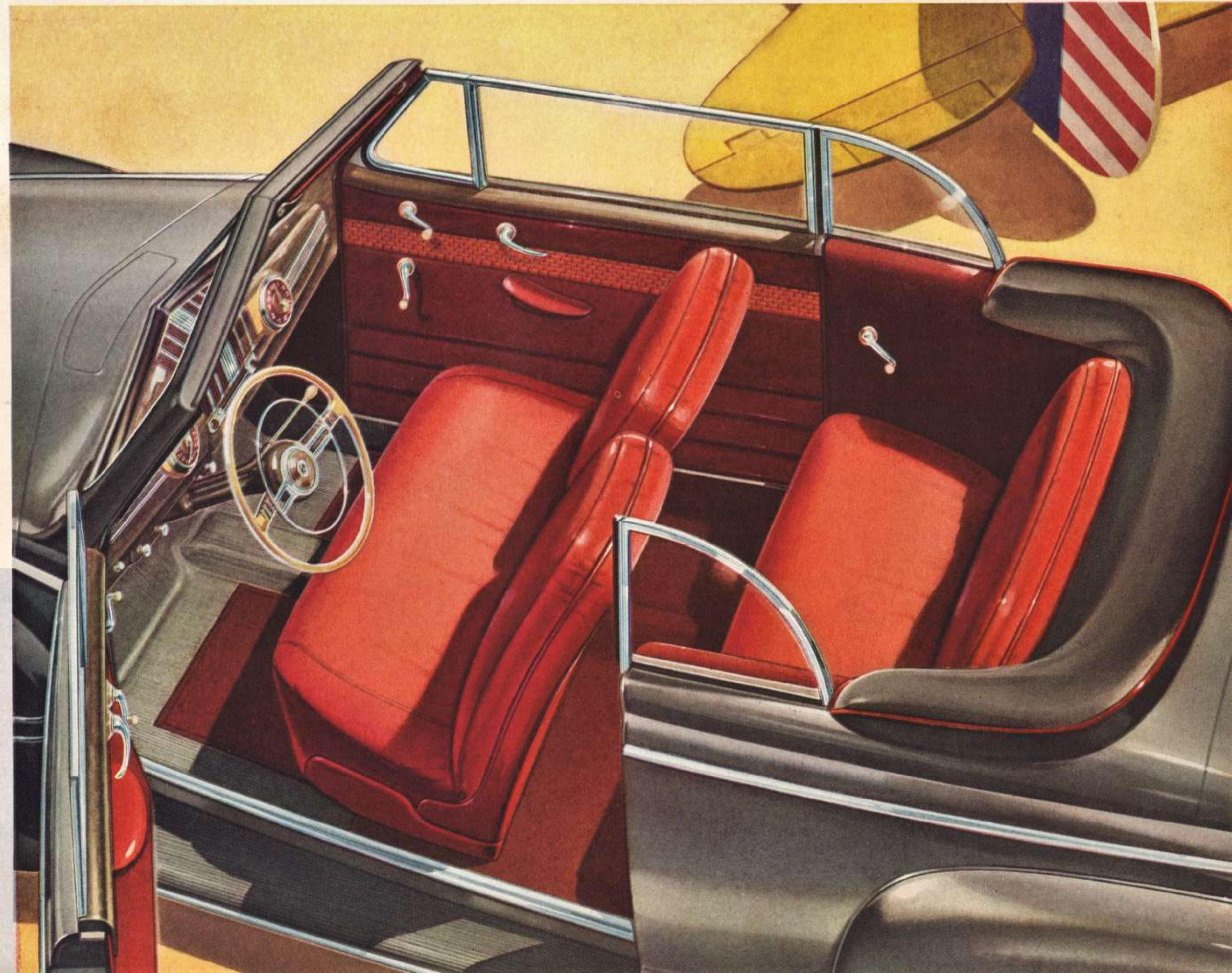




CLUB CONVERTIBLE... Here's the young idea in motor travel . . . a trim, jaunty Club Convertible that gives full expression to Mercury's advanced streamlining. The convertible top . . . available in either tan or black fabric . . . is raised or lowered automatically. Seat cushions and backs are upholstered in genuine hand-buffed leather—tan, blue or red. Strong, rugged, soundproofed body construction assures unusually quiet operation. With plenty of room for big passengers, this neat, fleet Mercury takes you places in style *and* comfort!

THIS ONE TIPS ITS HAT!

THE perfect all-weather, all-purpose car, this new thrill-packed Mercury Convertible seats five easily—three up front, and two on the broad, one-piece rear seat. Automatic top is controlled from the instrument panel. Rolled back, it fits snugly into the body . . . without breaking the clean, straight body line from hood to rear deck. Spare tire and wheel are accessibly located in the roomy luggage compartment. New rear quarter windows afford extra vision when top is raised.

