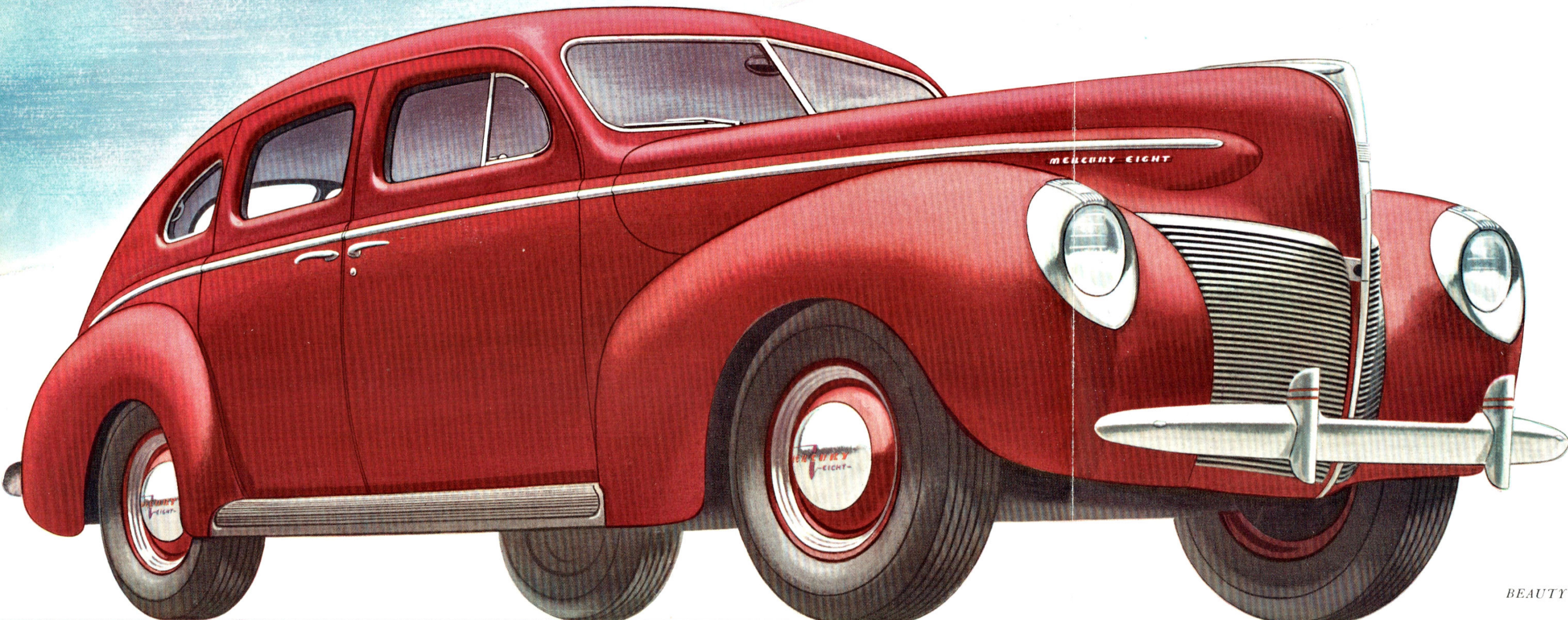




NEW MERCURY • 8

# Second Edition of a Famous "BEST SELLER"



MUCH OF MERCURY's quick success was due to word-of-mouth praise from its first owners. Their enthusiasm spread and more than 60,000 people bought the Mercury—earning it a place among the ten best-selling cars in the country. In a single year it has captured motor-minded America with performance so brilliant it must be experienced to be believed.

The new Mercury 8 for 1940 more than fulfills its first-year promise. There is smart new beauty in its streamlined styling—a score of ultra-modern refinements that add luxury and comfort to the thrilling "Mercury Ride"—and again the amazing economy that has brought unsolicited praise from so many Mercury owners.

An easy-acting Finger-Tip Gearshift on the steering column, new Controlled All-Weather Ventilation, Sealed-Beam Headlamps, and an improved version of the Liquidized Ride are among the important new features of this remarkable car.

See the Mercury highlights illustrated on the inside of this folder. But by all means, and without fail—see and drive the car itself at your Mercury dealer's!

BEAUTY YOU'LL BE PROUD TO OWN—THE NEW MERCURY 8 TOWN-SEDAN

# FACTS AND FEATURES ABOUT THE MERCURY

**FIVE POPULAR BODY TYPES** • Sedan (six passengers, two doors); Town-Sedan (six passengers, four doors); Sedan-Coupe (six passengers); Convertible Sedan (six passengers); Club Convertible (five passengers).

**CHOICE OF EIGHT ATTRACTIVE COLORS** • Black; Como Blue Metallic; Mandarin Maroon; Sahara Sand; Cloud Mist Gray; Folkestone Gray; Lyon Blue; Yosemite Green.

**CHOICE OF UPHOLSTERIES** • Blue-gray bark weave broad-cloth or two-tone Bedford Cord in closed body types; saddle brown or red antique-finish genuine hand-buffed leather for seats of convertible bodies, with top in tan-gray fabric with tan edging or black with vermillion edging.

**THIS 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 sun visors; dual windshield wipers; headlight beam indicator; foot headlight beam control; bumpers with bumper guards; ash tray in instrument panel and in rear compartments of closed types; two tail and stoplights; Sealed-Beam Headlamps; grille for radio speaker; rustless steel windshield frame and wheel bands; rustless steel window frames in Sedan-Coupe and Convertible body types; dimming control for instrument panel lights.

**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 and generator with increased output for added reserve and power for new Sealed-Beam Headlamps. Automatic voltage control. Battery condition indicator on instrument panel.

**FINGER-TIP GEAR SHIFT** • New Finger-Tip Gearshift lever mounted on steering column provides additional space in front compartment for three passengers. Driver can easily enter car from right side.

**HYDRAULIC BRAKES** • Providing exceptionally easy pedal action and equalized pressure for smooth, straight-line stopping. Mechanical handbrake operates directly on rear wheels by means of steel cables. 12 inch brake drums. 162 square inches of brake lining area. New steel drums with cast iron braking surfaces are quieter in operation.

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

**RESTFUL QUIET** • In the Mercury, passengers are protected against disturbing noises by numerous rubber-cushioned mountings, and by effective types of body insulation developed through extensive soundproofing research. In addition, the V-type, 8 cylinder engine provides a smooth, quiet flow of power at all speeds.

**DEEP-DOWN COMFORT** • Mercury passengers are cradled between soft-acting transverse springs, away from axles. Seat cushions are built with soft, "floating edge." Four double acting hydraulic shock absorbers control spring action. New 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 persons comfortably. Controlled Ventilation is efficient and easily regulated.

**EXPERT SERVICE FROM DEALERS EVERYWHERE** • Wherever you go, there's generally a dealer close at hand, ready to give quick, efficient, economical service to Mercury owners.

