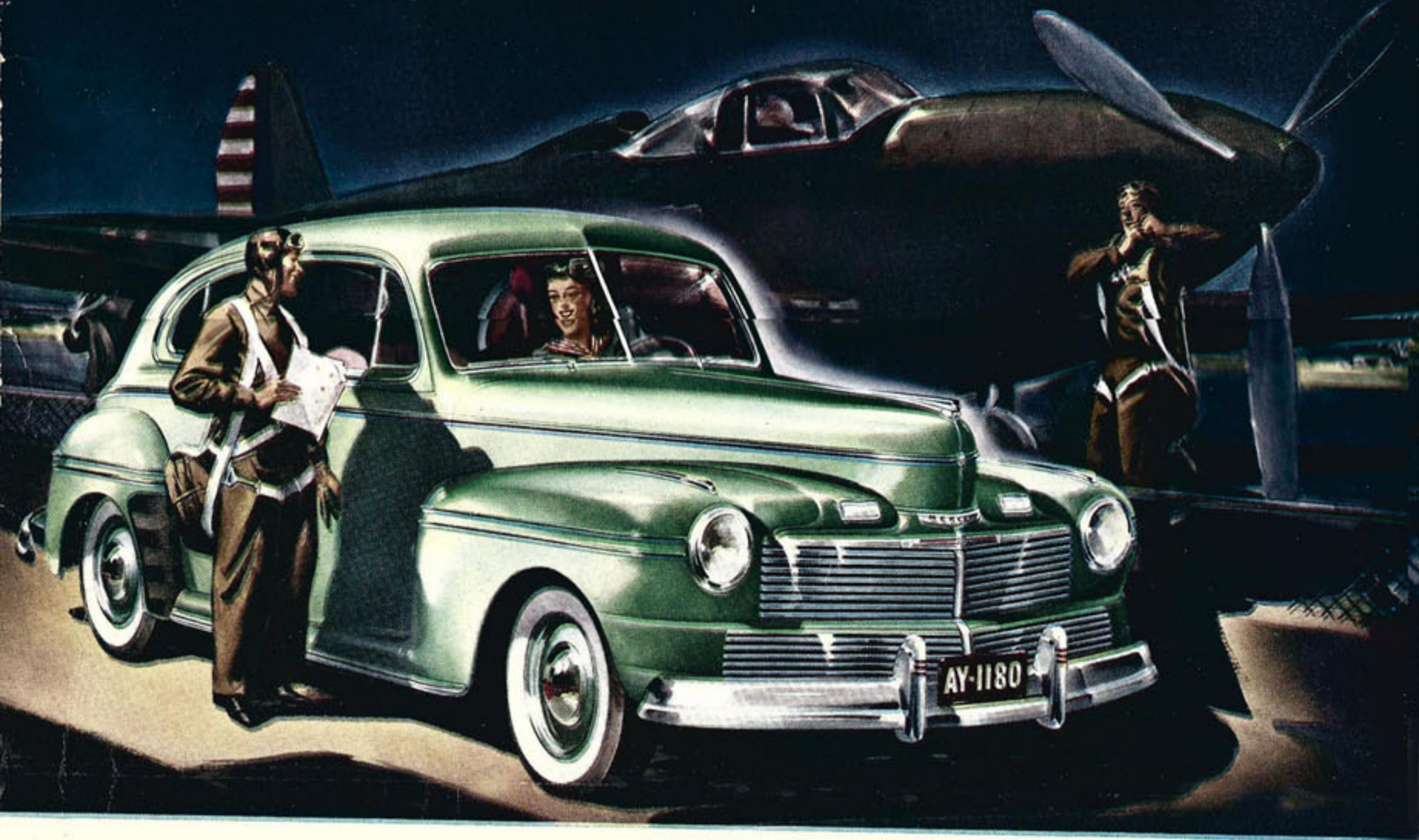


1942 MERCURY EIGHT



Six Brilliant New Body Styles... IN THE BIGGEST, MOST BEAUTIFUL MERCURY EVER BUILT!