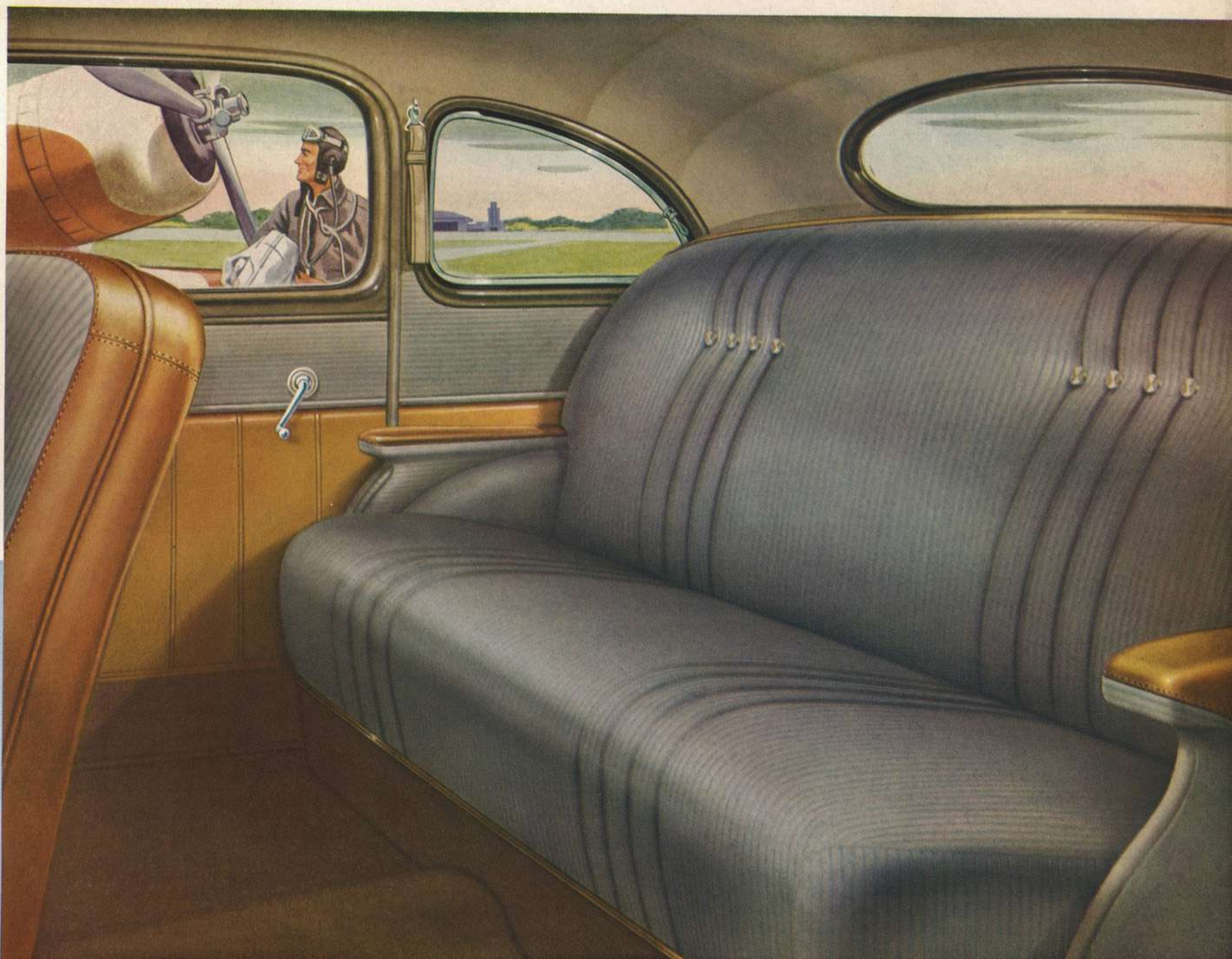


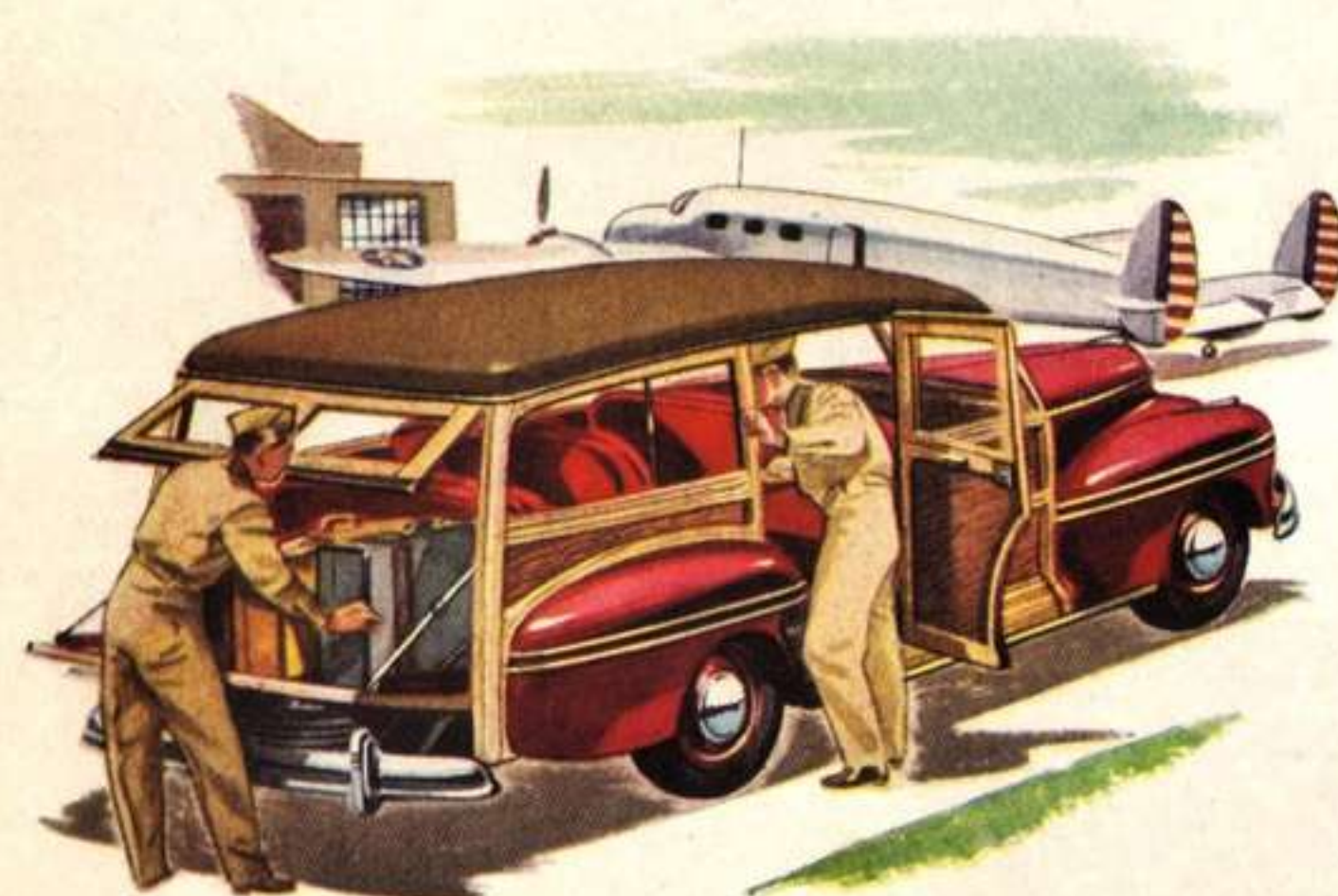
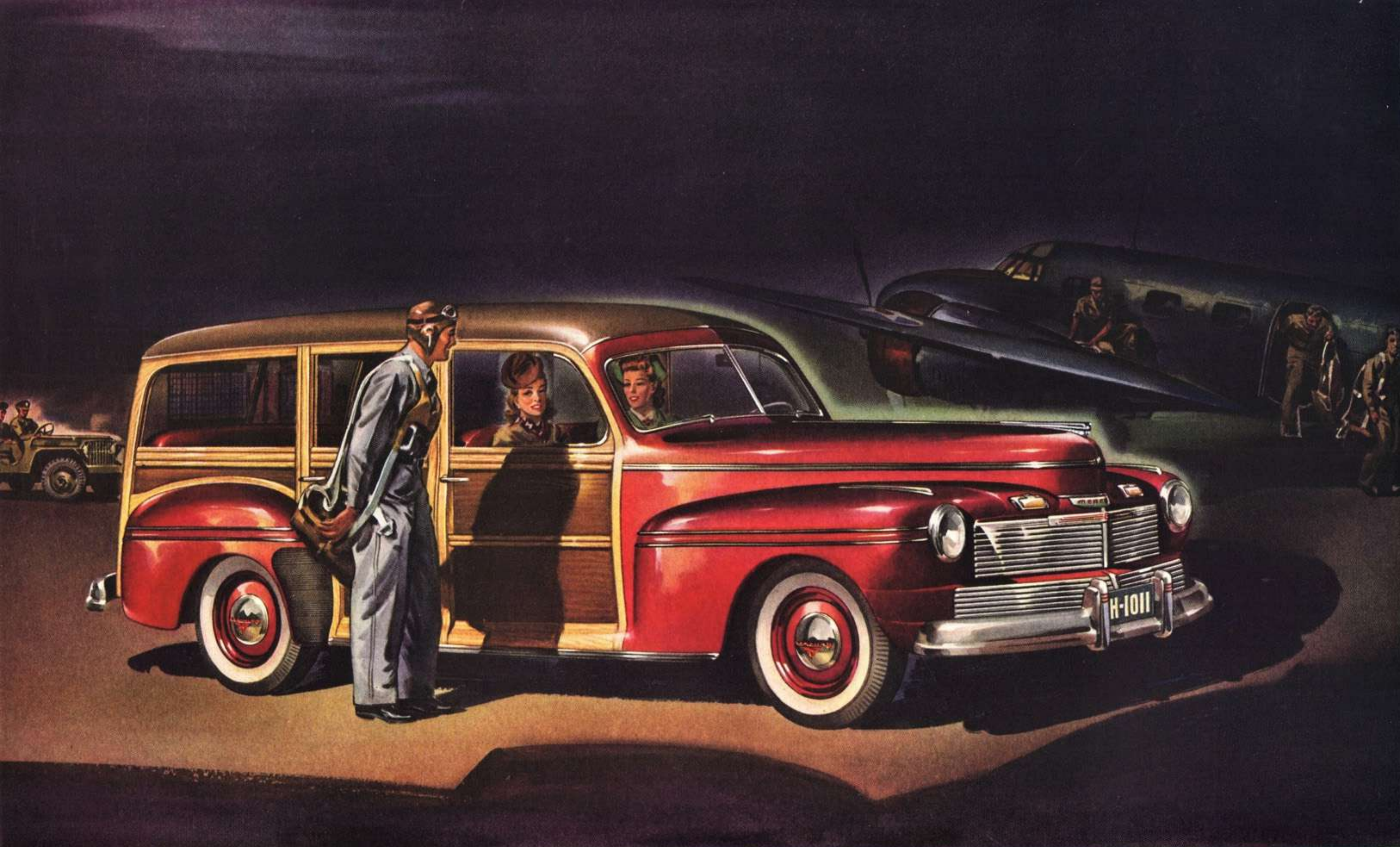


