

MERCURY



EIGHT



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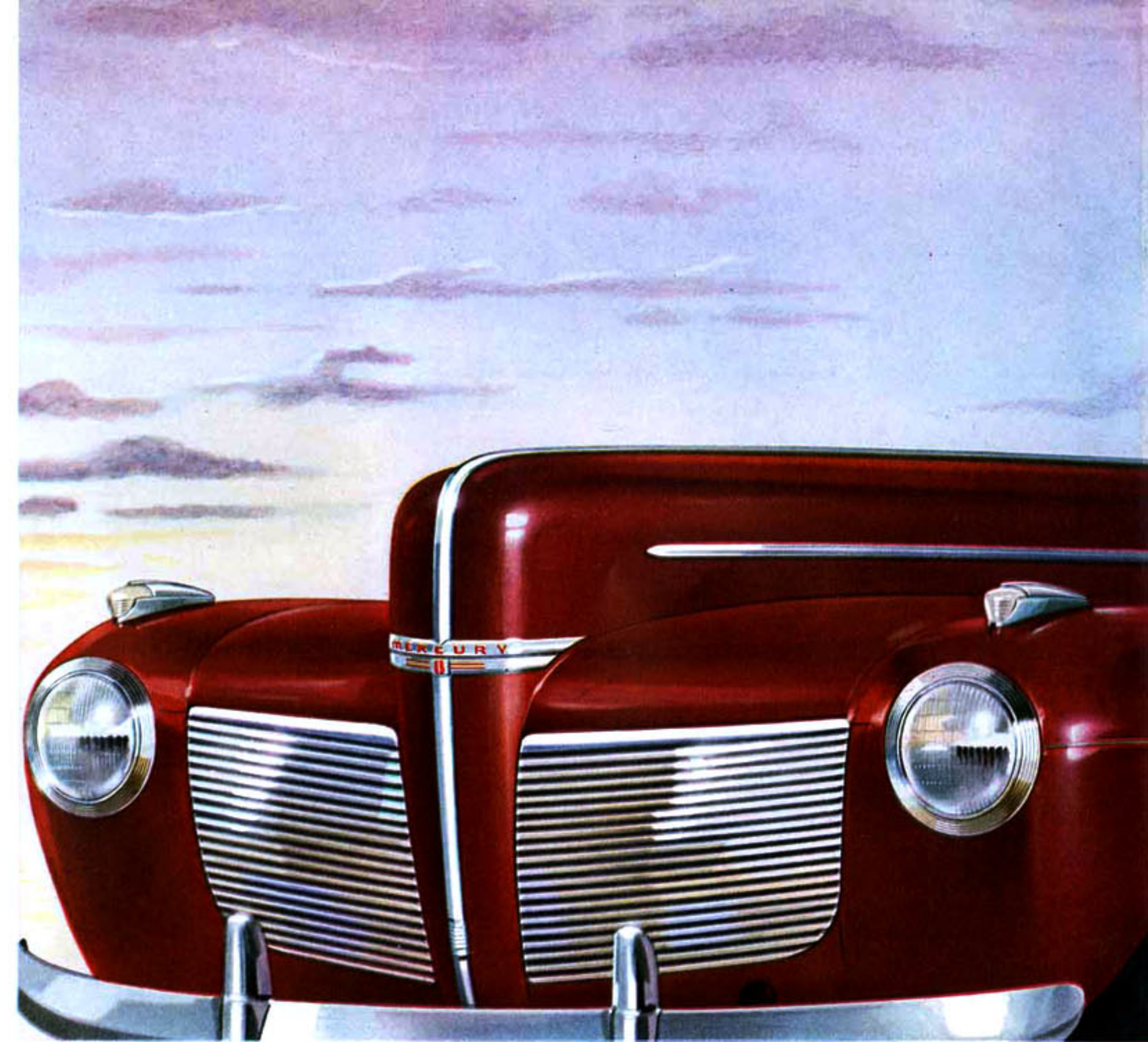
STORY OF UNPARALLELED SUCCESS
WRITTEN BY MERCURY OWNERS

In just two years, the big new Mercury 8 has become the outstanding motor-car success of recent times. It stands out—in a field already crowded with good cars—because it has dared to introduce new standards of value and performance.

The story of the Mercury's meteoric rise is told by the testimony of its first 150,000 owners, in the warmth of their enthusiasm. For they found that the Mercury—defying all precedent—is both a *big* car and an unusually *economical* car. A smooth-cruising "car of action" with all the advantages of roominess, comfort and confident power—yet with a record of gasoline mileage that seems almost incredible in a big, fine car.

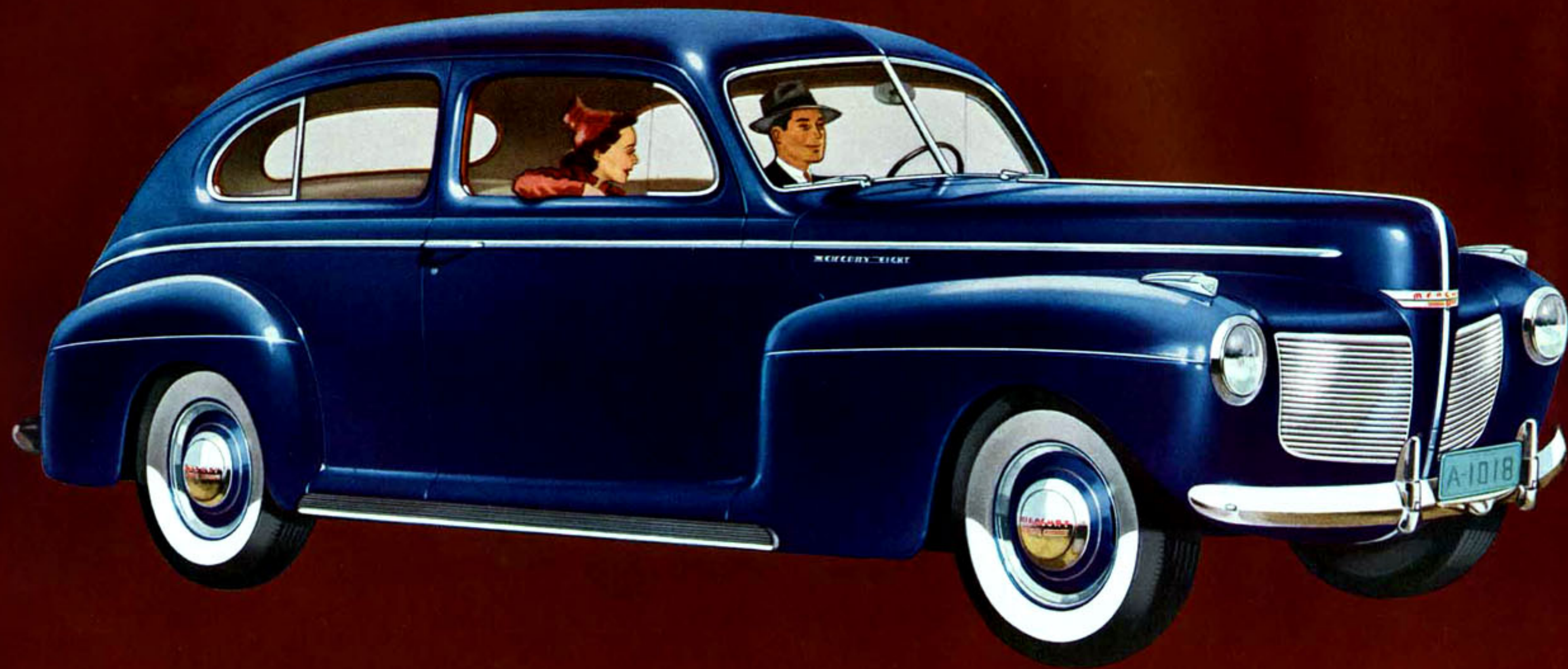
The 1941 Mercury 8 presents important advances in comfort and roominess, new beauty in its clean styling and commanding size. Its extraordinary ease of handling is a revelation to the most experienced drivers. It is a car that could be created only from the unique research, production and engineering facilities of the Ford Motor Company.

Before you buy any car, inspect the big, modern Mercury carefully. Let the Mercury dealer show you its advantages over your present car. He is ready to offer you a fine deal on your car, regardless of make.



