

CHARITY
...letters that tell the story



My real reason for writing this letter to you is to ask that you do not materially change or alter the Mercury. As it stands now - no one could ask for better transportation - from the standpoint of riding ease, comfort, mechanical performance, economy and durability. Above all, please don't change the lines of the car. It is one of the most admired cars on the road today.

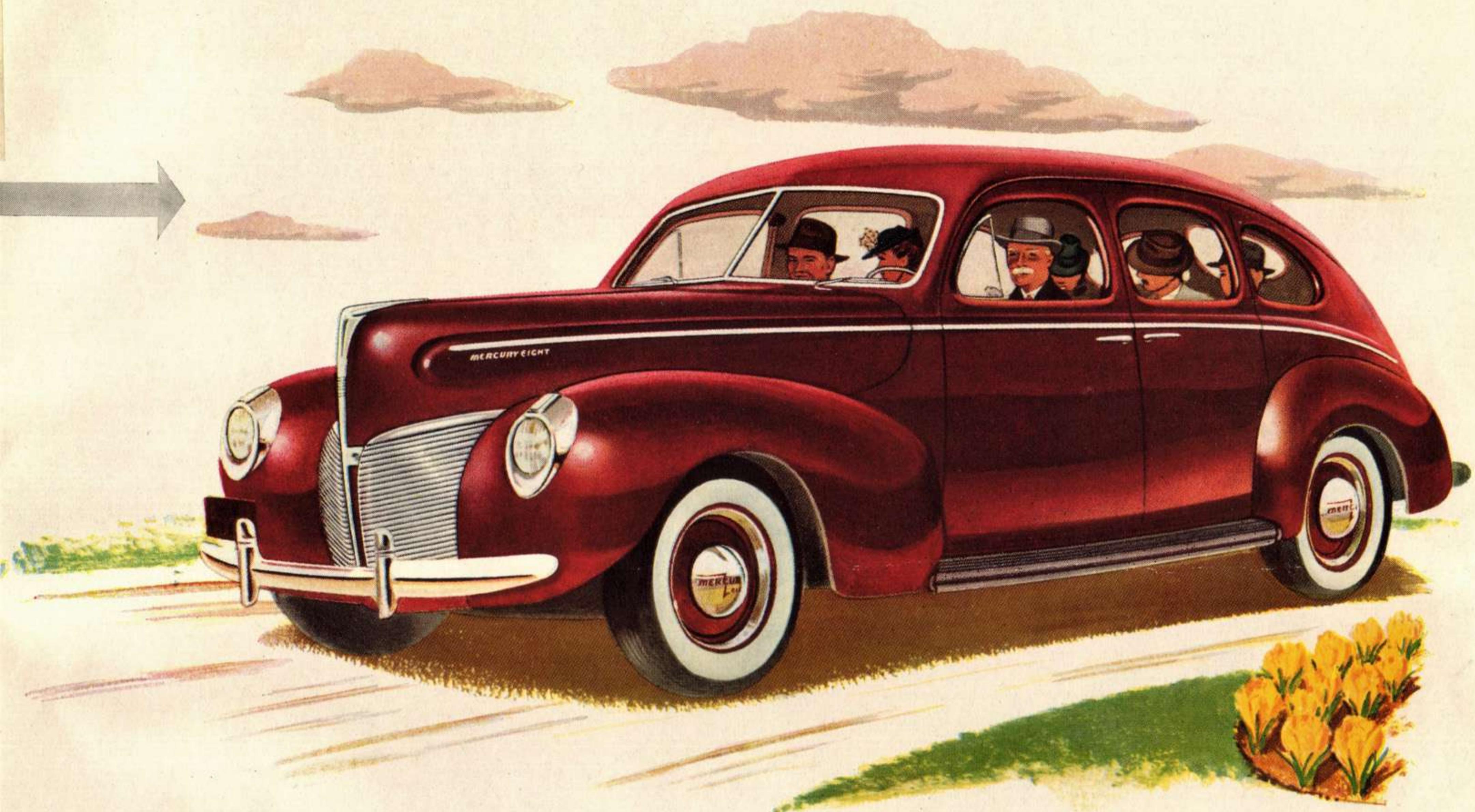
My average around-town mileage is 18 miles per gallon!