TOWN-SEDAN . . . Bundle your whole family into the big, luxurious Town-Sedan—and see how warmly they'll praise this new Mercury masterpiece! There's plenty of head room, leg room and elbow room for six persons to ride all day in comfort. The husky, 100-horse-power engine gives you a world of smooth, surging "drive"—sweeps you out in front and keeps you there. Mercury's favorable balance of travel power to weight assures outstanding operating economy. Strong, rigid body construction gives a quieter ride—extra safety! It's a grand car for town or touring!

STYLE AND COMFORT GO HAND IN HAND

SPACIOUS interiors of the new 1942 Mercury are smartly tailored in your choice of long-wearing blue and tan shadow-striped broadcloth, or light and dark tan striped Bedford cord. Seat facings, side shields and cord welts are of genuine leather. Handsome fittings of bright metal and ivory plastic blend harmoniously in a decorative scheme of conservative good taste, yet strikingly individual. Large luggage compartment in rear deck holds bags and bundles for all the family.





STATION WAGON... Seems like everybody's "going places" in a station wagon these days . . . and here's the class of them all, the big new *fun-model* Mercury! The low, massive hood follows sedan styling. Body is ruggedly constructed of maple framing with birch or gumwood panels. Upholstery is of durable, genuine hand-buffed leather—red, tan or blue. Every inch of space in the roomy interior is *usable* space . . . making this the ideal car for town or country. Get in the swing with a new Mercury Station Wagon!



● With front, center and rear seat installed, the big Mercury Station Wagon carries eight passengers in comfort. And there's plenty of room for luggage in the rear!



● Remove the center seat and you've room for six, with all their luggage—golf bags and sports equipment. A great way to travel on long hunting or fishing trips.

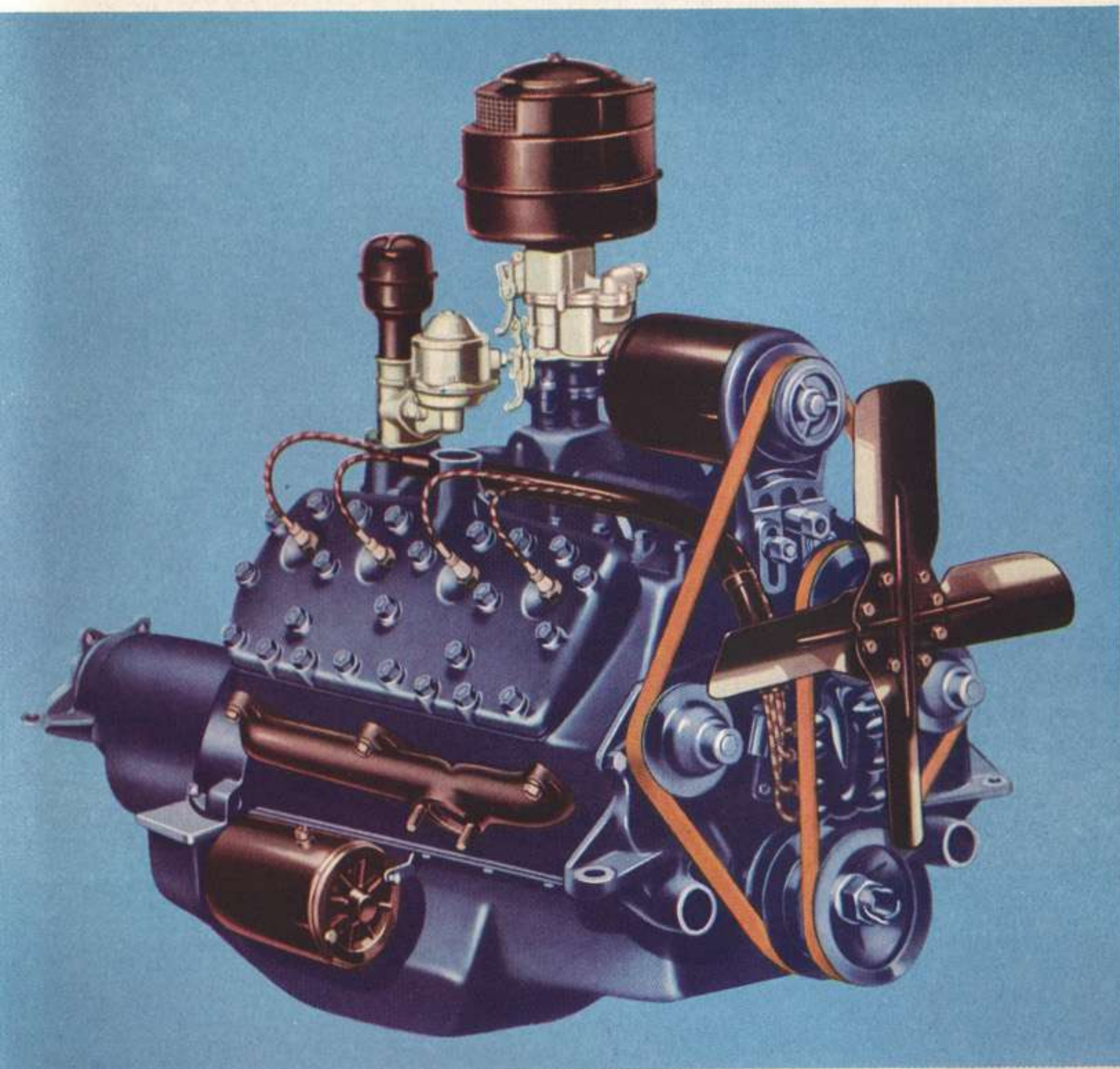


● By taking out the rear seat, you provide for five passengers, leaving the entire rear section open for stowing trunks, skis, duffel bags and other bulky equipment.



● With center and rear seats removed, the Station Wagon becomes an efficient utility hauling unit. Tail gate can be lowered and latched to increase loading length.

GREATER POWER . . . EASIER TO COMMAND WITH NEW LIQUAMATIC DRIVE*



SMOOTH, quiet, efficient—the big rugged V-type, 8-cylinder engine delivers 100 horsepower. It's the most powerful Mercury engine ever built!

YOU CAN DRIVE through all kinds of traffic without once touching your foot to the clutch, in a Mercury equipped with Liquamatic Drive.



