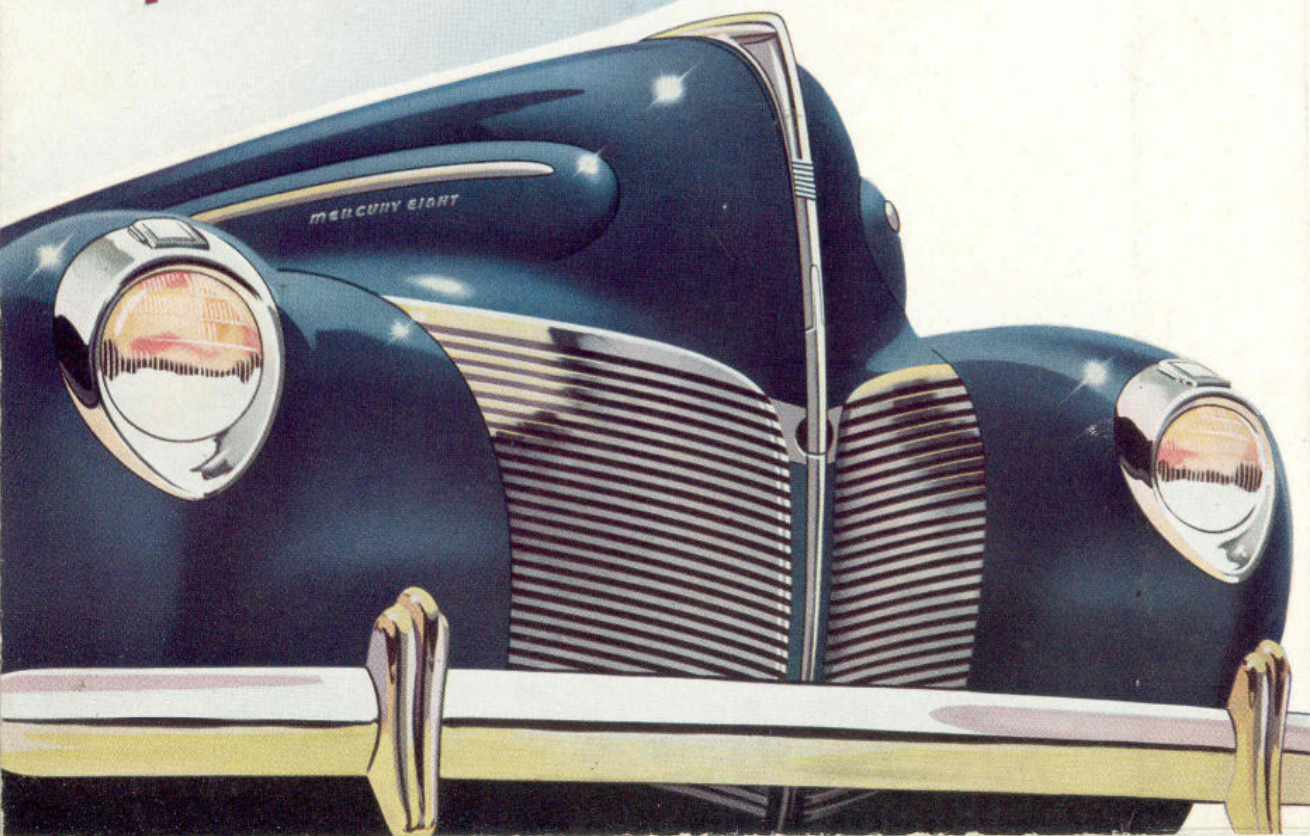


# MERCURY



The Quality Car  
FOR 1940

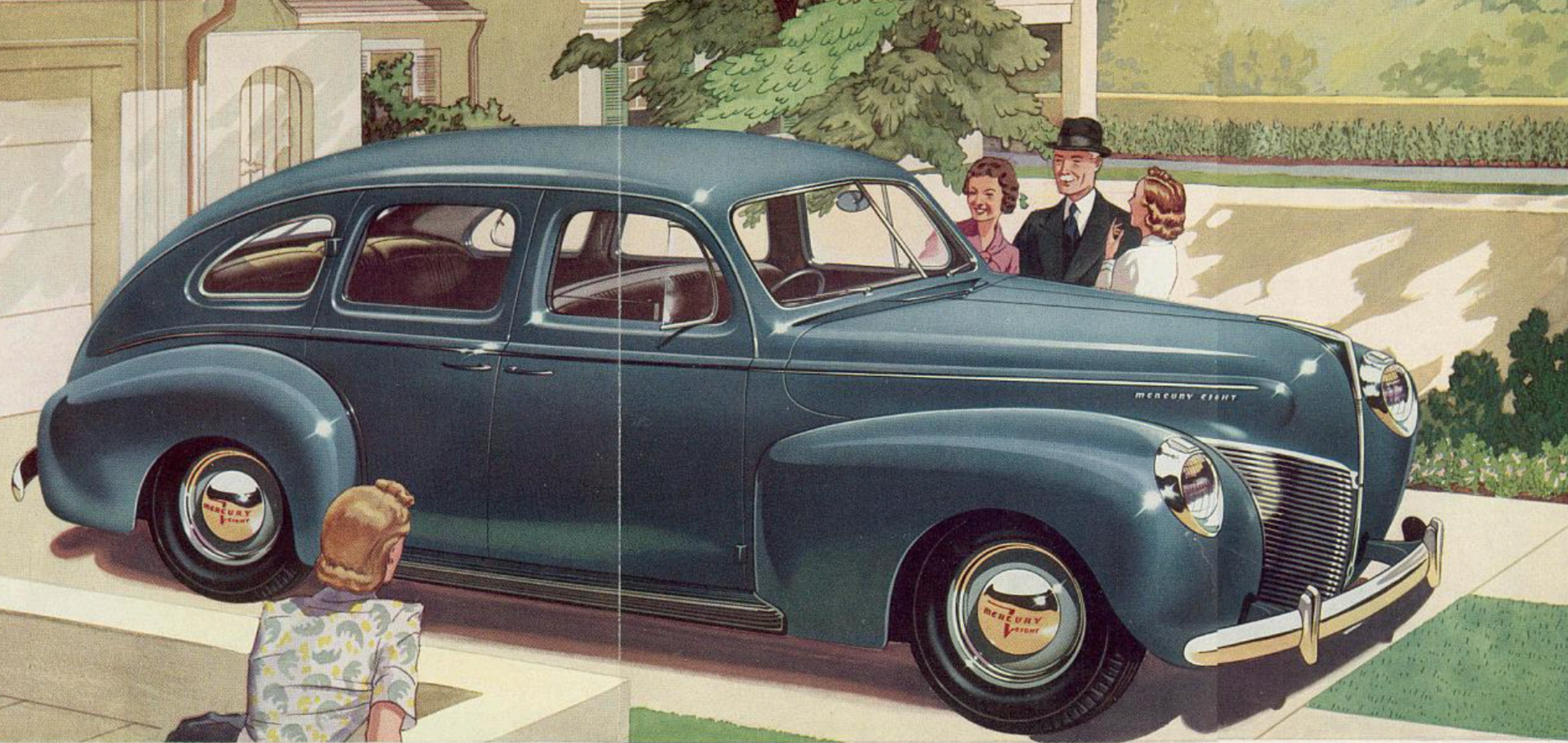


FIRST introduced in 1939, Mercury has already established an enviable reputation because it does not compromise between performance and economy. No car has ever won so many friends so quickly. To-day's Mercury more than ever creates a class of its own with acceleration to spare, flexibility and smoothness—with a background of proved—and now *improved* economy. Mercury owners consistently report up to 25 miles to the gallon! The famous Mercury ride is even smoother, excelling its previous high standard with the new torsion bar ride stabiliser and new hydraulic shock absorbers. Ventilation is completely controllable and draught free. The new steering column gearshift brings added convenience and a "flick-of-the-finger" change.