Harold W. Herlihy
Los Angeles, California

modern
modern
modern

Style leadership and design **PLUS ECONOMY!**

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Modern in Appearance—graceful, trim, streamlined—the Mercury is accepted as a car of surpassing beauty. Yet even more important, the Mercury answers the modern motorist's demand for a car that combines all the major big-car advantages with unusual economy. How is this possible? All the facilities of the great Ford Rouge Plant plus the wide experience and advanced engineering of the Ford Motor Company contribute toward the building of the Mercury. There can be no greater praise of an automobile than that of its owners. Throughout these pages you'll find letters that tell the story—of success.



Mrs. Smith and I have just driven our new Mercury 3720 miles on a trip from Detroit to California. The route covered took us over the Continental Divide at an elevation of 9333 feet in Yellowstone, through the rugged mountain passes of the northern route into Seattle. In arriving at the cost of the trip I found that the new Mercury covered the 3720 miles with an average gasoline consumption of 20.7 miles to the gallon.

We made no attempt to conserve gasoline - driving at the average speed of 55 to 60 miles per hour and one day covered over 610 miles.

Needless to say - we are delighted with the Mercury.

R. S. Smith
413 Miner Street, Yreka, California

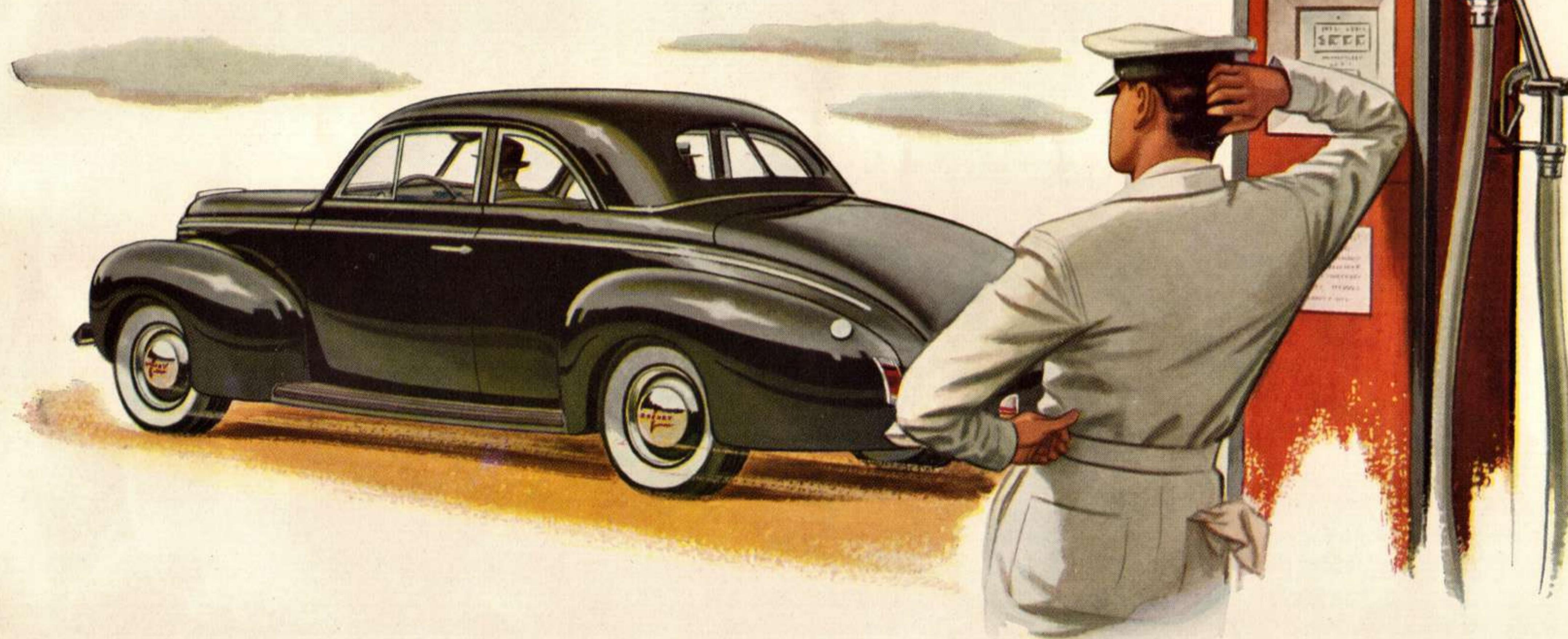
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economy
economy
economy

ECONOMY PLUS *all the big-car features*

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The Story of Mercury Economy is an amazing chapter in itself. "Up to 20 miles per gallon of gasoline" is the report coming in regularly from owners all over the country. And this record is being made on all kinds of roads and under all sorts of conditions. Rare is the letter from a Mercury owner that does not praise the economy of this car . . . and in glowing terms!

