

NEW



MERCURY 8



The Big Car that Stands Alone in



BRING YOUR FRIENDS when you ride in the big Mercury. Broad seats, cushioned with foam rubber, hold three big people. There's leg room and head room for six-footers. Richly tailored interiors in Bedford Cord or broadcloth follow modern decorating schemes. Appointments are complete and beautifully designed. This Town-Sedan provides ash trays front and rear, arm rests, foot rest, interior lights, robe cord and assist loops.

ECONOMY

For 1941, a magnificent new Mercury 8 rides the highways. It is a *big* car, even for the fine-car field. Clean, swift streamlines take in new length and width and height. There's a new commanding sweep of grille and hood that makes it a distinguished car in any company—a car you'll be proud to drive.

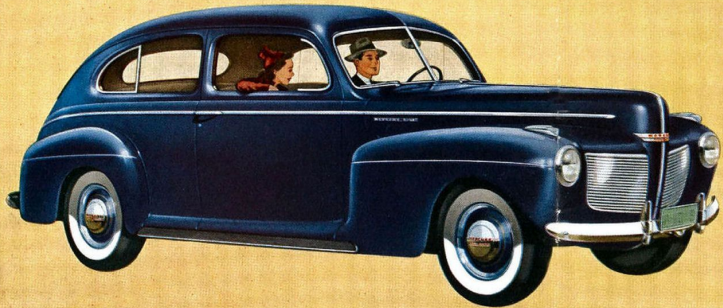
You can expect, too, an even finer performance from the 1941 Mercury. There's new liveliness in its power and get-away, a surefooted steadiness on the road, a new riding luxury.

And this dashing car, replete with new features, *still stands alone* in something of compelling importance. It combines big car size and fine car luxury with *economy of operation that few cars of any size can match*. That is why, in its first two years, it has won the loyalty of more than 150,000 owners—and achieved a success not equalled by any car in recent times.

The selection of your new car is an important matter. This year inspect the Mercury carefully. Let the Mercury dealer show you its many advantages over your present car. He is ready and eager to offer you a fine deal on your present car—regardless of make.



THE TOWN SEDAN takes full advantage of all the Mercury's advanced ideas. Body and doors flare out over the running boards to make room for big people and big families. Streamlines sweep from the charging front end to the smooth rear deck, which conceals a spacious luggage compartment. Door handles blend into the bright metal trim line. Length gained from the new long wheelbase adds to comfort and appearance. Upholstery and appointments are the last word in luxury and convenience. Why not try this brand-new "car of action."



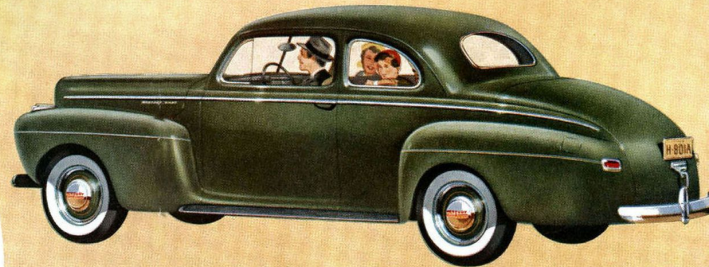
THE SEDAN with two doors, welcomes you and five friends to roomy comfort. The front seat-backs tip inward, *away* from the wide doors, as they fold forward, making access to the rear seat easy. Yet the seat cushion is all one piece, a comfort when you're riding three in front. A lever adjusts the seat to your driving position.



THE COUPE, for three passengers, has a seat back which is hinged at the top to provide quick access to the large space for luggage behind the seat. **THE COUPE**, with auxiliary seats, has a broad front seat which holds three, and two fold-up seats behind to take care of extra passengers. Both Coupes have generous luggage space in the rear deck.

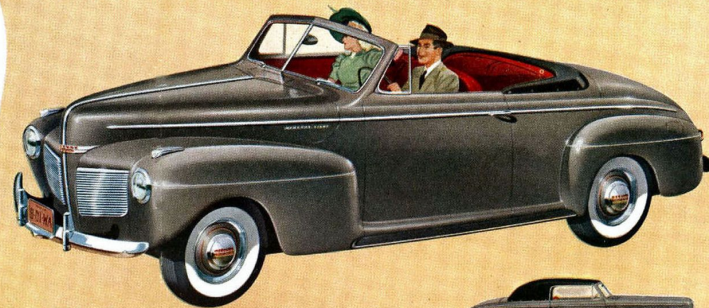
A **MERCURY STATION WAGON** is available this year. Body is a masterpiece of fine cabinet work, hand-made of selected birch and white maple. Removable seats for up to eight passengers, ample luggage space.

