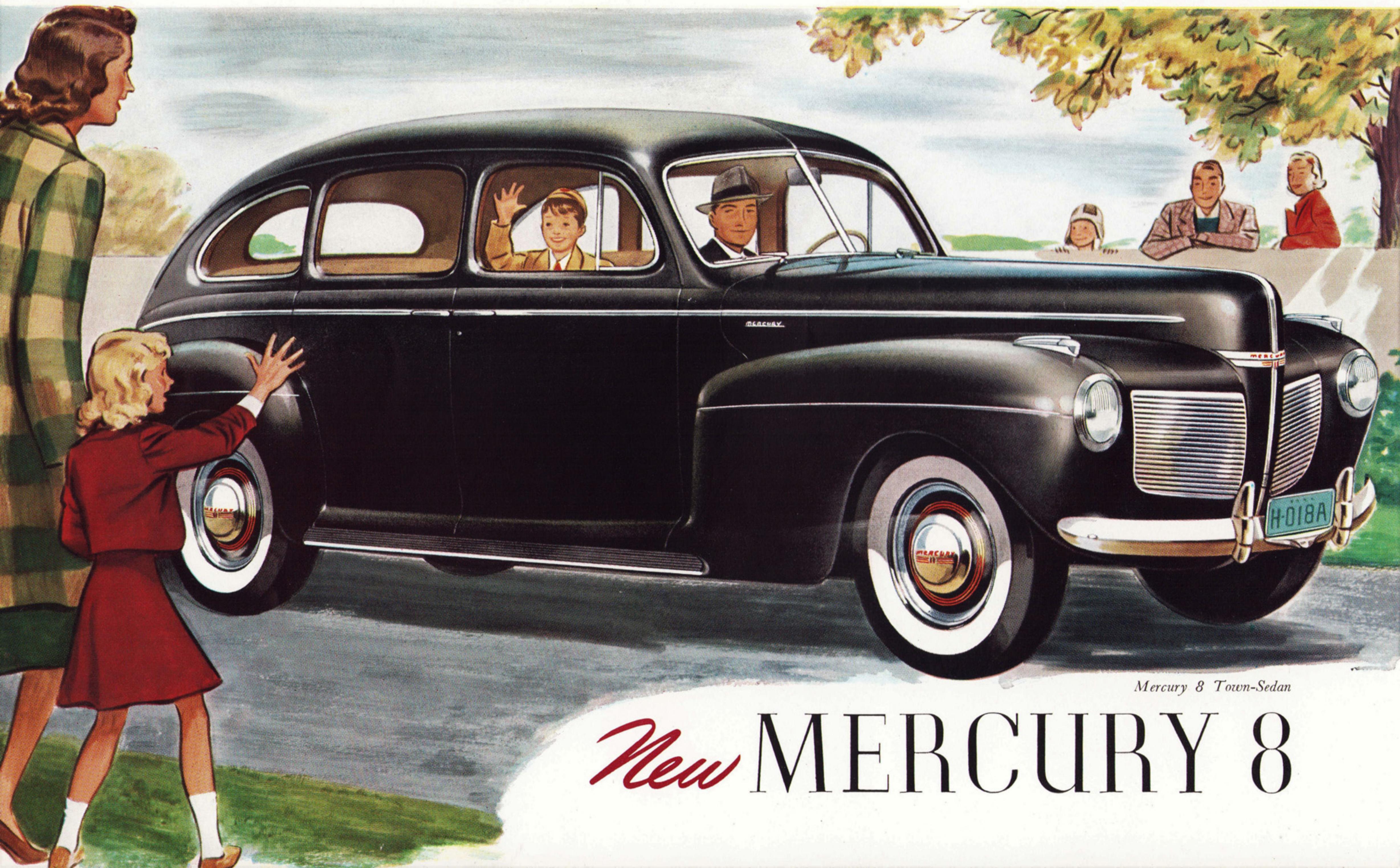


*You'll drive this one  
for the FUN of it!*



*The BIG car that stands alone in ECONOMY*



Mercury 8 Town-Sedan