Yet economy—made possible by the unusually high ratio of power to car weight and the efficiency of the big V-8 engine—is only one phase of Mercury performance. The powerful V-8 engine answers your commands immediately and smoothly. And in the words of one Mercury owner: "the car doesn't know a hill when it sees one."





We have just completed an 8000 mile trip. Going the "Mercury Way" added a great many more pleasures to the trip than the writer ever experienced in any other car.

We covered twenty states and part of Canada, averaging 20.6 miles to the gallon of gasoline. One-third of this mileage was mountain driving with severe grades, a multitude of curves. The Mercury performed perfectly and handled with such ease and comfort that we did not tire once on our long trip.

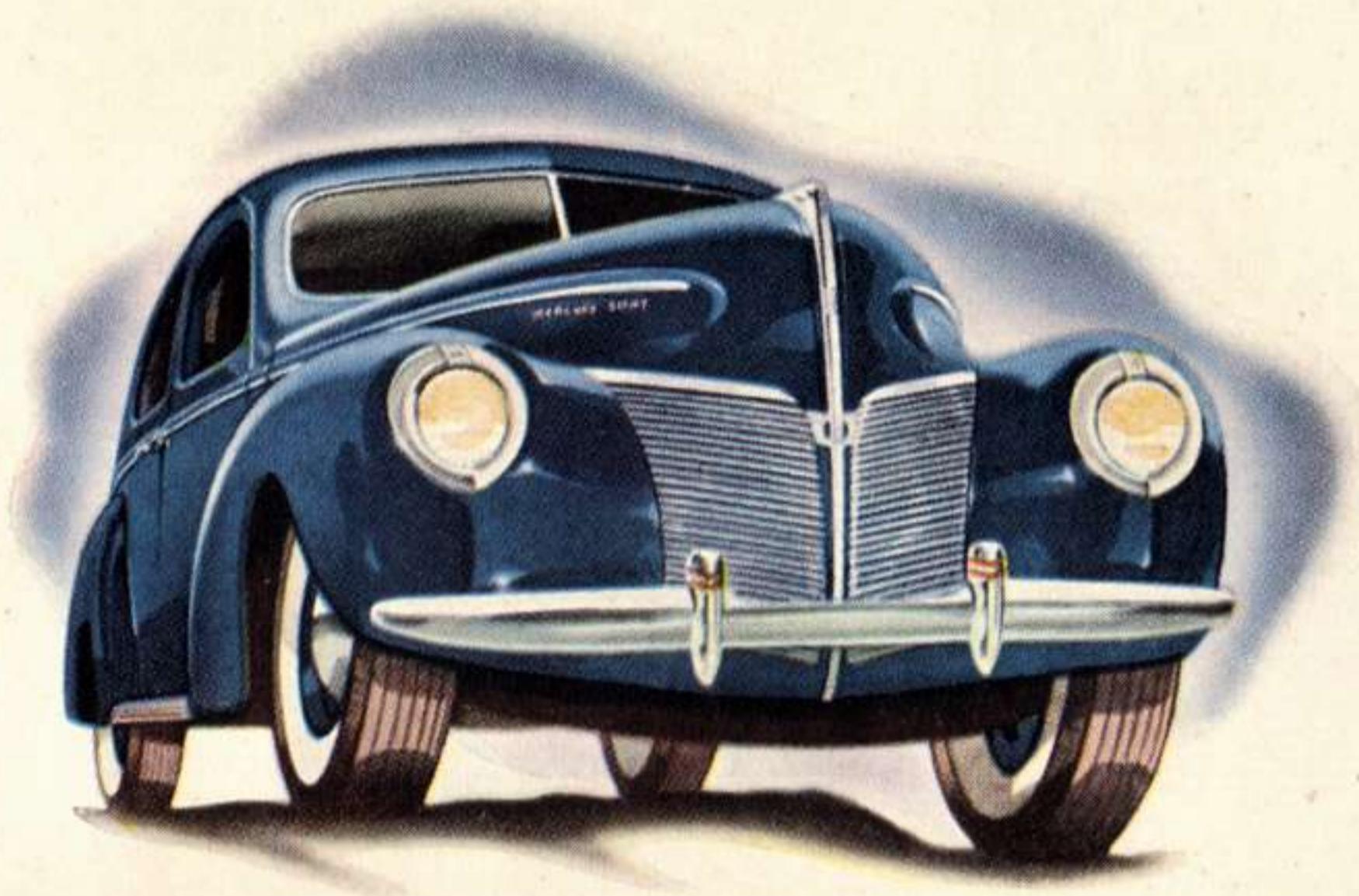
The qualities of the Mercury have not been overestimated. Will mention a few I appreciate: marvelous pick-up and perfect control at all times and speeds; comfort of riding on extremely rough and choppy roads; ease of shifting gears, especially on dangerous grades.