THE BIG CAR THAT STANDS ALONE IN ECONOMY

SEDAN



Take the royal road to travel—in this spacious land cruiser that will welcome you and your five biggest friends. Its smooth body lines and doors sweep out over the running boards, adding extra width to the luxurious interior. The long curve of the roof provides unusual head-room in both front and rear while ample floor space gives plenty of length for long legs. Wide doors permit easy access, and a special door-check holds them open when you wish—even on hills.

Notice how the front-seat backs tip inward away from the doors as they fold forward—for easier entrance to the rear. Yet the front seat cushion is all one piece, a comfort when you're riding three in front.



Hitch this castle-on-wheels to your lucky star



"Total trip was 7,515 miles"
"I have just completed a trip from Houston to the Coast and return in my Mercury sedan, carrying four passengers and luggage. Total mileage for the trip was 7,515 miles. I used an accurate credit card and have a record of all gasoline consumed, which was 351 gallons, an average of 21.40 miles per gallon."
H. B., Houston, Texas.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

Triumph of the body builders' art



"A pleasure to drive it"
"I drive from 22,000 to 25,000 miles per year and I have never driven a car that rides, drives, and handles better than the Mercury. It is a pleasure to drive it, and at the end of a long drive there is little fatigue. Believe it or not, on mountain roads I got 22 miles to the gallon and never had to add oil between changes."
S. C. F., Helena, Montana.

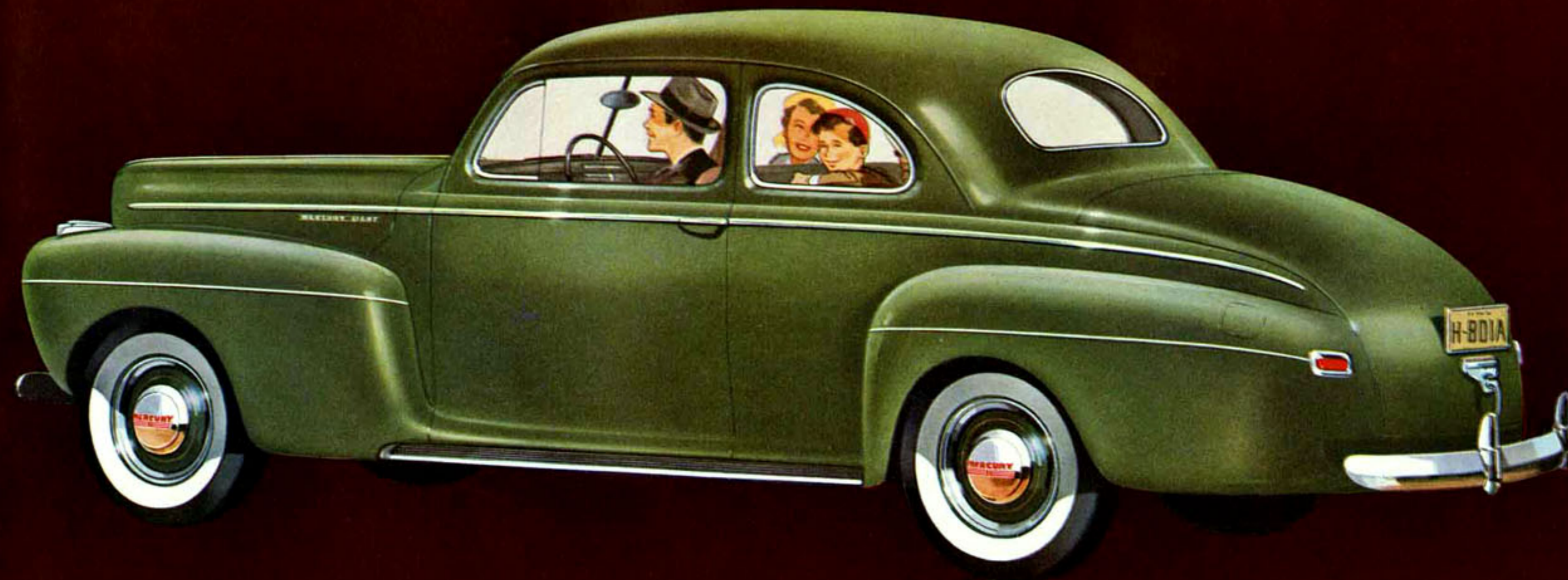
Intimate and stylish as only a compact coupe can be, this unusual body type can serve as a sedan when occasion requires. A full-width rear seat takes three extra passengers. The perfect personal car, it is much in demand among professional and business men and women because of its flexible seating and luggage capacity, as well as its imposing appearance.



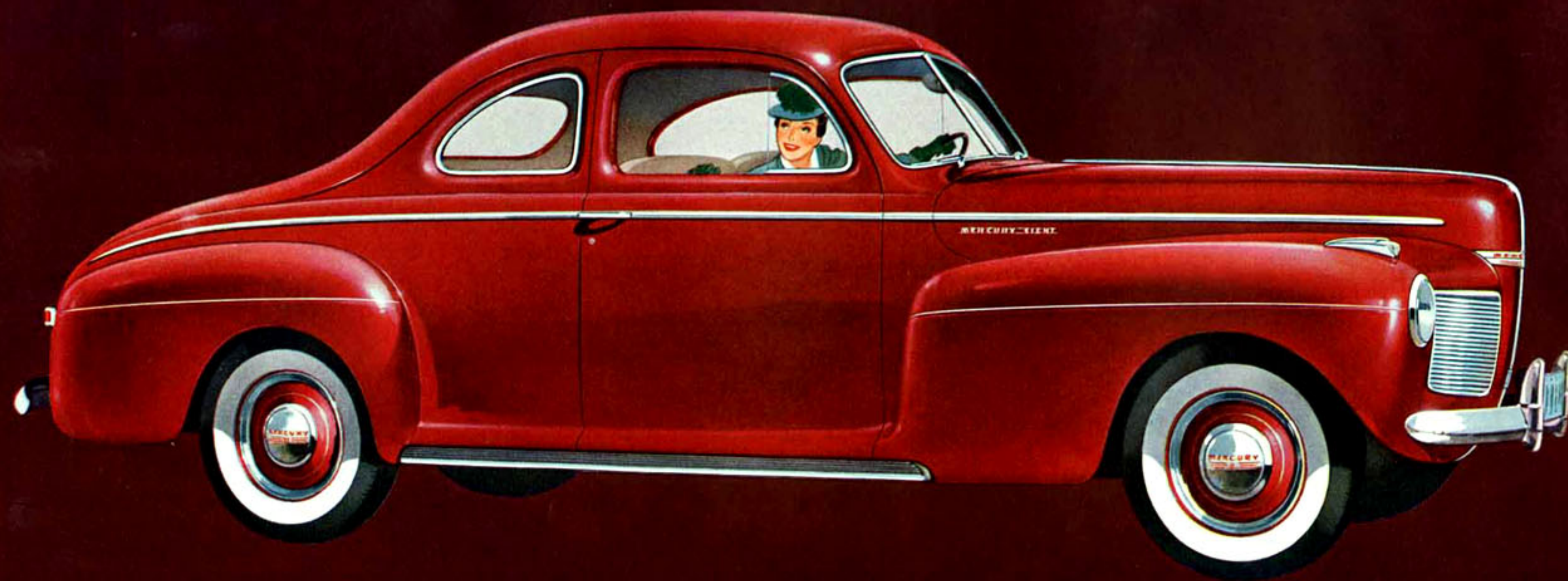
Both front-seat backs swing away from the doors for comfortable entrance to the rear. Cushions and walls are beautifully tailored in Bedford Cord or Broadcloth. Ventilating wings and rear quarter windows are trimmed in bright rustless steel, and all may be opened for controlled, pleasant ventilation.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

SEDAN - COUPE



COUPE



A traveler's dream — on the road and on your mileage record

THE COUPE is a trim and business-like personal car. The broad front seat holds three with ease; the seat back is hinged on the top and may be raised to provide quick access to the large storage space behind the seat. THE COUPE, with auxiliary seats, has a divided seat-back, either half of which may be tilted forward. Behind are two fold-up auxiliary seats to take care of extra passengers.

Illustrated here is the interior of the Coupe, with auxiliary seats. Every inch of space in this long, wide body is *usable* space. There is plenty of room for parcels and golf clubs behind the front seat. And there is a capacious luggage compartment under the smooth rear deck.