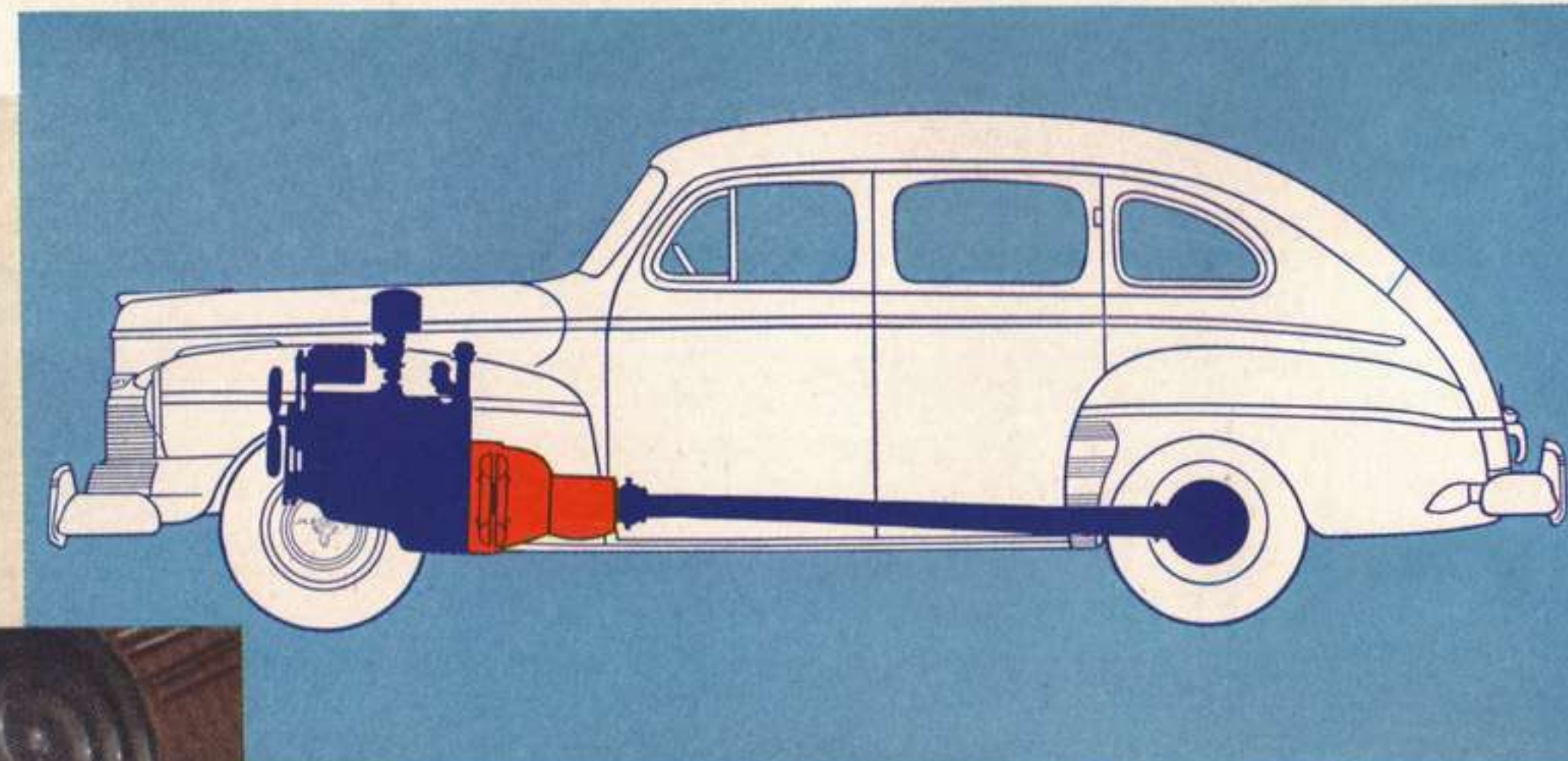
MERCURY'S new Liquamatic Drive with Automatic Gearshift applies the power delivered by Mercury's big 100-horsepower V-8 engine in an entirely new, smooth-flowing way. You get amazingly quiet, vibration-free performance from a crawl to top speed. You *steer—step on the gas—use the brake*. That's all! And you can drive through traffic, on hills or highways, all day long without touching the gearshift or clutch . . . though both

**Optional at extra cost.*

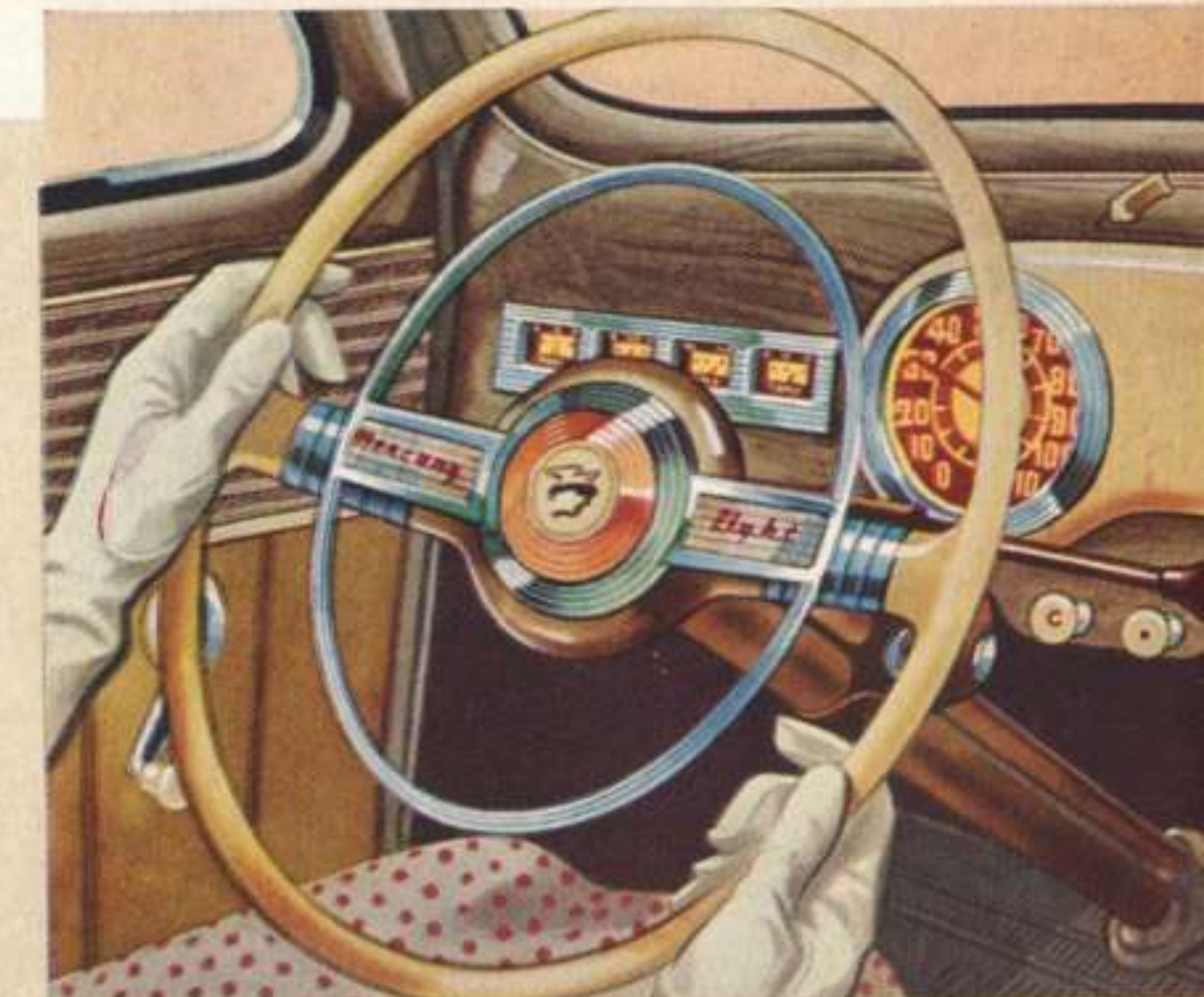
are handy if you wish to disengage the power! Rough, jerky starts are impossible with Liquamatic Drive. Acceleration is silent and swift, with no lost motion in gearshifting. And there's nothing new to learn. You drive as always, but with fewer motions, greater ease, comfort and smoothness.