*New* MERCURY 8

# It's made 150,000 owners CHANGE CARS!

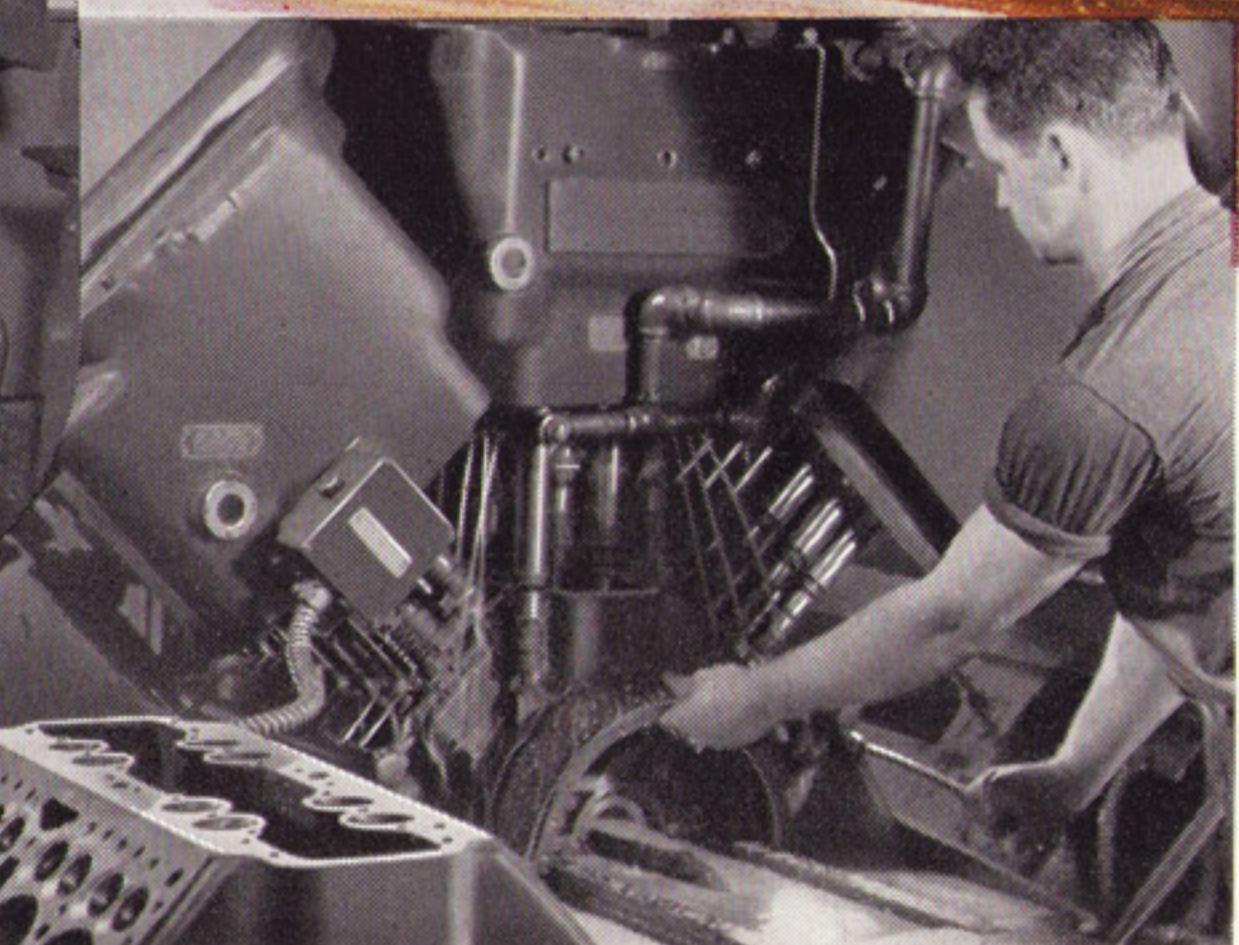
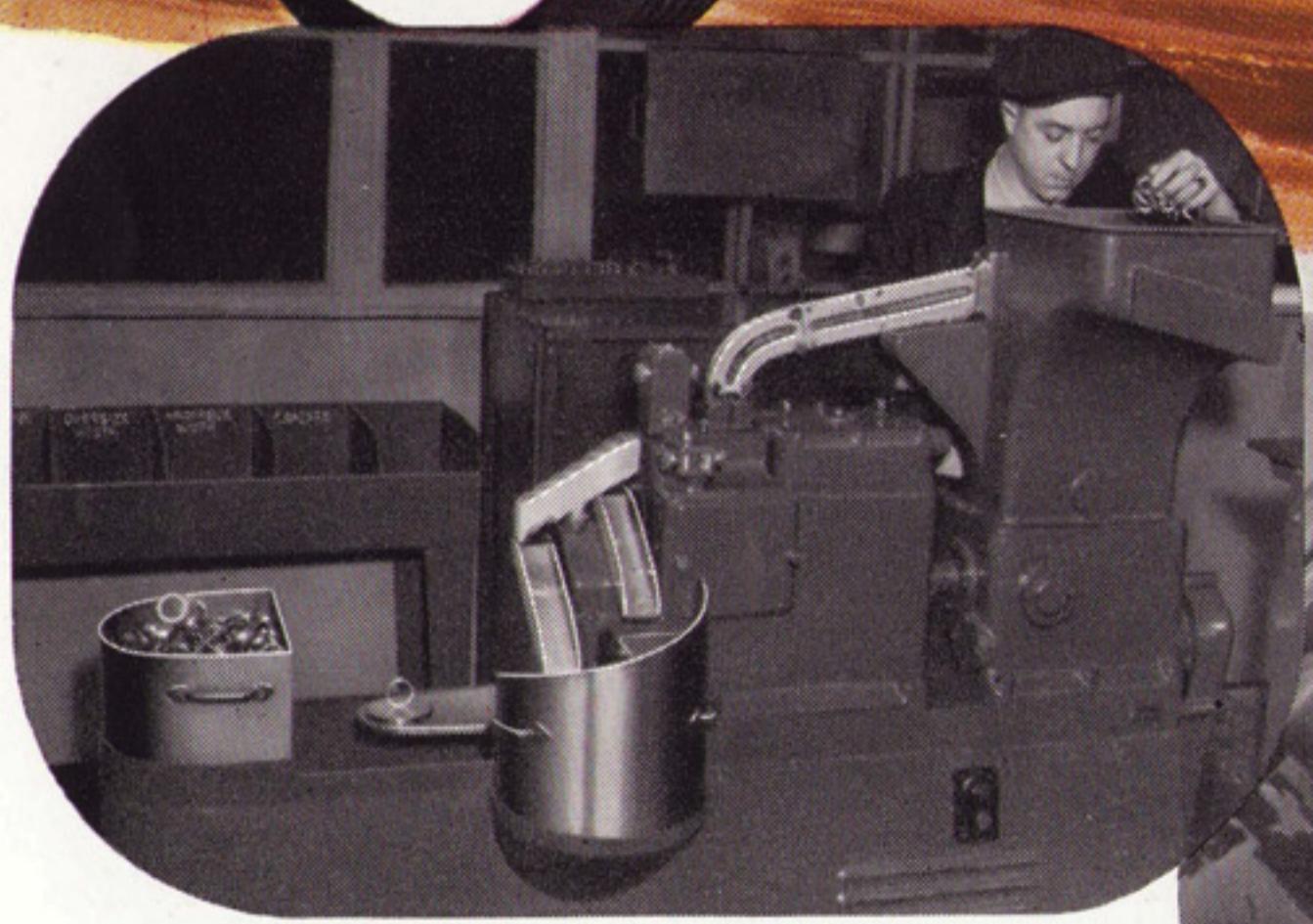


