



*STEP OUT WITH **MERCURY***

STEP OUT WITH THE NEW



MERCURY

Never have automobile lines achieved a more pleasing effect than those evidenced in the big, new 1946 Mercury. The smart, new car is low . . . wide . . . and from its unusually attractive grille to its gracefully curved rear deck, there is a clean, sleek motif that at once spells style leadership and swift responsiveness.

The interiors are distinguished by a rich, soft beauty . . . a refinement of appointments and luxury of fabric and design which formerly were reserved for custom-built cars.

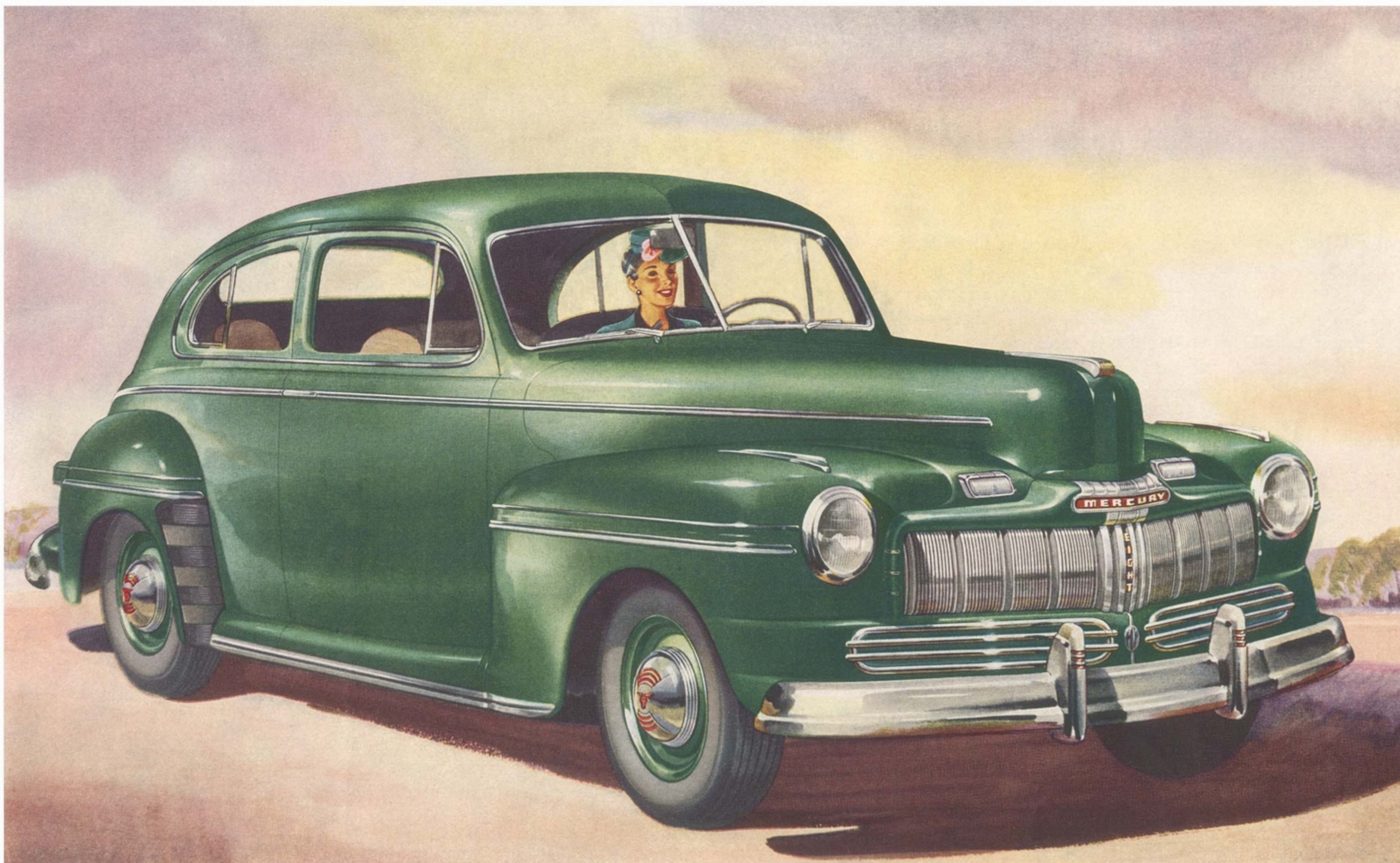
And when you have enjoyed a Mercury full-cushioned ride, you will know that fine-car comfort has been attained in this field. New springing action . . . new adjustable, sealed shock absorbers . . . new two-way stabilization—all these combine to make yours a luxury ride.

Always famed for its eager responsiveness and smoothness, Mercury is powered this year by a superb, 90-degree, V-8 engine of fine mechanical excellence. Eight eager cylinders give you pace-making power at your finger-tips . . . amazing flexibility for ease of handling . . . high cruising speeds . . . good over-all operating economy.

Out in front in style . . . performance . . . beauty . . . comfort . . . your new Mercury awaits you. Take the wheel and *step out with Mercury* for an exhilarating experience in motoring!

The new 1946 Mercury is a surprisingly large car from every standpoint . . . with 118-inch wheelbase. Doors are exceptionally wide . . . windows spacious . . . and there is generous roominess in the interior. Its distinctive fleet body lines and strong emphasis on comfort give Mercury special appeal for those who seek advanced style and large-car luxury at moderate cost.





SEDAN The Two-Door Sedan, shown here, illustrates admirably the advanced styling of the 1946 Mercury. The car is low and graceful in appearance. Everything about the new Mercury is BIG—wide

doors, spacious windows. And interiors are generously proportioned . . . seats are wide and deep . . . head room is ample for full freedom . . . and floor space is generous, giving full comfort to tall persons.

SMARTNESS and COMFORT in a TWO-DOOR CAR



The regal touch of a fine car is definitely evidenced by the elegant interior appointments. The instrument panel is smartly finished in metallic lacquer to match the optional Rust or Gray-Green interior color scheme and decorated with softly glittering chromium and plastic.



Travel-minded persons will appreciate the extra roominess of the Mercury luggage compartment. Spacious enough for the whole family's luggage, it is lined for dust-protection and lighted automatically when opened.

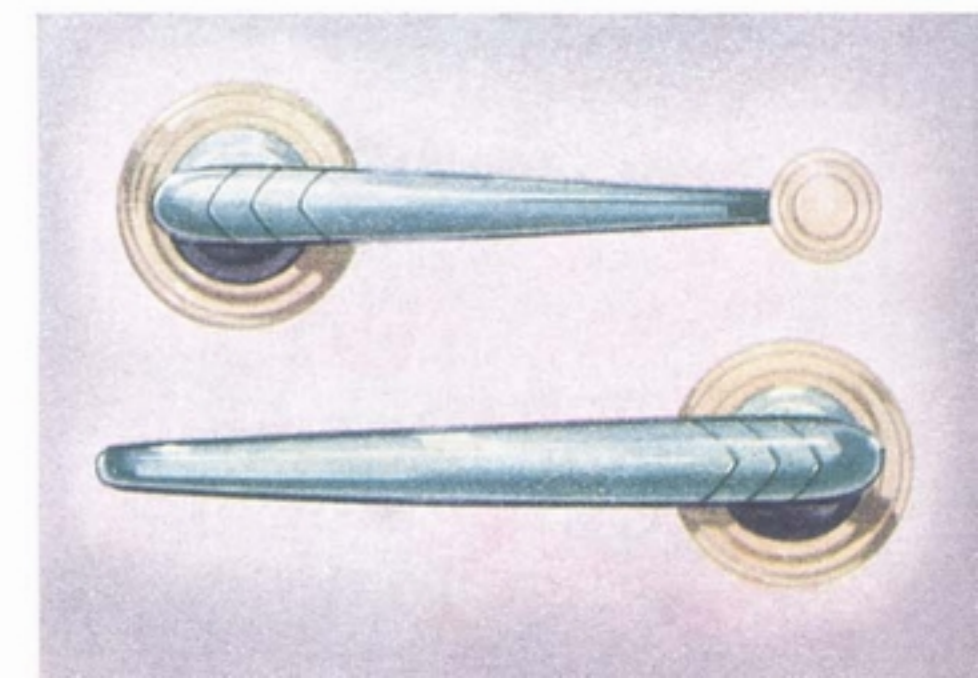


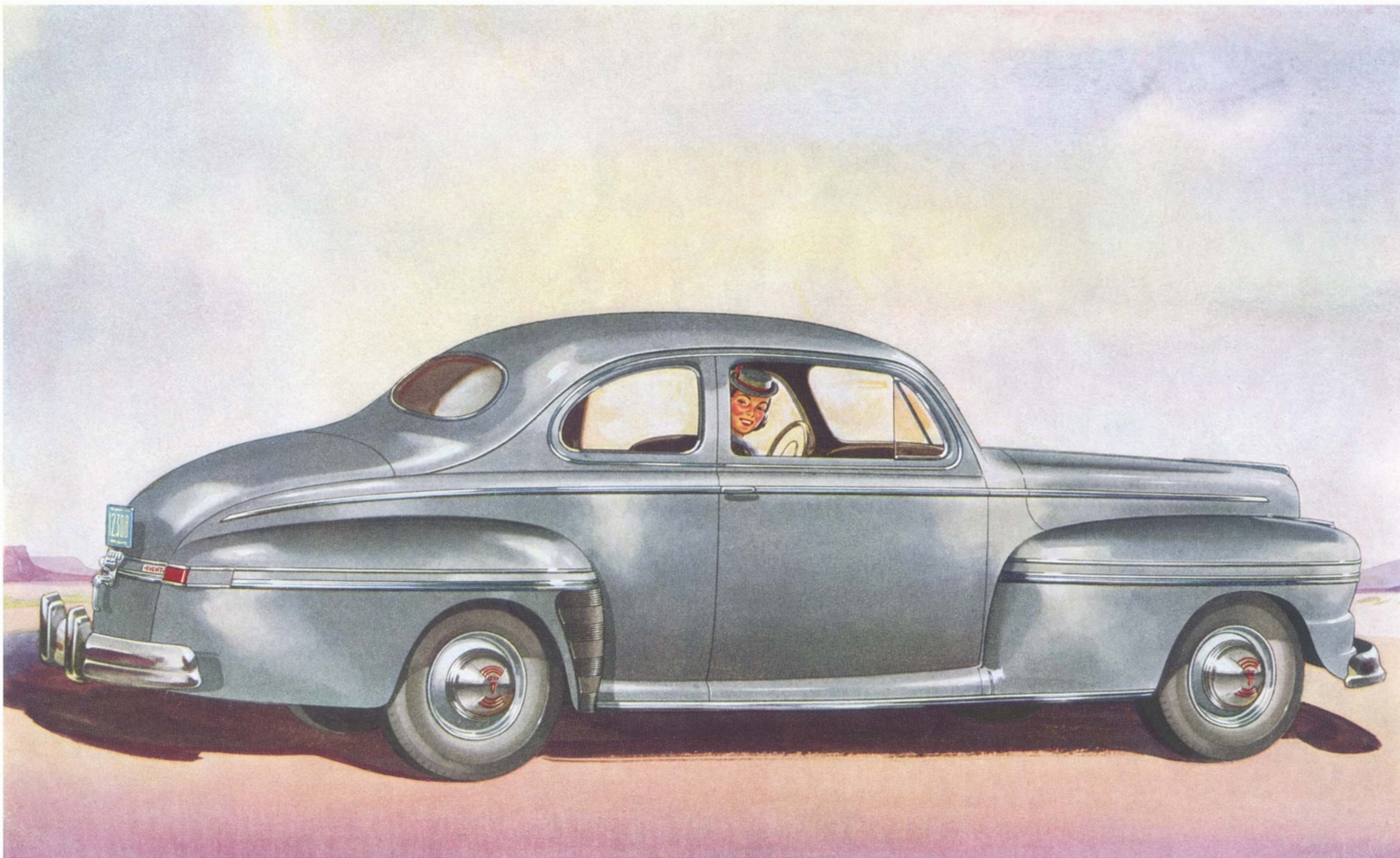
New beauty and exquisite appointments give the Mercury Two-Door Sedan interior a custom appearance. With plenty of spaciousness and comfort, three features make entrance to the rear seat easy: wide doors, friction door stops and inward-tilting front seats. Upholstered in Gray-Green or Rust, seat cushions are smartly styled in rich broadcloth or cord cloth, and trimmed in genuine leather; side walls combine colored fabric with handsome simulated leather and plastic.



Most families with small children are especially fond of the 2-door sedan model for there is greater safety and peace of mind in the seating arrangement and forward location of door controls.