THE BIG CAR THAT STANDS ALONE IN ECONOMY

"Can recommend the Mercury"
"On a recent trip to California and return, we traveled 3,093 miles at fairly high speeds. We kept track of every drop of gasoline that we used and had the pleasant surprise of averaging 20.6 miles to the gallon. I surely can recommend the Mercury to anyone buying a car in the medium-price field."
A. E. L., Lovell, Wyoming.

Body beautiful in steel and leather



"7,100 miles on 350 gallons"

"Our Mercury took us on a three-week trip to the Pacific Coast and through the South, covering 7,100 miles on 350 gallons of gas. The figures are verified by a careful day to day log of the journey. We had no car trouble and no oil consumption other than periodic complete changes."
J. T., Jr., Minneapolis, Minn.

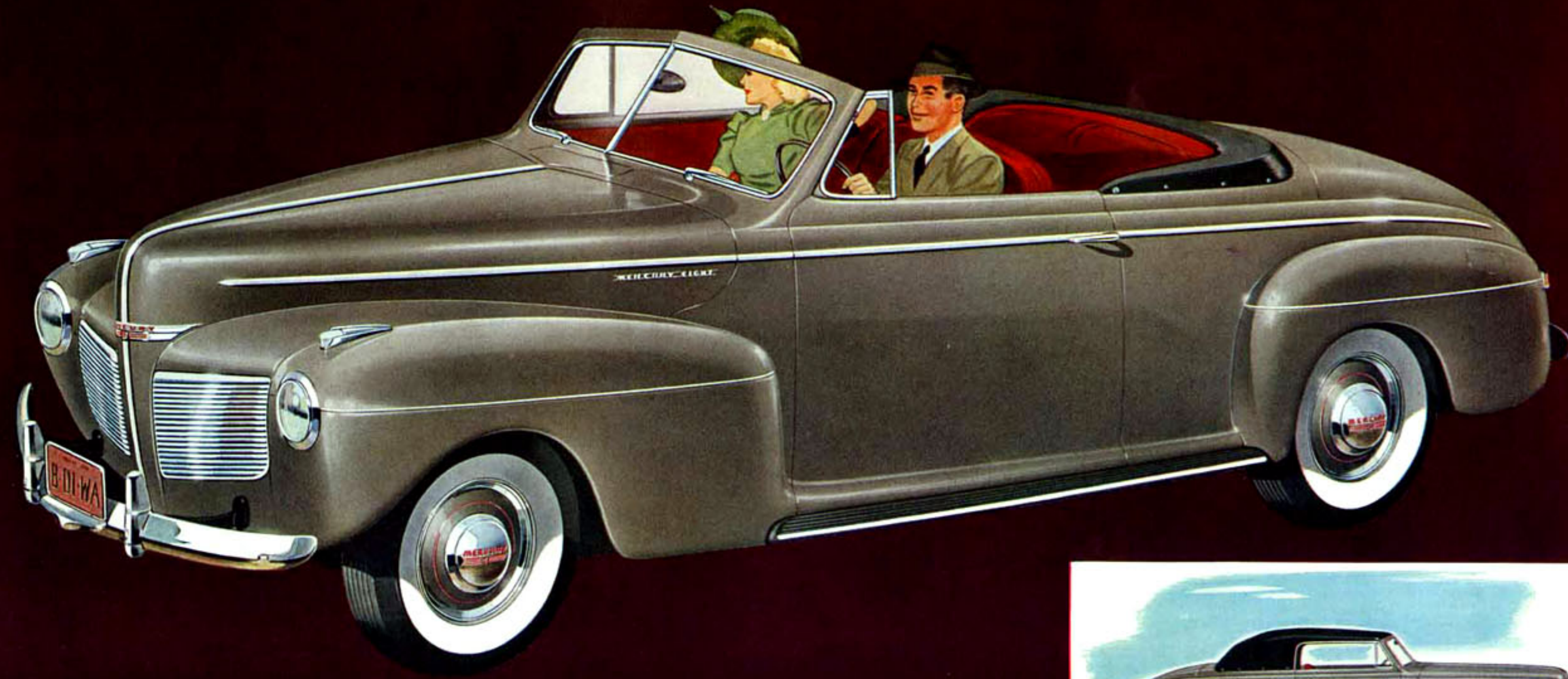
Here's a car that's adventure itself—a sleek, all-weather Convertible for five passengers. Automatic top, electrically operated, is controlled by a knob on the instrument panel; fits snug against the weather, or folds flat into the body. The broad front seat is built for three. Extra guests get a break, for the wide rear seat comes under the top's protection. Luggage compartment under the rear deck is unusually large—for this beauty has a very persuasive way of encouraging you to travel far and often



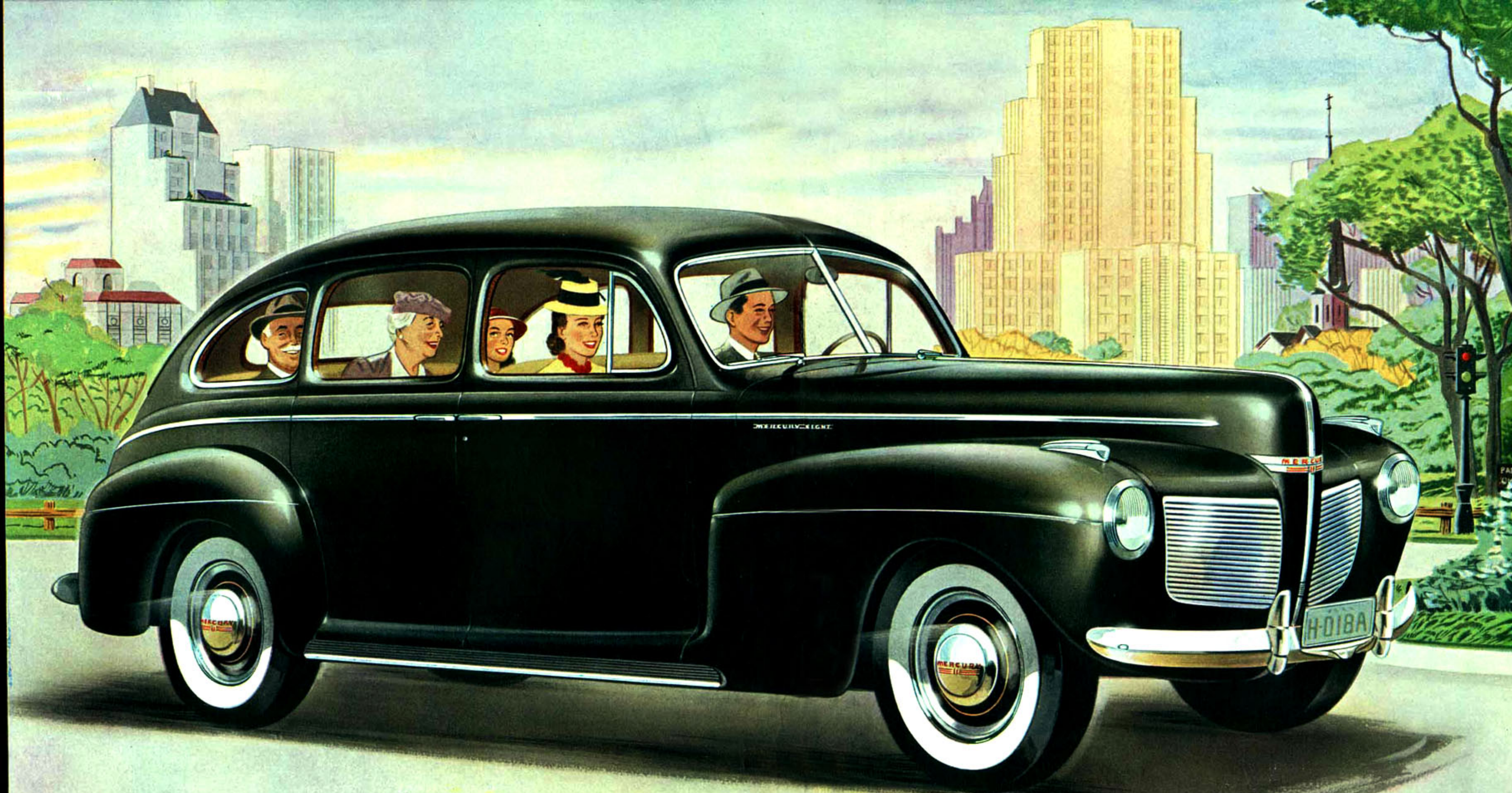
Seat cushions and backs are beautifully tailored in genuine hand-buffed leather, Tan, Blue or Red. Vat-dyed fabric top is Olive-drab with Olive-drab edging, or Black with Vermilion edging—as you choose—with a neat boot to match.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