If you're like most motorists, you tend to stick to the make of car you have chosen. A *new* car has to offer something exceptional to make you change. That's what the Mercury has been up against. It has had to win *all* its backing away from well established, popular automobiles.

- And yet—in just two years, this sensational new automobile has made 150,000 experienced motorists turn their backs on their old loves. That's the story of Mercury's meteoric rise!
- It takes a car with *ideas* to do that. New ideas—of performance, of pleasure, of money's worth! And the Mercury has them—in good measure.
- Imagine a big, aristocratic road-cruiser that gives you the right of way in any company—whose owners report up to 20 miles per gallon of gasoline—the big car that stands alone in economy. A dream come true of luxurious beauty and lordly dimensions that darts nimbly through traffic and slips easily into short parking spaces. That's the new Mercury 8!
- What you see at the curb is only part of the whole Mercury story. Its far-sighted engineering advances, the daring ideas built into its sinews of steel, the rightness of its every last detail—these come from the unequalled resources of the world's largest automobile plant. "The plant behind the car" is a valuable measure of worth for any car you are considering.



# *The deep-throated song of V-8 POWER*



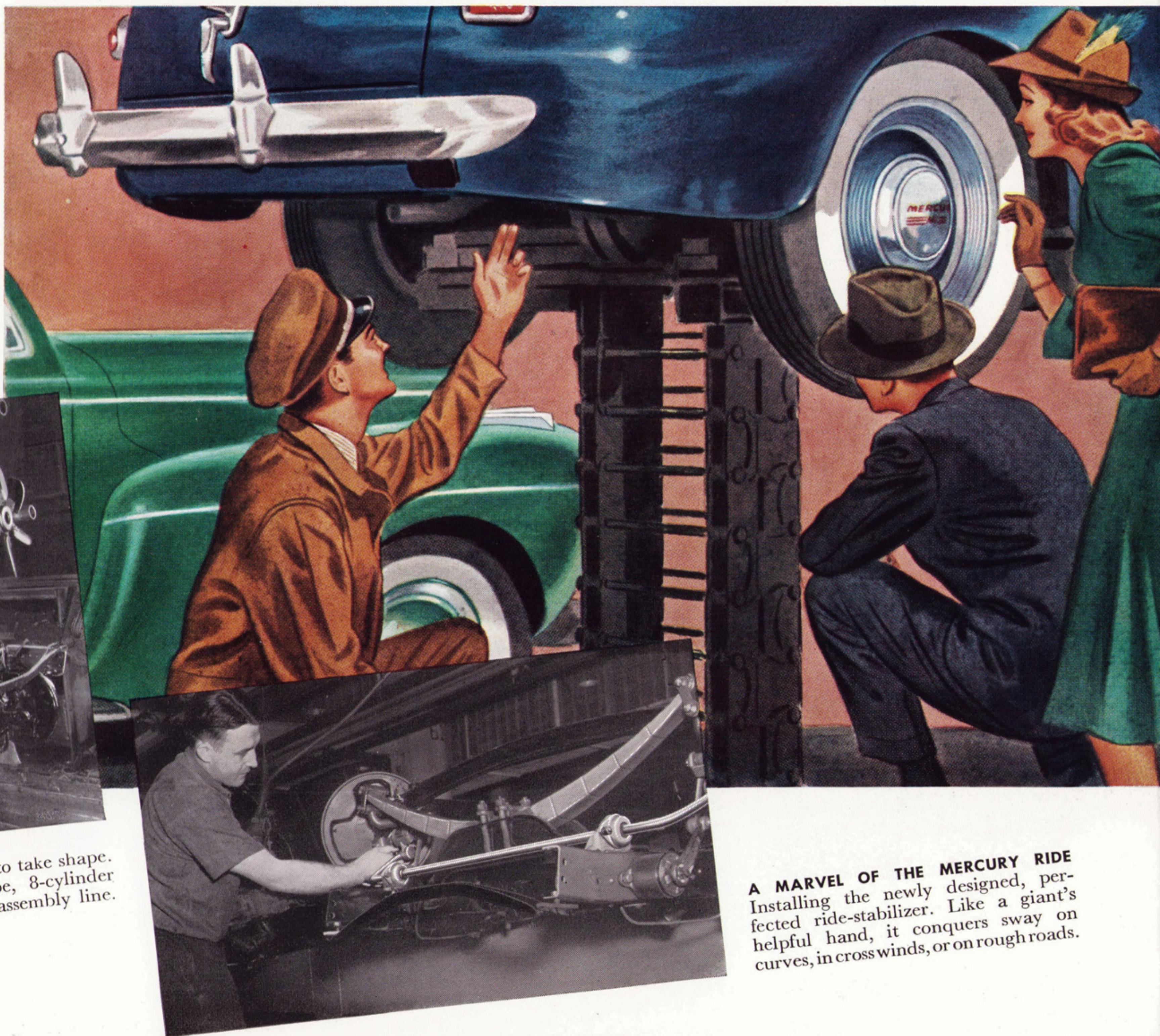
- Amazing automatic inspection machines help to build the Mercury's V-8 engine so precisely that it needs no tedious "breaking in."