The smartly styled hardware executed in bright metal finish with plastic fittings is typical of the beautiful appointments of the Mercury luxury interiors.





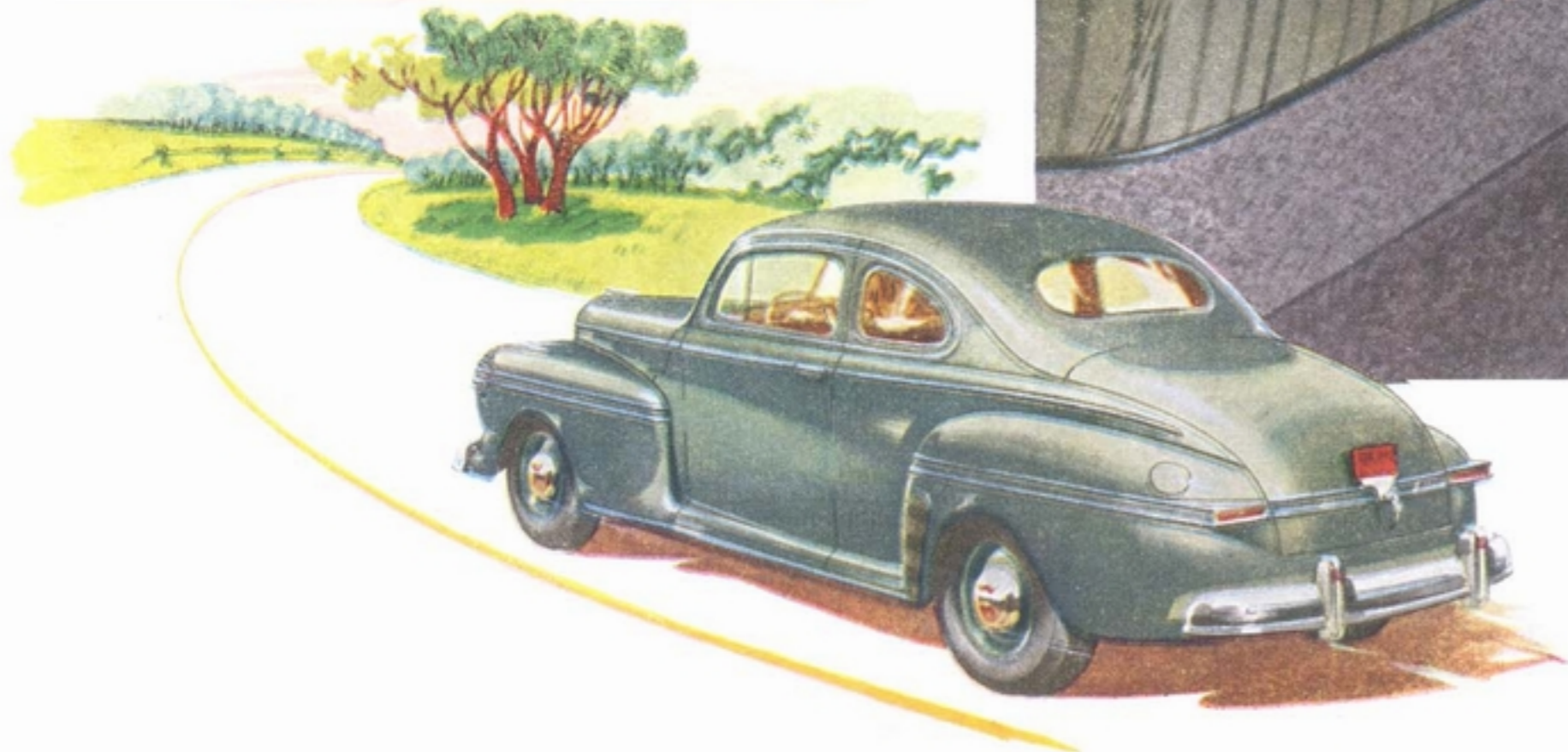
SEDAN-COUPE The Sedan-Coupe appeals especially to the many persons who like the compactness and smart styling of the coupe, with the seating capacity of the sedan, when desired. The rear seat is full-width in size and easily accommodates three

adults. Business and professional people like the Sedan-Coupe's combination of fine riding qualities, easy handling in traffic, economical operation, spacious luggage accommodations, and the sense of satisfaction and well-being that go with this big, handsome car.

PLENTY OF STYLE with EXTRA ROOMINESS

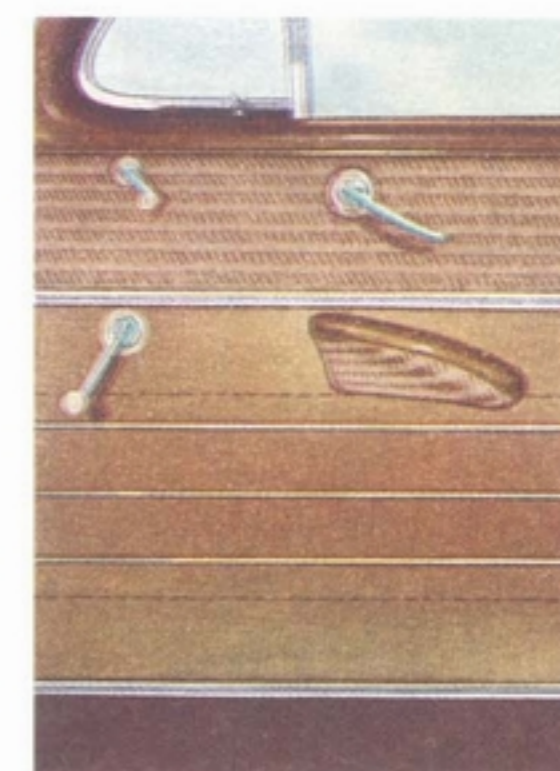
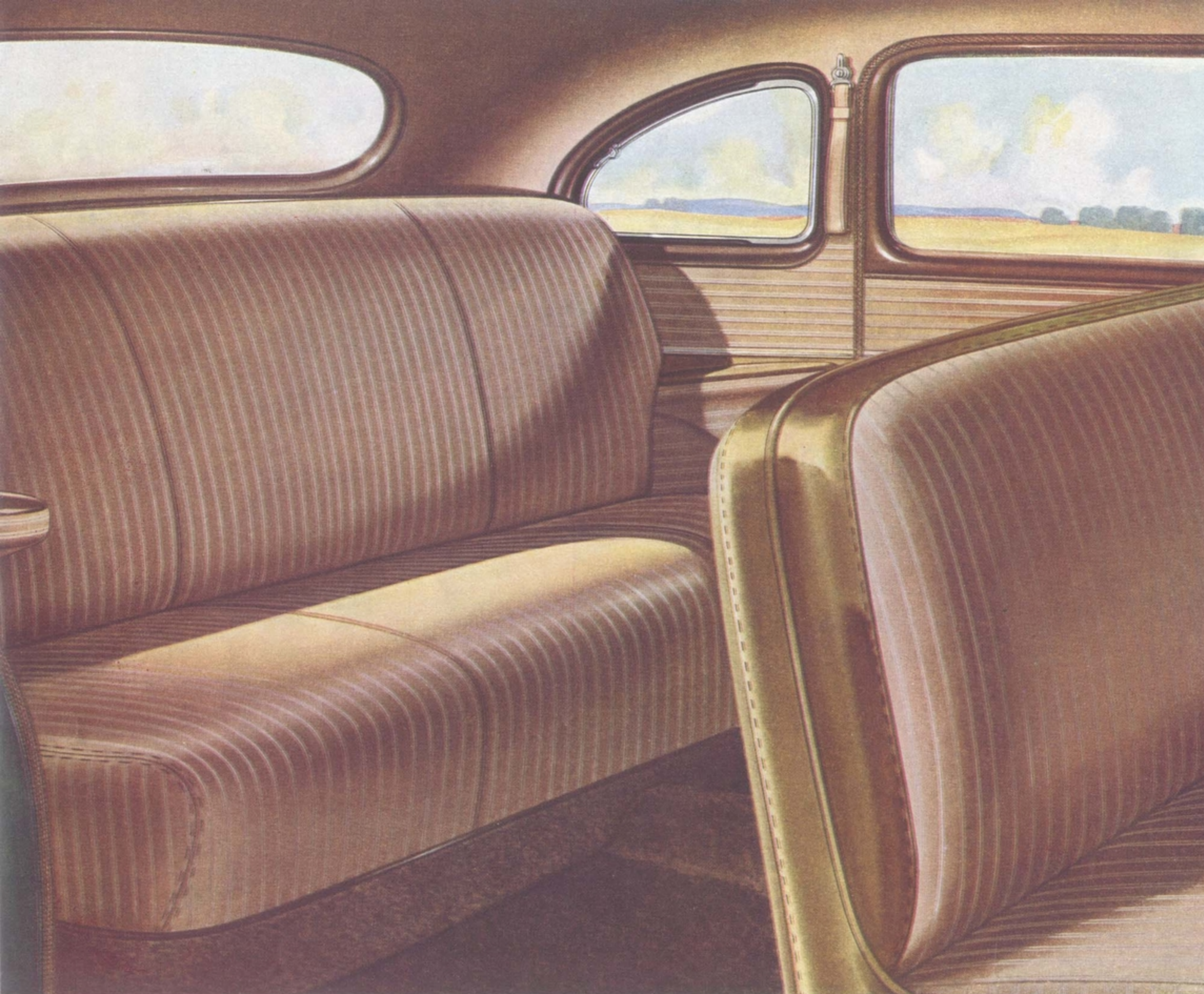
One of the newer ideas in automobile body styles, the Sedan-Coupe fills the need for a car combining the over-all efficiency of the coupe with family-size seating capacity, when needed.

Instrument panel starter button is especially appreciated when starting the engine on a hill . . . both feet are free to operate clutch and brake pedals.



The new Mercury luxury interiors are finished in either Rust or Gray-Green. Upholstered in rich, soft broadcloth or corded material, with harmonizing plastic and metal trim, they provide a pleasing appearance for the most discriminating buyer. A smart, modern effect is achieved by combining genuine leather trim with fine-quality upholstery on the front seat sides. Feature appointments include assist straps, arm rests, front and rear, dual interior lights, inset ash trays and dual sun shields. Front seat pivots inward for easy entrance and exit.