These are merely the highlights of this remarkable car. You and the Mercury ought to know each other—or at least meet. Study its dramatically beautiful styling, its smart, new colours and lavish interior ensembles. Then plan to take a Mercury Ride soon—up hills over the roughest roads you know—try a sharp curve—a sudden stop—*check the petrol mileage* and then you will know why the new Mercury out-values them all!







**THE MERCURY** LUXURIOUS IN EVERYTHING EXCEPT PRICE—WITH ECONOMY SURPRISING IN ANY CLASS

**SPECIALLY DESIGNED AND BUILT TASMA RADIO. EXCLUSIVE TO THE MERCURY.**

There's entertainment, news, music in the air whatever road you travel with a 1940 Tasma radio in your Mercury. A console-sized speaker is mounted for maximum audibility behind the specially designed grille in centre of dash. Controls are so handily grouped that you need never take your eyes from the road while tuning. Sensitivity is acute and tone realism remarkably fine. A stabilized inverse feed back eliminates distortion and reduces external noise to a minimum. An acoustic compensator—for base or treble tone—and an automatic volume control are incorporated. The "phantom" aerial, practically inconspicuous, is highly efficient. (Tasma Radio for the Mercury is available at small extra cost.)



**SILENCE.** Noise is smothered at its source by skilled engineers testing with modern instruments. Many different kinds of sound-proofing materials are used in Mercury construction. Engine and transmission are whisper-quiet and even the road wheels are of special curved disc type designed to reduce tyre and brake noise.



**NEW SHOCK ABSORBERS—NEW TORSION BAR RIDE STABILISER.**

Over the roughest road into the strongest crosswinds, on the sharpest turns, Mercury maintains an even keel. Perfected suspension results from the new spring-steel torsion bar ride stabiliser plus big efficient hydraulic



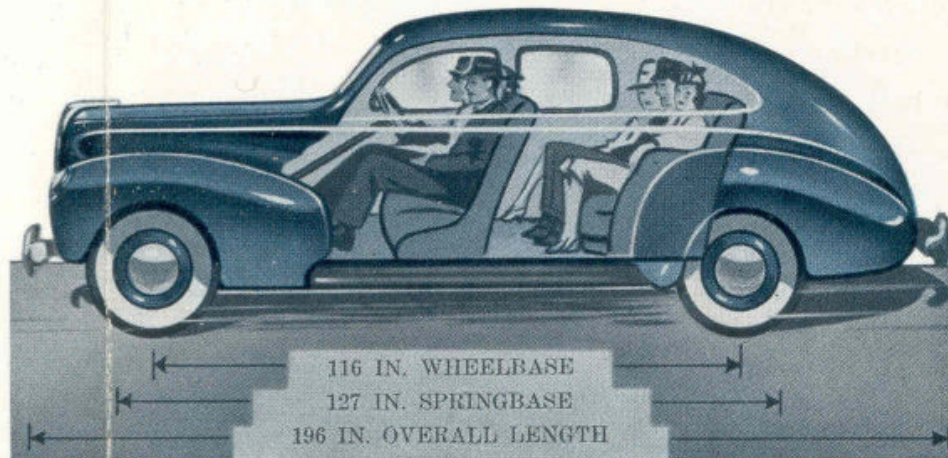
## **FLAWLESS TASTE, SUPERB COMFORT IN THESE INTERIORS.**

Practical comfort is wedded to ultra-modern smartness in the Mercury interiors. Both front and rear compartments are 57 in. wide—there's ample and comfortable room for six big adults. New design springing and contoured seat and seat backs make day-long riding really restful. There's every single item for comfort and convenience including ash receptacles in front and rear compartments, interior lights, foot rest, robe rail and assist loops. Sheer beauty results from the flawless colour toning of the rich leather upholstery, interior trim and modern-designed instrument panel, door handles, window lifts and controls. The front seat has dual range of adjustment and comfortable arm rests are located at exactly the right height on both front doors and at centre and sides of rear seat. By any standard, Mercury is a luxurious car in everything except price.