**CONVENIENT TERMS** • Convenient, economical terms may be easily arranged by your local dealer.

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

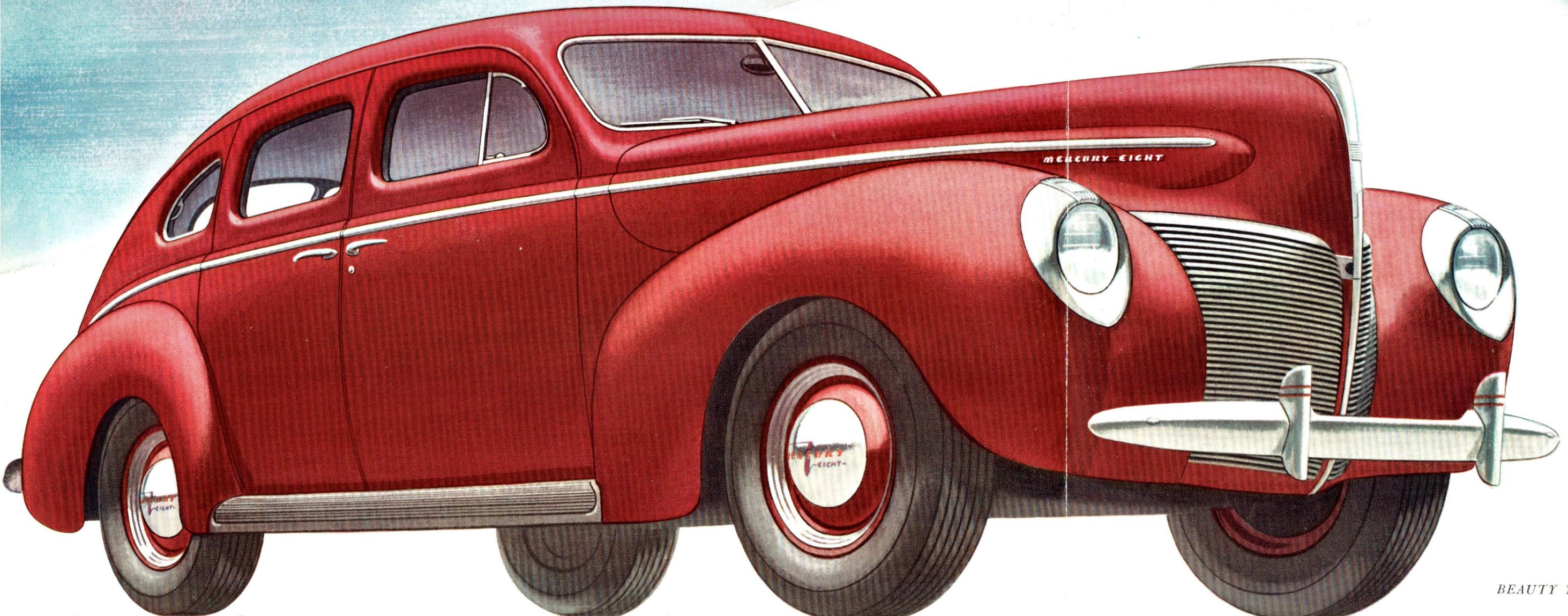
The logo consists of the word "MERCURY" in a bold, italicized, sans-serif font, with the number "8" in a larger, bold, italicized font to its right. The entire word and number are set against a dark blue rectangular background.

# NEW MEETINGS



## FACITS AND FEATURES ABOUT THE MERCURY

# Second Edition of a Famous "BEST SELLER"



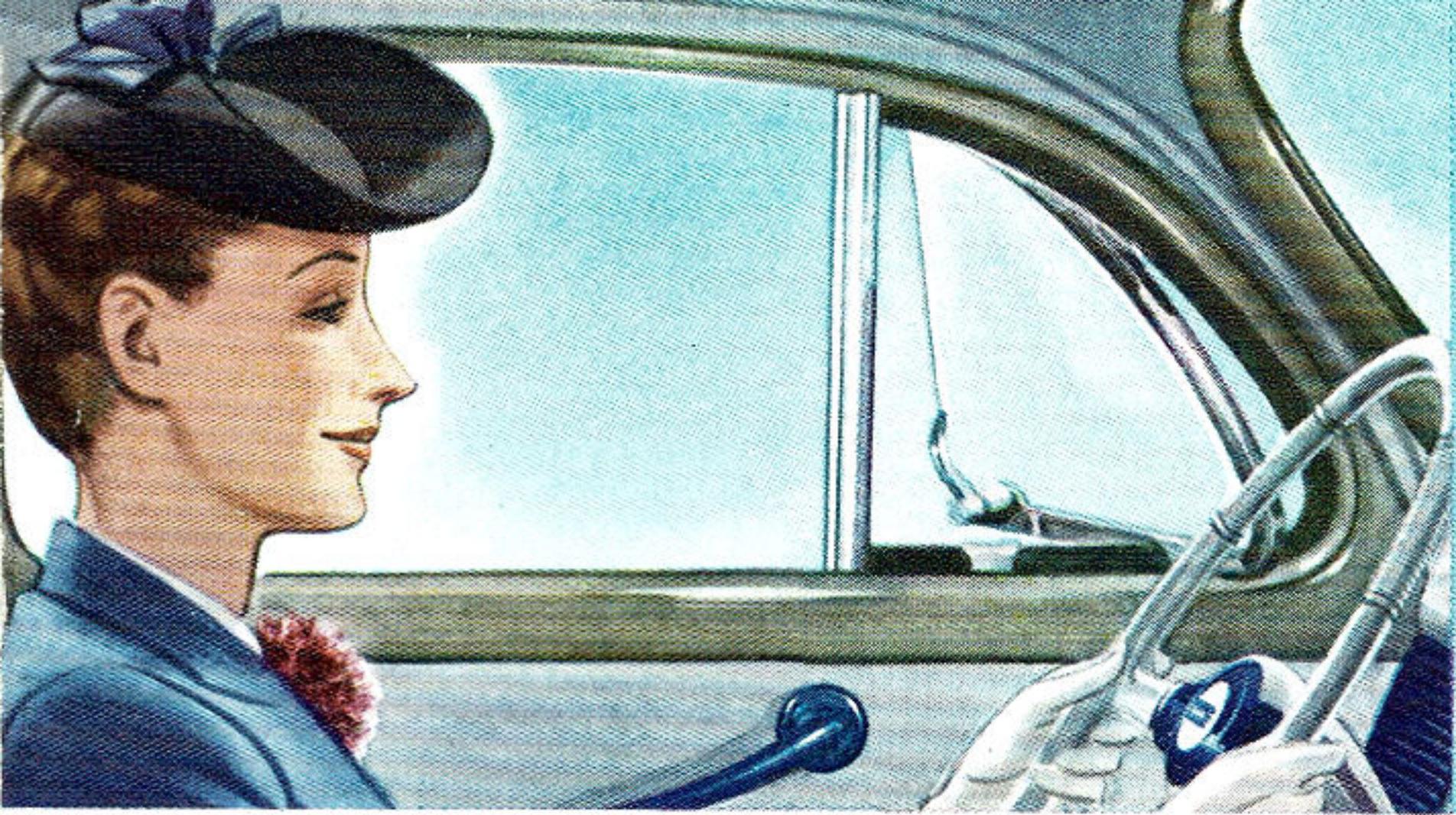
MUCH OF MERCURY's quick success was due to word-of-mouth praise from its first owners. Their enthusiasm spread and more than 60,000 people bought the Mercury—earning it a place among the ten best-selling cars in the country. In a single year it has captured motor-minded America with performance so brilliant it must be experienced to be believed.

The new Mercury 8 for 1940 more than fulfills its first-year promise. There is smart new beauty in its streamlined styling—a score of ultra-modern refinements that add luxury and comfort to the thrilling “Mercury Ride”—and again the amazing economy that has brought unsolicited praise from so many Mercury owners.