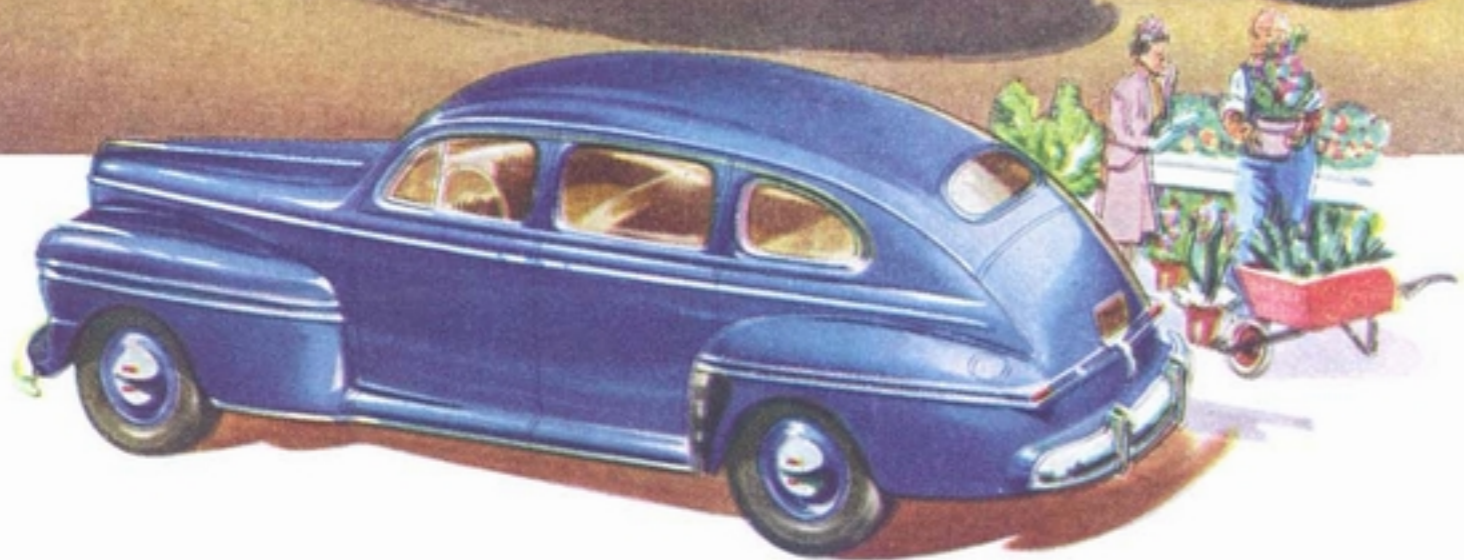
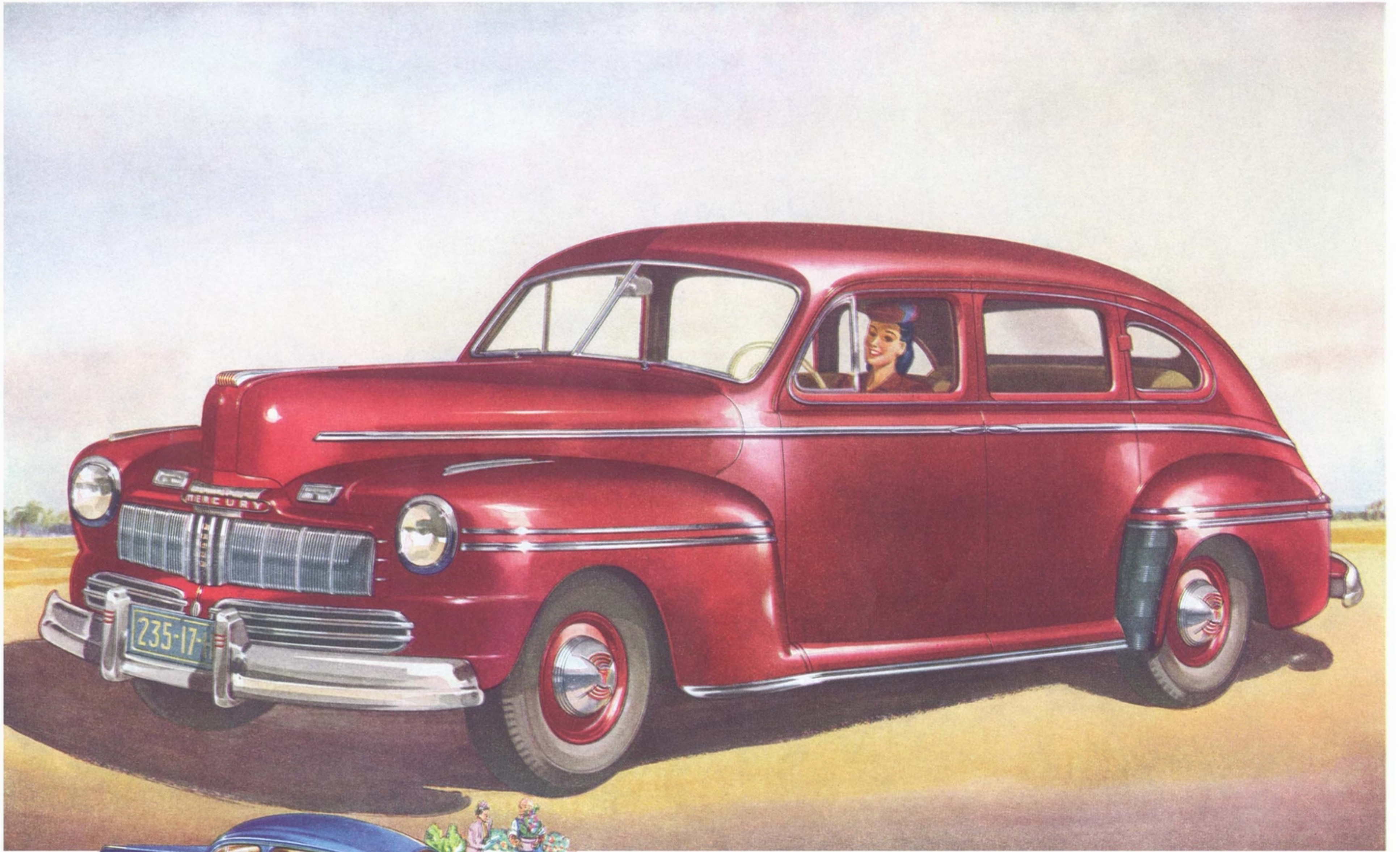
STYLE and LUXURY with PERFECT COMFORT



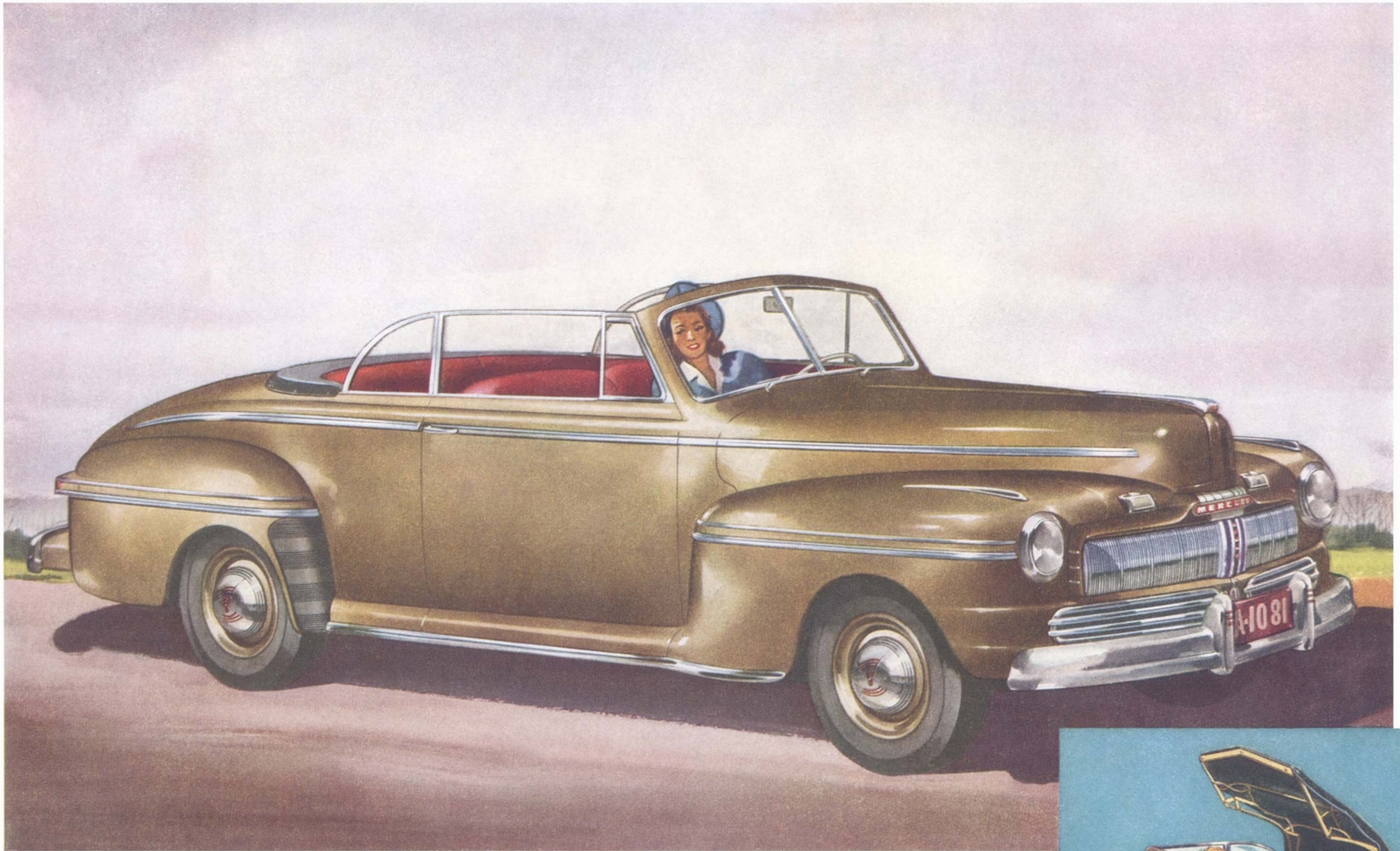
Mercury seats are designed for utmost driving ease and restful comfort. Seats have an amazingly soft and restful quality due to their resilient spring construction.

Softly gleaming strips of bright metal and plastic harmonize with the smartly styled hardware, add rich beauty to the new Mercury interiors.

Style, luxury and perfect comfort go hand in hand in the interiors of the 1946 Mercury. The smart low-slung appearance of the car has been achieved without sacrifice of head room. This makes entrance into the car more convenient. The compactness of the V-8 engine also contributes to the Mercury's roominess by allowing more usable interior space. Head room, elbow room and leg room are amazingly generous. The front seat is adjustable over a range of four and one-half inches and moves upward as it moves forward to provide ideal angle for driver comfort. And, you have your choice of two interior color schemes—Mercury Rust or Gray-Green in broadcloth or corded material.



TOWN SEDAN For bigness . . . smartness . . . luxury-riding qualities . . . power-packed performance . . . the Mercury Town Sedan sets the pace in its price class. Powered by an ultra-smooth V-8 engine, of 100 horsepower, this car will put you out in front *fast*—and keep you there! Interiors are luxuriously upholstered, exquisitely appointed. The fine riding qualities of this car make it ideal for cross-country travel; double-acting shock absorbers function with long, slow-motion springs to give you a velvet-smooth ride.

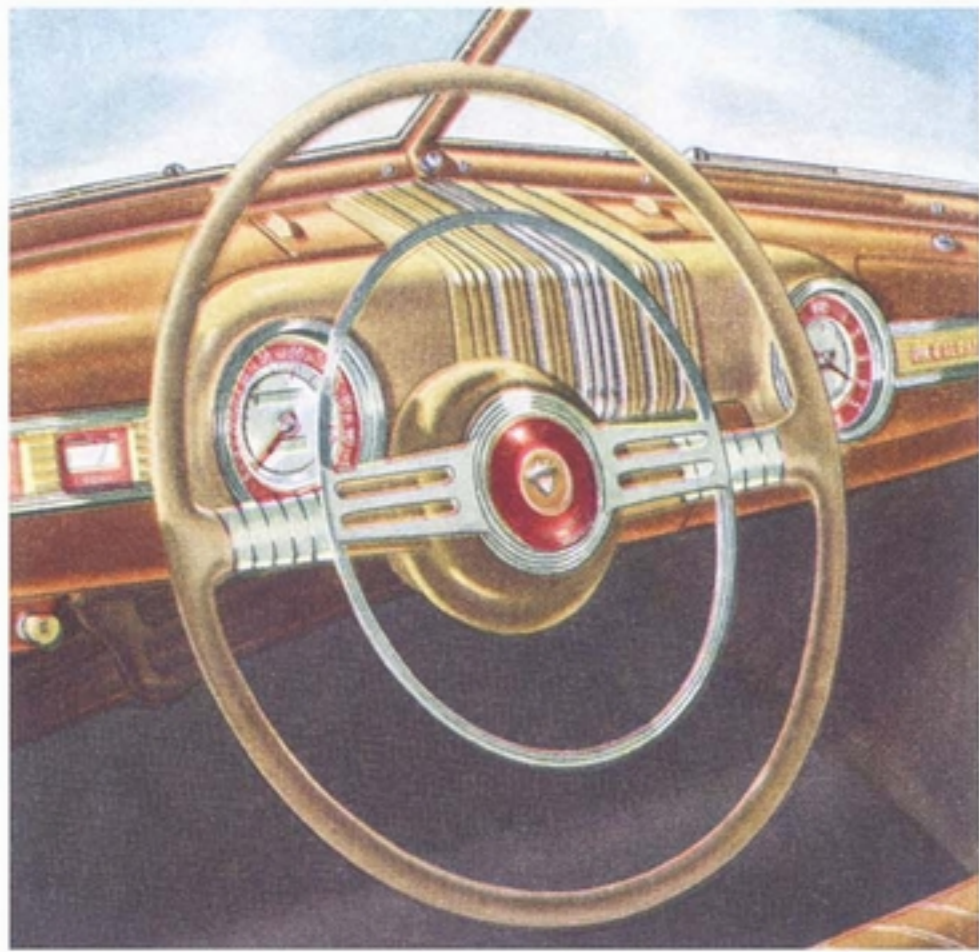


CLUB CONVERTIBLE Here is superb beauty and comfort for people with young ideas! The low, sleek lines of the 1946 Mercury are at their best in this style leader. The Hydraulic-Lift Top, controlled by the touch of a button . . . rolls back to fit snugly in place. Rear quarter windows provide rear-seat passengers with visibility when top is up and protection from the wind when the top is lowered. Your choice of *genuine leather* tan, red or gray.