George E. Wedekind
2414 Elizabeth Ave., Zion, Illinois

ride
ride
ride

The "Mercury Ride" . . . PLUS ECONOMY!

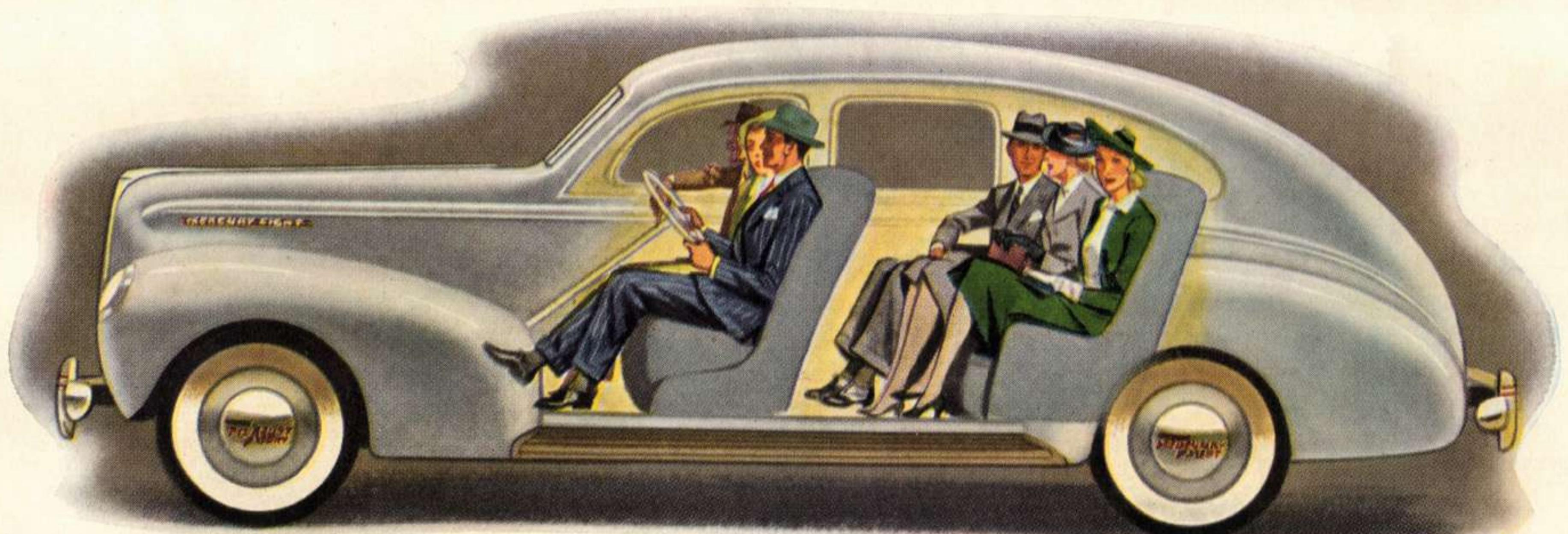
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The Mercury Ride, even on extremely rough or choppy roads, is the result of many built-in comfort features—all working together to increase your riding or driving enjoyment.