● An electric fan driving a pinwheel illustrates the simple principle of the liquid coupling. In Liquamatic Drive a current of oil is whirled through the liquid flywheel to turn the transmission shaft.



THE DIAGRAM above shows the engine, Liquamatic Drive and torque tube enclosing propeller shaft. Mercury Liquamatic Drive units are: Liquid Flywheel that transmits power from engine to transmission, and Automatic Gearshift which practically eliminates manual shifting.



WITH MERCURY'S NEW Liquamatic Drive incorporating Automatic Gearshift you can keep *both* hands on the wheel in normal driving—go for hours without shifting gears!

A LOWER CAR WITH GREATER STABILITY

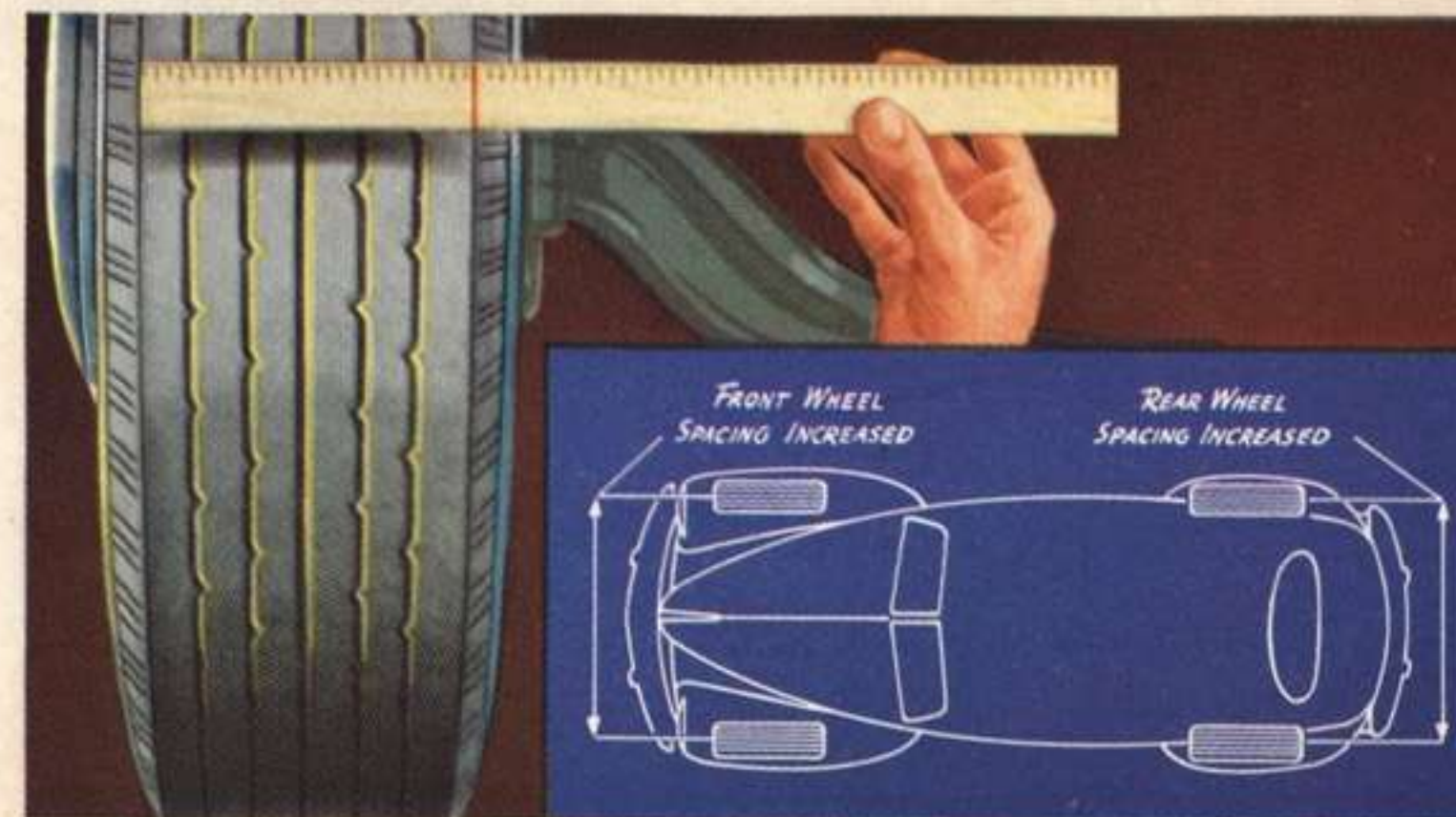


MERCURY 8 for 1942 combines road-hugging stability with soaring performance. Car height has been reduced one and one-half inches, providing a lower center of gravity without sacrifice of head room or ample road clearance. This engineering achievement . . . made possible by improvements in the design of front axle and chassis frame . . . brings you new, sleeker, aero-styled lines with increased comfort and stability. In addition, the spacing between wheels is now wider than on any previous Mercury. This broadens the "base" of the car on the road, and together with the new Mercury stabilizers gives unrivalled sure-footedness in rounding curves or driving on slippery pavement! The wider rear tread, combined with new fender design, also increases the amount of clearance around the rear wheels for mounting anti-skid chains when necessary.

WITH HEIGHT REDUCED over-all, today's Mercury is more streamlined in appearance than ever before. Yet you enjoy the same generous amount of head space and leg room as formerly!



THREE RIDE IN COMFORT on the wide, deep, one-piece front seat of the new 1942 Mercury! Mercury interiors are designed to accommodate *big* people—with plenty of head room, leg room and elbow room for all.



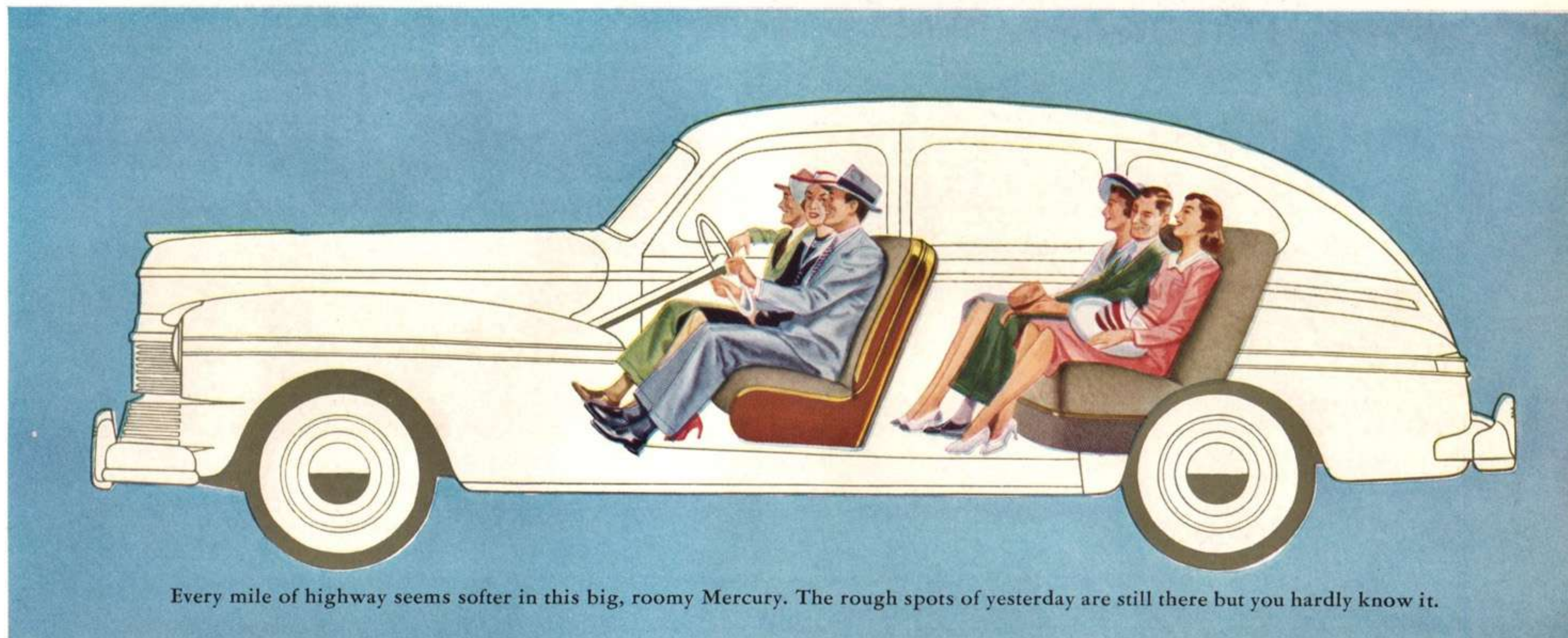
EXTRA-LARGE TIRES combine with wider wheel spacing to give Mercury firmer footing around sharp curves at high speed . . . better control on rutted roads and street car tracks.