**A COMBINATION OF ALL THE LUXURIES OF THE FINEST CARS WITH AN ECONOMY SURPRISING IN ANY CLASS!**

shock absorbers and long transverse springs which have maximum flexibility at point of attachment near the road wheels. Mercury's free action on all four wheels is truly a revelation in riding comfort.

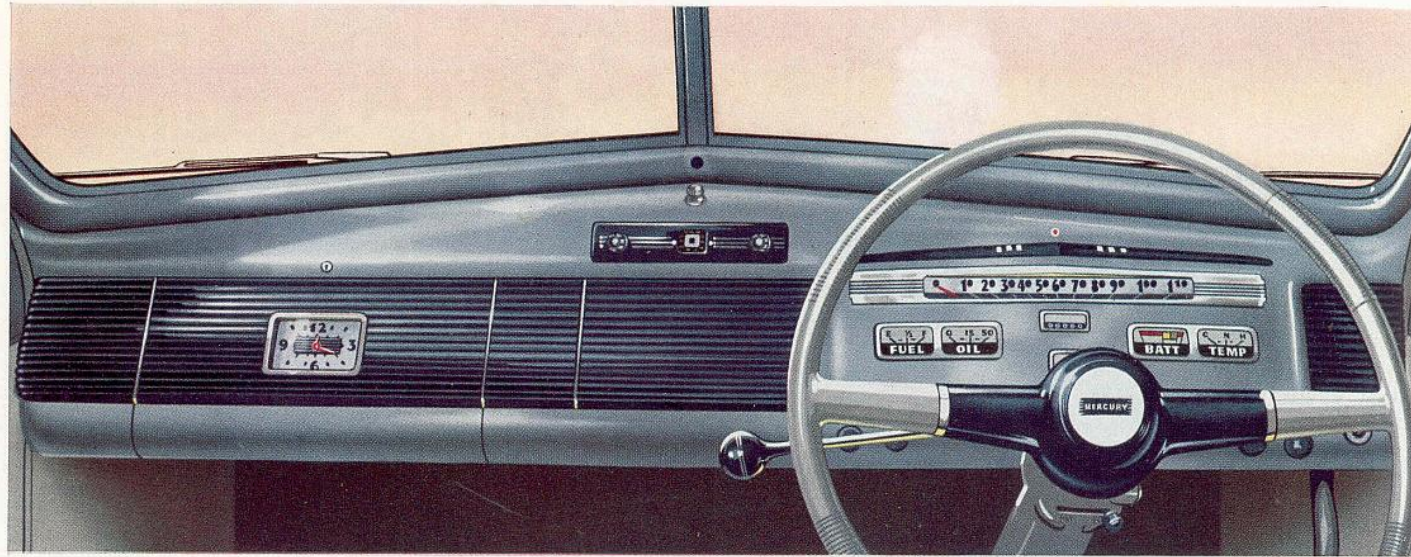
**BIG HYDRAULIC BRAKES.** A touch of the foot on the pedal brings swerveless, quick stops under all conditions with the big 12 in. diameter hydraulics. Braking area is 162 sq. in. The handbrake lever is within easy reach of the right hand and, with gearshift lever on steering column, results in the floor of the driving compartment being free of obstructions—allow maximum leg-stretching roominess.



**CENTRE-POISE RIDE.** The seats in Mercury are located well inside the 10 ft. 6 in. length that separates front and rear springs. The result is a "cradled ride" on springs that are relieved of all driving and braking strains by the torque tube drive in conjunction with front and rear radius rods. With the new ride stabilizer and four hydraulic shock absorbers, the Mercury suspension gives "free-action" on all four road wheels with a resultant major improvement in automobile riding comfort and stability.