For Buoyancy and Restfulness the Mercury doesn't depend on roomy body or deep wide seats alone, but on the skill with which it is designed and constructed throughout.



Center-Poise Design cradles passengers between springs that are more than $10\frac{1}{2}$ feet apart. The compact V-type engine permits more usable length inside the body. You ride insulated from bumps by Triple-Cushioned Comfort: Soft-edged seat cushions with deep inner springs; large, double-acting hydraulic shock absorbers; long, flexible springs.



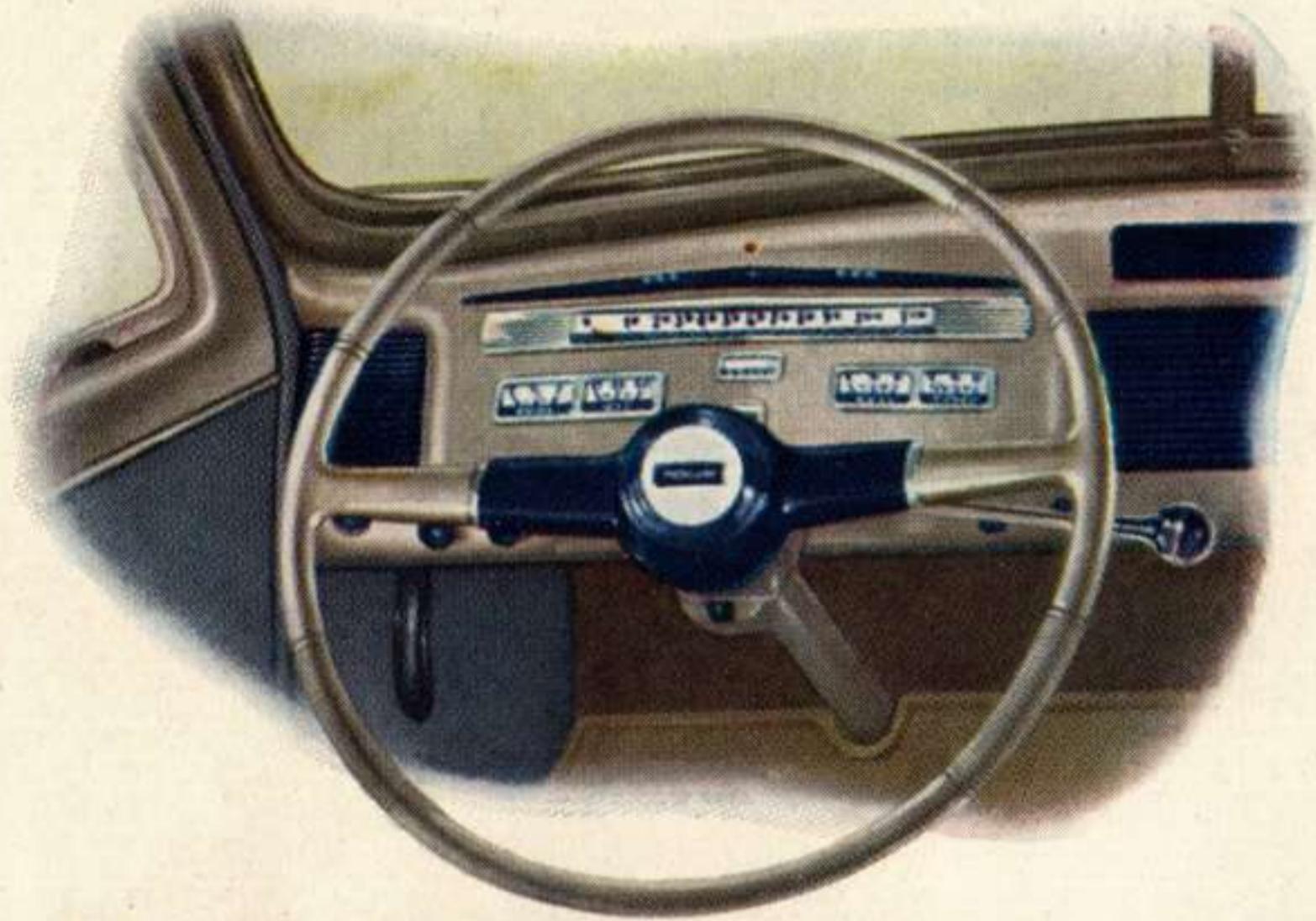
Have just completed a vacation trip of 7116 miles in my new Mercury 8. One of the most pleasing features of the trip was that neither my wife nor myself ever was tired even after driving five or six hundred miles a day. This is accounted for by the easy-riding qualities and comfort of the car and the way the seats are constructed and upholstered. I have owned and driven motor cars for over twenty-five years but never have I derived as much comfort and pleasure from them as I have from the Mercury.