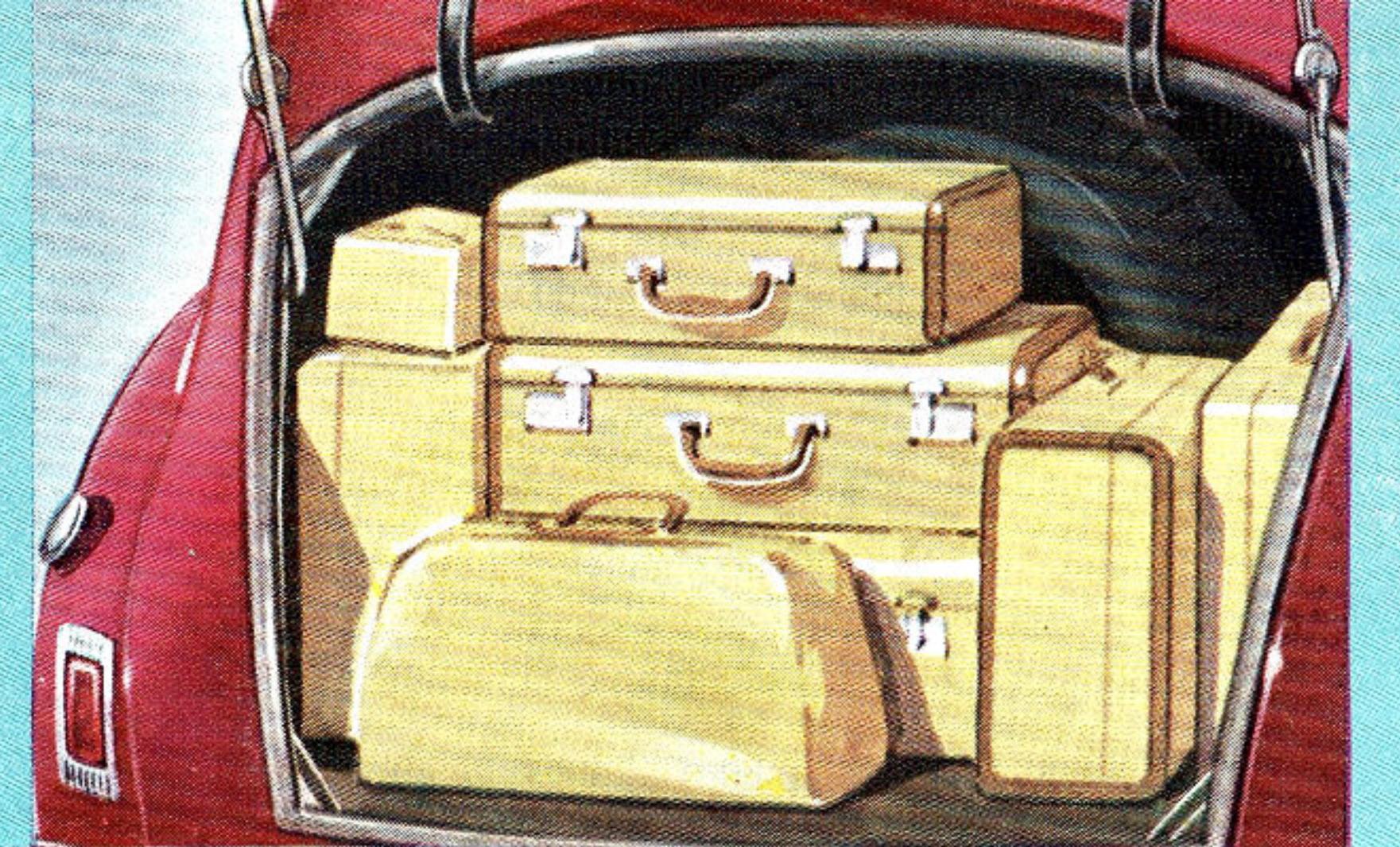
An easy-acting Finger-Tip Gearshift on the steering column, new Controlled All-Weather Ventilation, Sealed-Beam Headlamps, and an improved version of the Levelized Ride are among the important new features of this remarkable car.

See the Mercury highlights illustrated on the inside of this folder. But by all means, and without fail—see and drive the car itself at your Mercury dealer's!

BEAUTY YOU'LL BE PROUD TO OWN—THE NEW MERCURY 8 TOWN SEDAN



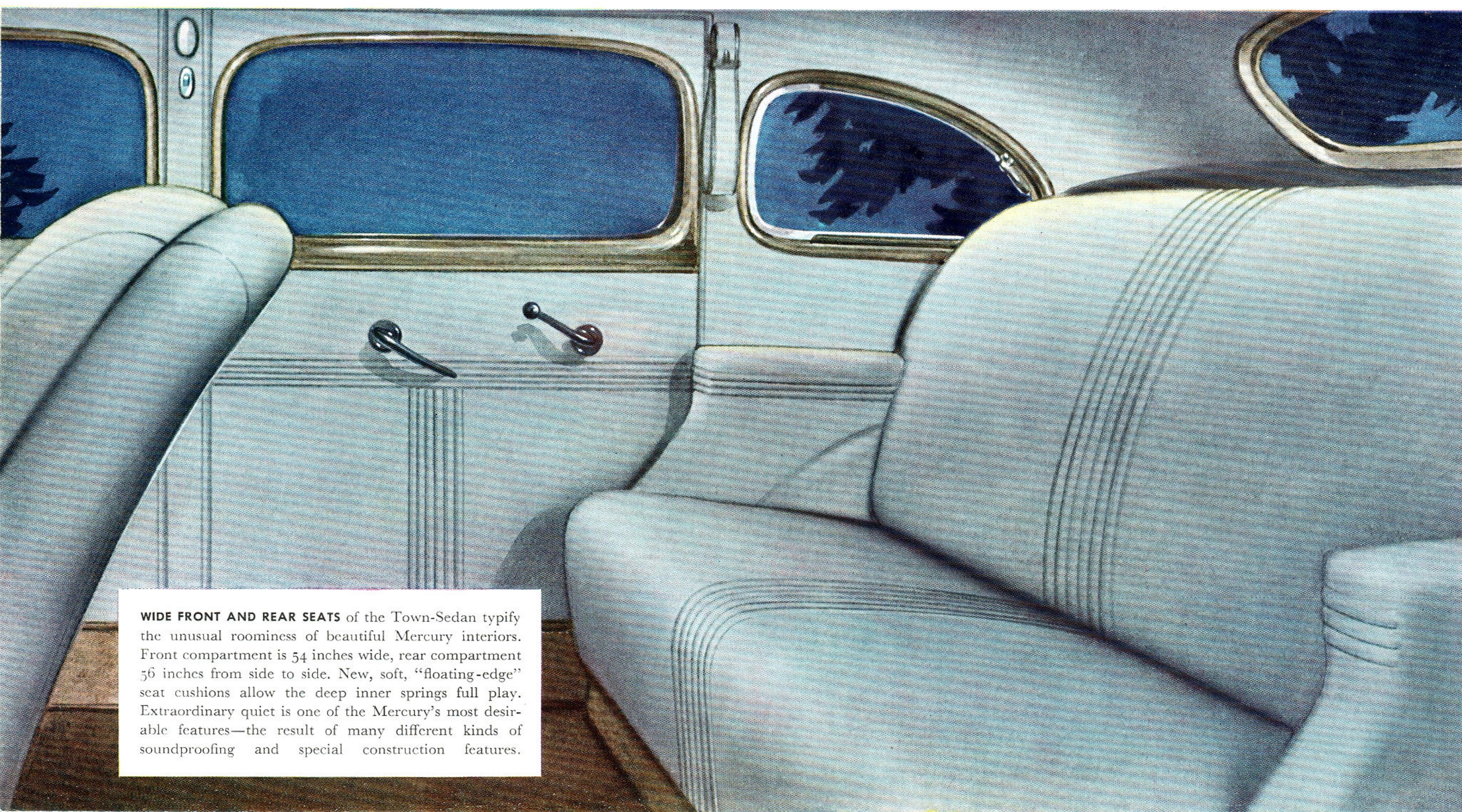
**CONTROLLED ALL-WEATHER VENTILATION** • new tilting wing type on front doors permits comfort in all kinds of weather. In closed types, metal divider strip slides down with window to give better vision and permit unobstructed arm signals. Safety glass in all windows—with exceptional visibility.



