



MERCURY 8 FOR 1940

A GREATER

MERCURY 8... Ready for more records



First introduced to the public in 1939, the Mercury 8 has already established an enviable reputation in the motoring world. Within three short months of its introduction, it took its place among America's ten leading cars—a record of success unparalleled in modern motor car history. Within the year, it earned the enthusiasm of sixty thousand owners!

The Mercury 8 has every important advantage you'll find in any car in its price class—and something more: **ECONOMY** surprising in any class!

Now add the distinctive beauty of new styling . . . the

new comfort, even quieter performance . . . the advanced engineering and precision manufacture of the world's most modern automobile plant . . . and you'll see why the Mercury 8 for 1940 is receiving even greater acclaim.

Today's Mercury creates a class of its own: a big, spacious car with the flexible performance of a big V-type, 8-cylinder engine—outstanding in its economy (owners report up to 20 miles per gallon!) Large hydraulic brakes contribute to its all-around safety. Easy and sure to handle, quiet and restful to ride in, the new Mercury 8 is the outstanding value among cars of its size.

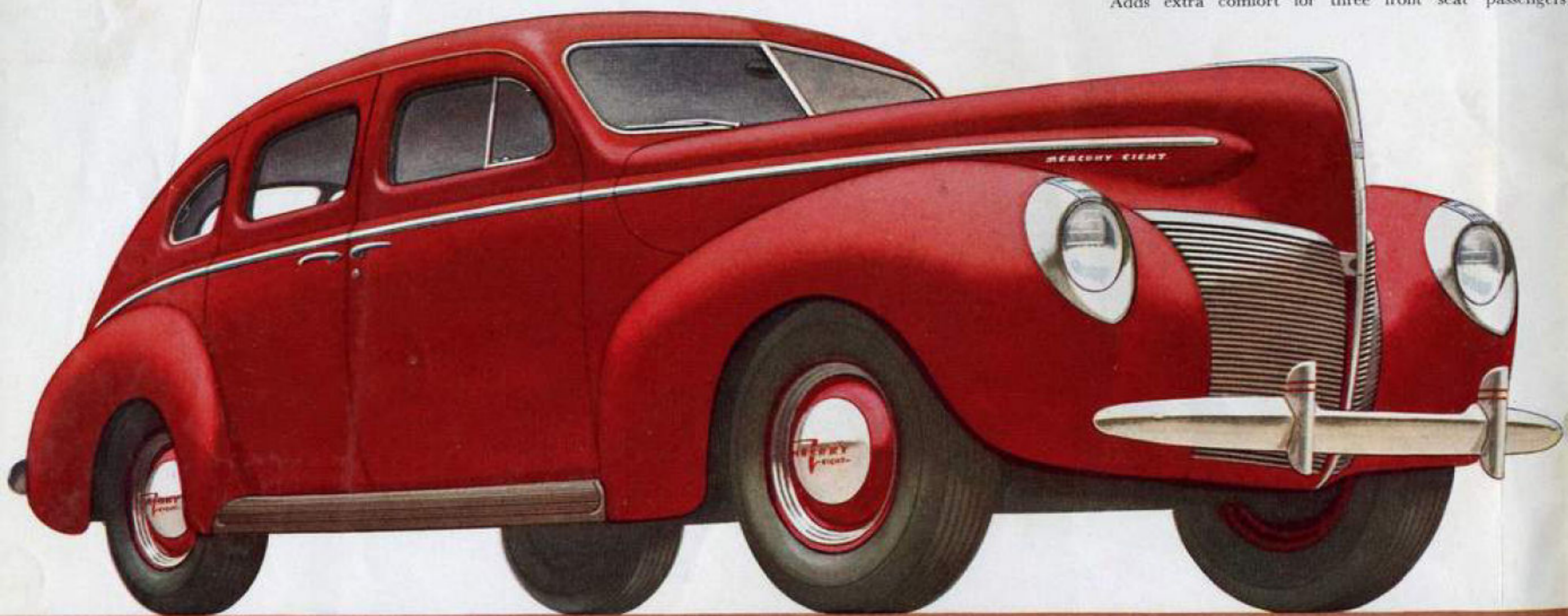


FINGER-TIP GEARSHIFT ON THE STEERING COLUMN is a new feature of the 1940 Mercury. The beautiful new blue-and-silver toned instrument panel sets the pace for the car's new styling. New straight-line speedometer, gauges and headlight beam indicator are grouped for easy vision in front of the clear-view two-spoke wheel. There is a central grille for radio speaker and electric clock on glove compartment.