**The Quality Car  
FOR 1940**



**BEAUTY AND EFFICIENCY ARE COMBINED IN THE DESIGN OF MERCURY**



**NEWLY STYLED INSTRUMENT PANEL.** You'll like the modern blue and silver colour harmony of the new instrument panel and you'll appreciate the thoughtful, efficient grouping of the instruments and controls. The new "straight-line" speedometer, gauges and headlight beam indicator are centrally located in front of the driver and are easily visible through the "clear view" two-spoke steering wheel.

The deep grille in centre of dash accommodates the console size speaker that comes with the Tasma radio (design especially for the Mercury and available at slight extra cost). Other refinements include an illuminated electric clock in glove compartment door and a battery condition indicator mounted with main group of gauges.



**FOR COMFORT**  
**FOR SMARTNESS**  
**FOR DRIVING EASE**

**FOR AMAZING  
ECONOMY**

**GEARCHANGING IS EASIER THAN EVER** with the new gearshift mounted beside the steering wheel. An improved type of transmission makes changing effortless and smooth and contributes to the quietness of the Mercury's performance. A further advantage of the new gearshift location is the added roominess it gives to the front compartment and the greater ease with which driver can enter from the kerb side of the car.

**PERFECTLY CONTROLLED VENTILATION** whatever the weather. The new ventilating front windows permit instant and accurate control of ventilation and eliminate draughts. For better visibility the bright metal strip on door window recedes into the door when window is lowered. Two fully adjustable sun visors are standard equipment as also is a cowl ventilator.

**OTHER CONVENIENCE FEATURES INCLUDE:** Front seat with two-way range of adjustment—it rises as it moves forward and height may be accurately set for the driver's individual comfort . . . giant luggage trunk (automatically lighted) is accommodated beneath the smoothly sloping rear deck and a wide parcel shelf built in behind rear seat . . . spare wheel and tyre is mounted vertically for convenience.



## TECHNICAL DIGEST

**TRANSMISSION.** The gear shift lever is mounted on the steering column for added convenience and new "blocker" type transmission makes gear changing easy and quiet.

Clutch of semi centrifugal type operates with extremely low pedal pressure at normal shifting speeds and a special clutch pedal relay ensures easy and smooth engagement under all circumstances. The complete transmission assembly transmits power through silent helical gears and a full torque tube drive with radius rods front and rear is used.

The rear axle is of three-quarter floating type with straddle mounted pinion and a four pinion differential (instead of the usual two) with side gears integral with the axle shaft.

**SUSPENSION.** Transverse springs—most flexible at their points of attachment near the road wheels give a 127 in. springbase and in conjunction with the new torsion bar ride stabilizer and four big hydraulic shock absorbers result in a completely stabilized chassis.

**FRAME.** Unusually rugged X-type frame has X-members which form a full box section with side channels and extend to both ends of the frame.

**BRAKES.** Hydraulic brakes with 12 in. diameter drums and a total braking area of 162 sq. ins. ensure safe, swerveless stops under all conditions and rarely require attention.

**POWER PLANT.** Of moderate total cubic capacity with 8 cylinders arranged in 2 banks of 4 each, the Mercury engine with its overlapping power impulses gives a rapid power development with low petrol consumption. As a result of high power-to-weight ratio, the rear axle with ratio of 3.54 to 1 is a further factor in lively performance and petrol economy.

**FUEL SYSTEM.** The dual down draught carburettor feeds through the carburettor outlet to a duplex manifold assuring uniform distribution of fuel to each bank of four cylinders and consequent economy.

**COOLING SYSTEM.** Water pumps mounted inside the cylinder block are automatically lubricated. Thermostat control of the cooling system ensures a quick warm-up in cold weather.

**IGNITION.** Ignition is fully automatic and generator is of larger capacity with an automatic voltage regulator. Battery condition indicator is included in instrument panel and battery is conveniently located below the bonnet.

*Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.*

PRODUCT OF MERCURY DIVISION

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA. REGISTERED OFFICE, GEELONG).

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