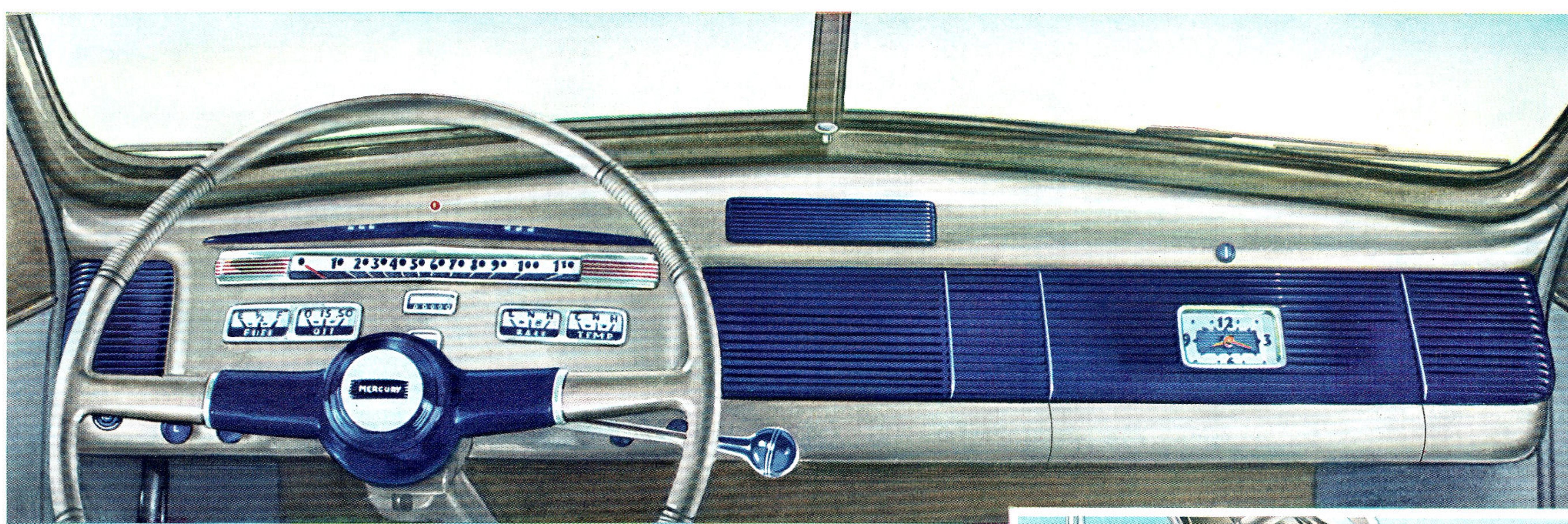
**UNUSUAL SPACE FOR LUGGAGE** beneath the smooth-sloping rear deck. Room for several big bags and smaller pieces. Compartment has a flat floor with rubber mat, lining, and light that goes on when compartment is opened. Spare tire and wheel stowed vertically at rear in closed body types.



**NEW SEALED-BEAM HEAD-LAMPS** give 50% more light. Night driving much safer because driver can see nearly twice as far ahead. Sealed construction insures much longer life and prevents loss of lighting efficiency. Parking lamp with separate lens is inset in upper rim of headlamp.

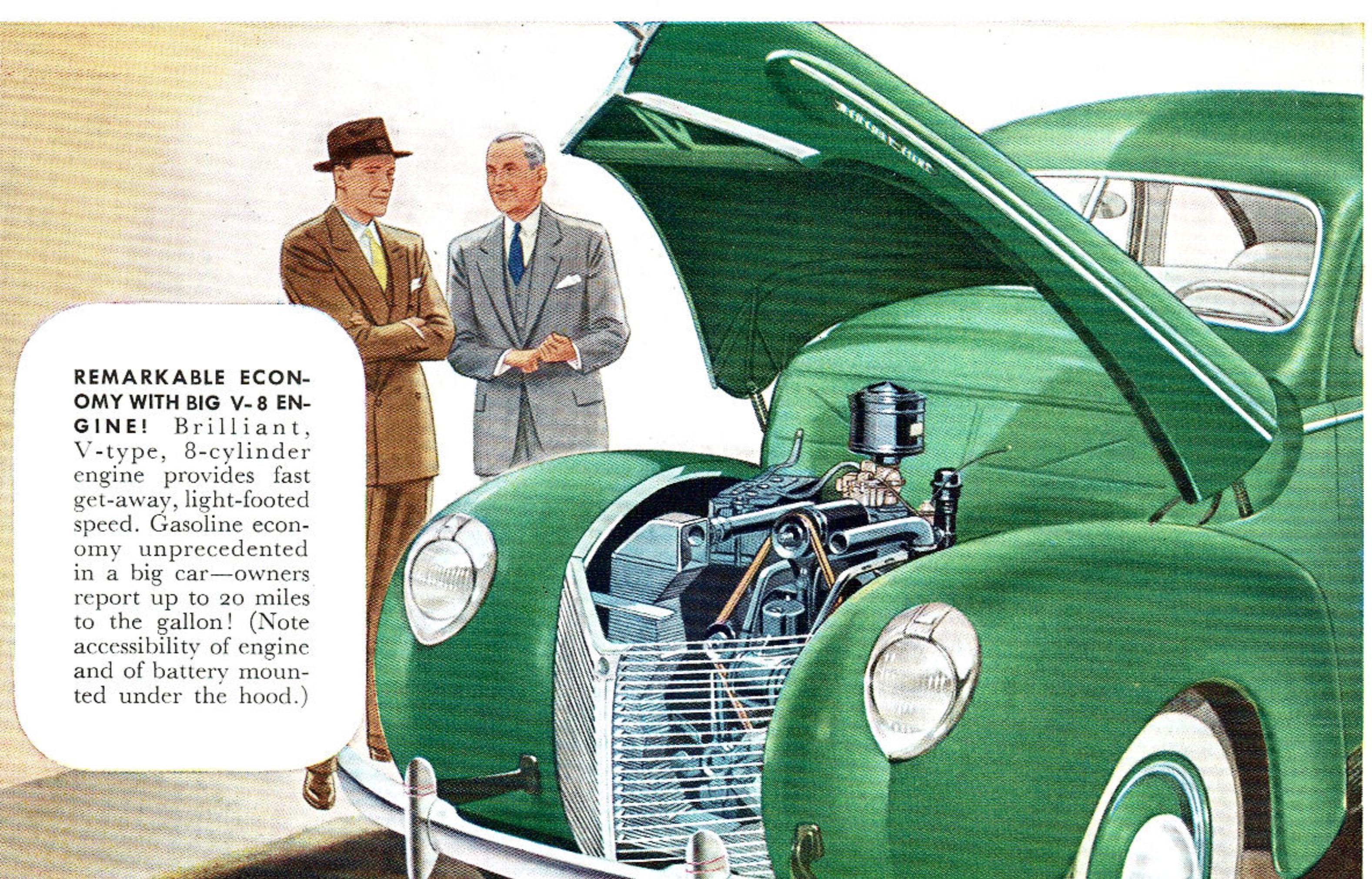
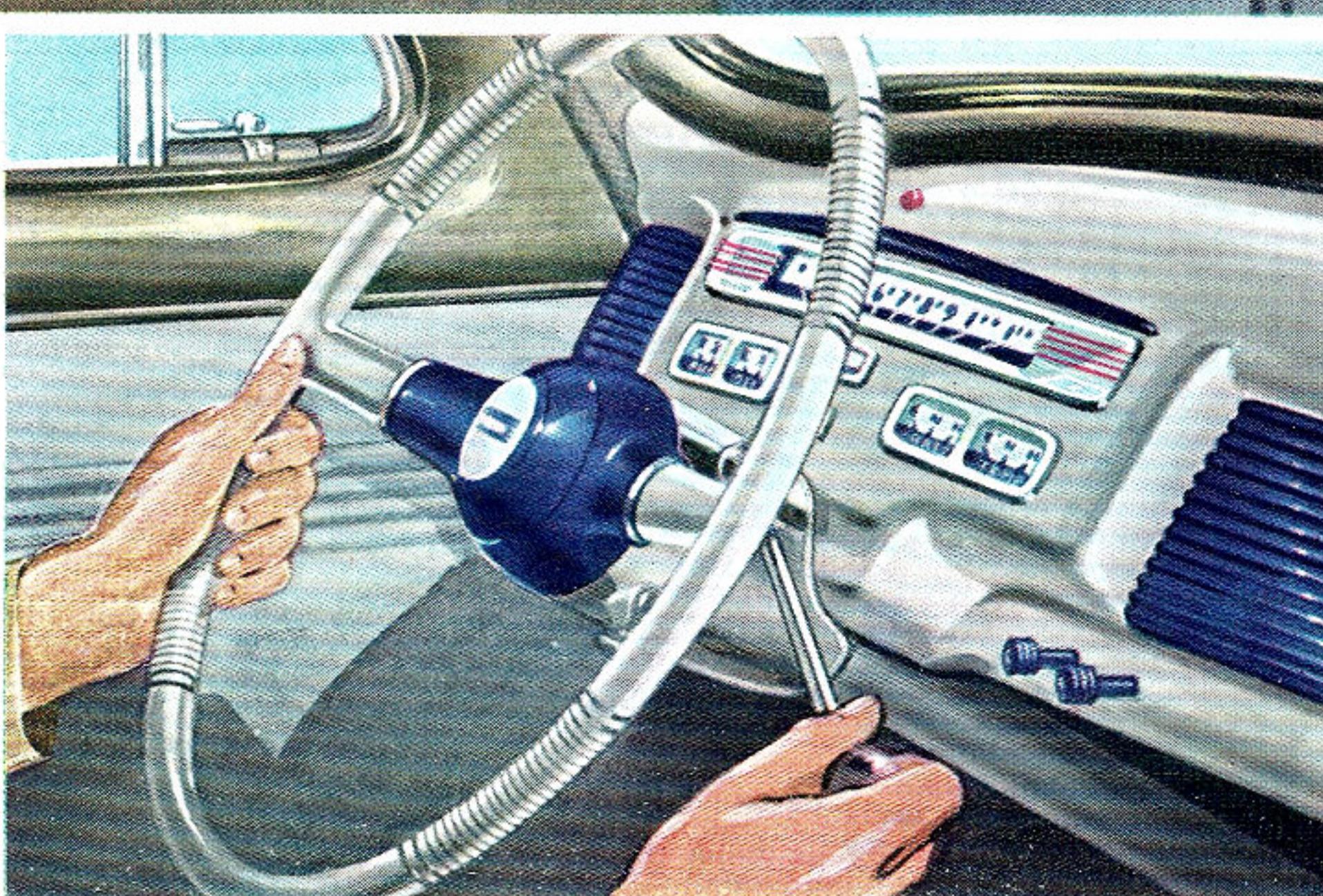