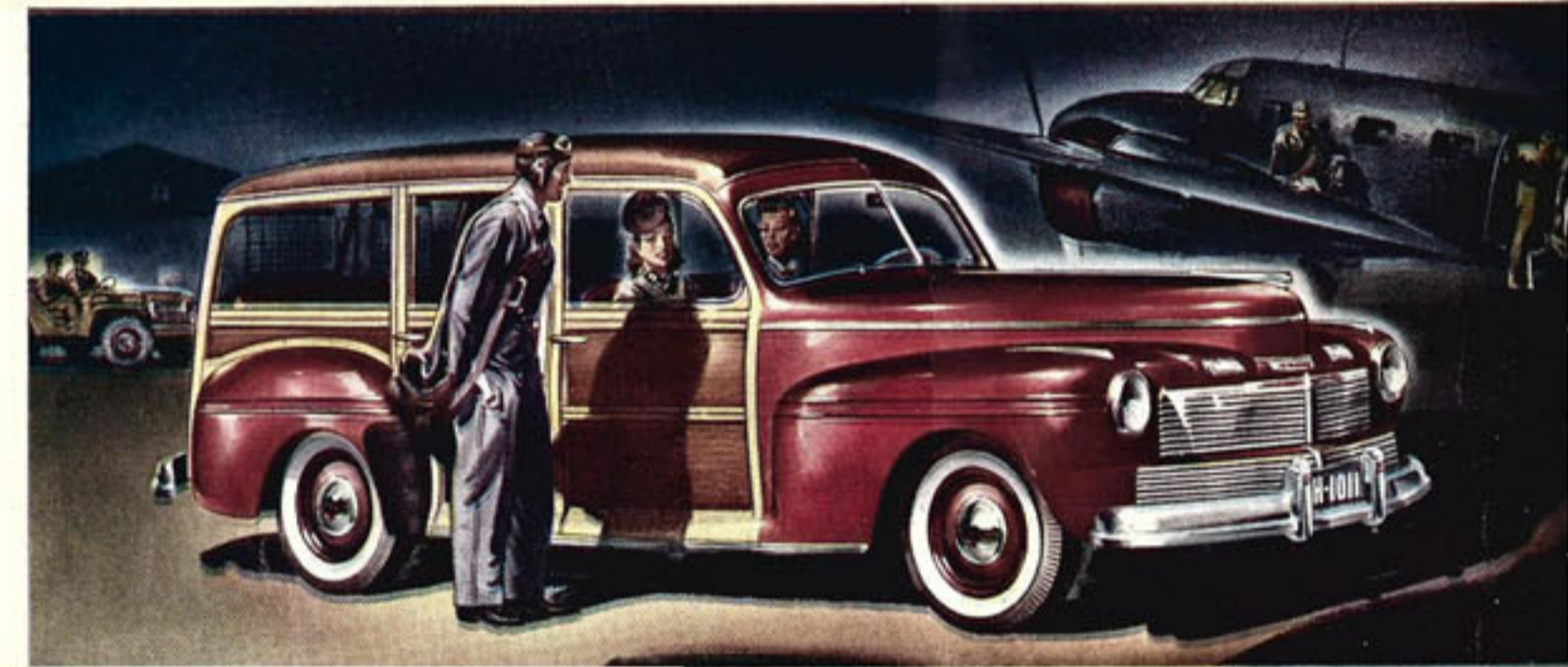
SEDAN—The big two-door Sedan easily accommodates six passengers, and is a favorite body type of families with small children because of its unusually safe seating arrangement. Convenient entrance to the rear is made possible by wide doors and front seat backs that tilt inward

and forward. The front seat cushion is all one piece... for additional comfort when two are riding with the driver. Smooth, flowing lines, high quality of finish and exquisite interior appointments suggest the fine body craftsmanship to be found in the entire line of 1942 Mercurys,

SEDAN-COUPE—A popular favorite with business and professional folks... or as a compact personal car... the Sedan-Coupe combines smart appearance with a host of convenience features. The full-width rear seat accommodates three passengers comfortably. Both front seat backs swing inward for easy entrance to the rear. Doors are extra wide. Top and body panels, internal structure and floor are welded into a single unit of tremendous strength.



STATION WAGON—Seems like everybody's "going places" in a station wagon these days... and here's the class of them all, the big new four-model Mercury! The low, massive hood... hinting at the power beneath... follows sedan styling. Body is of selected maple with birch or gumwood paneling. Upholstery is of serviceable, hand-buffed genuine leather in either red, tan or blue. And every inch of space in the roomy interior is usable space... with comfortable accommodations for as many as eight passengers, with luggage.