CLUB CONVERTIBLE



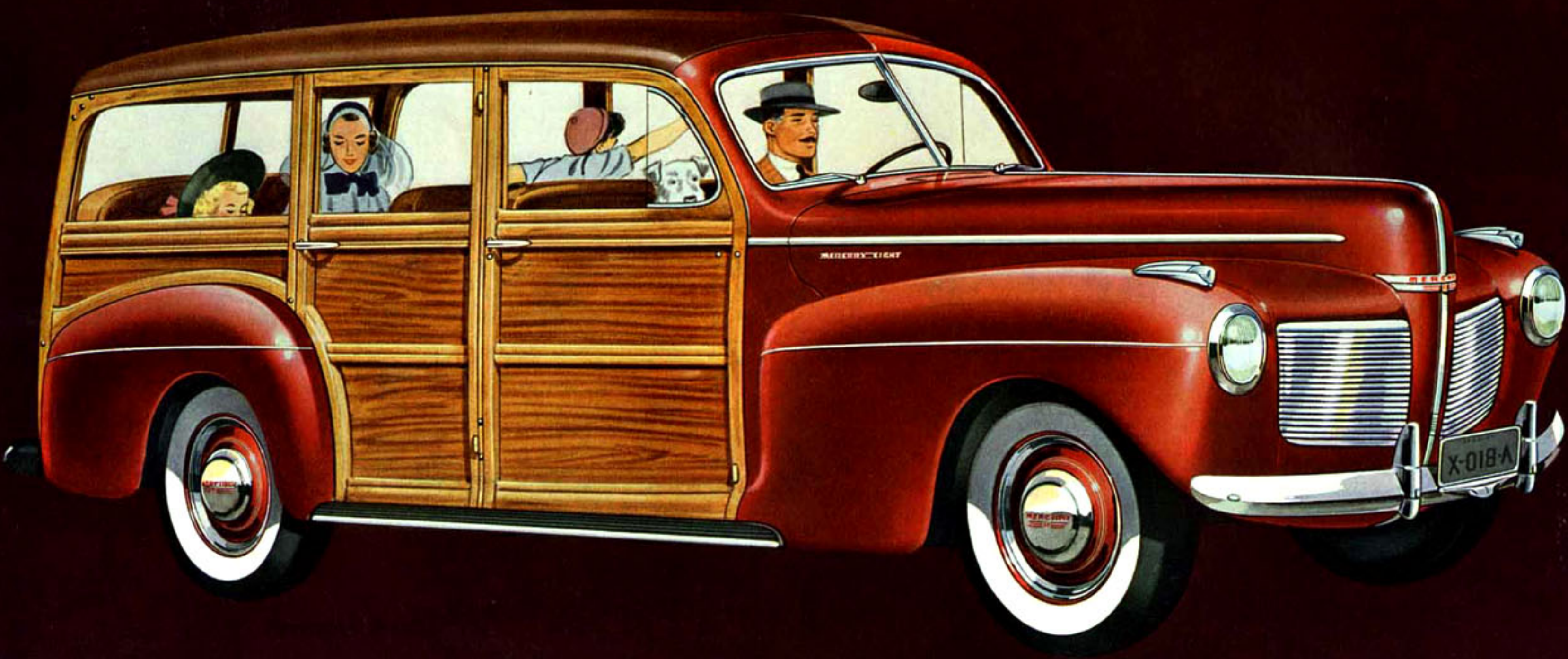
TOWN SEDAN



*Drive the
newest big car
in its class*

Go ahead—give in to the urge to try this brand-new “car of action.” 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. New broad grille design points up the long, graceful hood. Body lines flow uninterruptedly to the smooth rear deck which conceals a spacious luggage compartment. Handsome new door handles blend into the bright metal belt molding. Upholstery and appointments are the last word in luxury and convenience.

STATION WAGON



A brand-new body type this year, the versatile Station Wagon brings the Mercury's great economy and powerful engine to a whole new field of duties. Front end and driver's compartment follow Mercury Sedan styling. Body is a masterpiece of fine cabinet-

work, handmade of selected maple and birch. Removable and interchangeable seats may be arranged for three, five, six or eight passengers. Both seat cushions and backs are tailored in a choice of Tan, Blue or Red genuine hand-buffed leather. Plenty of room for luggage.

The big car that stands alone in economy

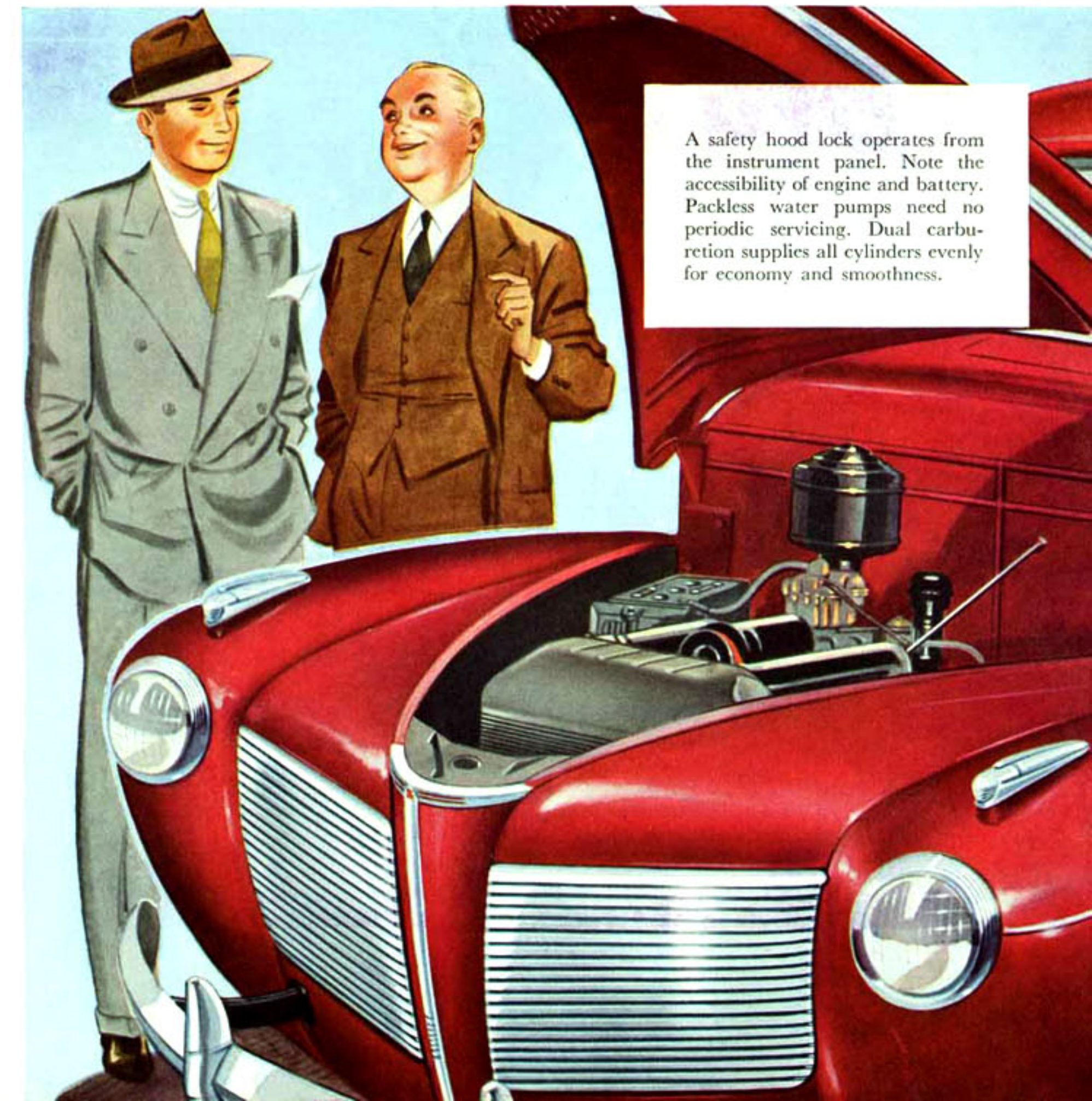
Under the Mercury's long hood is one of the most efficient engines on the road today, key to the car's brilliant performance and amazing economy records.