**WIDE FRONT AND REAR SEATS** of the Town-Sedan typify the unusual roominess of beautiful Mercury interiors. Front compartment is 34 inches wide, rear compartment 36 inches from side to side. New, soft, "floating-edge" seat cushions allow the deep inner springs full play. Extraordinary quiet is one of the Mercury's most desirable features—the result of many different kinds of soundproofing and special construction features.



**BEAUTIFUL INSTRUMENT PANEL** • in blue and silver tones—sets the pace for the Mercury's new interior styling. In front of the driver, for easy reading, are new straight-line speedometer and gages for fuel, oil pressure, water temperature and battery condition. Centered above the instrument group is the little red warning light which shows when the Country Beam of the new headlights is on. This has been placed where you can't miss it—because the intensity of these headlights makes it essential to deflect them when passing oncoming cars. To the right are grille for speaker when radio is installed, ash tray and glove compartment with electric clock and lock. Instrument panel lights may be dimmed.

**FINGER-TIP GEARSHIFT ON STEERING COLUMN** is a new convenience feature on the Mercury. It is standard equipment at no extra cost. It is out of the way of front seat passengers. It is out of the way of the driver if he wants to enter or leave through the right door. It is simple, smooth and easy to operate. The design of the new gearshift is also one of the features contributing to the new quiet of the Mercury for 1940.



**REMARKABLE ECONOMY WITH BIG V-8 ENGINE!** Brilliant, V-type, 8-cylinder engine provides fast get-away, light-footed speed. Gasoline economy unprecedented in a big car—owners report up to 20 miles to the gallon! (Note accessibility of engine and of battery mounted under the hood.)

## MERCURY 8 FOR 1940

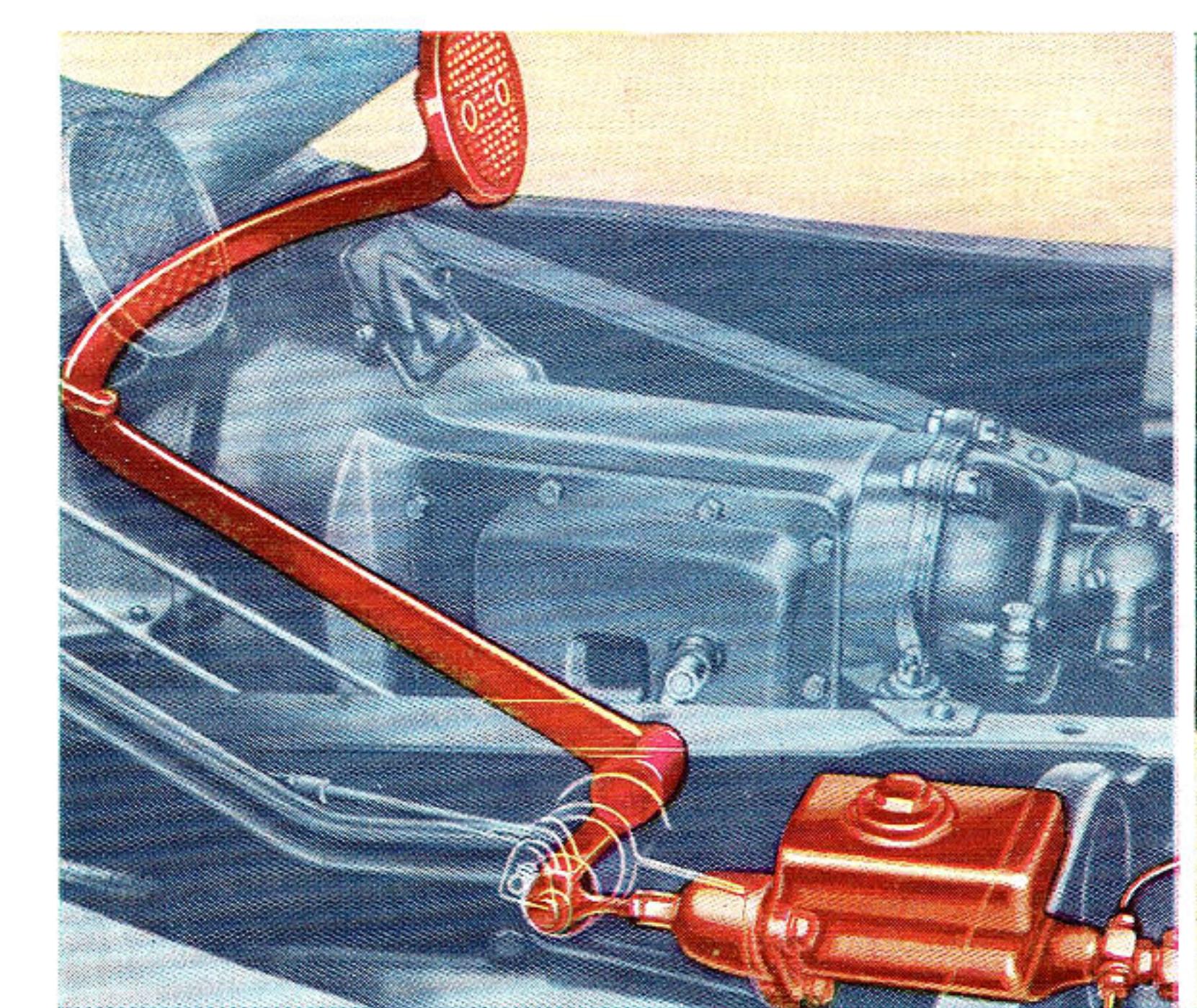
EVERY BIG CAR FEATURE PLUS EXTRAORDINARY ECONOMY!