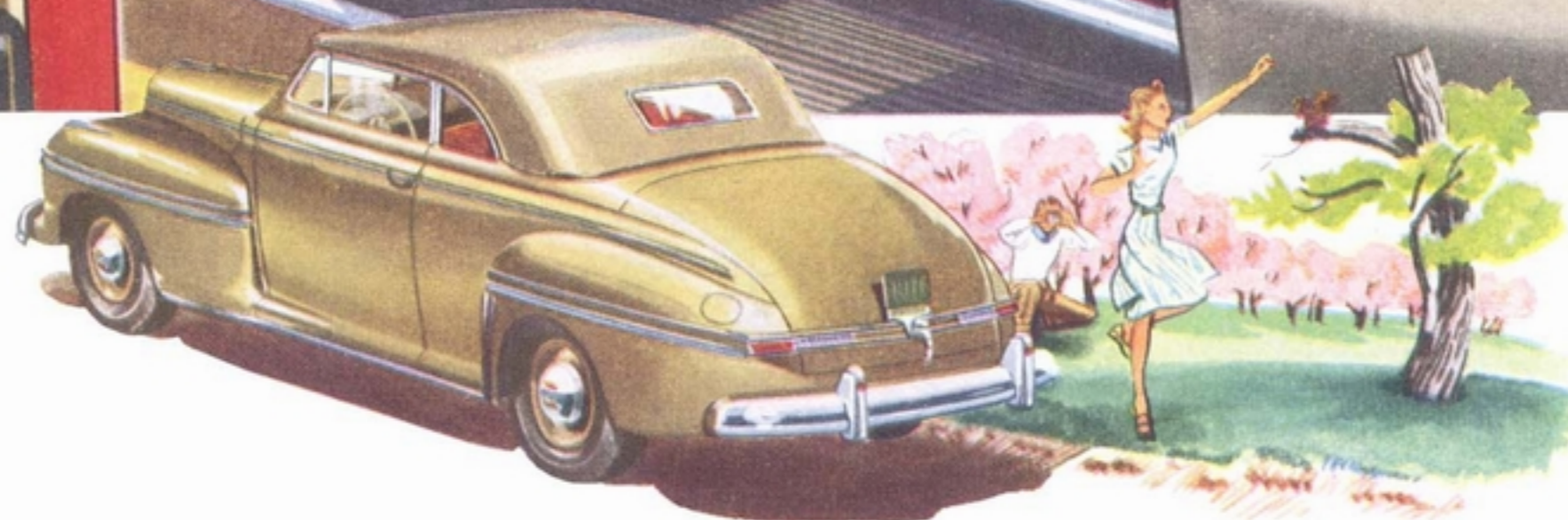
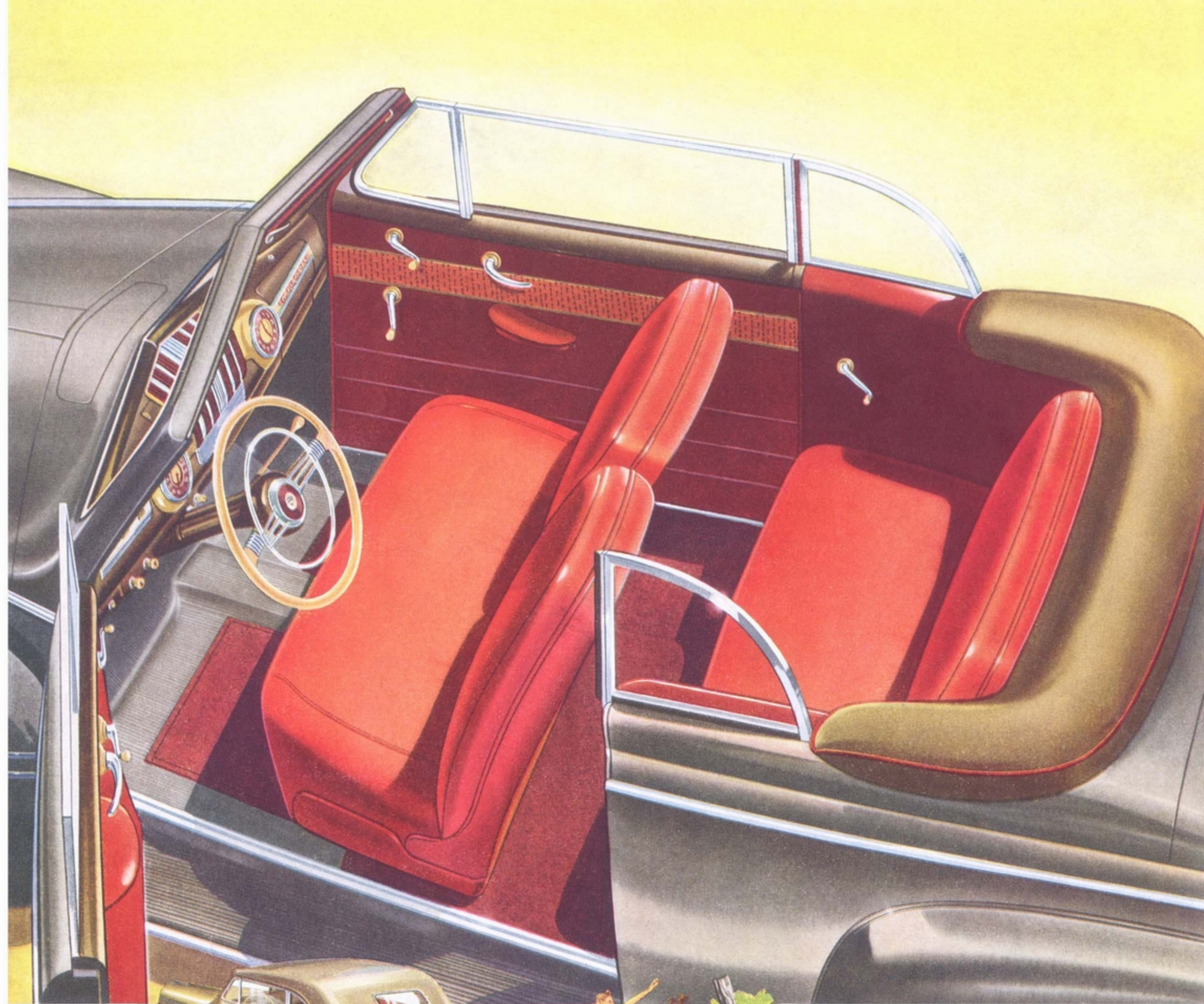
The automatic Hydraulic-Lift Top lets you take full advantage of pleasant weather. Operated by positive-acting hydraulic power, the snug-fitting top can be raised or lowered in a few seconds' time by merely pushing a button.



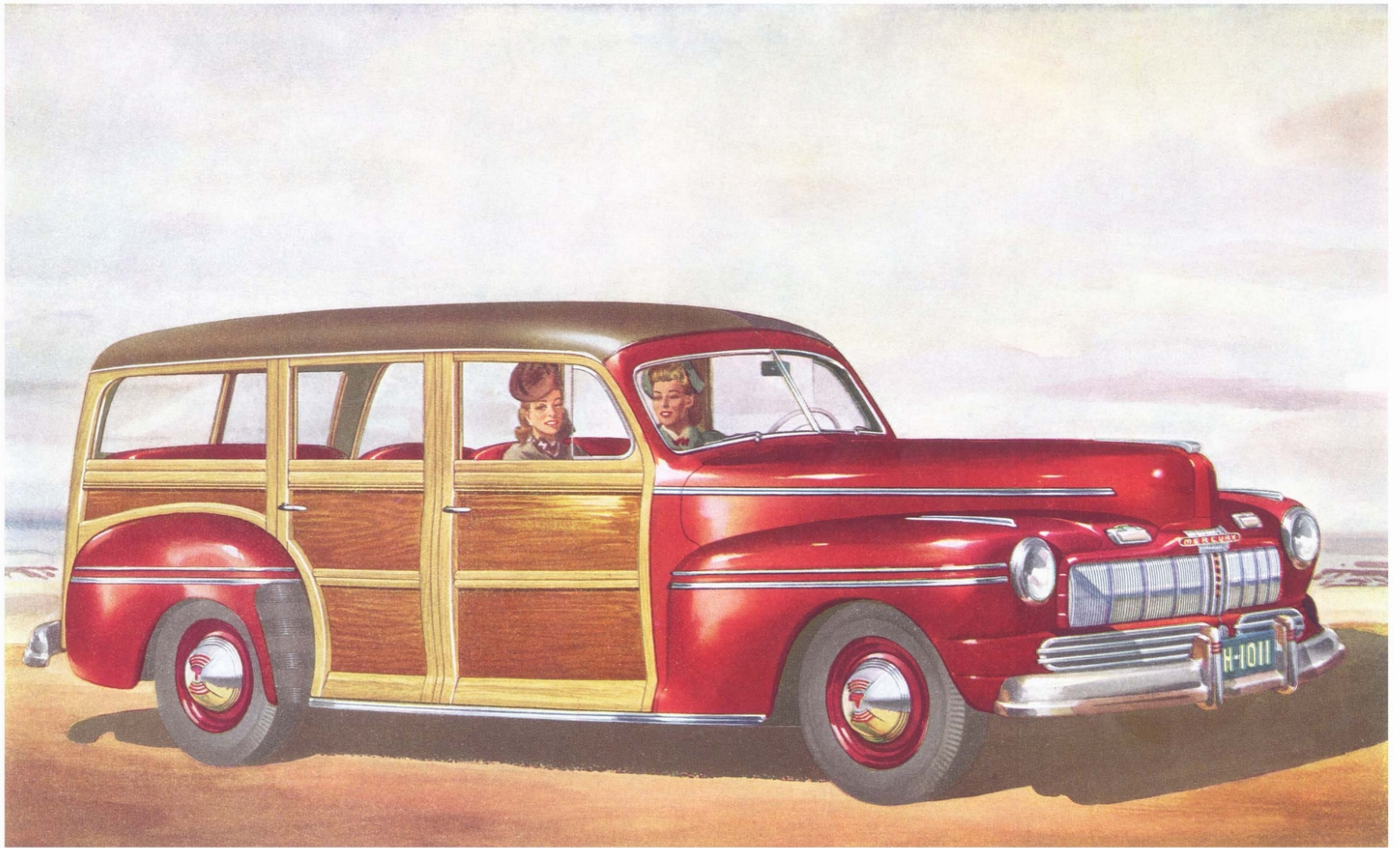
ALL
WEATHER
COMFORT
for
THE YOUNG IN HEART



Wherever you look, fleet-winged style *outside*, gleaming beauty *inside* meet the eye. The unusually beautiful plastic steering wheel and full horn ring, which are standard equipment, possess a jewel-like beauty that enhances the new Mercury luxury interiors.



Upholstered in *genuine leather*, this spacious Club Convertible provides seating capacity for five passengers in perfect all-weather comfort. Front seat back is divided and swings inward and forward for easy entrance and exit.



STATION WAGON A style leader for town or social use, an amazingly versatile and practical vehicle for suburbs and country—that's the 1946 Mercury Station Wagon! Body is durably

constructed of maple framing with birch or mahogany panels with varnished finish. Upholstered in golden tan, red or gray *genuine leather*, combining smart appearance with sturdy wearing qualities.



You're always in style when you go places in this sporty Station Wagon. You'll find its flexible seating capacity highly useful—there's room for eight to ride in comfort.



When you look inside the Mercury Station Wagon, spacious comfort greets the eye! Smartly upholstered in soft, durable, genuine leather, there's plenty of seat, head, leg and shoulder room for eight grown-ups.