In accordance with the Ford Motor Company's policy, it is rated conservatively at 95 horsepower—not the peak of its power under ideal conditions, but the power that it can produce day after day, for thousands of miles, under all ordinary driving conditions.

This V-type 8-cylinder engine, designed for an unusually high "net driving power," is ideally balanced with the car's weight. The result is an unequalled combination of smoothness, liveliness and economy.



Mileage like this on one tankful of gas (16 gallons) is what Mercury owners write about from all over the country. (20 miles to the gallon is frequently reported!) Such economy in so big and powerful a car accounts for much of the Mercury's record-breaking success. This trip mileage recorder is one of the unusual features that are standard on all Mercury body types.



A safety hood lock operates from the instrument panel. Note the accessibility of engine and battery. Packless water pumps need no periodic servicing. Dual carburetion supplies all cylinders evenly for economy and smoothness.

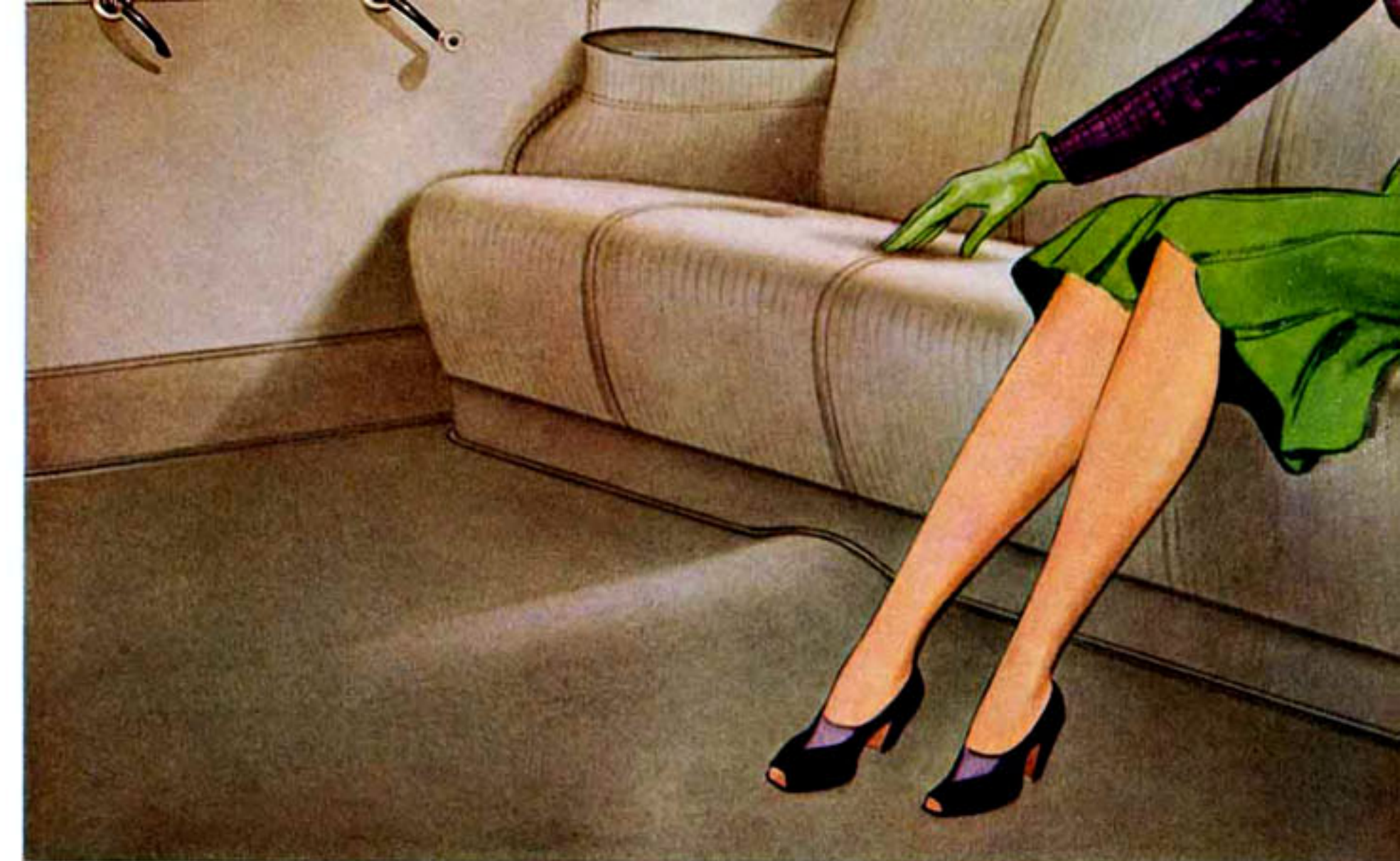


No magic carpet ever rode so comfortably

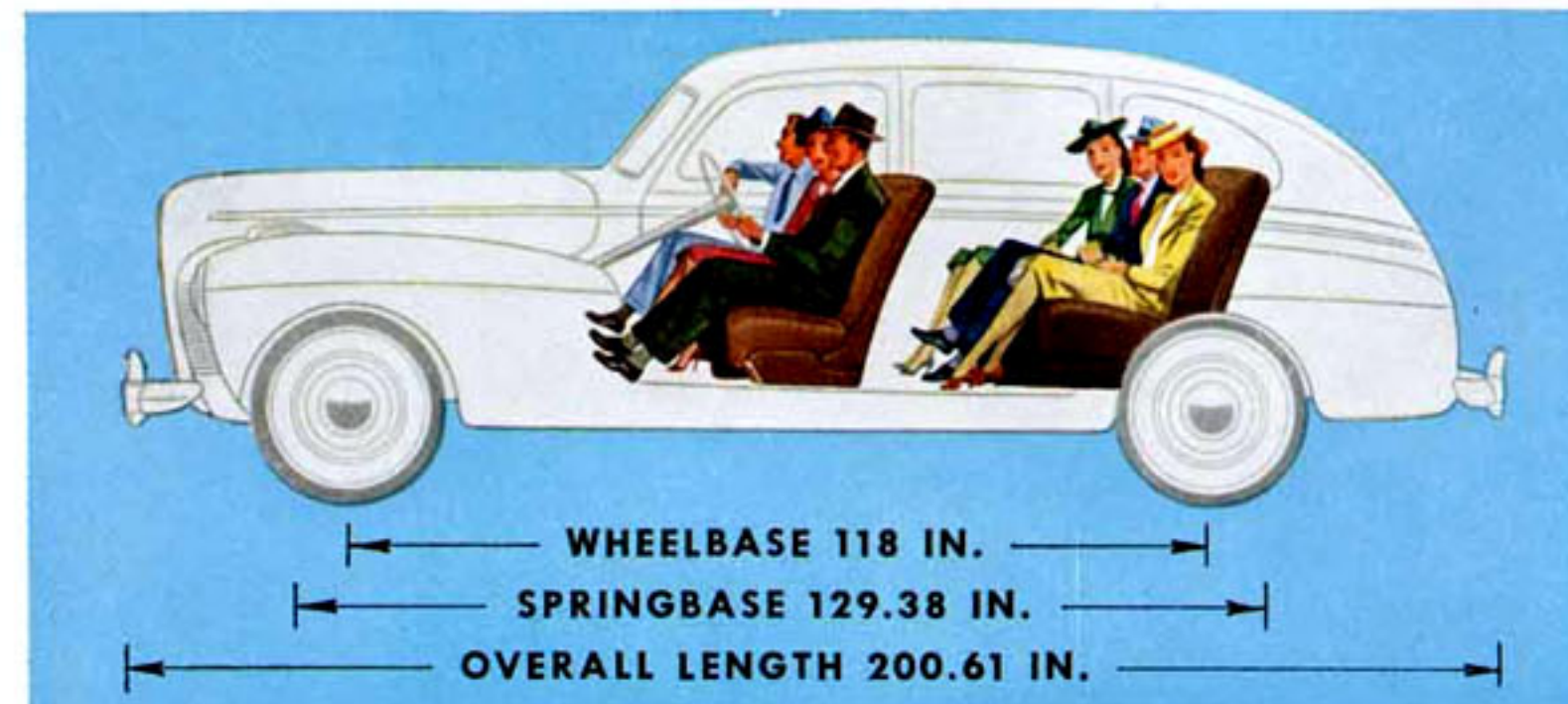


Six big people can ride happily—even on long trips—in the Mercury's wide seats. Its sweeping lines permit generous headroom, legroom and width. With Finger-Tip Gearshift on steering column, three are just as comfortable up front as two used to be. Upholsteries, in Bedford Cord or Broadcloth, follow modern decorating schemes. This Town-Sedan provides ash trays front and rear, foot rest, interior lights, assist loops and robe cord.