THE SEDAN-COUPE, intimate and stylish, can serve as a sedan when occasion requires, with a full-width rear seat that holds three passengers. Windows are trimmed in bright rustless steel. This body is a favorite among professional and business men and women, because of its unusually flexible seating and luggage capacity.



MERCURY 8 FOR 1941

THE CLUB CONVERTIBLE has a full-width rear seat and comfortably accommodates five passengers. Push a knob, and the electrically-operated automatic top rises snug against the weather. Pull the knob, and it folds flat into the body. Luggage compartment under the rear deck is unusually large—for this car has a persuasive way of encouraging travel far and often!



AUTOMATIC TOP and matching boot are Tan fabric with Tan edging, or Black with Vermillion edging. Seat cushions and backs are genuine hand-buffed leather. Your choice of three colors—Tan, Blue or Red.



Luxury of Bigness...Breath-taking Beauty...V-8 Power...with *Economy!*



CONCEALED beneath the smooth rear deck is a yawning luggage compartment large enough for a whole family's baggage. Spare wheel and tire are stowed vertically against the wall; floor mat, light that turns off and on automatically, and tools are standard equipment in all cars. Luggage is protected by a safety lock that holds the key until the compartment is locked. Combined tail and stop lamps are set flush with body. Note the generous width of the Mercury body all the way up.



BODY STAYS LEVEL on rough roads, on curves, in cross-winds, thanks to the aid of a newly-designed perfected ride-stabilizer. Sealed-Beam Headlamps, spaced very wide apart for better road lighting, make night driving easier. Separate parking lamps on crown of fenders.



BEAUTIFUL NEW INSTRUMENT PANEL groups all controls and gauges in front of the easy vision two-spoke steering wheel. Large lined and lockable glove compartment. Electric clock. Built-in radio grille. Ash tray. Note the convenient half-moon horn ring located on the wheel.



ALL WEATHER handle-controlled ventilating wings control air circulation without annoying drafts. Support bar rolls down with the window in closed bodies. New deep windshield and windows give a clear view of traffic conditions. Safety glass in windshield and all side windows.



BUILT ON A BIG SCALE is the Mercury 8, with generous room for three people in both front and rear. Few cars in its price class can match its size. Finger-Tip Gearshift on the steering post adds front-seat legroom. Front seat is quickly and easily adjustable by lever to driving position.

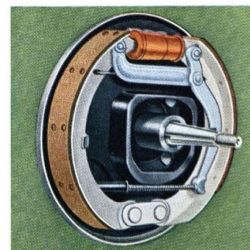
The 1941 Mercury 8 is a big, strikingly handsome car, with a new long wheelbase, wide body and doors that are wide all the way from floor to roof. New, big 6.50-16 tires add to its appearance, comfort and safety. It is an unusually roomy, quiet, easy-riding car that has been built literally *from the inside out* for comfort.

You'll find this nimble Mercury the easiest handling car you've ever driven, instantly obedient to your command. Its size and stability hold it securely to the road. In every way, the Mercury is a car as safe as Ford Motor Company engineers can make it.

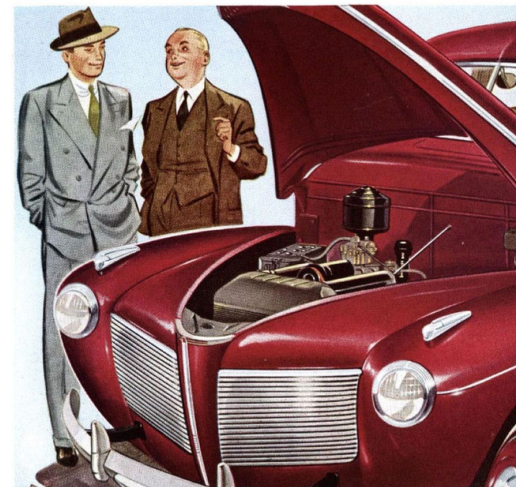
And under its long hood is one of the most efficient engines on the road today—a powerful V-type eight—the key to the Mercury's brilliant performance and amazing economy records. (20 miles per gallon is the gas mileage frequently reported by Mercury owners.)