COUPE—Just about the smartest thing on four wheels for business use, or as a versatile "second car," the new Mercury Coupe is category-special as well. Women and professional people get a special pleasure out of driving this fine automobile. Three passengers ride in perfect comfort on the broad, one-piece front seat. Directly behind, there's a large storage space with room for golf clubs, grocery boxes, suitcases and bundles galore—all easily accessible! And there's even more usable space in the generous luggage compartment under the rear deck!

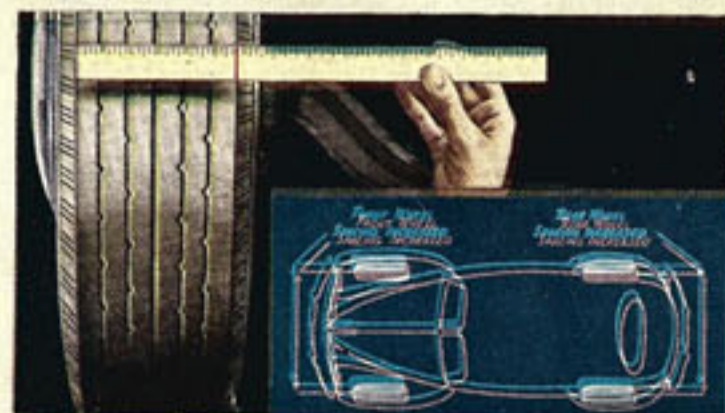


TOWN-SEDAN—Bundle your whole family into the big, luxurious Town-Sedan—and see how warmly they'll praise this new Mercury masterpiece! There's plenty of head room, leg room and elbow room for six big people to ride all day in comfort. Heaps of space for luggage, too. Spacious interiors of the new 1942 Mercury are smartly tailored in your choice of long-wearing blue and tan shadow-striped broadcloth, or light and dark tan striped Bedford Cord. Body construction reflects superior craftsmanship in every detail and appointment. It's a grand car for town or touring!

CLUB CONVERTIBLE—Here's the young idea in motor travel... a trim, jaunty Club Convertible that gives full expression to Mercury's advanced streamlining. The automatic top... available in either tan or black fabric, with boot to match... is raised or lowered at the touch of a button. Wide seat cushions and backs are upholstered in genuine hand-buffed leather—tan, blue or red. With plenty of room for five... and an extra-large luggage compartment under the rear deck... this neat, fleet Mercury takes you places in style and comfort!



Here's Where Mercury Gives MORE For Your Money!



• Mercury's big tires with wide tread contact insure better traction in starting and stopping—greater stability on curves and slippery highways. What's more, they give a smoother, easier ride and are longer-wearing for economical mileage.



• Wing-type quarter windows in 1942 Mercury closed cars provide correct all-weather ventilation. There's no discomfort from drafts.



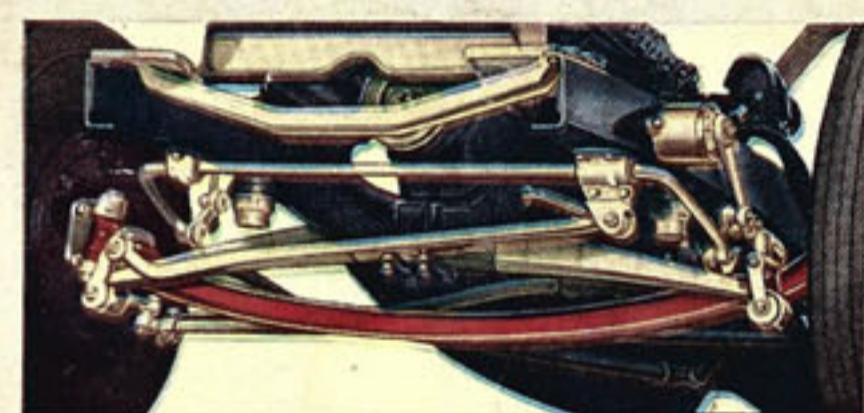
• Finished in handsome grain, plastic and bright metal, Mercury's instrument panel combines unusual beauty with convenient grouping of dials and controls. Features include edge-lighted clock, glove compartment and two ash trays.



• Broad, wide seats... thickly padded with rubberized hair over resilient springs... have special rounded edges that yield easily to pressure of your legs.



• There's plenty of room for big bags, sports equipment and bulky boxes in Mercury's spacious luggage compartment. It's large and then some.



• Mercury's double-action hydraulic shock absorbers are of improved design—slow-motion springs are longer than ever—for increased riding comfort. Mercury's new transverse stabilizer and anti-sway bar improve car equilibrium—minimize side-sway—provide better steering control.