We averaged 18.53 miles per gallon -
traveling at an average speed of about 60 miles per hour.

D. M. Long
Los Angeles, California

comfort
comfort
comfort

Great comfort and convenience **PLUS ECONOMY!**



The Finger-Tip Gearshift Lever is on the steering post, directly below the wheel. Aside from increasing the ease and convenience of shifting, the new position gives more freedom and comfort in the front compartment.



New Controlled all-weather ventilation on all Mercury body types permits draftless circulation of air. Metal support bar slides down with the window in closed types, allowing unobstructed side view and freedom for arm signals.



You'll Find abundant space in this Sedan luggage compartment concealed beneath the smoothly streamlined rear deck—room for several big bags. Compartment automatically lighted. Spare wheel stores vertically.



For Easy Access to the rear seat of all two-door types, each front seat back tilts inward, away from the wide door, as it swings forward. Every detail of the Mercury has been considered in the light of comfort and convenience.



My experience with automobiles has been rather broad, ranging from the most expensive to inexpensive makes. All cars, of course, have their special points and features, but I don't believe that I have ever before found one that combined all of the desirable features of the Mercury. I might enumerate these as: common sense in initial outlay; style and fine workmanship; handling ease; economy of operation, and lastly a combination of all of the luxuries of the best cars without losing responsiveness and ease of manipulation.

H. D. Reno
Chicago, Illinois

unique
unique
unique

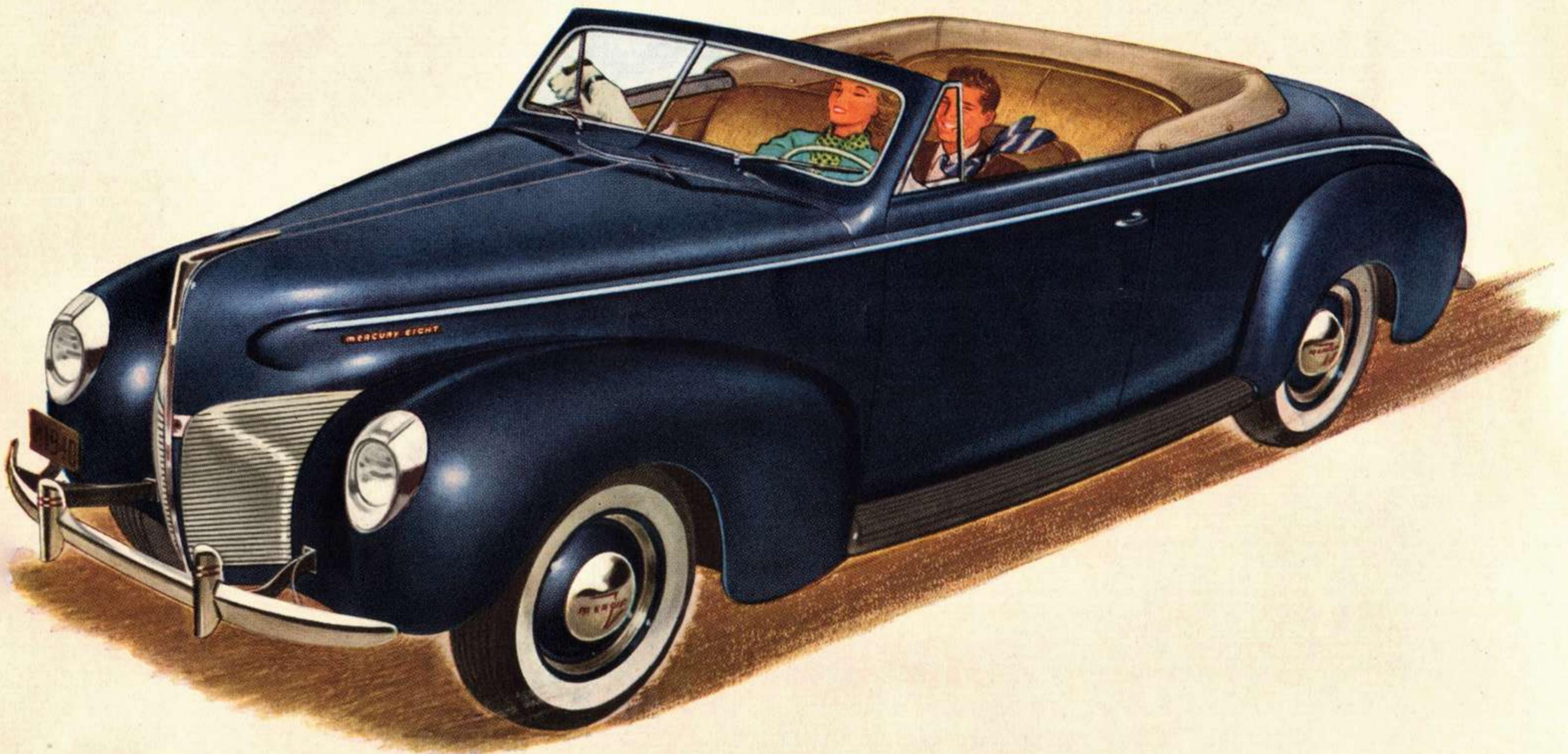
*The Mercury is unique in offering all
the big-car features **PLUS ECONOMY!***