THE NEW MERCURY has every advantage that you'll find in any car in its price class—and something else: ECONOMY surprising in any class!

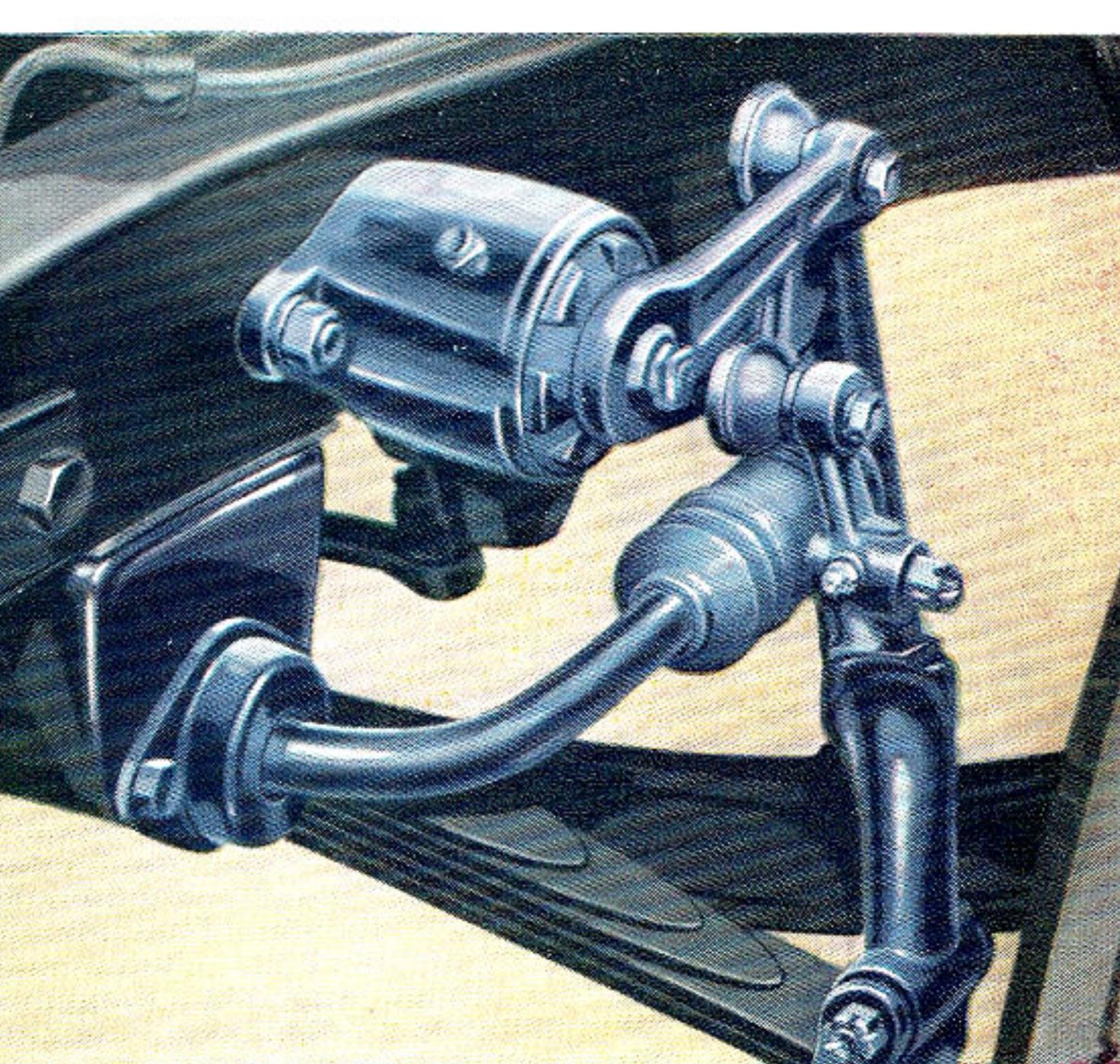
Of all the compliments that roll in from enthusiastic owners, most mention with pride the Mercury's astonishing gas mileage. From every section of the country, owners write of "up to 20 miles per gallon" or "best gas mileage ever—no oil between changes!" Couple with this the flexible performance of a big V-type, 8-cylinder engine . . . big hydraulic brakes . . . an unusually wide body with exceptional passenger and luggage room . . . and you'll understand the Mercury's remarkable success.

New this year are Finger-Tip Gearshift on the steering column, Controlled All-Weather Ventilation, Sealed-Beam Headlamps, and new Levelized Ride, the result of soft springs, improved shock absorbers, and a new torsion bar ride-stabilizer. All the facilities of the world's most modern and complete automobile plant contribute the advanced engineering and precision manufacture that must go hand in hand to produce a great car.