- Typical of modern equipment that makes possible Mercury value is this machine which taps 85 stud holes simultaneously in the V-8 cylinder block.

This is no ordinary engine that makes the big Mercury the master of the highways. All the advantages of V-8 design—smoothness, high efficiency, and almost incredible economy—are blended to a new perfection in a powerplant that performs like a thing alive! ★ A scarcely audible hum as you loaf along—an irresistible torrent of power when you pick up to pass—a tireless, mile-killing pace at almost any top speed you name—all these are yours in a Mercury. No other car in the Mercury price class offers you the superiorities of a V-8 engine—few cars of any size can equal its economy.

# *A BIG CAR'S foundation—solid and strong!*

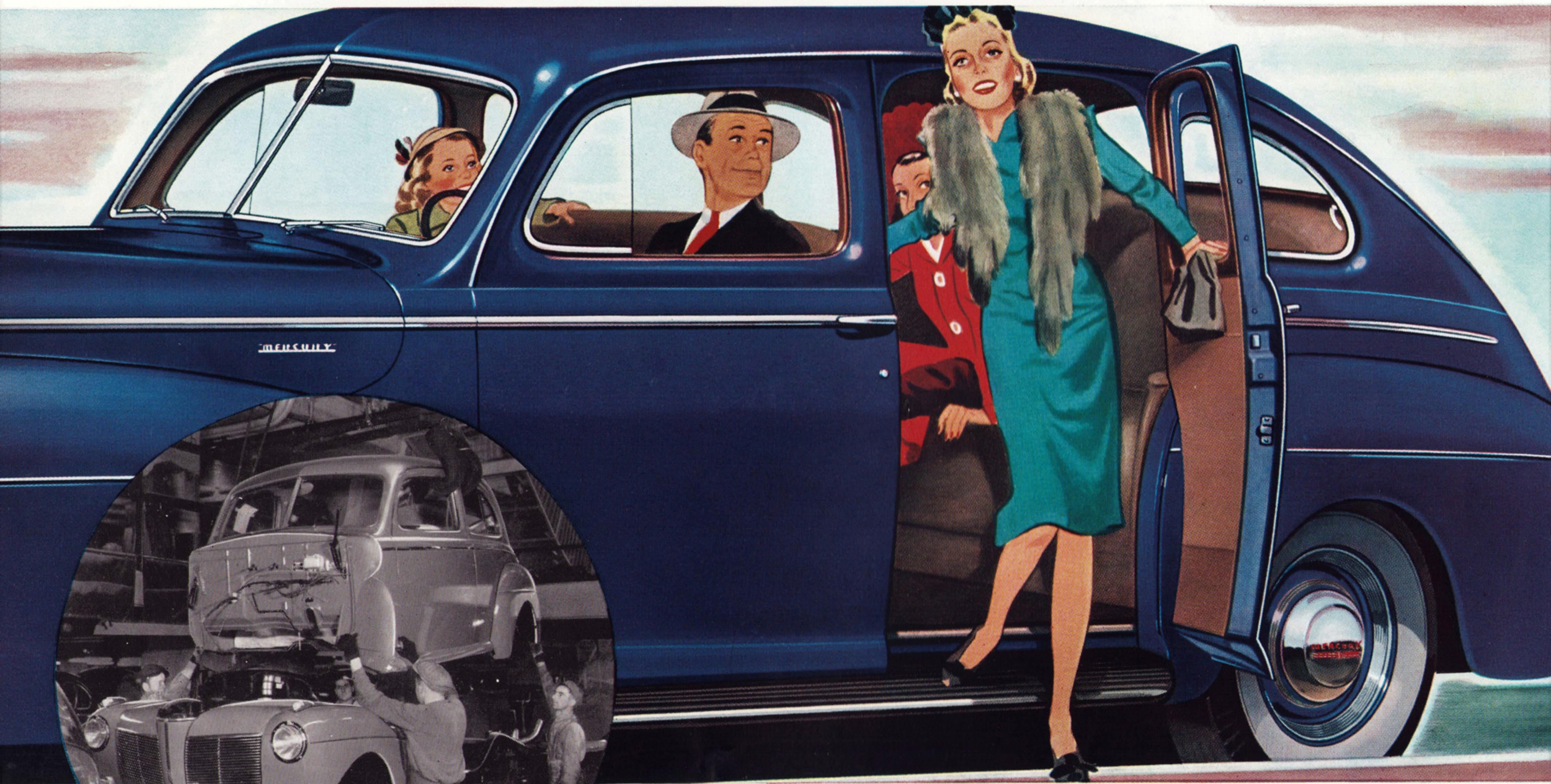
Firm as a building's foundation is the Mercury's massive new frame—a fitting match for the mighty V-8 engine. Long, to match the car's increased wheelbase—rigid, of box-type construction to resist weaving and twisting—it is your foundation of safety and strength! \* New big wheels and tires, long, soft springs and double-acting shock absorbers are the heart of the superlative Mercury Ride. Here's where bumps are lost, rough roads made smooth.