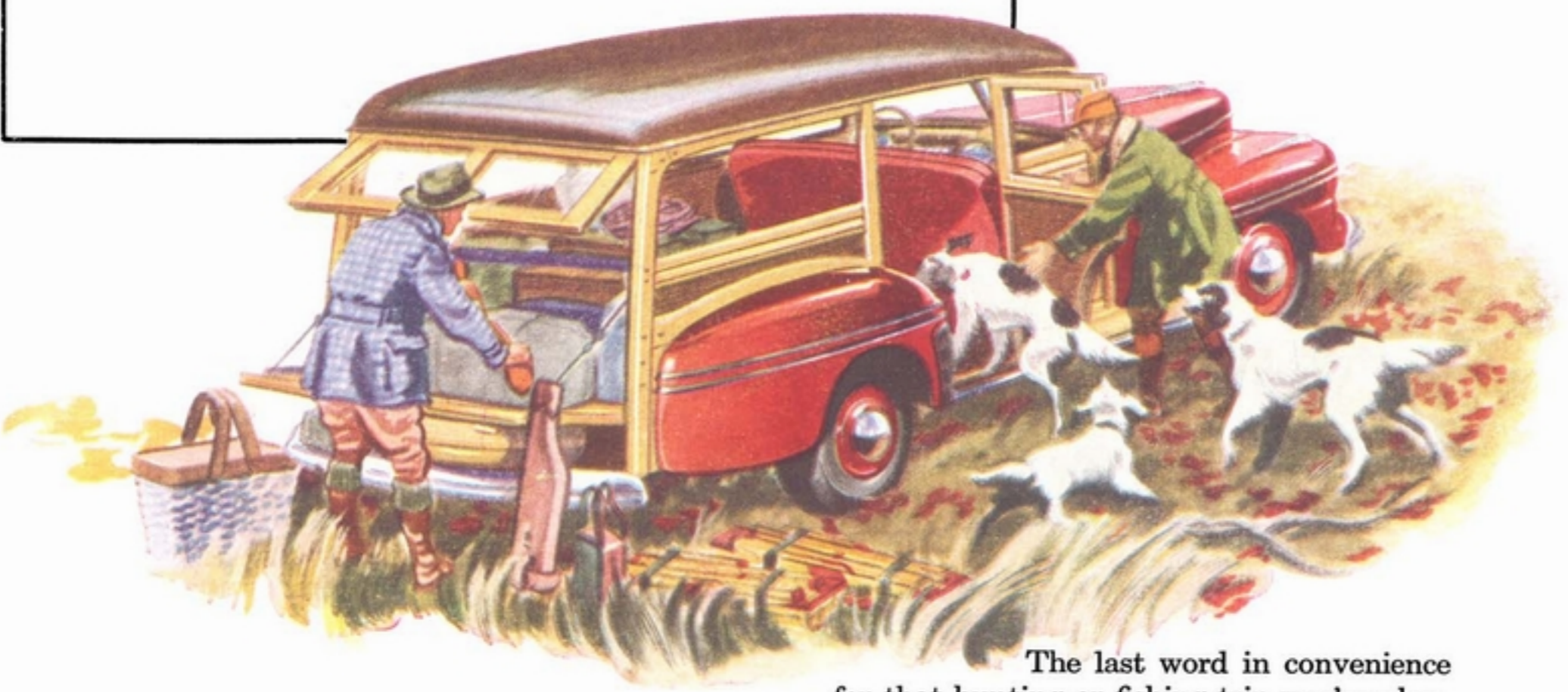
Easy removal of the center and rear seats quickly converts the Mercury Station Wagon into an efficient utility hauling vehicle. Tail gate may be lowered to a horizontal position to increase loading length.

**TOWN OR
COUNTRY**

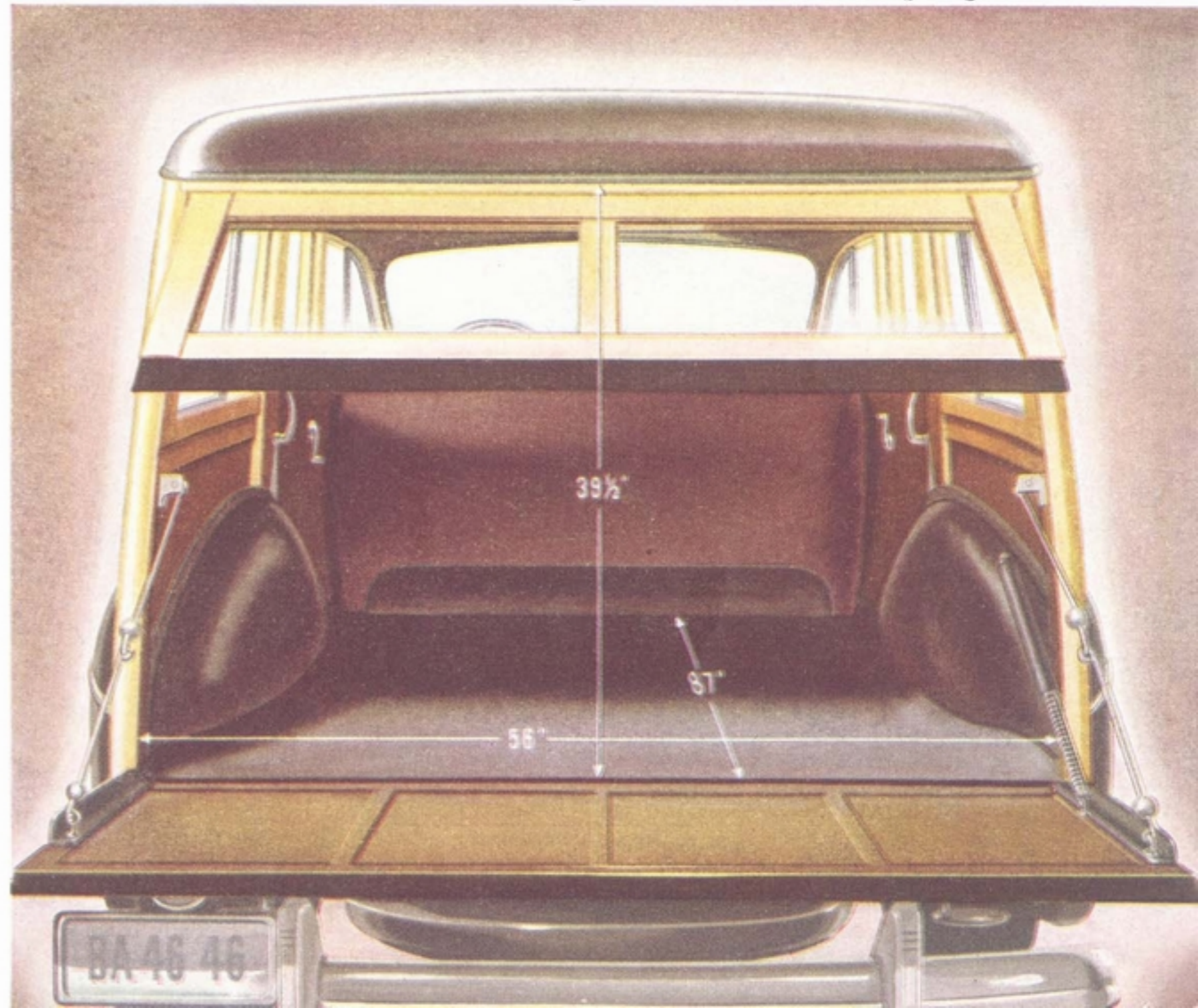
*Right for every
occasion*

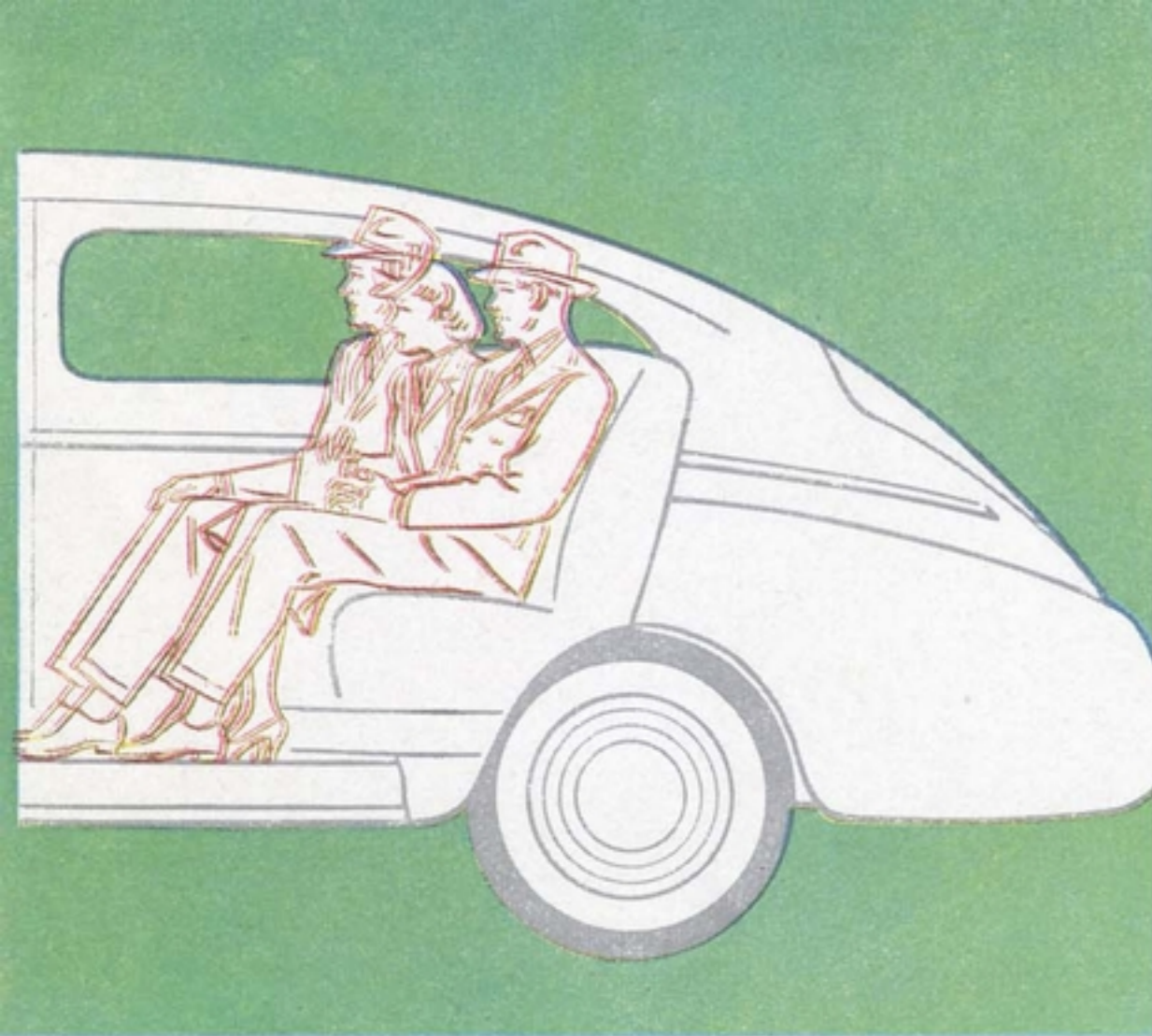


Just about the handiest thing on four wheels for meeting the train or plane. By removing the rear seat, there's loads of space for luggage, golf bags, and ample passenger capacity!

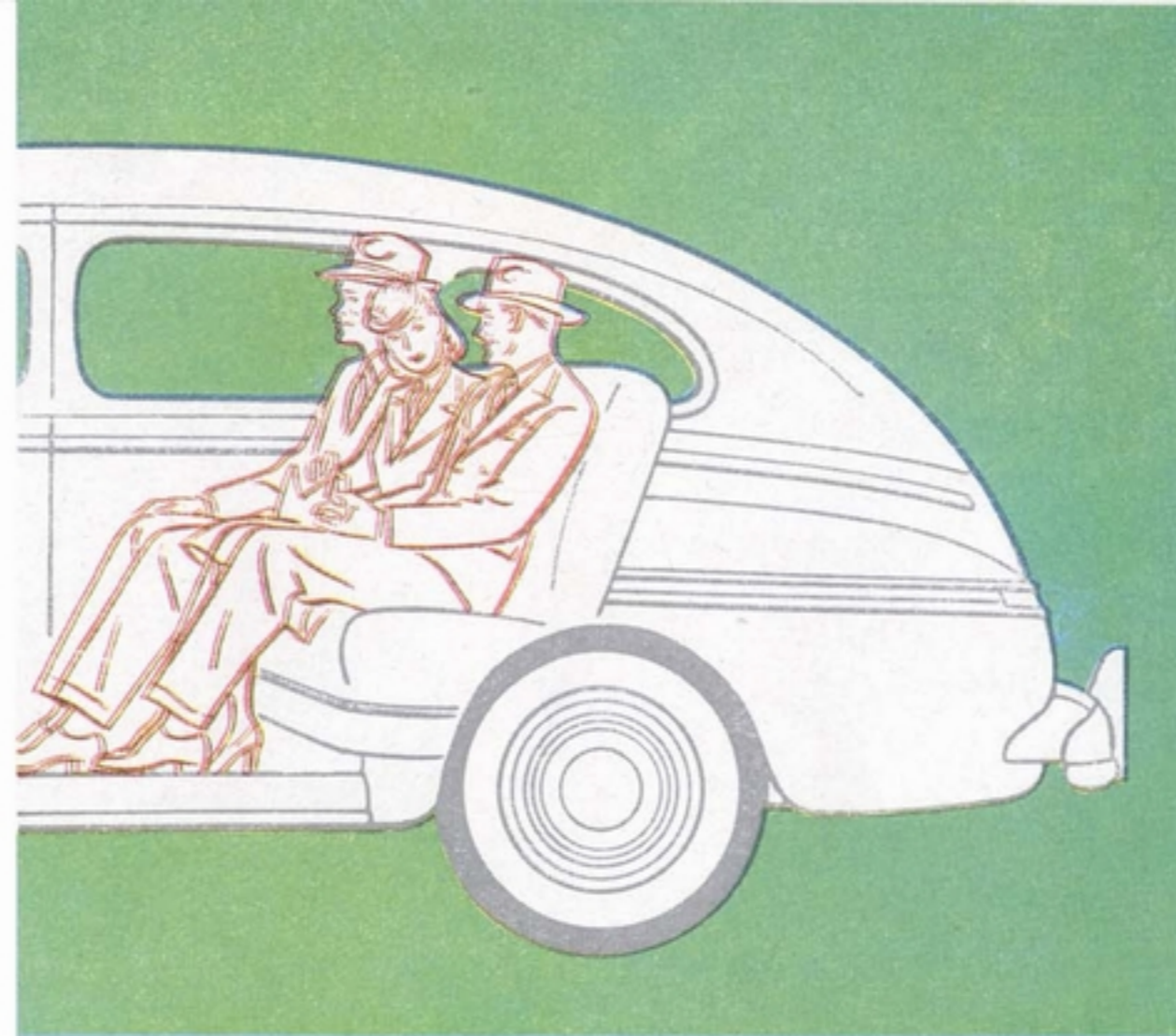


The last word in convenience for that hunting or fishing trip you're planning! All the space any party needs, and there's plenty of room for passengers, too.