Don't be surprised if you travel more, once you've learned the easy, tireless comfort of the smooth-paced Mercury Ride. Here is a car literally *built from the inside out* for comfort. Room to really make yourself at home; restful quiet achieved by scientific soundproofing of body, wheels, chassis and engine; the road-smoothing effect of the Mercury's sensational Triple-Cushioning—these and other comfort features combine to create a ride that one owner describes as "more like flying than riding!"



SPECIAL SOFT-EDGED CUSHIONS give easily against your legs, support you with deep, flexible inner springs, padded with resilient foam rubber. You ride relaxed, feel fresh at journey's end.



CENTER-POISE SEATING cradles both front and rear seat passengers between new easy-acting springs positioned more than 10½ feet apart—in the "comfort zone" between the axles. New long wheelbase and new large tires add stability to the smooth Mercury Ride.

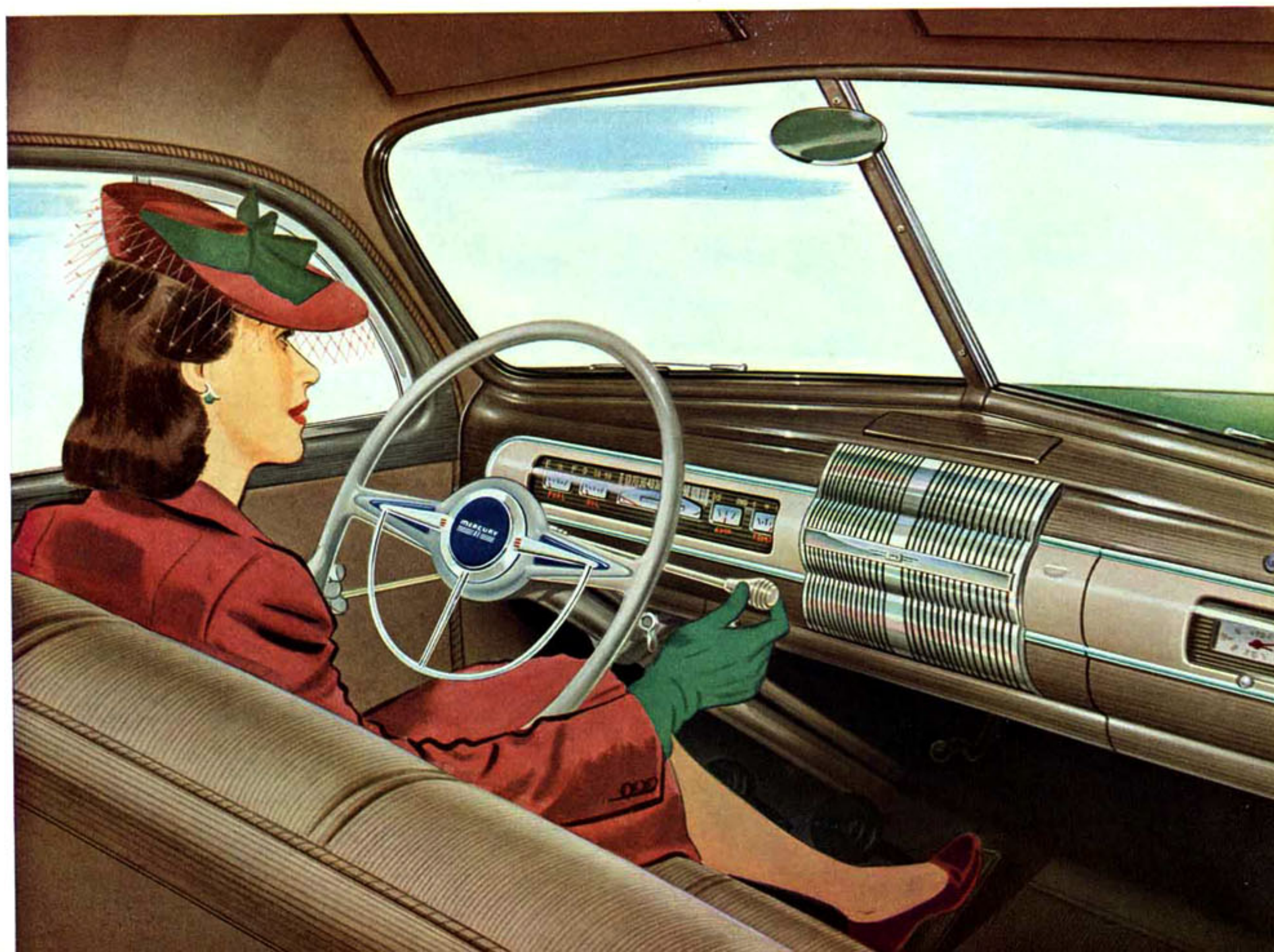


LIKE A GIANT'S HELPFUL HAND, a newly perfected stabilizer helps hold the body level, adds to riding comfort.

"First time I've written . . ."
"For smoothness, comfort and general performance I believe this Mercury to be as perfectly engineered as any car I have ever driven. This is the first time that I have felt enthusiastic enough about a car to sit down and write a voluntary statement praising it."
H. L. B., Pontiac, Michigan.

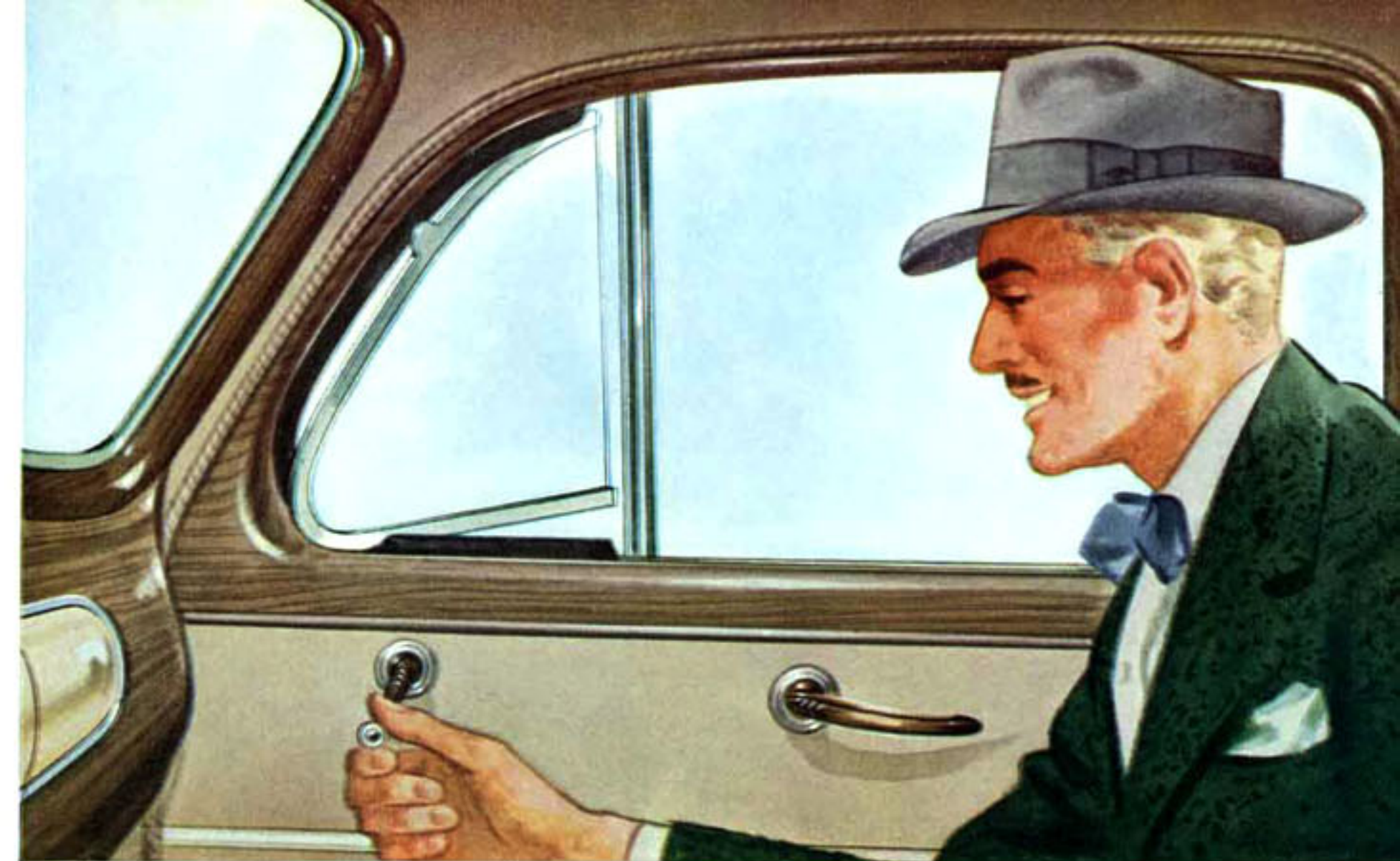
THE BIG CAR THAT STANDS ALONE IN ECONOMY