**ENGINE MEETS FRAME.** The Mercury begins to take shape. Here the smooth, powerful and thrifty V-type, 8-cylinder engine meets the rigid new frame on the final assembly line.

**A MARVEL OF THE MERCURY RIDE**  
Installing the newly designed, perfected ride-stabilizer. Like a giant's helpful hand, it conquers sway on curves, in crosswinds, or on rough roads.

# Your living quarters—BIG as a house!



**BODY MEETS FRAME**  
to form an integral "tower of strength." New rubber body mountings deaden road noises and contribute to the restful quiet of the Mercury's ride.

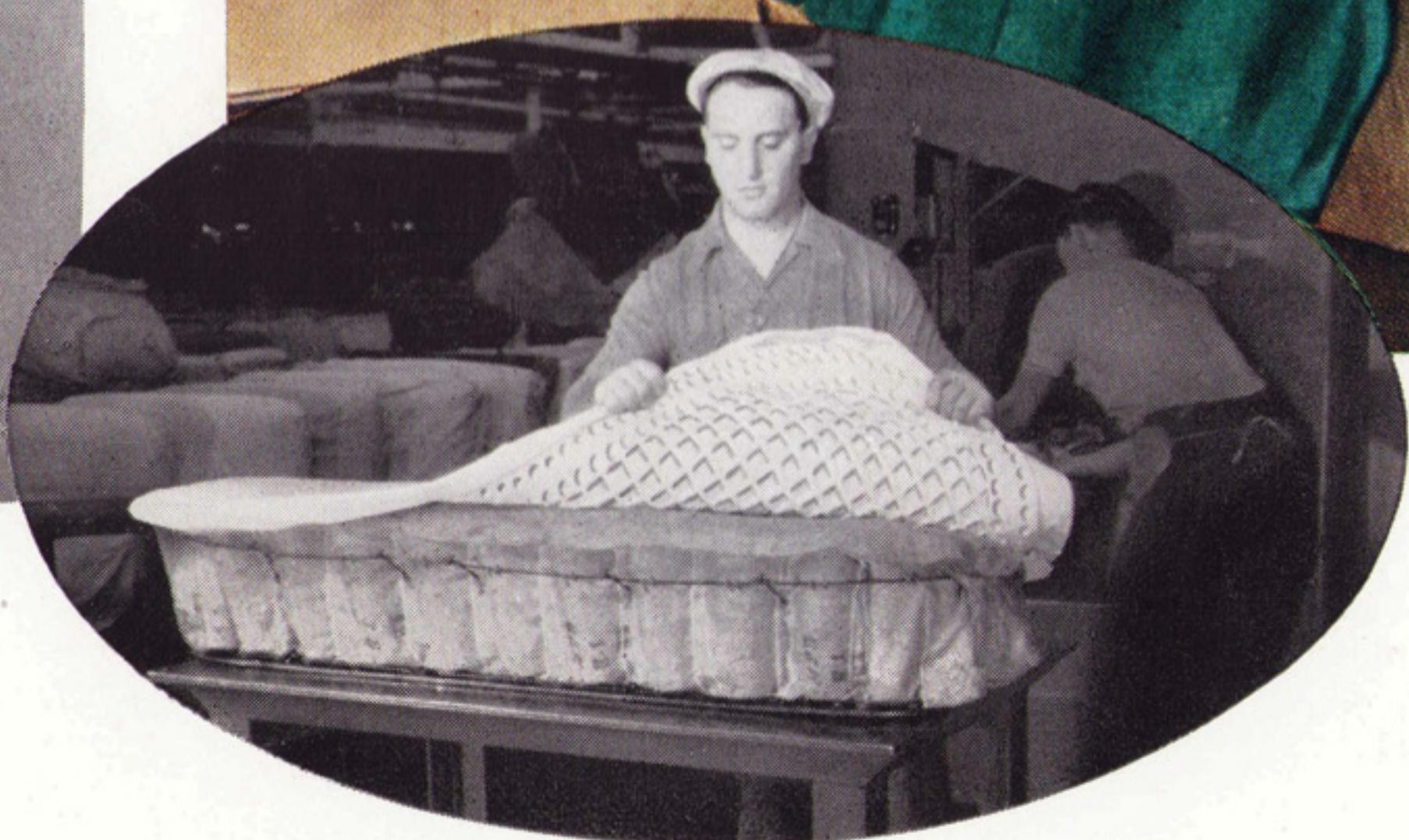
You'd hardly believe a car could be so generously proportioned—and still have the grace and vibrant life of the aristocratic new Mercury. From its long, commanding hood, the Mercury's streamlines flow in clean lines out *over* the partly concealed running boards. Mercury seats have the comfortable dimensions of living-room furniture. Wide doors and deep windows are in keeping with the spacious interiors. Long and low, modern in every line, the imposing Mercury 8 is a car that people turn to look at.