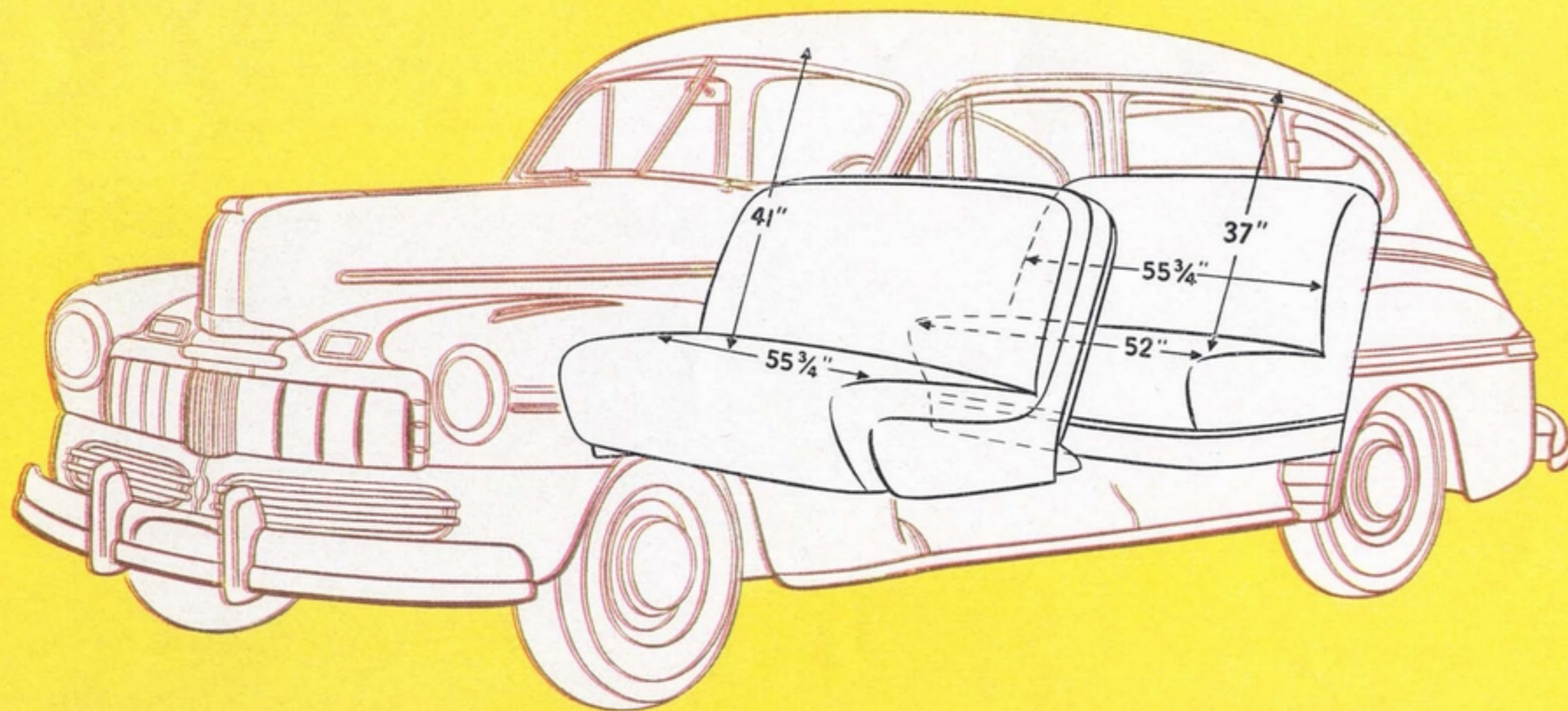


Note in the picture above how the low roof line does not afford ample head room. Nor do the shallow rear quarter windows provide generous vision. Compare with diagram at right.



Mercury body engineers had passenger comfort in mind when they designed the 1946 Mercury. There's head room to spare for rear seat passengers. Windows are generous in size for complete visibility.

Any way you look at it, the Mercury is a big, roomy car. Both front and rear seats will seat three "six-footers" in perfect comfort with plenty of head room, shoulder room, leg room. Spaciousness naturally adds to riding comfort, especially on long trips.



Streamlined Styling with Roominess and *Complete Vision*

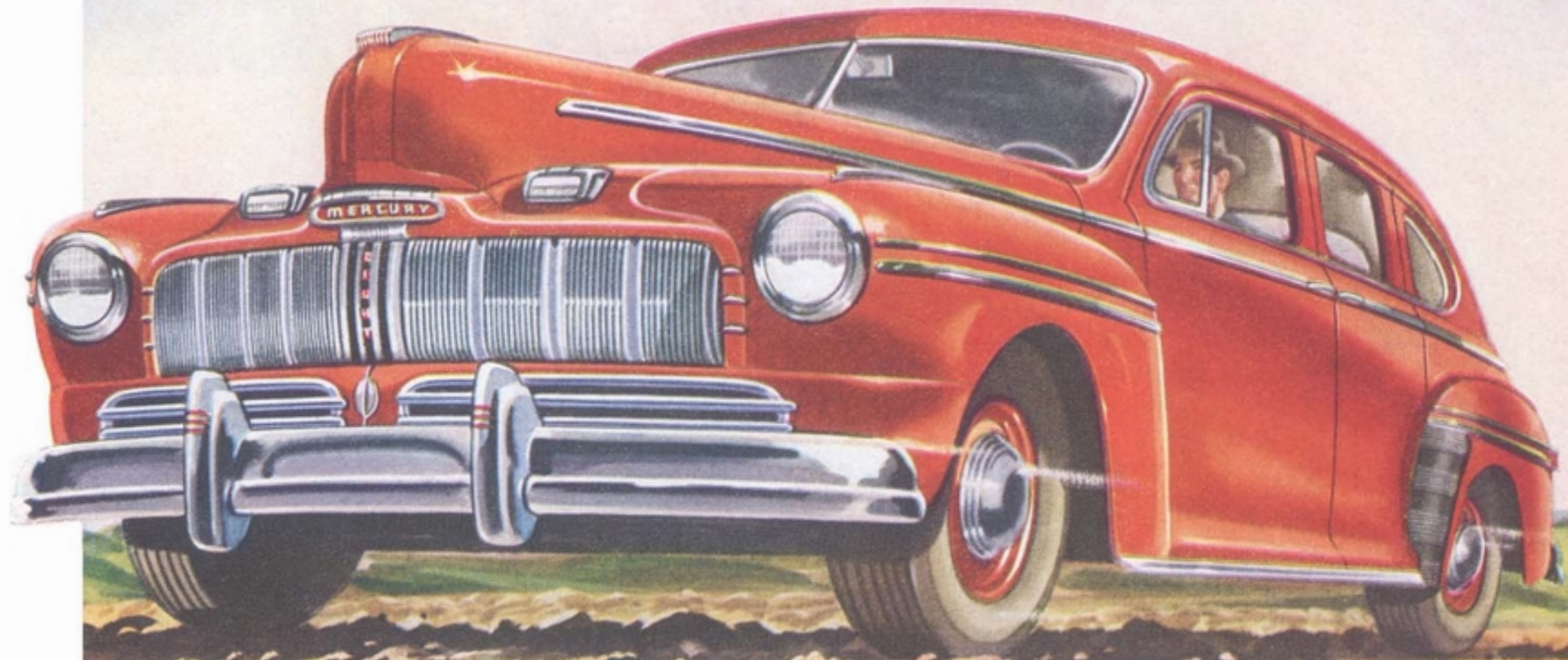
The new 1946 Mercury combines smart styling and low over-all height with modern engineering design to provide plenty of interior space for utmost vision and comfort. The broad divan-like seats comfortably accommodate three full-sized persons. There's plenty of elbow room . . . shoulder room. Even with its low road-clinging appearance, this great car affords generous head room for both front and rear seat passengers. Windshield and windows are broad and deep for panorama visibility. And with its low center of gravity, welded steel body, clear vision safety glass and hydraulic brakes, Mercury is an exceedingly safe car to drive.



Take note of the broad, deep windshield of the 1946 Mercury. It's designed for maximum visibility contributing to driving safety and the enjoyment of motoring. In the Sedan and Sedan-Coupe, there's plenty of elbow and shoulder room for three to ride in perfect comfort on the deeply upholstered front seat.

You Never Had a Ride As *Smooth* As This Before !

Take the wheel of the new Mercury and drive down any rough road—then cruise along the highway—drive it hard, put it through its paces. You'll be amazed at the smoothness of the Mercury luxury ride. And you'll likewise marvel how steadily it takes the curves. There's no tugging at the wheel . . . and no wonder, because this great new car has two-way stabilization, plus a ride stabilizer that hold the car steady even when driving in a crosswind. Long, slow-acting, multi-leaf springs of a new design provide full shock absorbing action. The car seems to float over bumps and ruts. You ride in relaxed comfort.



Rough roads . . . smooth roads make little difference in the new Mercury. Its fine road balance and stabilized steering system make short trips or cross-country tours a pleasure. Every mile you drive feels smoother. You float over ruts and bumps for which you formerly slowed down, thanks to Mercury's modern engineering. Over any road, the new Mercury is a ride sensation!



The new Mercury has mid-section seating. Rear seat passengers are located well ahead of the rear axle center line where the least amount of car movement occurs when negotiating rough roads. The result: a smoother, more level ride. Balanced weight distribution in combination with new slow-motion multi-leaf springs and a 129.38 inch spring base results in a full-cushioned ride.