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Just Pull a knob and the top lowers, folding flat into body, neatly and automatically, saving time, labor and confusion.

Just Press the knob on the instrument panel to raise the Automatic Top. Operation is quick, quiet and sure. Automatic action increases the life of the top.



The Mercury is unique in many ways. Extra luxuries such as the Automatic Top for the Convertible Coupe. Roominess usually associated only with costly automobiles. But the Mercury 8 is chiefly distinguished for combining all the important big-car advantages with unusual economy. And because it has done this so successfully—it earned the enthusiasm of more than sixty thousand owners in its very first year. Mercury's remarkable record of acceptance is increased this year.



On a recent trip of 1567 miles with seven persons in the car, possible only because of the extreme roominess of the body, the driving did not tire me or any of the passengers, and the car handles with ease. It seems to hug the road at any speed with no tendency to wander or weave. Due to the power and the eight-cylinder smoothness the lack of engine noise and vibration is very apparent.

To date I have driven this car 5200 miles and want to say that these were comfortable, safe and economical miles, every one of them.

Rev. A. Brunswick
Garden City, Kansas

roominess
roominess
roominess

A large, stylized graphic element consisting of a thick, light blue 'U' shape. It is positioned on the right side of the page, overlapping the text 'roominess'. The 'U' shape is composed of a thick, solid blue line on the left and a thinner, white-lined blue shape on the right, creating a layered effect.