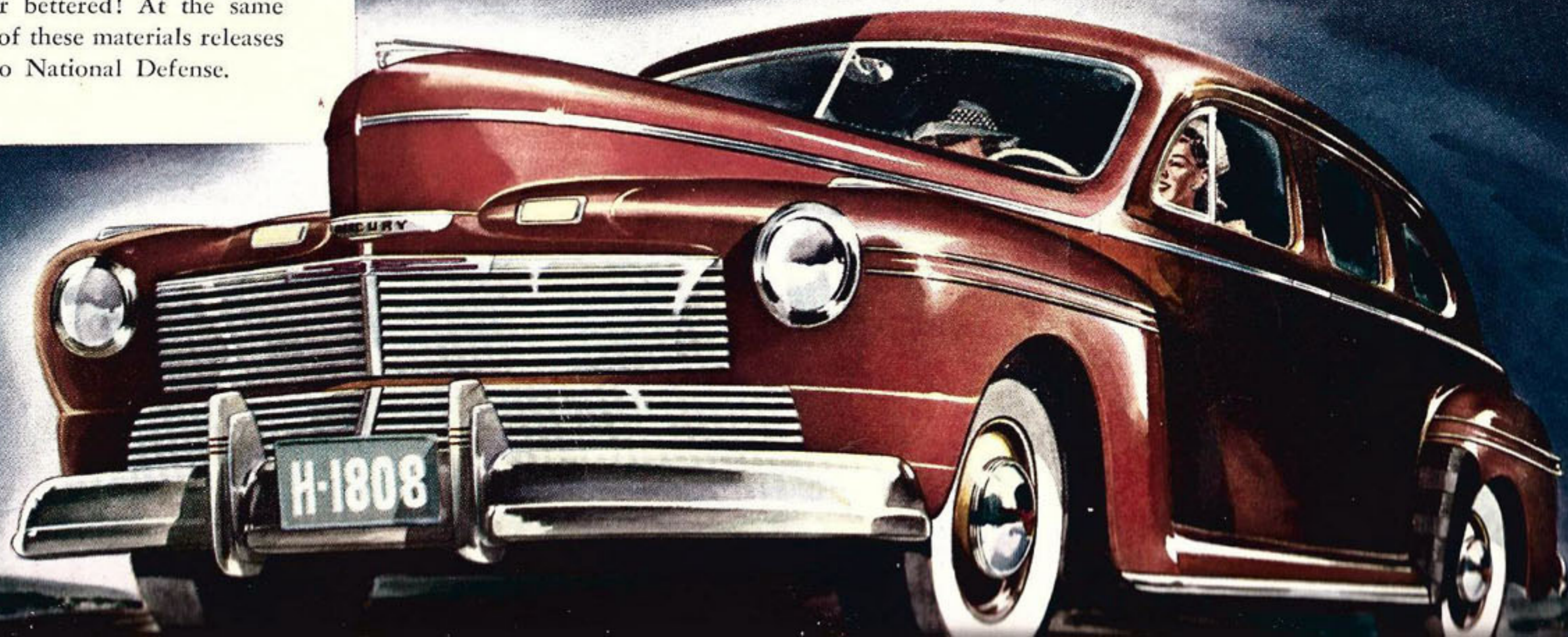


• Mercury's broad area of safety glass in the wide windows and large windshield permits full vision of the road and landscape. You enjoy a better view while touring—or driving in heavy traffic.

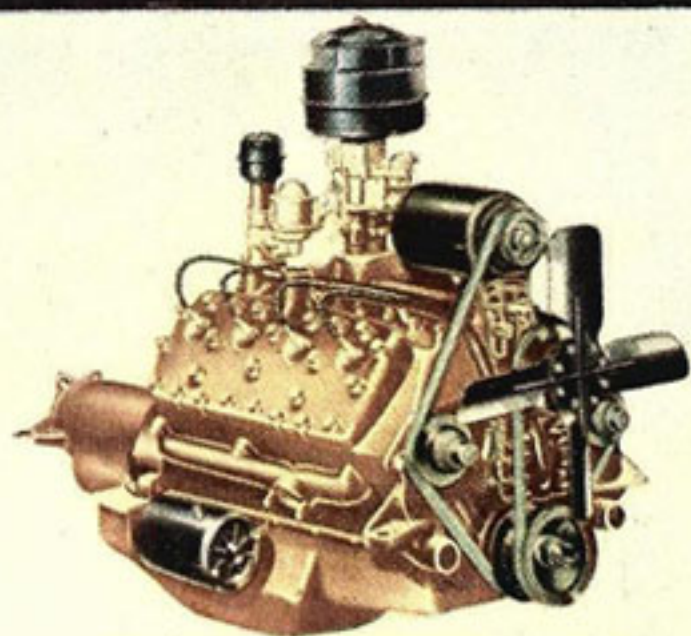
FEATURING *The Aviation Idea in an Automobile*

MORE POWER PER POUND!