DOORS on the new 1942 Mercury are designed for big, broad-shouldered passengers. Mercury's wide doorways and curb-level entrance enable you to step quickly and easily from car to sidewalk.

THERE'S A BRAND-NEW THRILL IN MERCURY'S "SKY-RIDE"!

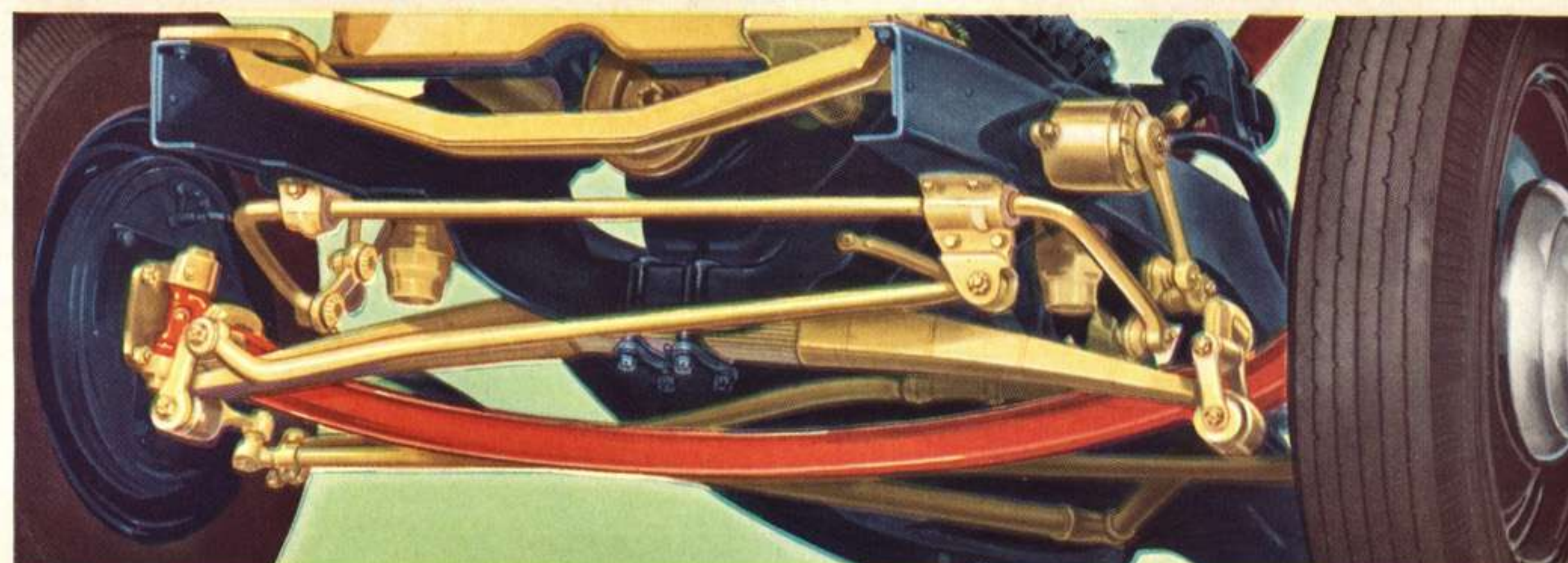
THE 1942 Mercury 8 gives an all-new meaning to the idea of "riding on air." For Mercury's new "sky-ride" brings to earth the ease and smoothness of flight itself! New longer, slow-motion springs combine with four big double-acting shock absorbers to create a new high in driving comfort. Jars and vibration are "soaked up." Drive Mercury and discover for yourself how comfortable this all-new kind of "sky-ride" really is!



Every mile of highway seems softer in this big, roomy Mercury. The rough spots of yesterday are still there but you hardly know it.



BROAD, WIDE SEATS . . . thickly padded with rubberized hair over resilient springs . . . have special rounded edges that yield easily to the pressure of your legs. You seem to ride on air!



DOUBLE-ACTING hydraulic shock absorbers are of an improved design this year, for maximum riding comfort. Mercury springs, front and rear, are increased

in length to give a slower rate of motion and smoother ride, while Mercury's new ride stabilizers for 1942 improve car equilibrium on rough roads and around curves.



NEW, powerful hydraulic brakes give you quick, sure, straight-line stops.

HEAPS OF ROOM ... AND FINE - CAR LUXURIES!

MERCURY gets a big hand from folks who want plenty of room in an automobile. Measure the wide seats . . . the extra depth and height. Sink back on the deep, soft cushions—stretch out and R-E-L-A-X! Then you'll have the proof of our statement that in extra head room, leg room and elbow room alone, Mercury is well worth the little more you pay over lowest-priced cars! In fine-car luxuries, too, Mercury is a bigger money's worth. Convenience features shown on this page are *all* provided at no extra cost!