Roominess you can brag about **PLUS ECONOMY!**

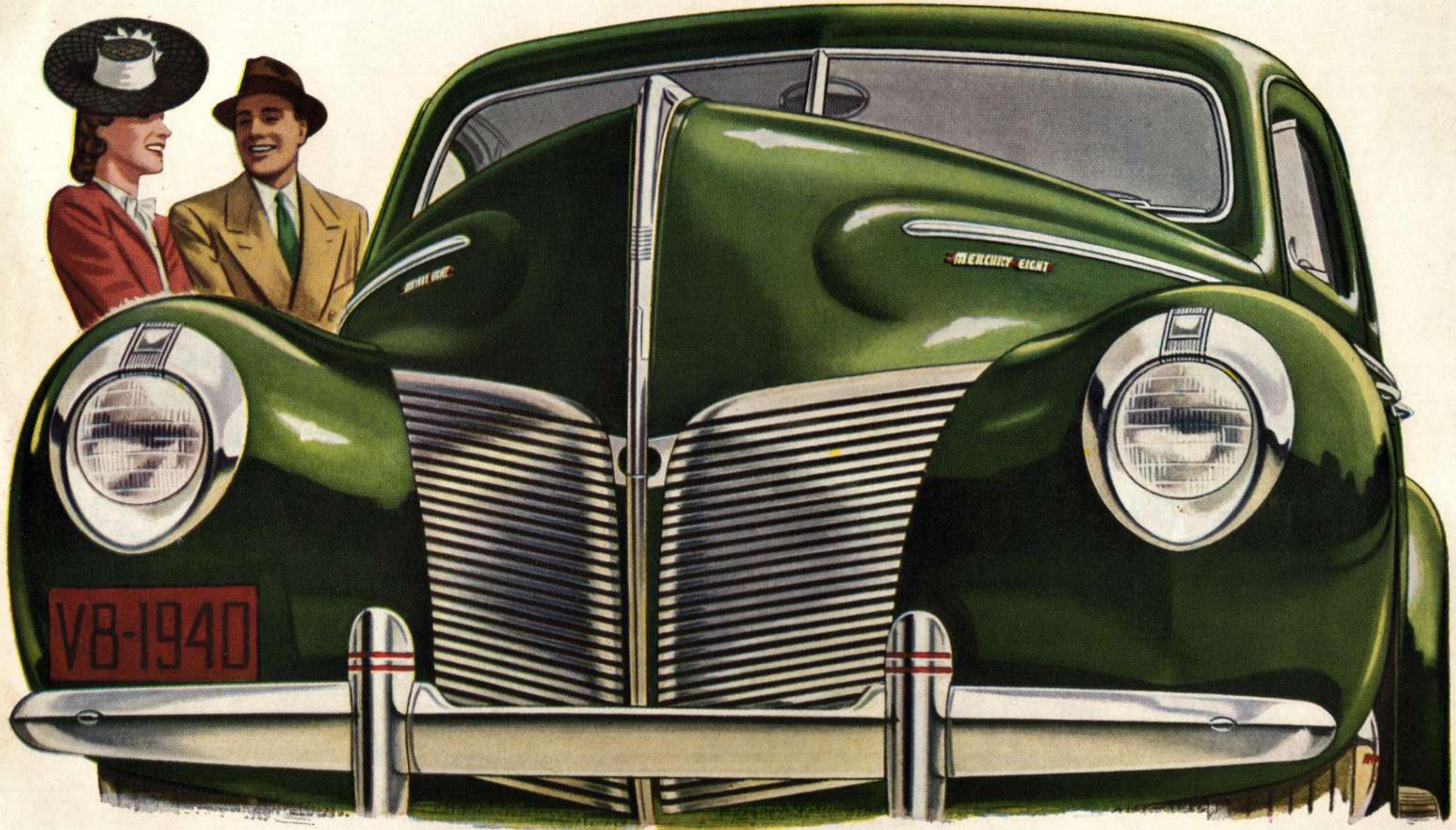
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Roominess—these wide front and rear seats typify the unusual roominess of beautiful Mercury interiors. They're extra wide for a reason: the smooth flowing streamlines of the Mercury 8 serve the purpose of roominess as well as beauty. They curve gracefully out over running boards to gain extra width for the inside, where passengers can use it. But even this picture cannot do justice to the spacious comfort of a Mercury interior. The real test, of course, is to step inside yourself. Amazing, isn't it? Few cars can approach the interior roominess of the Mercury 8.



...and the Mercury S

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You and the **Mercury** ought to know each other . . . or at least meet. Because the Mercury is still so new, there are many people who have not yet actually sat behind its wheel. Perhaps you are one of them. If so, why not plan to drive a Mercury soon? Put it through all the tests you like. Take it up hill or over the roughest road you know. Try a sharp curve or a sudden stop. Check the gasoline mileage. You're going to have fun on your visit with a Mercury and don't be too surprised if you find yourself wanting a car exactly like it.



MERCURY

JAEGER-DOWLING COMPANY

515 N. COMMERCIAL STREET

PHONE 825

NEENAH, WIS.

Our policy is one of continuous improvement and we reserve the right to change specifications, design or prices without incurring obligation. Cars illustrated in this book show white sidewall tires, available at extra charge. Ford Motor Company.