HERE ARE THE FEATURES THAT GIVE MERCURY SUPERB RIDING COMFORT

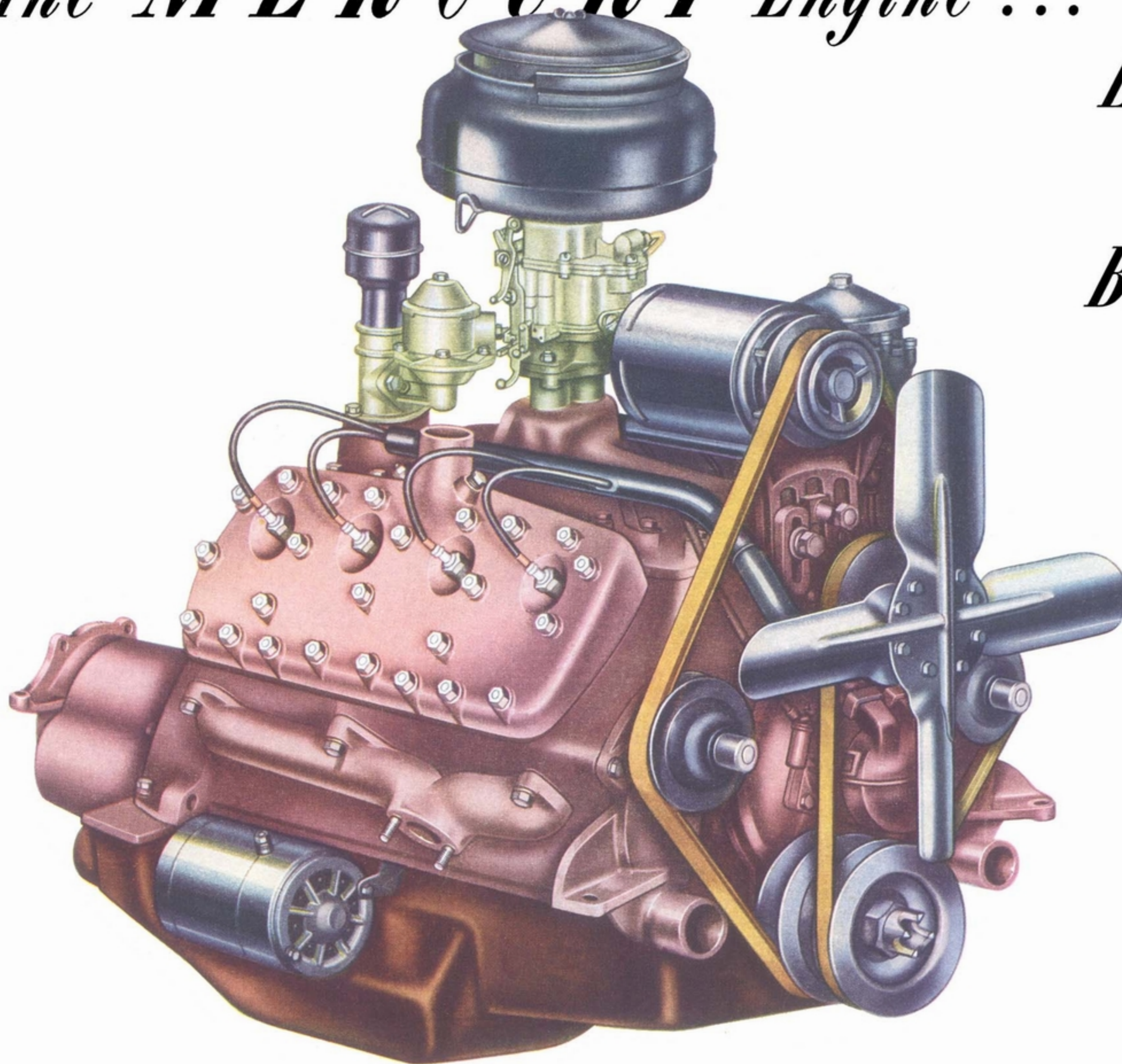
- **BALANCED WEIGHT DISTRIBUTION . . .** for smooth, level riding comfort.
- **TORQUE-TUBE DRIVE . . .** relieves springs of driving and braking forces to better cushion road shocks.
- **SLOW MOTION SPRINGS . . .** designed to provide a softer, smoother ride and equipped with protective metal covers.
- **TWO-WAY STABILIZATION . . .** imparts new roadability, handling ease, particularly on rough roads.
- **RUBBER INSULATED SPRING SHACKLES . . .** enhance the action of the slow-motion springs, increase operating quietness.

Big, adjustable, double-acting hydraulic shock absorbers cushion spring action at all four wheels. Their high capacity provides full shock absorbing action for smoother riding comfort.



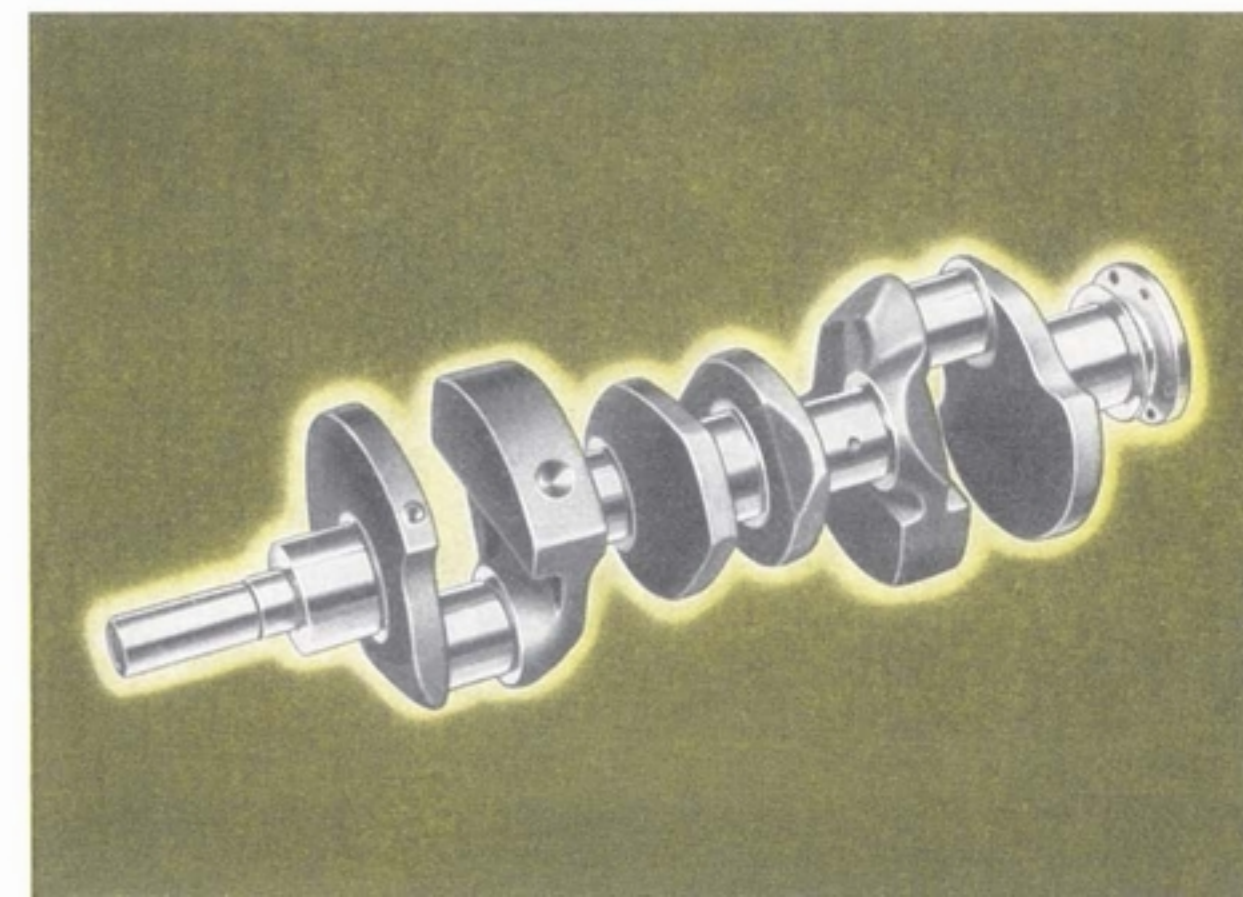
The MERCURY Engine . . .

*Engineered and
Powered for
Brilliant Performance*



Until you have driven the new Mercury, you can hardly appreciate the full meaning of flexibility and smoothness. Powered with a 100-horsepower 90 degree, V-8 engine which incorporates many engineering advancements, Mercury has a high ratio of power to weight. This results in greater flexibility and smoothness, performance that is truly amazing. It means, too, that the Mercury engine runs at relatively low speeds in relation to road speeds for greatest efficiency . . . for longer life.

The short, rugged crankshaft, cast of special alloy steel, better resists torsional vibration for ultra-smooth operation. Counterweighting reduces bearing pressure, prolongs bearing life. It's dynamically balanced for smooth performance at all speeds.

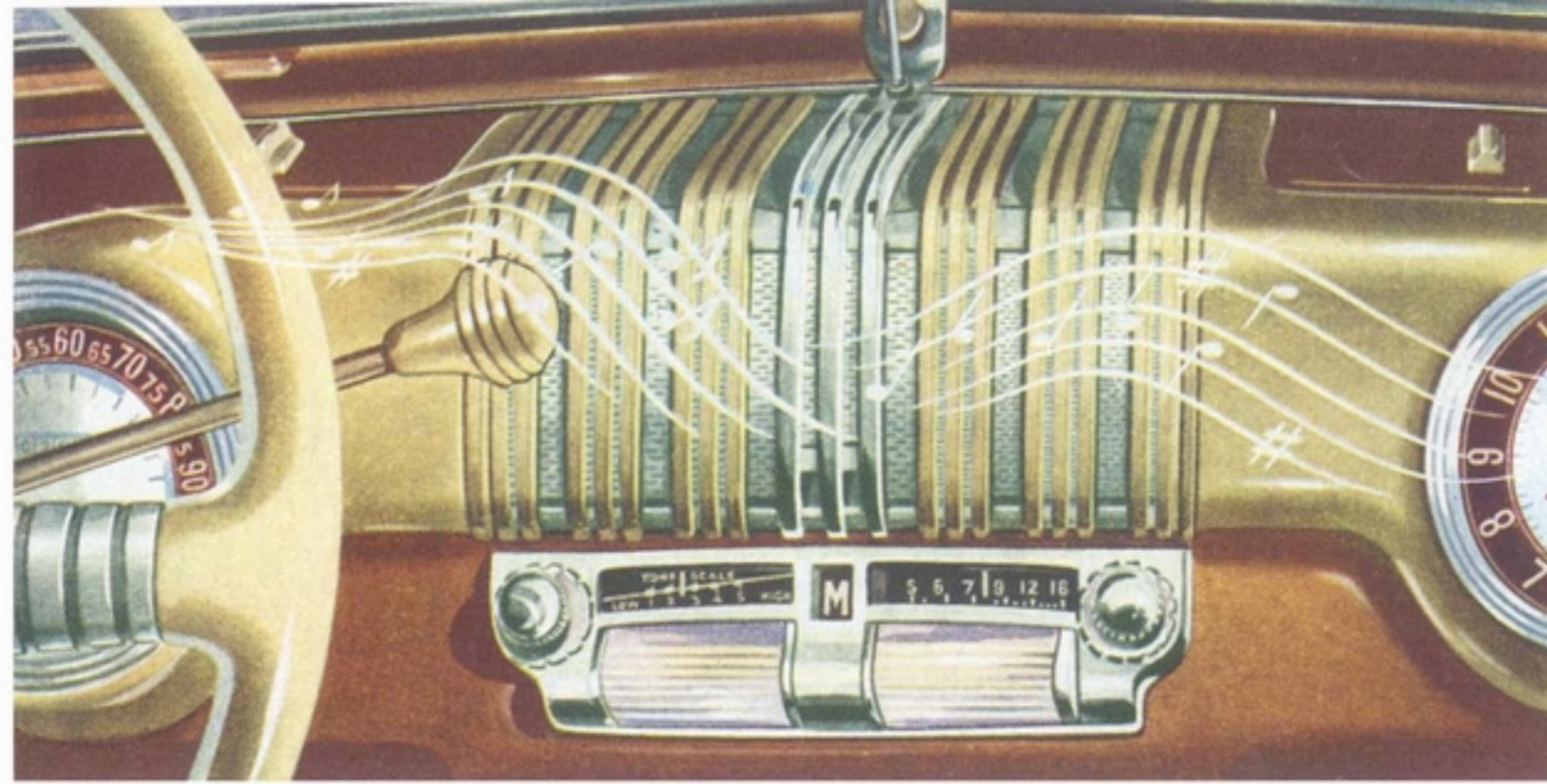


MERCURY ENGINEERED ACCESSORIES

These smart accessories are particularly desirable because they are *custom made* for the new Mercury which has been especially designed to accommodate their installation. Developed by Mercury engineers and built to Mercury high quality standards, these fine accessories have a long and useful service life.

Seat covers, custom-tailored for Mercury, and other items are also available through your dealer at moderate prices that mark them as outstanding values.

Choose any or all of them to add a distinctive touch to appearance . . . to increase motoring pleasure and comfort.



Mercury Radio—You will instantly approve the Mercury radio . . . its clear-toned reception . . . virtual freedom from interference . . . and its trouble-free service. Custom controls perfectly match the instrument panel. Visible tone control permits instant modulation to suit your taste. Automatic touch tuning bar tunes in five preselected stations.