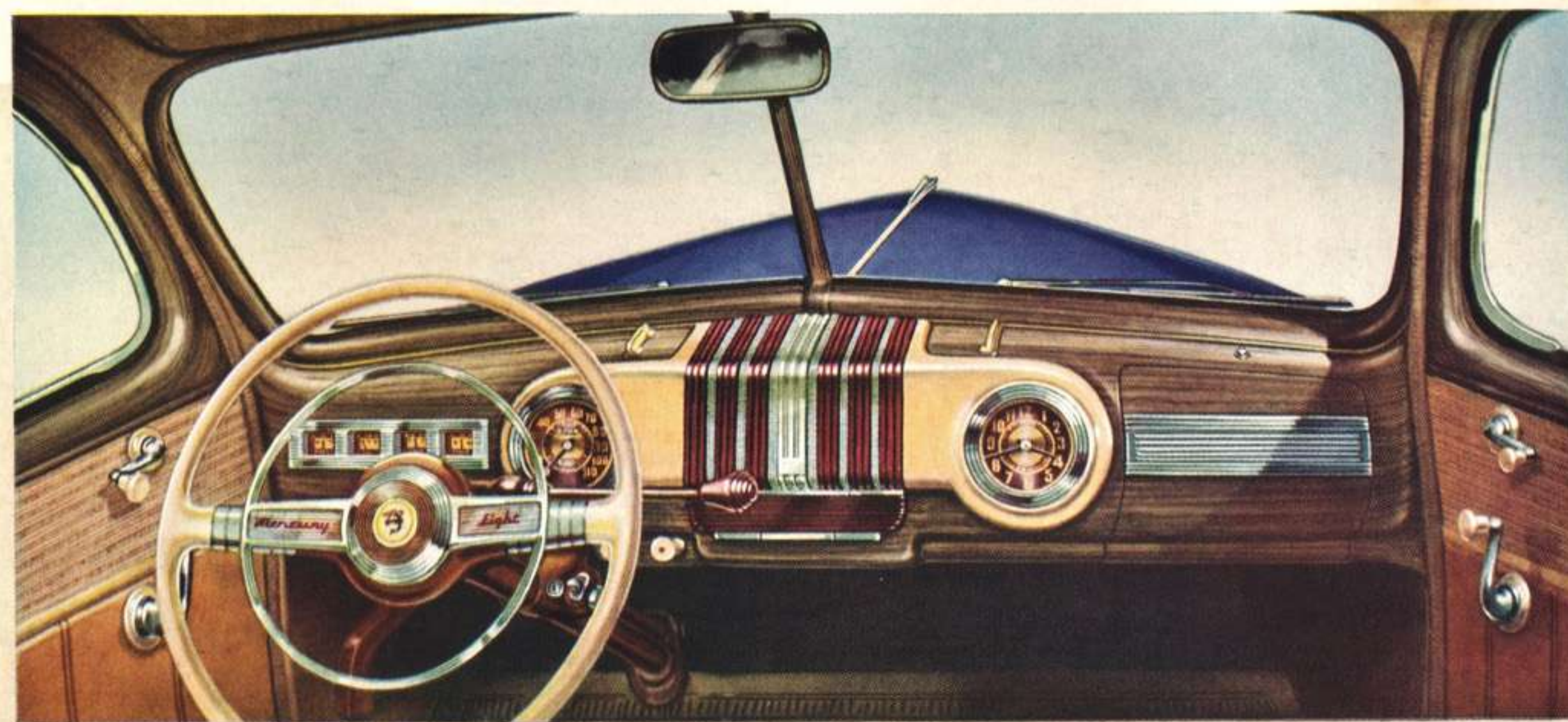


IN THE NEW MERCURY every attention is paid to details of convenience and luxury that contribute

to more enjoyable motoring. The price includes many items you might expect to be classed as extras.

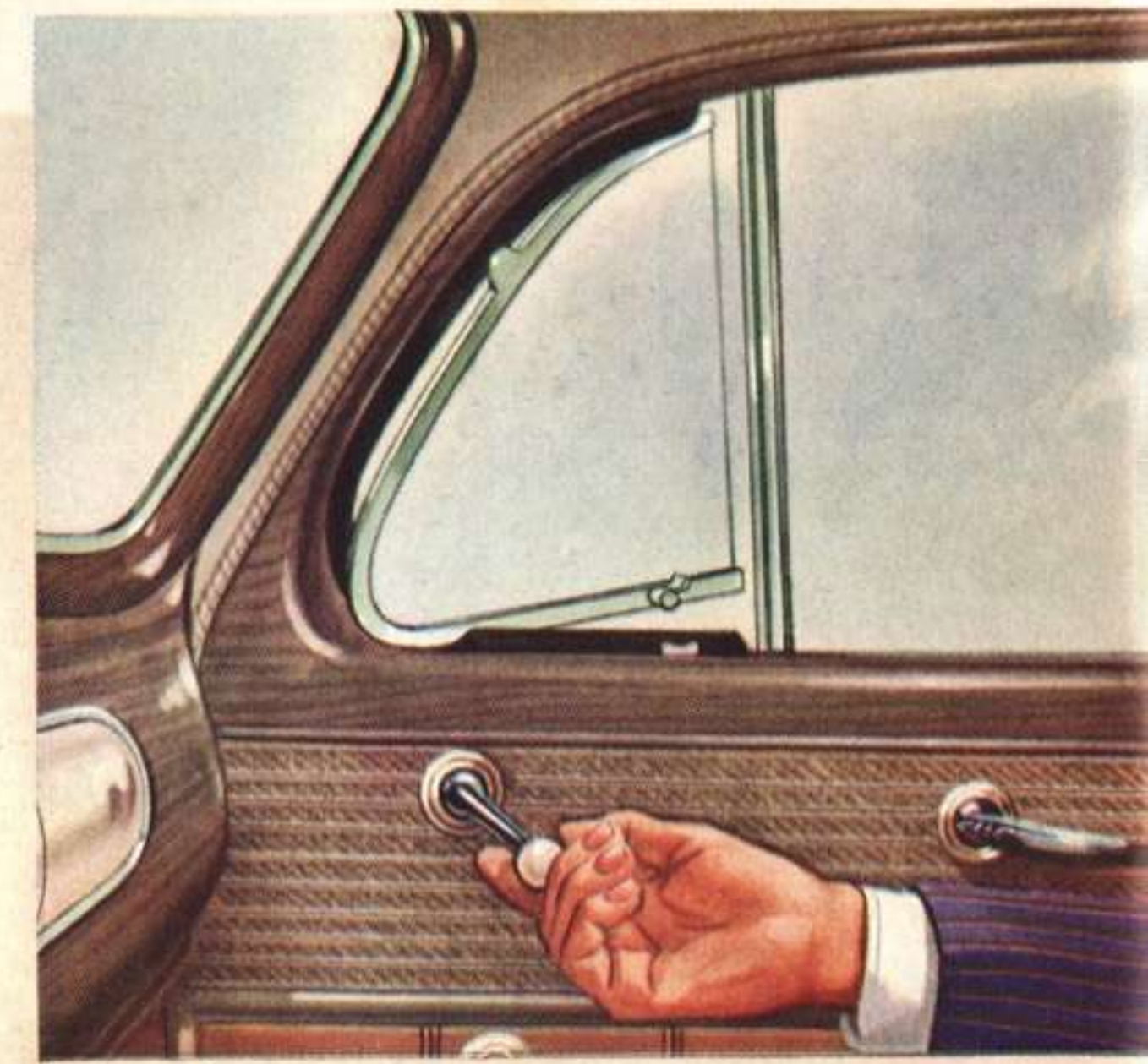


BRING ON big bags and small—you can stow them all in this spacious luggage compartment. It's large, and then some!



COMPLETELY REDESIGNED in handsome grain, plastic and gleaming metal, the Mercury instrument panel combines unusual beauty with convenient grouping of

dials and controls. Features include an edge-lighted clock and roomy glove compartment. Clear-vision steering wheel has a full-circle horn ring of new design.



WING-TYPE quarter windows on Mercury closed bodies provide correct all-weather ventilation. There's no discomfort from drafts.

SPECIFICATIONS

ALL NECESSARY EQUIPMENT IS INCLUDED IN MERCURY PRICES—Spare wheel, tire and tube; snap-out-type electric lighter; electric clock; lock for glove compartment; speedometer with trip mileage indicator; twin air-electric horns; two sun visors; two armrests on front doors; dual windshield wipers; foot headlight beam control; beam indicator on instrument panel; bumpers with bumper guards; two ash trays in instrument panel; one ash tray in rear compartment of Town-Sedan—two in Sedan. Two tail and stop lamps*; light in luggage compartment; Sealed-Beam Headlamps; grille for radio speaker; rustless steel windshield frame, ventilating and quarter window frames, and rear window frames; dimming control for instrument lights.

*Except on Station Wagon.