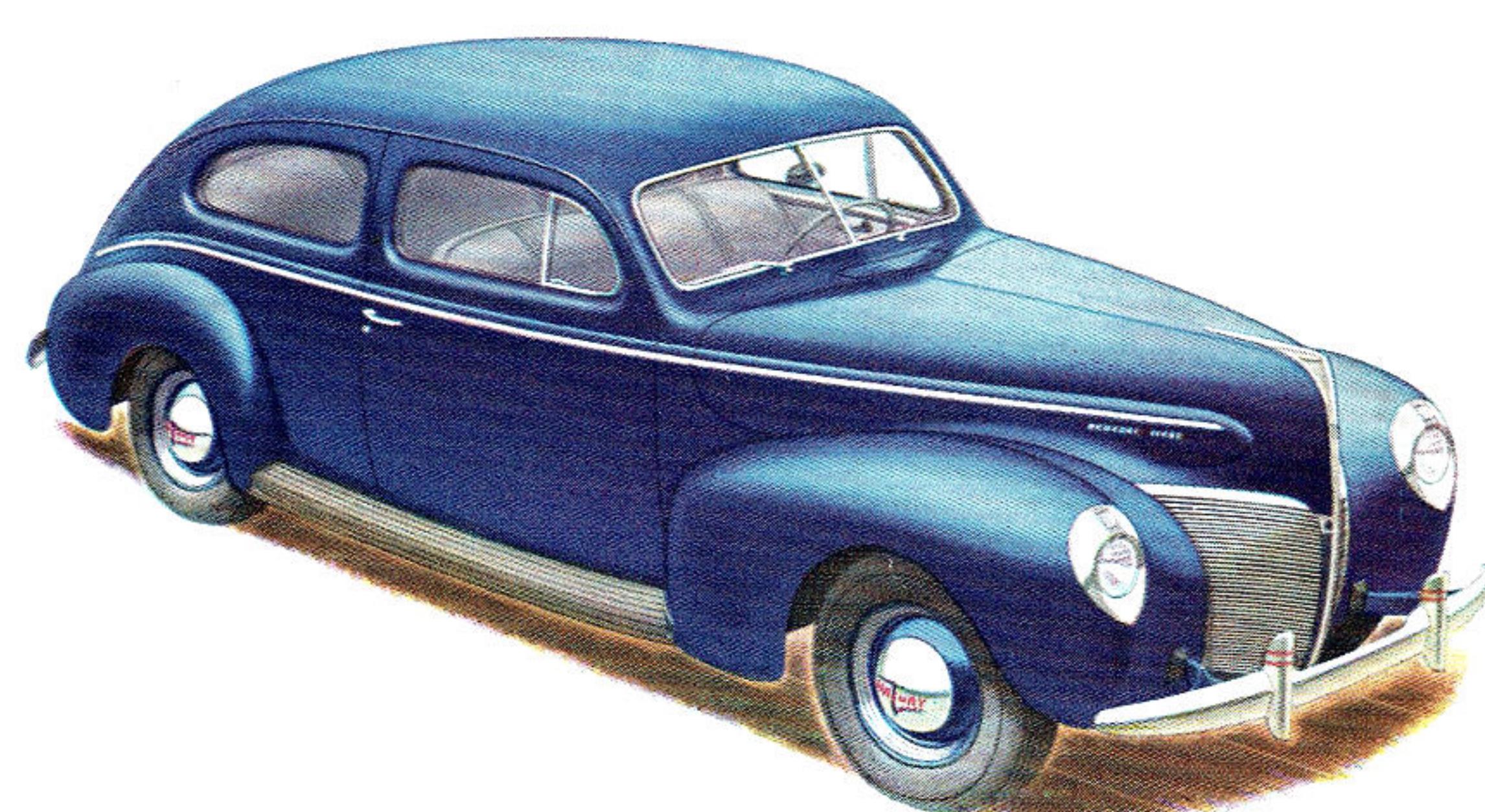
The Mercury 8 is designed for luxurious comfort. It is easy and sure to handle, quiet and restful to ride in. Check over these features that make it so—then see and experience the results—have the thrill of driving a Mercury yourself!



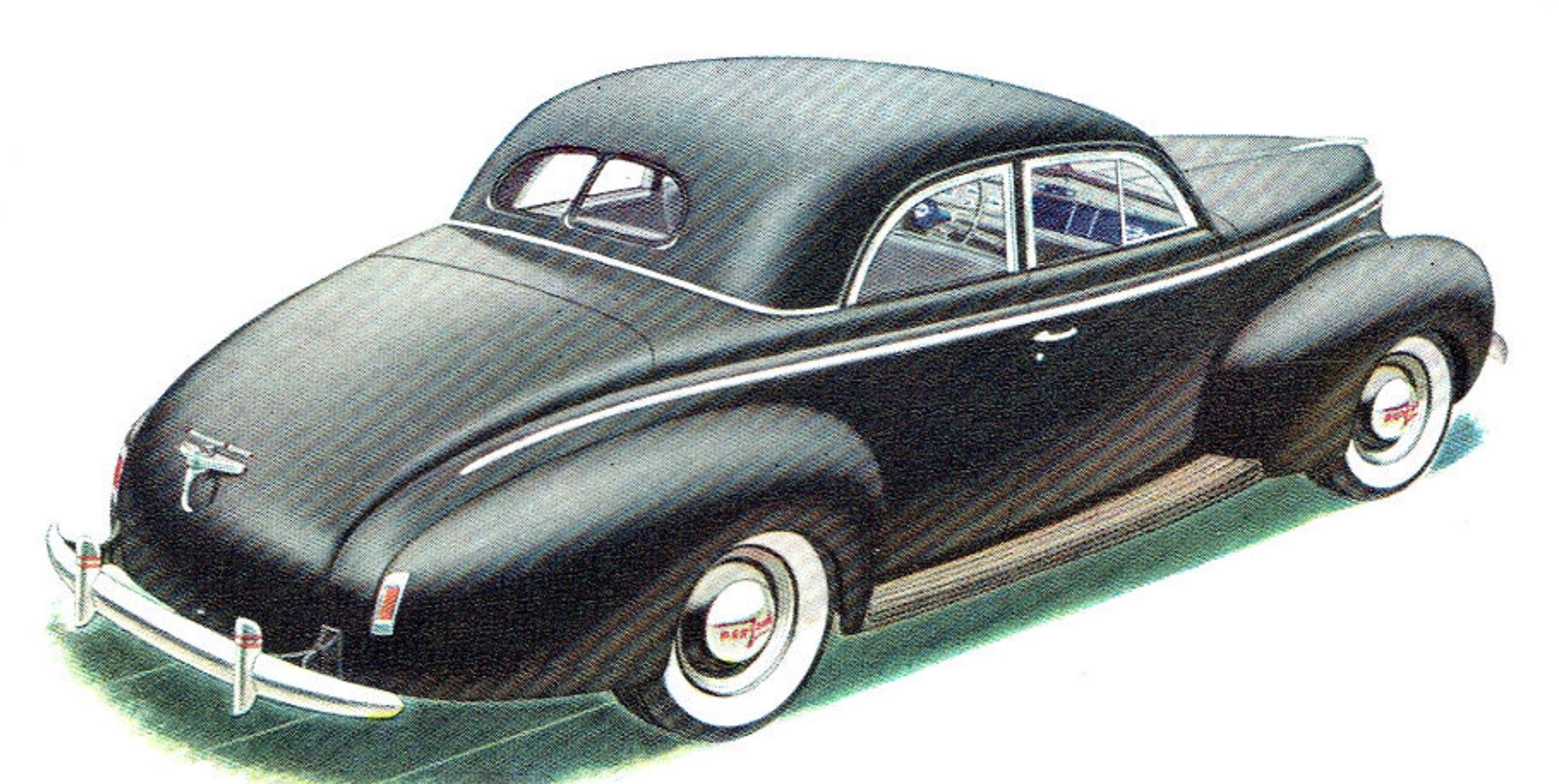
**BIG HYDRAULIC BRAKES** with easy pedal action contribute smooth, sure, straight-line stops to the Mercury's all-around safety. New drums contribute quieter operation. Handbrake lever, under instrument panel at left, mechanically operates rear wheel brakes by steel cables.