*A*N ALL NEW HIGH in spirit and responsiveness — that's what you get in the new airplane-engineered Mercury! Like Uncle Sam's newest planes, it's packed with vital power—actually *more power per pound* than ever before—and is free from excess weight. High standards of performance, quality, durability and luxury have been maintained or improved throughout in the 1942 Mercury. Today you get the full benefit of materials and alloys developed through a long-range research program inaugurated years ago to assure constant quality improvement. For in every instance where parts are produced from these new materials, often at greater cost, Mercury's essential values of long life and economical operation are either maintained or bettered! At the same time, the use of these materials releases others vital to National Defense.

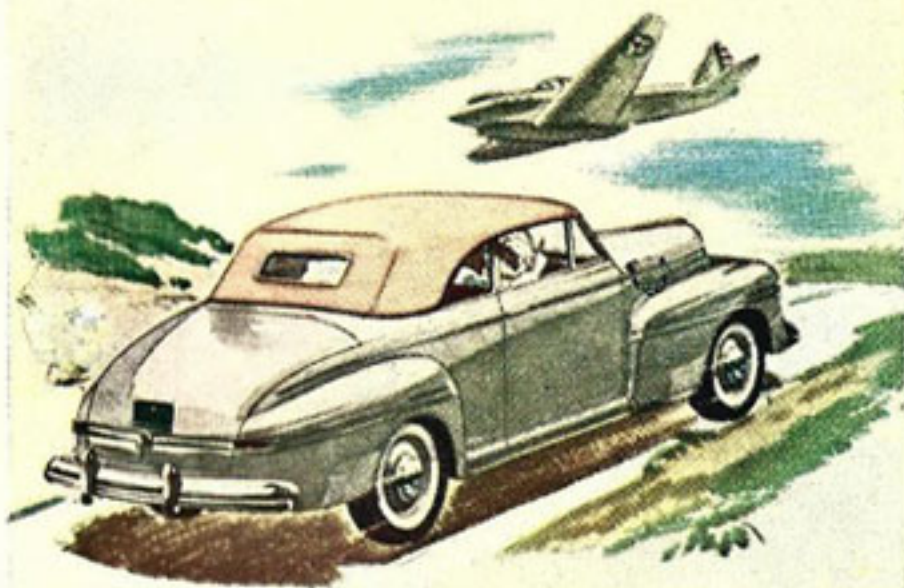


Greater
Power



● Mercury always has been outstanding for alertness and performance. And this year Mercury has a new and even more efficient 100-horsepower V-type 8-cylinder engine! It's the most powerful and responsive Mercury engine ever built! You get a world of smooth, surging "drive" that sweeps you ahead in traffic . . . carries you up hills and through tough going with effortless ease. Precision manufacture . . . and Mercury's favorable balance of travel power to weight . . . assure outstanding economy. Mercury has an enviable record of dependable, low-cost operation!

New
"Sky-Ride"



● Mercury for 1942 gives a new and different meaning to the idea of "riding on air". For the ease and smoothness of flight itself are brought to earth in Mercury's thrilling new "sky-ride"! Engine and body are mounted on thick rubber cushions—effectively sound-proofed. Wider wheel tread and longer, slower-motion springs combine with four big double-acting shock absorbers to create a new high in driving comfort. Jars and vibration are "soaked up"! Mercury makes every mile of highway seem softer. You enjoy a smooth, gentle "sky-ride," from start to finish!

Less
Over-all
Height



● Less over-all height is achieved in the 1942 Mercury Eight, without the slightest sacrifice of head room or leg room. This remarkable engineering accomplishment . . . made possible through improvements in front axle and chassis frame design . . . emphasizes Mercury's new, sleeker aero-styled lines and brings you increased comfort and safety. Steering control is simple—effortless. For with its lowered center of gravity, wider wheel tread and new ride stabilizers, the 1942 Mercury 8 hugs the curves, or travels straight down the highway as no car you've ever known before.