LIKE A GIANT'S HELPFUL HAND, the newly-designed, perfected ride-stabilizer restrains body sway or swing on curves and rough roads, makes steering easier, adds to riding comfort. New soft transverse springs and double-acting shock absorbers gently take up road irregularities.



THE MIGHTY GRIP of big hydraulic brakes assures quick, safe, straight stops, with gentle pedal pressure. Handbrake lever under the instrument panel operates rear wheel brakes mechanically. The clutch is increased in size and depresses with gentle pressure.



POWERFUL V-TYPE 8-CYLINDER ENGINE in accordance with the Ford Motor Company's policy, is rated conservatively at 95 horsepower—not its peak power under ideal conditions, but the power it can produce day after day, for thousands of miles, under all ordinary driving conditions. This engine, designed for an unusually high "net driving power," is ideally balanced with the car's weight. Result: a unique combination of smoothness, liveliness and economy. Note the easy accessibility of both engine and battery.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

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*These Facts
have made the
Mercury Famous!*

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; dual windshield wipers; foot headlight beam control; beam indicator on instrument panel; bumpers with bumper guards; ash tray in instrument panel, and in rear compartments of sedan types; two tail and stop lights*; light in luggage compartment; Sealed-Beam Headlamps; grille for radio speaker; rustless steel windshield frame, ventilating and quarter window frames, and wheel bands; dimming control for instrument lights.

*except on Station Wagon.

V-TYPE, 8-CYLINDER ENGINE—Bore 3.187 in. Stroke 3.75 in. Piston displacement 239 cu in. Taxable horsepower rating 32.5. Brake horsepower 95 at 3600 rpm.

LARGE BATTERY AND GENERATOR—Exceptionally large battery of 120 ampere-hour capacity; generator with high output. Automatic voltage control. Ammeter on instrument panel.

FINGER-TIP GEARSHIFT—New, quiet, steady gearshift lever mounted on the steering column.

HYDRAULIC BRAKES—Providing exceptionally easy pedal action and equalized pressure for smooth, safe, straight-line stops. Mechanical handbrake operates directly on rear wheels by means of steel cables. 12-inch brake drums; 162 square inches of brake lining area. Steel drums with cast iron braking surfaces for quiet operation.

EASY CLUTCH PEDAL—Clutch pedal depresses with a light touch due to improved mechanical action. New ten-inch diameter clutch.

WHEELS AND TIRES—Curved disc type with 5-inch width rims. Tires 6.50-16. White sidewall tires available at extra cost.

ALL-STEEL SAFETY—Mercury bodies are 100% steel, welded into a single unit of great protective strength.

FORD MOTOR COMPANY—MERCURY, LINCOLN AND FORD MOTOR CARS

The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design, or prices without incurring obligation.

New, rugged, reinforced X-type frame with rigid box sections to eliminate twisting and weaving.

DEEP COMFORT—All Mercury passengers ride in the "comfort zone" between the axles—cradled between new soft-acting transverse springs, more than 10½ feet apart. Seat cushions have foam rubber pads and soft "floating edge." Four double acting, self-sealing shock absorbers control spring action. New, perfected torsion bar ride-stabilizer controls side sway on turns and improves steering and riding on rough roads. Bodies are roomy—sedan front and rear seats each accommodates three people comfortably. Controlled all-weather ventilation is efficient and easily regulated with crank control.

RESTFUL QUIET—New rubber body mounting and many effective types of body insulation protect Mercury passengers from car and road noises.

SIX POPULAR BODY TYPES—Sedan (six passengers, two doors); Town-Sedan (six passengers, four doors); Sedan-Coupe (six passengers); Coupe (three passengers); Coupe with auxiliary seats (five passengers); Club Convertible (five passengers); Station Wagon (three, five, six or eight passengers with extra space for luggage).

CHOICE OF EIGHT ATTRACTIVE BODY COLORS—Black, Lochaven Green, Cayuga Blue, Mayfair Maroon, Palisade Gray, Harbor Gray, Capri Blue, Cotswold Gray.

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

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.

MERCURY