The easiest-handling car you've ever driven



BRILLIANT NEW BEAUTY and efficiency are combined in the "pilot's seat." Dials and controls are grouped close at hand in front of the clear-vision steering wheel. Improved steering-post gearshift and half-moon horn ring on the wheel are standard in Mercurys. Ash tray, radio grille and lined, key-locked glove compartment with electric clock are blended into the instrument panel design.

The Mercury saves its greatest treat for the driver—the deep satisfaction of a car instantly responsive, almost effortless to control. A touch to its slim, two-spoke wheel—and you are neatly parked in a tight spot or safely through a traffic tangle. There's a new liveliness to its getaway—you can whip from a stop to 40 in less than 10 seconds. Starting of the engine is quick and certain whatever the weather.



ALL-WEATHER VENTILATION WINGS, operated by crank handle, eliminate annoying drafts. In all closed body types, the support bar rolls down with the window to allow the driver unobstructed side view and room for arm signals. Rear quarter windows of closed cars are wing-type.



STEERING IS STEADY on rough roads, in cross winds and on curves, because the improved ride stabilizer helps to maintain the balance of the car. The stabilizer also adds to riding comfort, particularly over uneven, choppy roads.



NEW EASY-ACTION CLUTCH depresses with gentle pressure, due to improved mechanical action, thereby reducing driver fatigue on long trips.

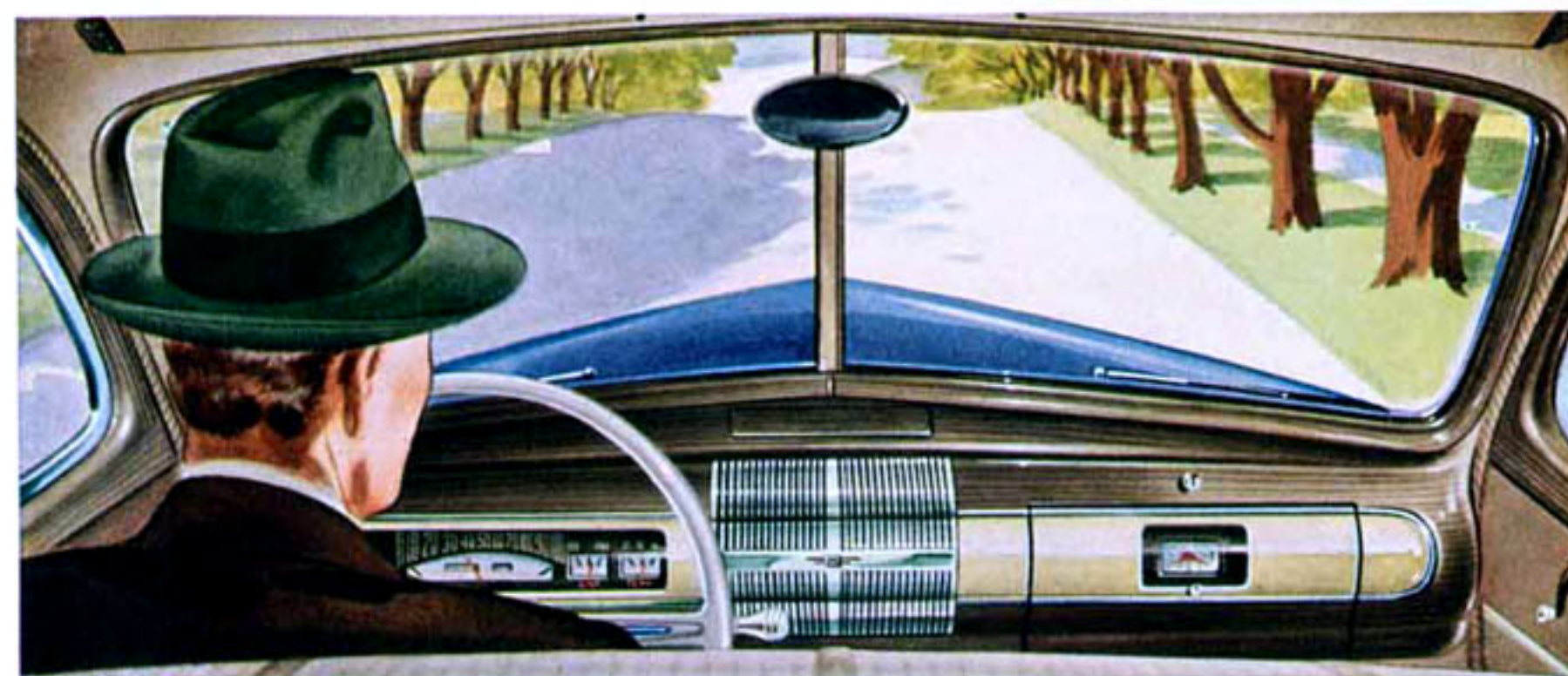
"So easy to handle"
 "My wife and I are delighted with the ease with which our Mercury steers, the surge of power when you step on the accelerator, the graceful manner in which it takes curves at high speeds and eats up the straight-aways. As to economy, we add no oil between 2,000-mile changes; we have made careful check and find we are getting around 21 miles per gallon on long trips, about 18 around the city."
 W. C., Columbus, Ohio

THE BIG CAR THAT STANDS ALONE IN ECONOMY

The safety of a big car — strongly built

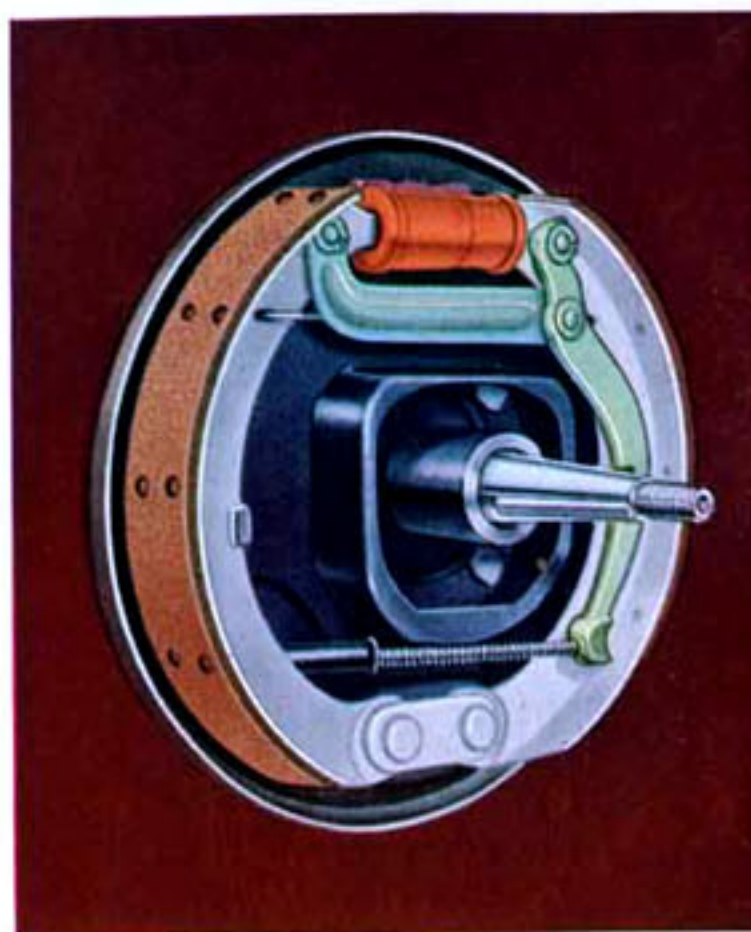
You'll drive your Mercury with the utmost confidence—confidence in its size and stability, in its all-steel body and new rigid box-section frame. It is built with every proved safety feature—against a background of grueling tests and dependability runs. You will enjoy the reassurance of its easy handling and quick response to the controls, the confident way it holds the road without weaving or galloping. The Mercury is as safe a car as the engineers of the Ford Motor Company can make it.