DRIVING SAFETY—Wider front and rear wheel tread for added car stability. Front tread 58 inches. Rear tread 60 inches. Lowered center of gravity. Bodies 100% steel, welded into a single unit of great protective strength. Additional clearance for mounting anti-skid chains provided by new rear fenders. Tires 6.50—15, 4-ply, mounted on 5-inch width rims for increased stability—wheels curved disc type.

IMPROVED HYDRAULIC BRAKES—More effective braking with larger front wheel cylinders. Improved floating brake shoe design for longer lining life and smoother brake application. Mechanical handbrake acts directly on rear wheels by means of steel cables. 12-inch brake drums. 162 square inches of brake lining area. Steel brake drums with cast iron braking surfaces for quiet operation.

RIDING COMFORT—Long slow-motion springs with improved spring shackle bushings. Anti-sway torsion and track bar chassis stabilizers to hold car more level on turns and to improve steering control. Quiet car operation from extensive use of rubber insulators, body insulation and improved engine mounting. Front spring length 44 inches. Rear spring length 49.12 inches. All leaves chromium alloy steel for extreme durability and long life in severe service. Metal spring covers with internal spring lubrication. Four double-acting hydraulic shock absorbers control spring action. Rubberized hair seat cushion pads. Roomy bodies with wide seats. Sedan front and rear seats each accommodates three passengers comfortably. Wide doors for easy entrance and exit. Crank-controlled window ventilators.

IMPROVED V-TYPE 8-CYLINDER ENGINE—100 brake horsepower at 3800 rpm for fast acceleration and high power-to-weight ratio. Bore 3.187 in. Stroke 3.75 in. Piston displacement 239 cu. in. Taxable horsepower rating 32.5.

EASY TO DRIVE—Smooth, easy finger-tip gearshifting. Low brake and clutch pedal pressures, with unusually effective brakes. Easy, yet positive steering.

SIX POPULAR BODY TYPES—Sedan (six passengers, two doors); Town-Sedan (six passengers, four doors); Sedan-Coupe (six passengers); Coupe (three passengers);

Club Convertible (five passengers); Station Wagon (three, five, six or eight passengers with luggage space).

CHOICE OF EIGHT ATTRACTIVE BODY COLORS—Black, Newcastle Gray, Fathom Blue, Niles Blue Green, Moselle Maroon, Florentine Blue, Phoebe Gray Metallic, Village Green.

CHOICE OF UPHOLSTERIES—Bedford Cord or Broadcloth in closed body types, Tan, Red or Blue Leather in the Club Convertible and Station Wagon.

NEW LIQUAMATIC DRIVE—(Optional at extra cost, factory installed). Offers advantages of liquid flywheel combined with automatic gearshifting for fast acceleration. Driver retains control of all shifting operations.

EXPERT SERVICE FROM DEALERS EVERYWHERE—Wherever you go, there's a Mercury, Lincoln or Ford dealer close at hand, ready to offer you quick, efficient, economical service.

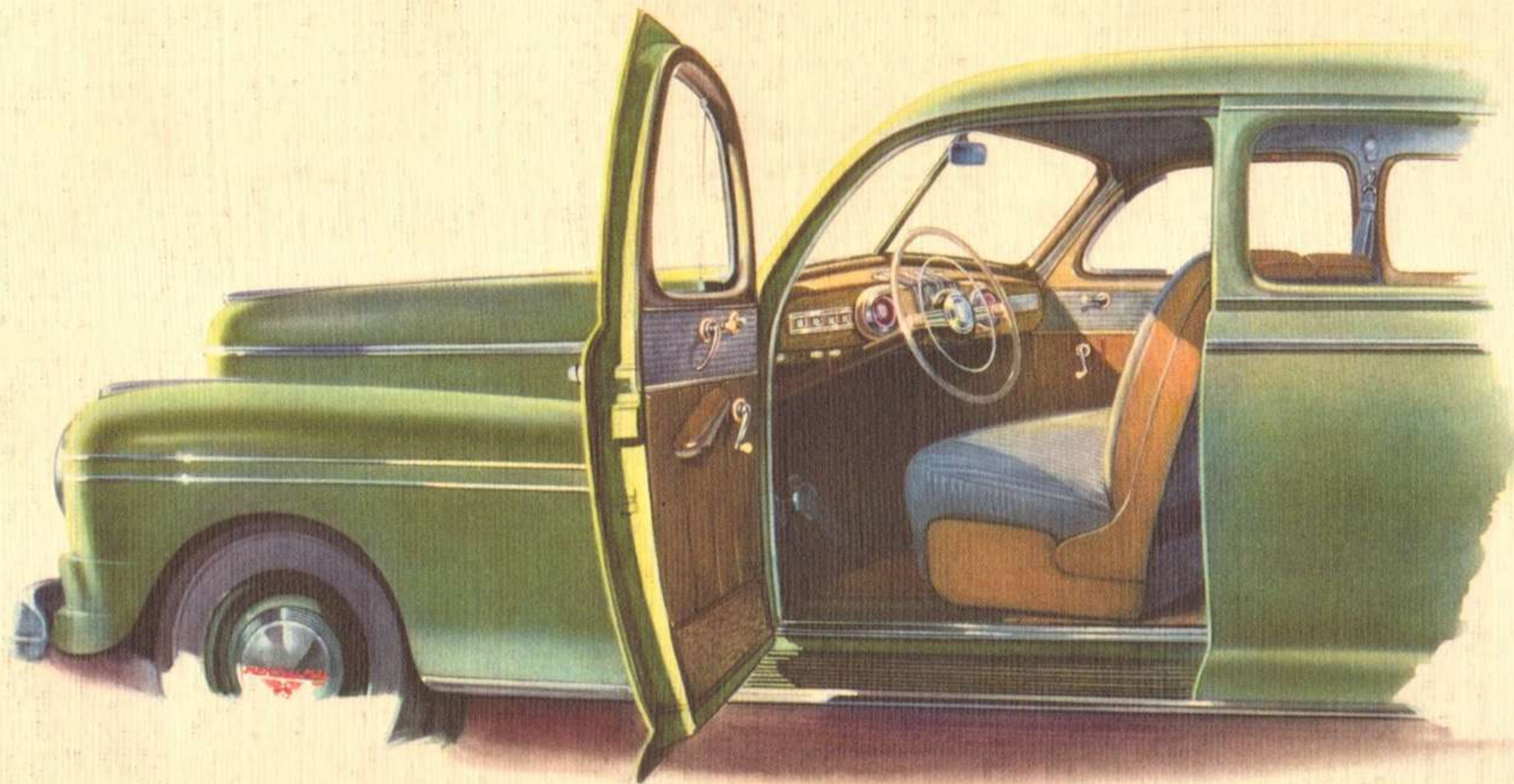
CONVENIENT TERMS—Convenient, economical terms may be easily arranged with your local dealer. He is ready and willing to make you a good deal on your present car.

The Ford Motor Company, cooperating to the fullest extent in the conservation of vital materials for National Defense, has made the cost of necessary material replacements secondary to the maintenance of high quality standards.

The right is reserved to change specifications, design, or prices without incurring obligation.

FORD MOTOR COMPANY • MERCURY, LINCOLN AND FORD MOTOR CARS





GO FOR A RIDE . . .

THERE'S only one way you really can learn how *outstanding* the new Mercury is in every feature and detail. That's to slip behind the wheel and pilot Mercury yourself. So we invite you to take the keys and go for a drive at your convenience. We want you to experience the flashing action made possible by *more power per pound*—the cushioned comfort of the thrilling new Mercury "sky-ride"—the wonderful roominess of interiors that are outstanding in Mercury's price class. For it's this *extra* value, luxury and performance that make Mercury a car you'll get more fun out of driving—more pride out of owning!