# LUXURY in every last detail!

Anyone who appreciates fine things will be enthusiastic about the quiet elegance of the Mercury's interior appointments, its wealth of comforts . . . the proper setting for the magic of the luxurious Mercury Ride. \* Buoyant seat cushions of fine spring steel are padded with soft, resilient foam rubber. Richly-tailored upholsteries are a joy to touch. Sweeping body lines permit generous headroom, legroom and seating width. Interior and exterior color schemes are tastefully complementary. Inside and out, the Mercury is a car of patrician beauty.



**HANDWORK COUNTS IN JOBS LIKE THIS.**  
Skilled upholsterers take pride in the beauty of the Mercury's modern interiors, each one a masterpiece of fine craftsmanship.

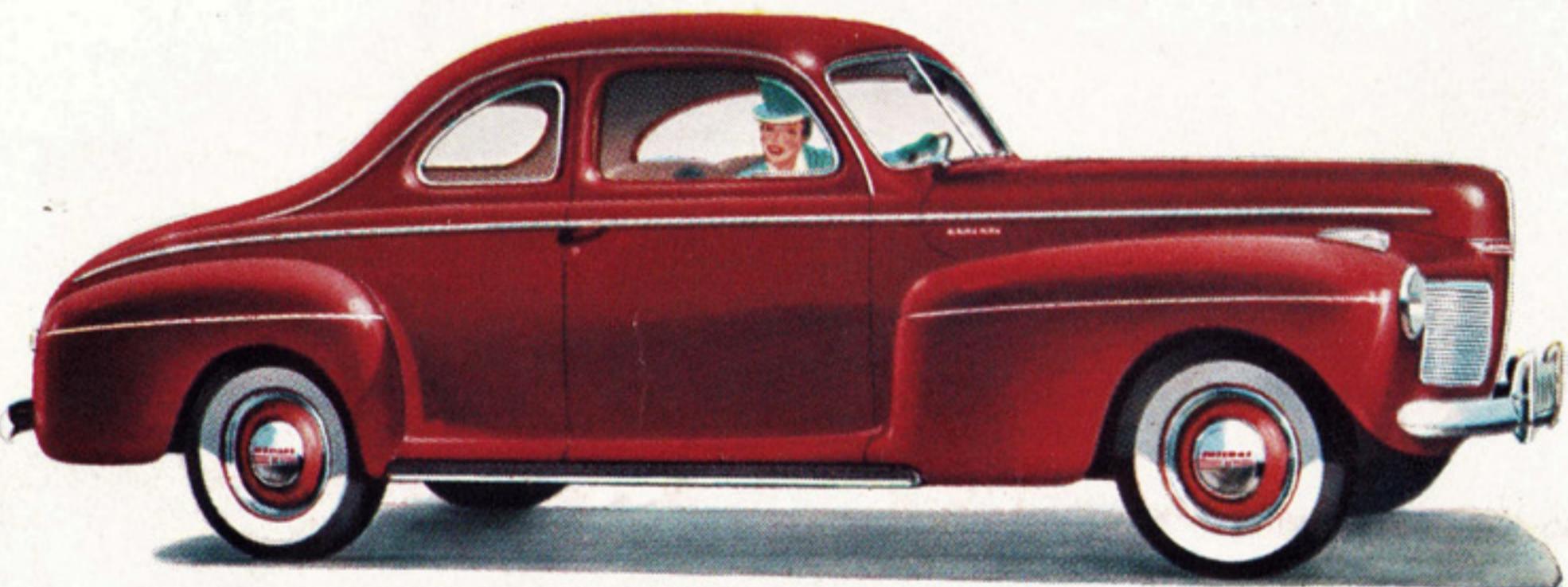


**A NEW FEATURE** of the famous Mercury ride: placing resilient foam rubber pads on flexible inner cushion springs.

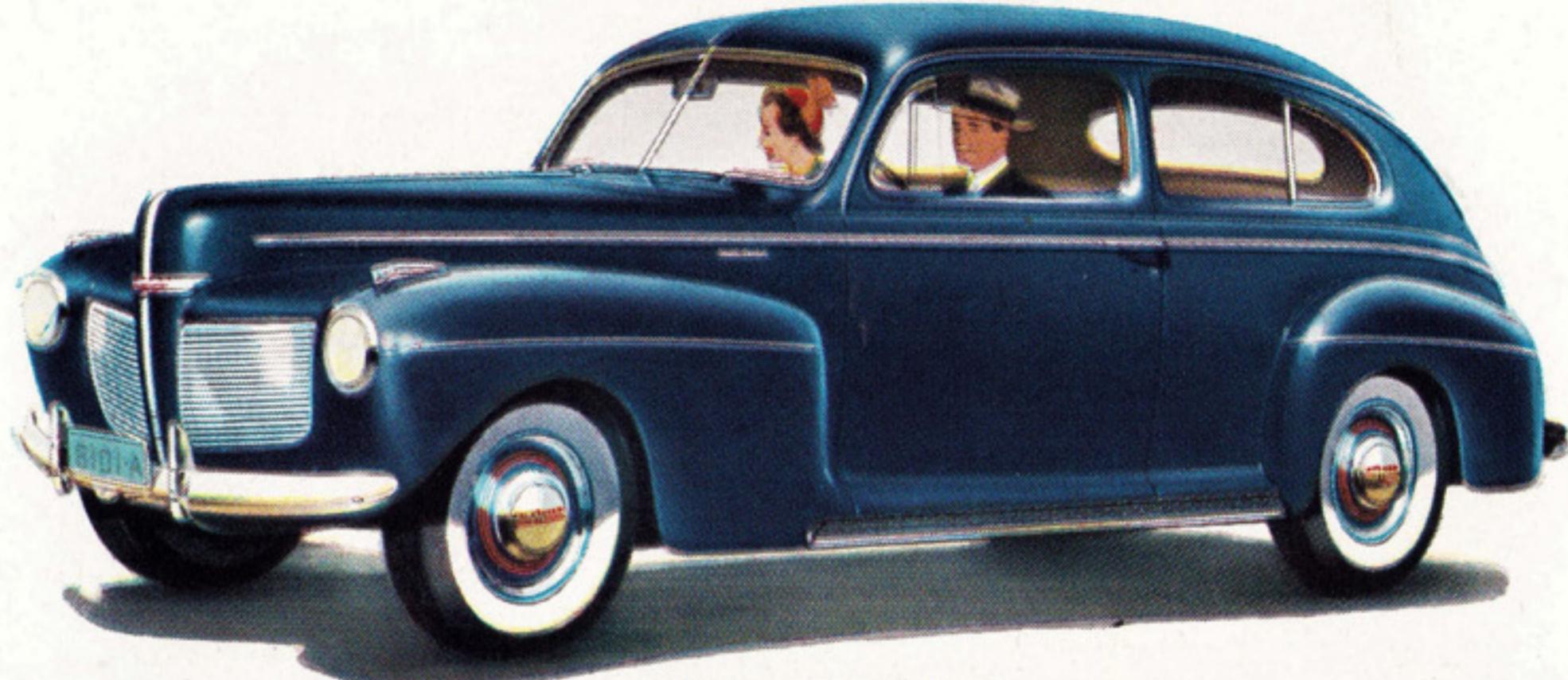


## DRIVE ONE TODAY—FOR THE FUN OF IT!

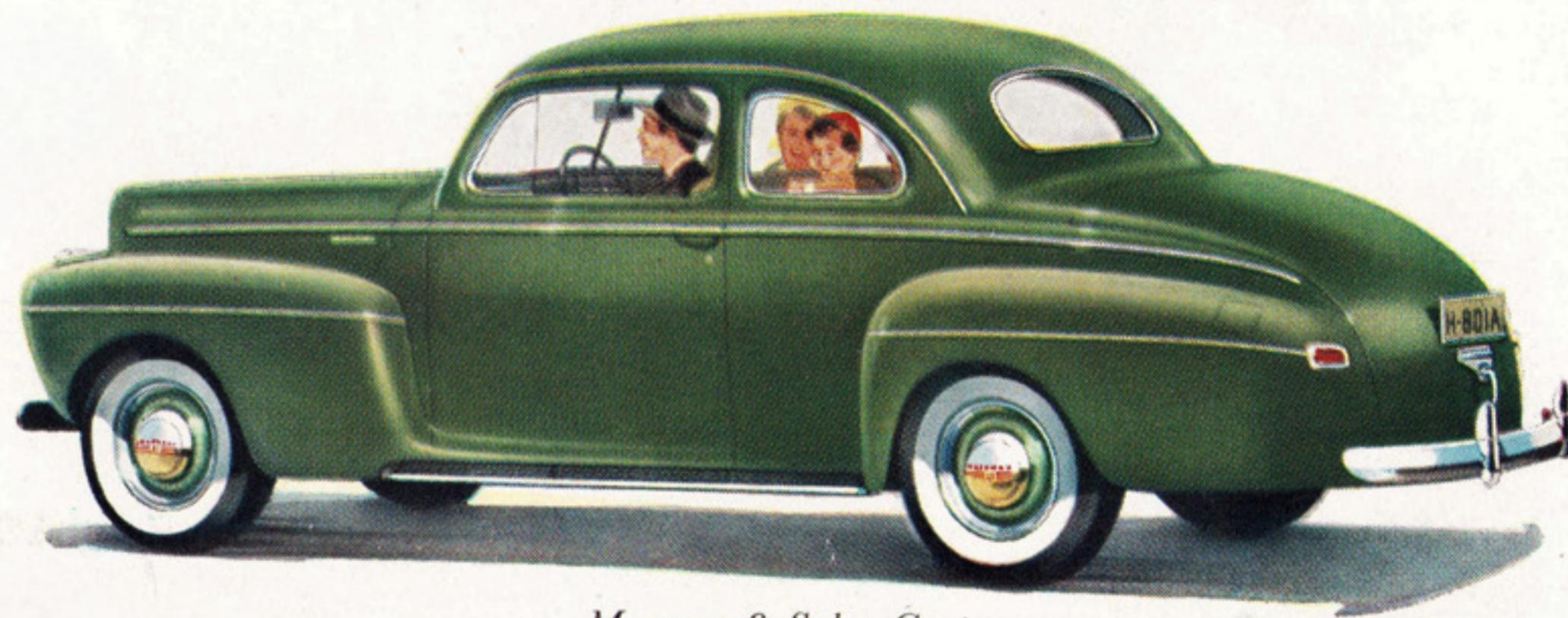
Six superb Mercury body types—including the Town-Sedan shown on page 2 and a handsome Station Wagon—are carrying the Mercury fine-car tradition to new heights this year. See them—and by all means learn the sheer delight of driving