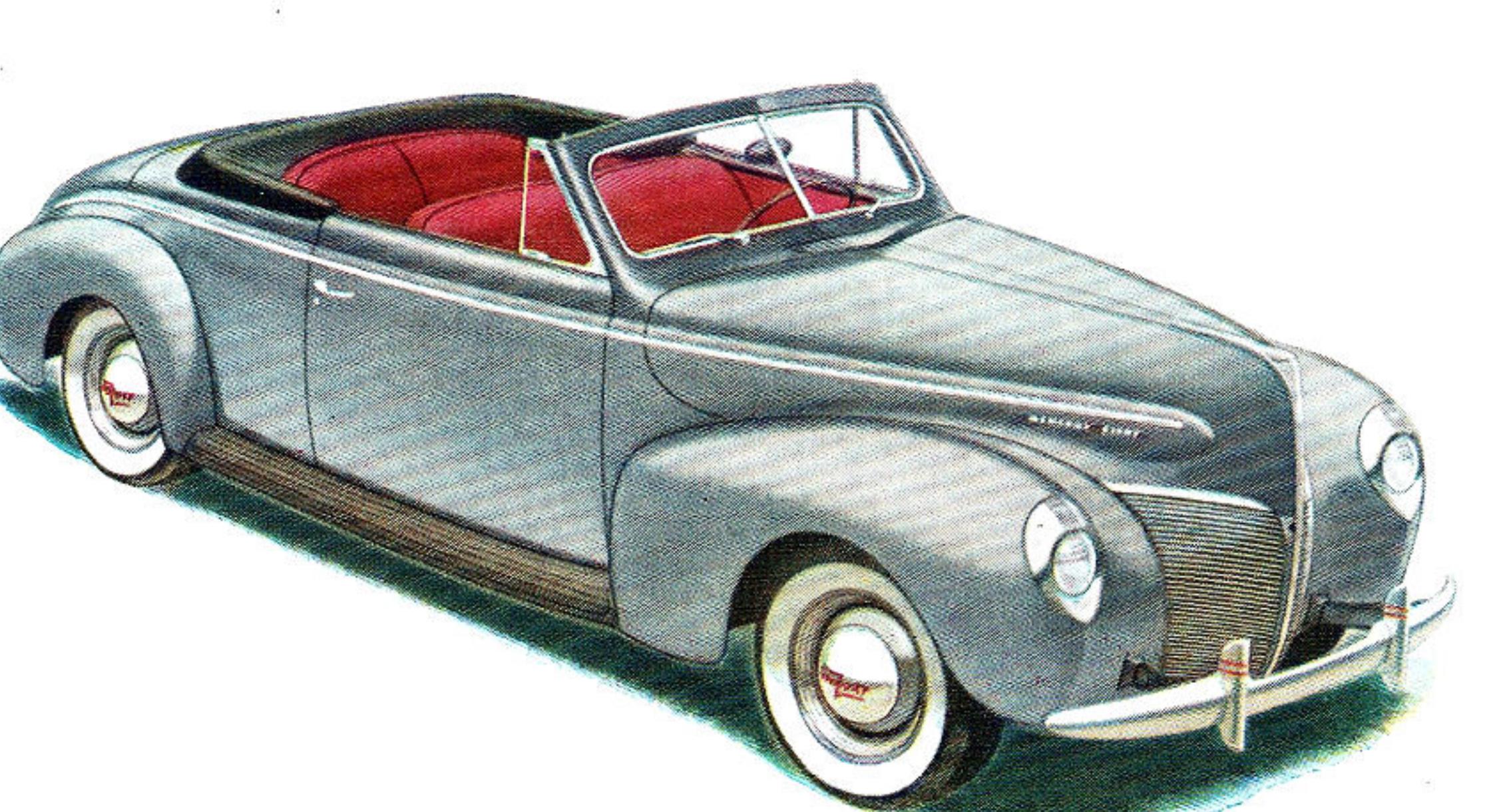
**DOUBLE-ACTING HYDRAULIC SHOCK ABSORBERS**—with new self-sealing construction—are important to the remarkable comfort of the "Mercury Ride." The long, flexible transverse springs literally absorb jolts, jars and bumps. New torsion bar ride-stabilizer makes possible the improved Levelized Ride.



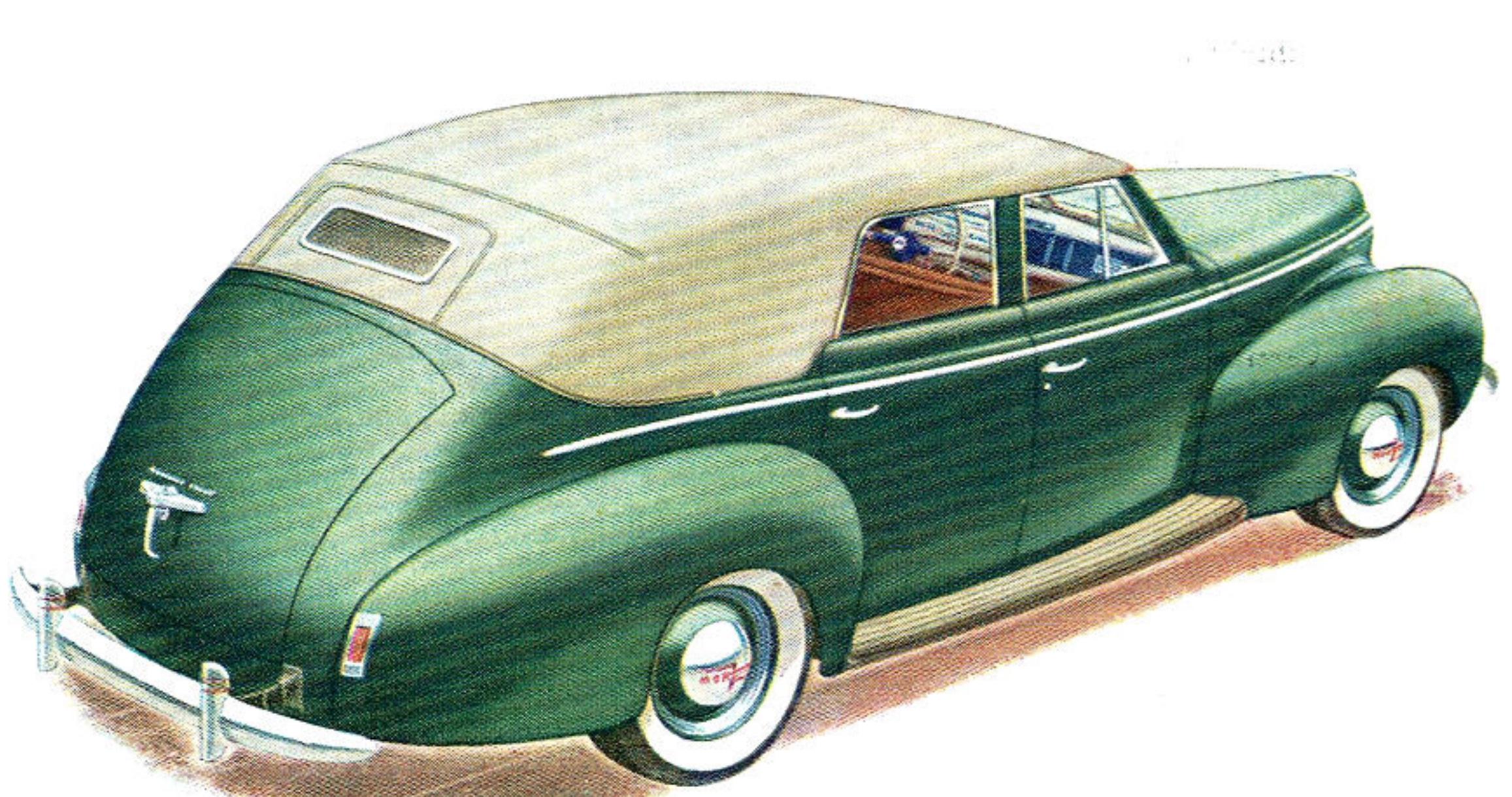
**LOWEST-PRICED MERCURY** is the Sedan, seating six. All passengers cradled between springs more than 10½ feet apart. Overall length more than 16 feet. Smooth body lines curve out over running boards to gain extra width inside. Easy access to rear seat, with front seat backs tilting forward and inward.



**MERCURY 8 SEDAN-COUPÉ** is an unusual body type with a full rear seat that holds three passengers. An ideal personal car with beautiful lines and extra-large lighted luggage space. Its "custom-built" appearance is a distinct advantage to professional and business people. White sidewall tires at extra cost.



**MERCURY 8 CLUB CONVERTIBLE** has a broad front seat that holds three in comfort, and a rear seat brings guests in out of the weather. Automatic top operated by vacuum control is standard. Folds flat. Window frames are rustless steel—windows slide out of sight. White sidewall tires are available at extra cost.



**NEW MERCURY 8 CONVERTIBLE SEDAN**, an entirely new body type, seats six without crowding. Top folds flat. Windows, with attractive rustless steel frames, may be lowered or left up as wind-deflectors. Choice of top colors and hand-buffed leather seat upholstery. White sidewall tires are available at extra cost.