BEAUTY YOU'LL BE PROUD TO OWN



FINGER-TIP GEARSHIFT ON STEERING COLUMN is standard on all body types of the Mercury. Fast, easy to operate. Contributes to the remarkable quiet of the Mercury Ride. Adds extra comfort for three front seat passengers.



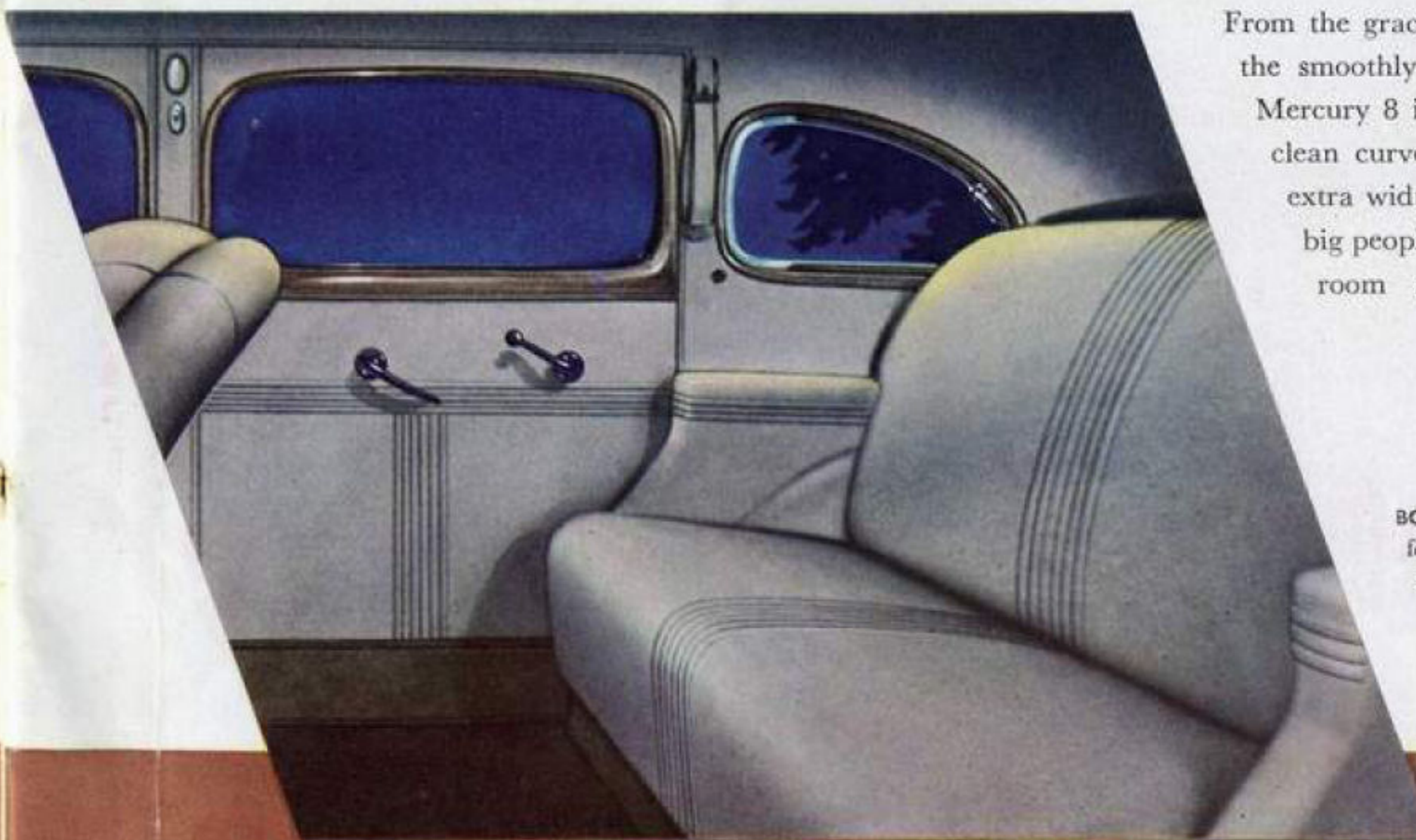
Mercury 8 Town-Sedan



ADJUSTABLE FRONT SEAT moves easily forward or backward within a range of 4½ inches. Height may be adjusted to suit the driver's comfort. Soft-edge cushions allow full play for the deep inner springs, which are sewed into individual fabric pockets.