Sparkling
New
Beauty!

● New massive styling and smooth, sleek streamlines give the 1942 Mercury Eight sparkling beauty and individuality. Newly styled fenders blend gracefully into the low, racy body lines. Smartly-tailored interiors have a fresh, new beauty all their own. From commanding front end to sweeping rear deck, Mercury looks every inch a fine, big car.

New
Liquamatic
Drive!

● Mercury's new Liquamatic Drive with Automatic Gearshift lets you drive through traffic, on hills or highways, all day long without once shifting gears. You slow down, stop and start again, merely using the brake and throttle! And you enjoy amazingly smooth, vibration-free performance from the lowest to top speed. Optional at extra cost.

SPECIFICATIONS

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 door armrests; two sun visors; dual windshield wipers; foot headlight beam control; beam indicator on instrument panel; bumpers with bumper guards; two ash trays in instrument panel; one ash tray in rear compartment of Town-Sedan—two in Sedan; two tail and stop lamps*; light in luggage compartment; Sealed-Beam Headlamps; grille for radio speaker; rustless steel windshield frame, ventilating and quarter window frames, and rear window frame; dimming control for instrument lights.

*Except on Station Wagon.

IMPROVED V-TYPE 8-CYLINDER ENGINE—100 brake horsepower at 3600 rpm for fast acceleration and high power-to-weight ratio. Bore 3.187 in. Stroke 3.75 in. Piston displacement 239 cu in. Taxable horsepower rating 32.5.

EASY TO DRIVE—Smooth, easy, fingertip gearshifting. Low brake and clutch pedal pressures, with unusually effective brakes. Easy, yet positive steering.

IMPROVED HYDRAULIC BRAKES—More effective braking with larger front wheel cylinders. Mechanical handbrake acts directly on rear wheels by means of steel cables. 12-inch brake drums. 162 square inches of brake lining area. Steel brake drums with cast iron braking surfaces for quiet operation.

RIDING COMFORT—Long "slow acting" springs with improved spring shackle bushings. Anti-sway torsion and track bar chassis stabilizers to hold car more level on turns and to improve steering control. Quiet car operation from extensive use of rubber insulators, body insulation and improved engine mounting. Front spring length 44 inches. Rear spring length 49.12 inches. All leaves chromium alloy steel for extreme durability and long life in severe service. Metal spring covers with internal spring lubrication. Four double-acting hydraulic shock absorbers control spring action. Rubberized hair seat cushion pads. Roomy bodies with wide seats and easy entrance and exit to and from car—sedan front and rear seats each accommodates three passengers comfortably. Crank controlled window ventilators on front doors.

DRIVING SAFETY—Wider front and rear wheel tread for added car stability. Front tread 58 inches. Rear tread 60 inches. Lower center of gravity of car. Bodies 100% steel, welded into a single unit of great protective strength. Additional clearance for mounting anti-skid chains provided by new rear fenders. Tires 6.50-15, 4-ply, mounted on 5-inch width rims for increased stability—wheels curved disc type.

SIX POPULAR BODY TYPES—Sedan

(six passengers, two doors); Town-Sedan (six passengers, four doors); Sedan-Coupe (six passengers); Coupe (three passengers); Club Convertible (five passengers); Station Wagon (three, five, six or eight passengers with space for luggage).

CHOICE OF EIGHT ATTRACTIVE BODY COLORS—Black, Newcastle Gray, Fathom Blue, Niles Blue Grec., Moselle Maroon, Florentine Blue, Phoebe Gray Metallic, Village Green.

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

NEW LIQUAMATIC DRIVE—(Optional at extra cost, factory installed). Offers advantages of liquid flywheel combined with automatic gear-shifting for fast acceleration.

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—Economic terms may be easily arranged with your local dealer. He is ready and willing to make you a good deal on your present car.

This folder, on the press prior to August 23, 1941, shows car illustrated with white sidewall tires, for which there is an extra charge. The manufacture of these tires being discontinued after that date to conserve materials for National Defense, makes them unavailable after stocks are exhausted.

The Ford Motor Company, cooperating to the fullest extent in the conservation of vital materials for National Defense, has made the cost of necessary material replacements secondary to the maintenance of high quality standards.

The right is reserved to change specifications, design or prices without incurring obligation.

FORD MOTOR COMPANY • MERCURY, LINCOLN AND FORD MOTOR CARS



Ask for the keys and let these features tell their own story!