one. *This car is different*—as a few minutes at the wheel will prove. Before you buy any car, arrange for a ride in a Mercury. We'll be delighted to place a car at your disposal at any time you suggest.



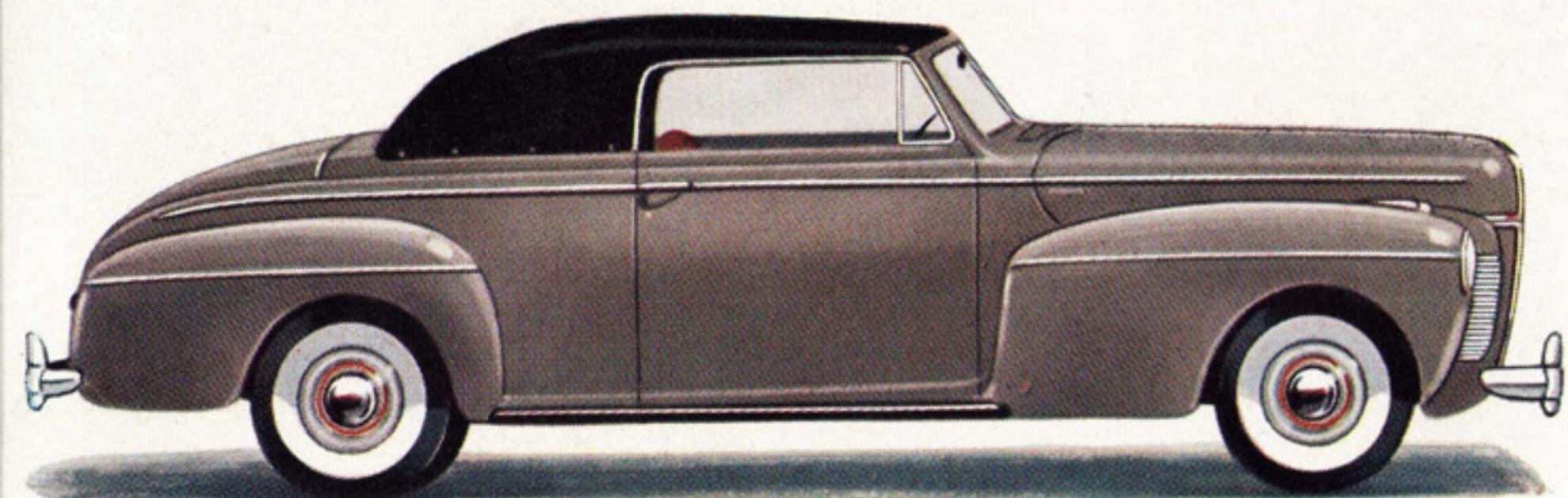
Mercury 8 Coupe



Mercury 8 Sedan



Mercury 8 Sedan-Coupe



Mercury 8 Club Convertible

*The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices, without incurring obligation. (White sidewall tires are available on all body types, at slight extra cost.)*

**MERCURY**

**C. ZEPP, INC.**

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**PHONE JUNIPER 8310**

**CHICAGO, ILL.**