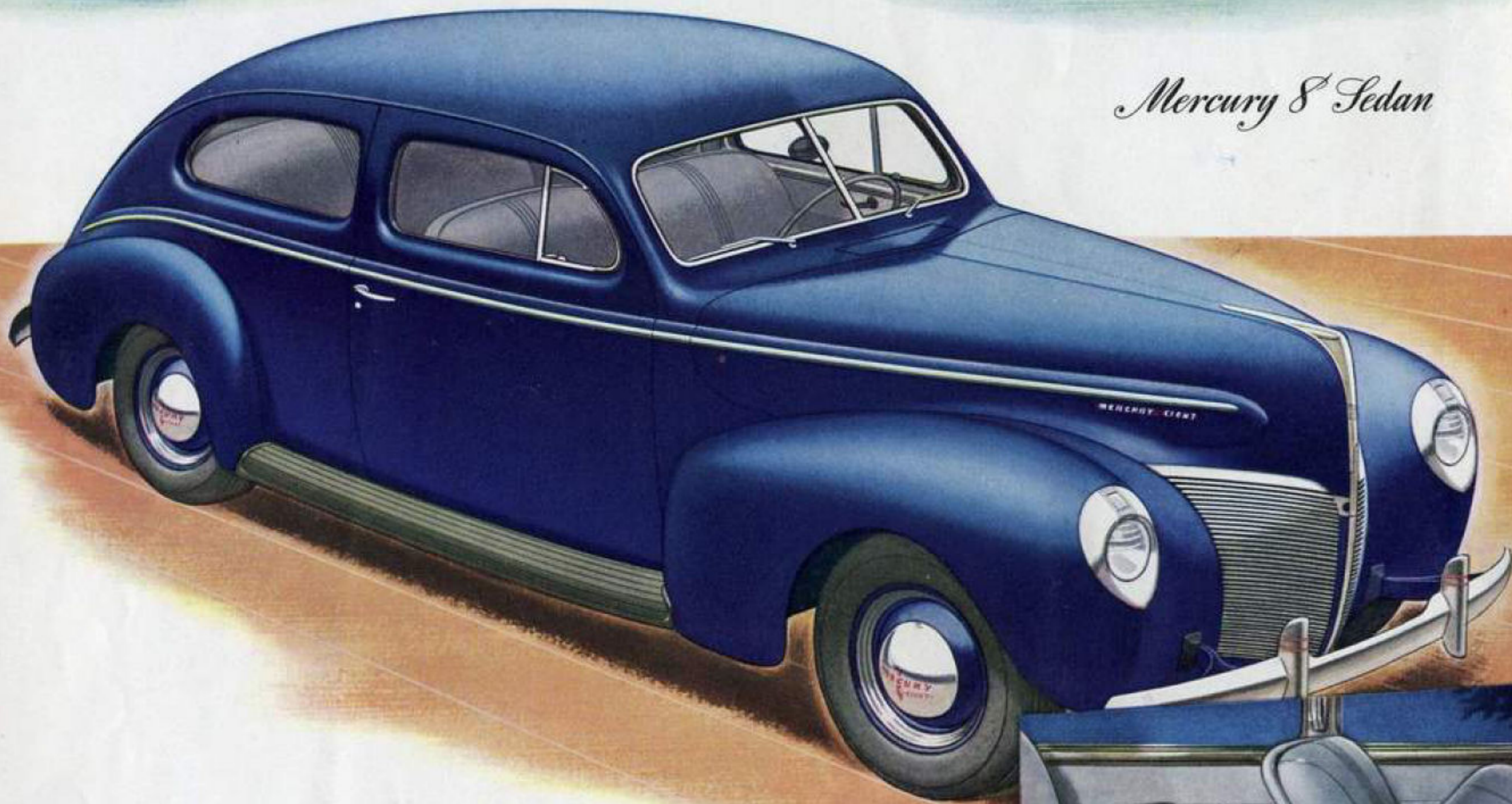


LUGGAGE SPACE FOR A LARGE FAMILY is concealed beneath the smoothly streamlined rear deck—room for several big bags and smaller pieces. Compartment automatically lighted. Spare wheel stowed vertically. Key cannot be removed until deck is locked.



From the graceful flare of chromium grilles to the smoothly streamlined rear deck, this big Mercury 8 is a car of striking beauty. And its clean curves serve another purpose, providing extra width inside. The Town-Sedan welcomes big people and big families, with generous elbow room and seat space for six passengers.

BOTH FRONT AND REAR SEATS hold three big people comfortably. Upholstery of all Mercury closed types available in blue-gray broadcloth or Bedford Cord. Beautifully styled fittings include ash trays both front and rear, interior lights, foot rest, robe cord and assist loops.