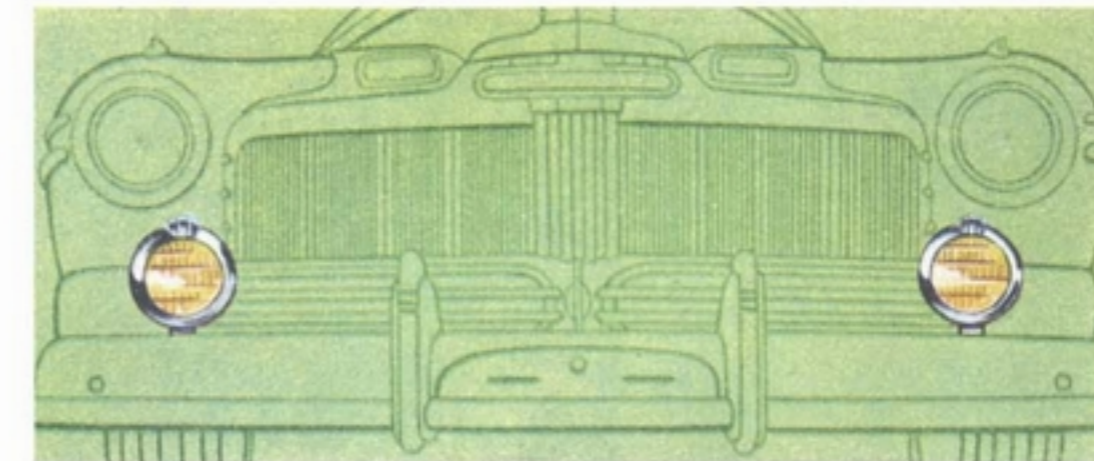
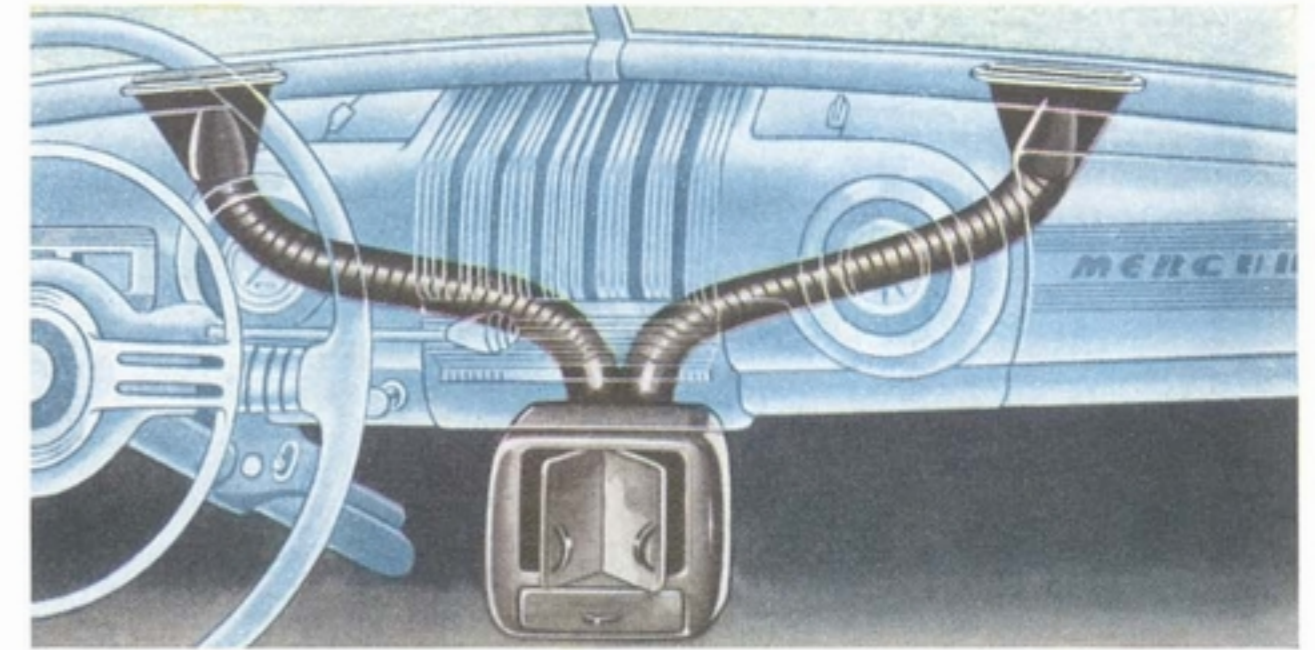
Safety foot control permits instant tuning without removing hands from wheel . . . a convenience as well as a safety feature. Partially depressing foot control serves as temporary silencer, for easy conversation.



Visor Vanity Mirror—Here's an accessory designed especially for the ladies. Handily mounted on the sun visor, this highly polished plate glass mirror is always instantly accessible.

Hot Water Heater

—There's no better way to enjoy winter motoring comfort than by the installation of a Mercury hot water heater. Reversible blower permits direct or indirect heat. Extra large heater core plus center mounting evenly distributes heat. Three deflecting doors supply even circulation. Equipped with twin defrosters that keep windshield clear.



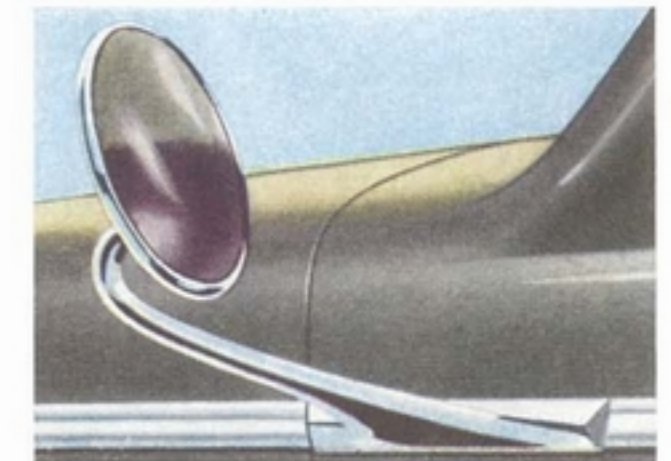
Wheel Trim Rings—You can add distinctive beauty to the smart style of your new 1946 Mercury with these stainless steel trim rings. In sets of five, they're easily installed.



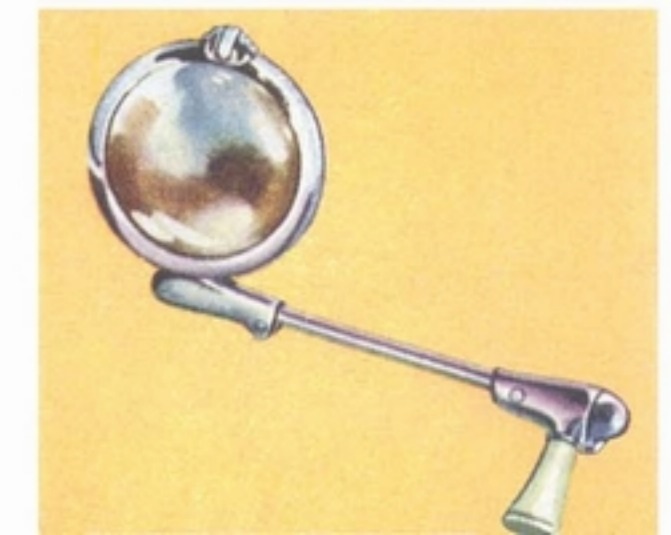
Fog Lamps—Increase visibility and safety when driving in rain or fog. Diffused light beams prevent glare reflection.

Locking Gas Cap—Sturdily made for added protection. Prevents theft of fuel.

Spotlight—A tremendous help in reading road signs, house numbers, etc.



Side Mirror—A handy driving aid for safer motoring. Base fits section of body molding—*theft-proof* when car is locked.



Specifications

SMART NEW STYLING—Sparkling new die-cast grilles with stainless steel trim result in bigger, more massive frontal appearance. New broad hood with attractively styled hood ornament blends gracefully with streamlined body for modern smart appearance.

NEW LUXURY INTERIORS—Beautiful luxury interiors of exceptional roominess and comfort. Rich fabrics of either broadcloth or cord are expertly tailored to harmonize with durable simulated and genuine leather combined with plastic and bright metal details for lasting beauty and comfort. Garnish moldings and instrument panel are finished in matched colors.

COMPLETE EQUIPMENT—Handsome jewel-like plastic steering wheel medallion including full horn ring; snap-out-type cigar lighter; electric clock; lock for glove compartment; twin electric air horns; two sun visors; two arm rests on front doors; dual windshield wipers; foot control for headlight beams; beam indicator on instrument panel; two ash trays on instrument panel; ash tray in rear compartment of Town Sedan—two in Sedan; sealed-beam headlamps; radio speaker grille; rustless steel windshield frame, ventilating and rear quarter window frames, rear window frames; dimming control for instrument lights; light in luggage compartment; two tail and stop lamps*; bumpers with bumper guards; spare wheel.

*Except Station Wagon.

NEW 100 H.P. V-8 ENGINE—The finest engine ever to power a Mercury car. Packed with numerous new engineering developments that will add to the established reputation Mercury has for spirited performance and flexibility. Incorporates high efficiency manifolds, new valve cooling and higher capacity oil pump, plus improvements affecting virtually every operating part of the engine. Bore 3.187 inches; stroke

3.75 inches; developed horsepower 100 at 3800 rpm; taxable horsepower rating 32.5.

NEW ECONOMY—Higher engine efficiency is attained through improved manifolding, cooling and new balanced carburetion. Lightweight aluminum pistons fitted with four rings instead of the usual three provide a better compression seal, minimizing power waste and further improving oil economy. Thermostatically controlled exhaust by-pass automatically regulates intake manifold temperature—speeds vaporization for better fuel economy.

IMPROVED COOLING—Valve seat cooling increased. New pressure valve radiator cap permits higher operating temperature for increased efficiency; minimizes loss of water and anti-freeze due to evaporation. New center-point mounting stabilizes radiator, protecting it against damaging road shocks.

NEW RIDE—Long slow-motion springs designed to absorb even the smallest road irregularities and provide a smoother, more level ride. Fabric lined metal covers retain lubricant for uniform spring action, exclude road dirt and water. Spring base 129.38 inches. Adjustable double-acting hydraulic shock absorbers.

TWO-WAY STABILIZATION—Imparts new roadability and handling ease on rough roads, when rounding curves or driving in a crosswind. Transverse stabilizers, front and rear, minimize side-sway by maintaining alignment between axles and frame. Torsional ride stabilizer on front controls spring action, reduces “roll,” keeping car on an even keel when driving on rough roads, improving roadability and comfort.

NEW SELF-CENTERING HYDRAULIC BRAKES—Positive, high-capacity brakes with 162 square inches of lining

area and durable, cast-iron drums provide powerful straight-line stopping action. New self-centering principle provides positive shoe alignment for full lining contact to result in smooth, quiet action with soft pedal pressure.

NEW ELECTRICAL SYSTEM—Sealed-dry ignition distributor with water and dust-proof plastic wiring jacket; new oil and ozone resistant ignition wiring. Full automatic spark advance with vacuum control for best over-all economy and performance on standard grades of fuel with freedom from detonation or “ping.” New long-life voltage regulator automatically controls generator charging rate to maintain battery in a charged condition.

FIVE POPULAR BODY TYPES—Sedan (two-door model); Town Sedan (four-door model); Sedan-Coupe; Club Convertible; Station Wagon (three, five, six or eight passengers with luggage space).

OPTIONAL COLORS—Available in a wide range. All colors are enduring hi-gloss baked enamel highly resistant to fogging or dimming.

CHOICE OF UPHOLSTERY COLORS—Green-Gray or Rust in all closed body types. Tan, Red or Gray *genuine* leather in Club Convertible and Station Wagon.

WHEELS AND TIRES—Pressed steel, curved disc type with 5-inch rims. Tires—6.50 x 15, 4-ply on passenger cars; 6-ply on Station Wagon.

CHASSIS DIMENSIONS—Wheelbase—118 inches; over-all length—204.6 inches on passenger cars; 206.9 inches on Station Wagon. Tread, front—58 inches; rear—60 inches.

ACCESSORIES—Wide range. Engineered and especially built for Mercury. Available through your dealer at moderate cost.

The right is reserved to change specifications, design, colors and prices without incurring any obligations.

Unparalleled Mechanical Excellence

By research and manufacturing facilities second to none, the new Mercury embodies a host of engineering advancements that mark it as an outstanding car in the medium price field.

The mechanical excellence of Mercury goes deep down beneath the gleaming surface and starts with the basic design. This modern engineering is the direct result of vast research facilities which are constantly at work to develop new and better ways to make Mercury fine performance reach new heights . . . for more reliable and efficient operation . . . for longer life with lower upkeep expense and to offer motorists greater value for their money.

Mercury is produced in modern factories that provide unusually complete facilities for control of production processes. For example, quality of materials is controlled from start to finish since many of the 63 types of steel used are produced in the company's own steel mills. Precision production equipment finishes Mercury parts to extremely close tolerances and they must pass rigid inspections before they are finally approved for use in the finished product. This not only provides control of quality, but results in lower costs . . . savings which are passed on to you, the buyer.

These great new cars embody all the traditional qualities which have earned for Mercury a distinguished reputation for mechanical excellence, and incorporate many advancements that make the 1946 Mercury cars the finest ever built.

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