SAFETY AT NIGHT. New Mercury headlamps are wide-spaced to cover a larger area of the road with maximum light. These Sealed-Beam lamps shine nearly twice as far ahead as the old type. Parking lamps are separate, set high on the crown of the fenders for greater visibility.



NEW DEEP WINDOWS and windshield provide an exceptionally fine view of the road and traffic conditions on all sides. Divided, sloping windshield reduces glare. Windshield and side windows are all safety plate glass. Curved one-piece rear window.

THE MIGHTY GRIP of the Mercury's big hydraulic brakes assures smooth, quick, straight-line stops—with gentle pedal pressure. Handbrake beneath the left end of the instrument panel operates the rear wheel brakes mechanically for parking.



THE BIG CAR THAT STANDS ALONE IN ECONOMY

Room for six . . . and everything you'll want to carry

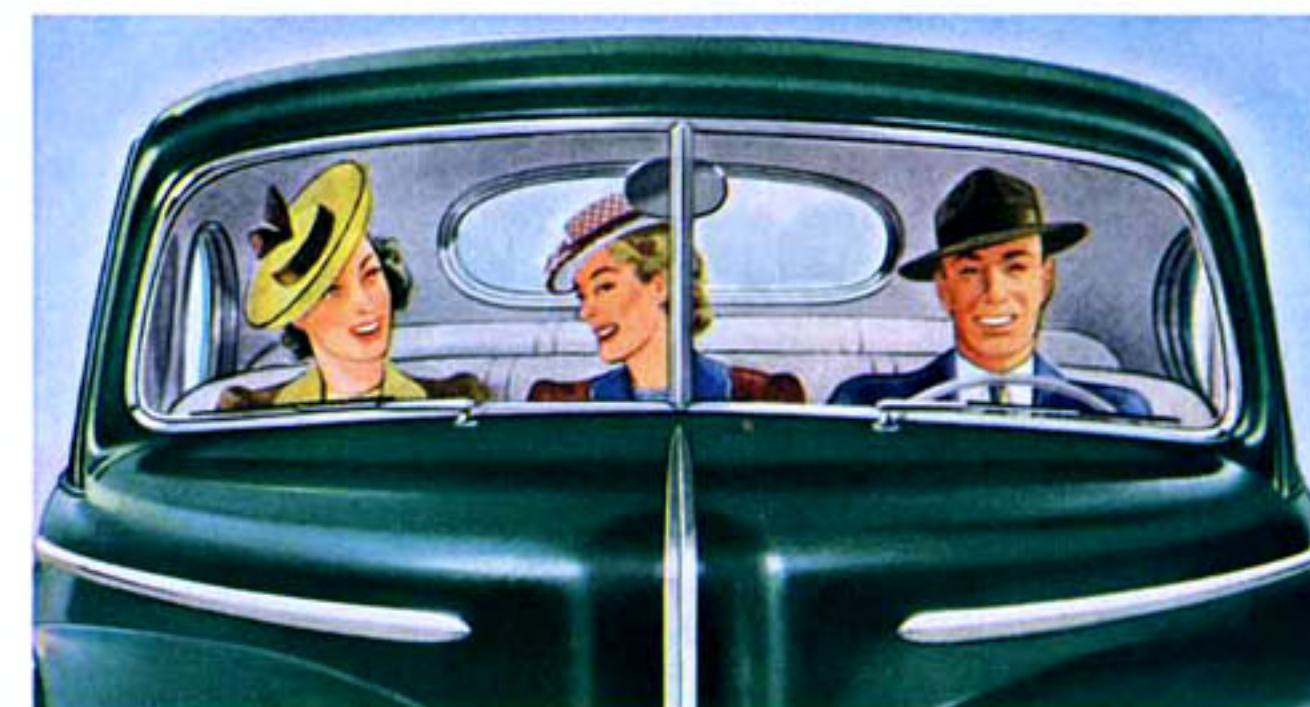
Truly a "home-on-wheels" is the big new 1941 Mercury. Its new long wheelbase and wide body lines are important additions to passengers' comfort. Doors and bodies flare out over the running boards to gain width inside. The top has been raised, permitting new big windows that frame all outdoors. Broad doors, wide all the way to the floor, make access easy. Wherever size contributes to comfort, you'll find the Mercury big.



VACATION SIZE is the Mercury's yawning luggage compartment (equipped with light) with room for several big bags and a number of smaller pieces. Spare wheel and tire are stowed against the wall; floor mat and a complete set of tools are standard equipment.



NEW ADJUSTABLE FRONT SEAT fits your driving position. Lift a lever and it slides forward and up for five-footers, or back and down for young giants.



THREE'S GOOD COMPANY in a Mercury front seat, with plenty of room for the driver. Finger-Tip Gearshift on the steering column leaves the floor unobstructed. Front seat cushion is continuous in all body types.

"Gas mileage amazes me!"

"I bought my new Mercury for its size, comfort and performance. But it is the gas mileage that amazes me most. On a recent week-end trip I drove 231 miles—and 10 gallons filled the tank when I got home! The following Saturday I averaged 21 miles to the gallon on rough, hilly roads over the Pocono Mountains."
—S. W. M., Moorestown, N. J.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

The big car that has



everything — plus economy

SEVEN 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 COLORS • Capri Blue, Cayuga Blue, Mayfair Maroon, Lochaven Green, Cotswold Gray, Harbor Gray, Palisade Gray, Black.

CHOICE OF UPHOLSTERIES • In closed bodies: Beige herringbone Broadcloth with blue pinstripe, or Beige Bedford Cord. In Club Convertible and Station Wagon: Tan, Red or Blue genuine hand-buffed leather. Top material on Club Convertible: Olive-drab or Black vat-dyed fabric.

EQUIPMENT 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 and beam indicator on instrument panel; bumpers with two bumper guards; ash tray in instrument panel, and in rear compartment of sedan types; two tail and stoplights*; light in luggage compartment; Sealed-Beam headlamps; grille for radio speaker; rustless steel

windshield frame, ventilating and quarter window frames, 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 • Finger-tip gearshift lever mounted on steering column provides additional space in front compartment for three passengers.

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 10-inch clutch.

WHEELS AND TIRES • Curved disc type with 5-inch width rims. Tires 6.50-16, 4 ply. White sidewall tires where shown on cars illustrated are available at extra cost.

ALL-STEEL SAFETY • Mercury bodies are 100% steel, welded into a single unit of great protective strength. New rugged, reinforced X-type frame with box sections.

DEEP COMFORT • All Mercury passengers ride cradled between new soft-acting transverse springs, more than 10½ feet apart—in the "comfort zone" between the axles. Seats cushioned with steel springs and padded with foam rubber. 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 wide and roomy—sedan front and rear seats both accommodate three people comfortably. Controlled all-weather ventilation is efficient and easily regulated with crank control.

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

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 who is ready and willing to make you a

good deal on your present car, whatever the make or model.

QUALITY ACCESSORIES FOR THE MERCURY 8 AT LOW COST

Approved Accessories for the Mercury 8 are made to Ford Motor Company specifications, to assure the same high-quality materials and construction that go into the car.

ROTO-SELECTOR RADIO—INTEGRAL ANTENNA Automatic station selector and hand tuning; volume and tone control; interference filter.

HOT WATER HEATER-DEFROSTER • Direct or diffused heat, two speeds; dual concealed defrosters; summer shut-off. Hot water Heater for rear compartment available also.

HOT AIR HEATER-DEFROSTER • Two speeds; filtered warmed fresh air; dual concealed defrosters; summer shut-off.

BUMPER GUARDS; RUSTLESS STEEL WHEEL COVERS; SEAT COVERS; SIDE MIRROR; SPOT LIGHT, ROAD LAMPS; and other accessories available.

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



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MERCURY

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