Mercury 8 Sedan

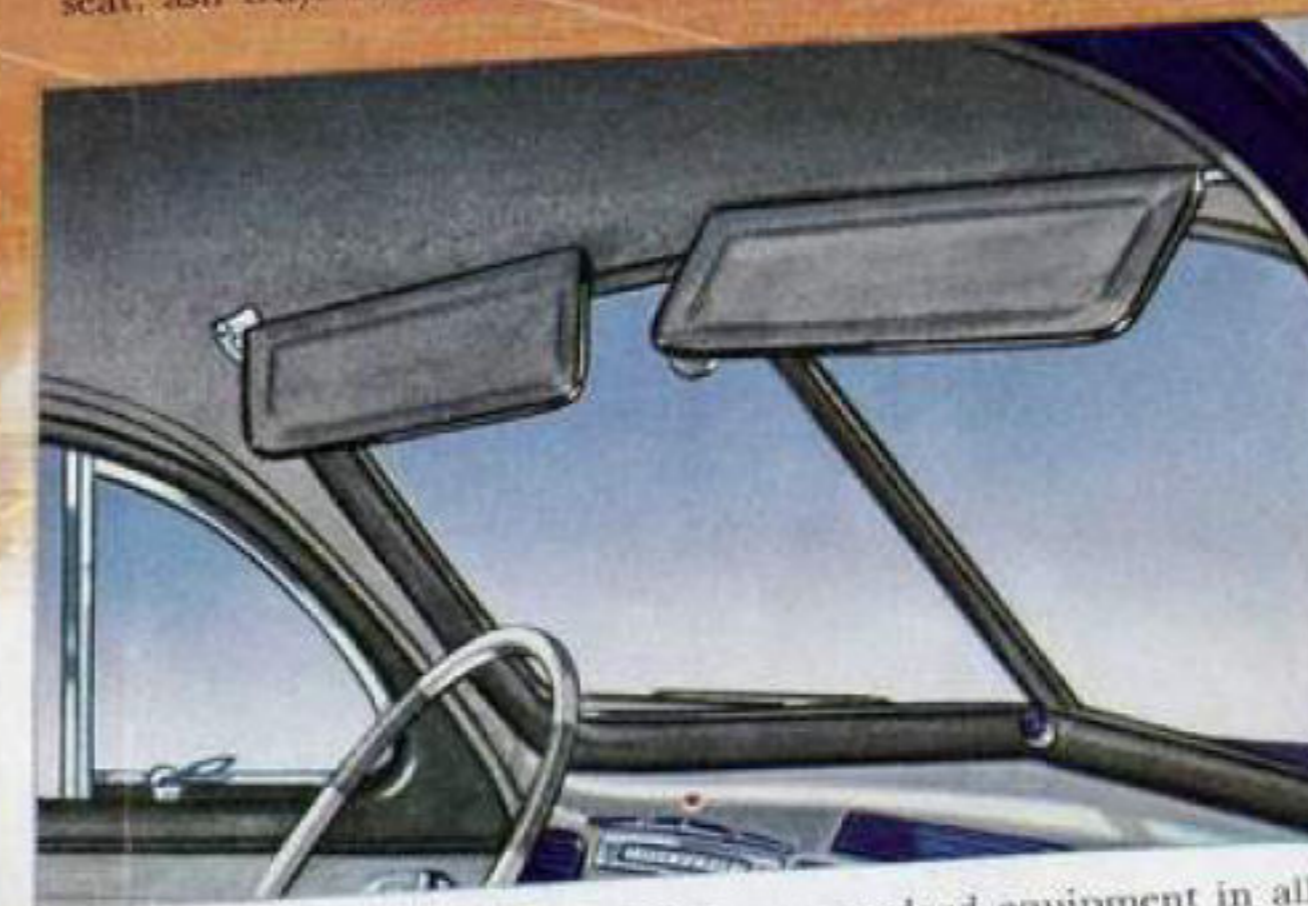
ARE YOU LOOKING FOR BIG VALUE?



YOU DON'T HAVE TO SQUEEZE into the rear seat, for each front seat back tips inward, away from the wide door, as it swings forward. The seat cushion is one piece, full width.



PARENTS CHOOSE the Mercury 8 Sedan because young children in the rear are away from the door handles. Yet access through the wide doors is easy. Arm rests for rear seat and driver's side of front seat, ash trays mounted in sides, and lights in door pillars contribute to convenience.



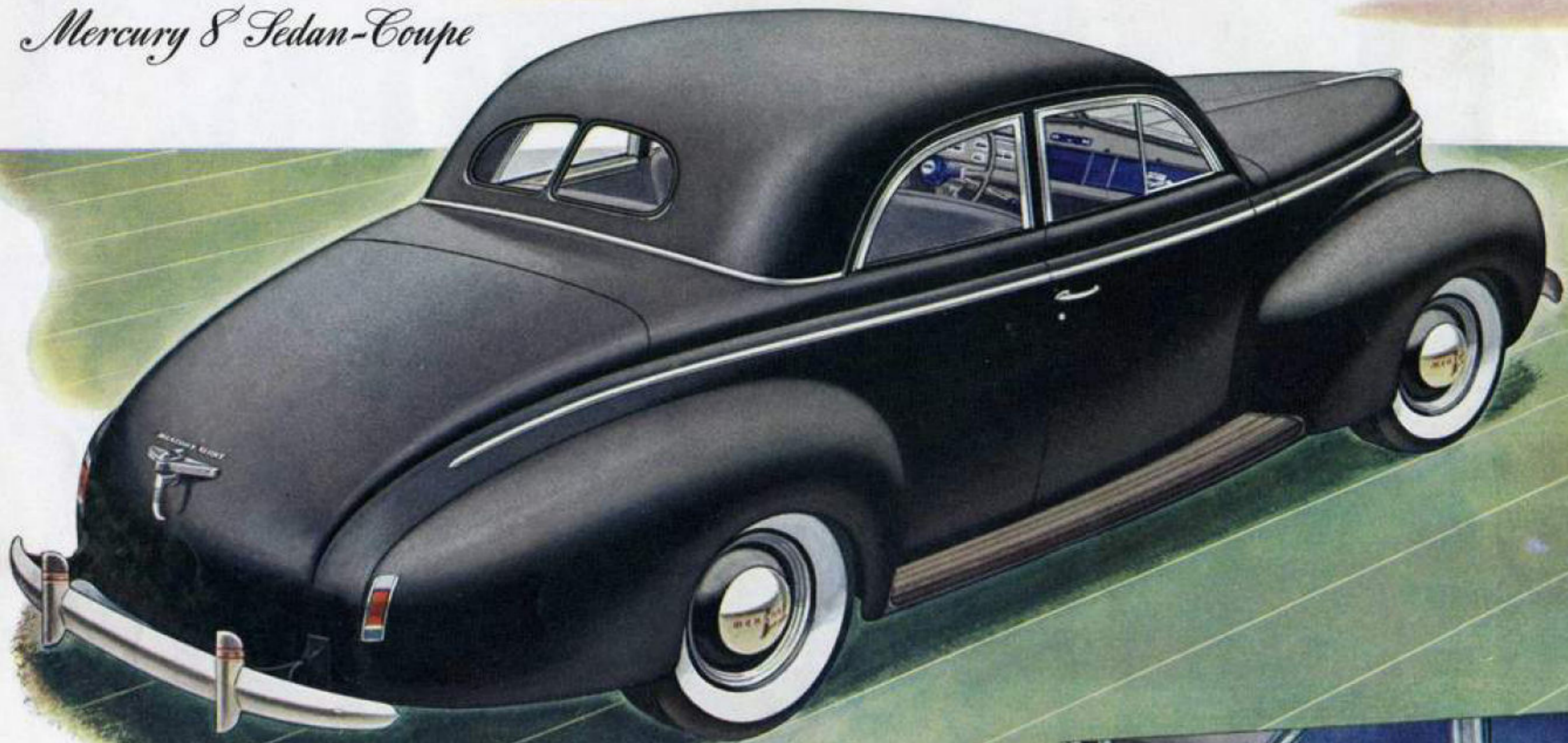
TWO FULLY ADJUSTABLE SUN VISORS are standard equipment in all Mercury 8 body types, providing all-around glare protection for driver and passengers. Annoying sun angles need not bother you.



MERCURY DOOR STAYS OPEN when you want it open, thanks to an ingenious light-tension door check. Note the sturdy steel door and tailored upholstery—typical of all Mercury 8 construction.

YOU GET A LOT OF CAR for your money in this lowest priced Mercury 8. The Sedan holds six in comfort—in extra-wide seats that are cradled between springs more than 10½ feet apart. Overall length is more than 16 feet—and smooth flowing streamlines curve gracefully out over running boards to steal extra width for the inside, where passengers can use it.

Mercury 8 Sedan-Coupe



YOURS FOR TOWN AND TRAVEL



A CONTINUOUS CUSHION support is formed by the front seat backs. The wide rear seat is easily accessible because front seat back is divided, and either side tilts forward and inward.



YOUR MERCURY 8 SEDAN-COUPÉ can take a lot of extra luggage—or six full-grown passengers! In everyday use the rear compartment is convenient for sample cases, medical kit, or mother's shopping.



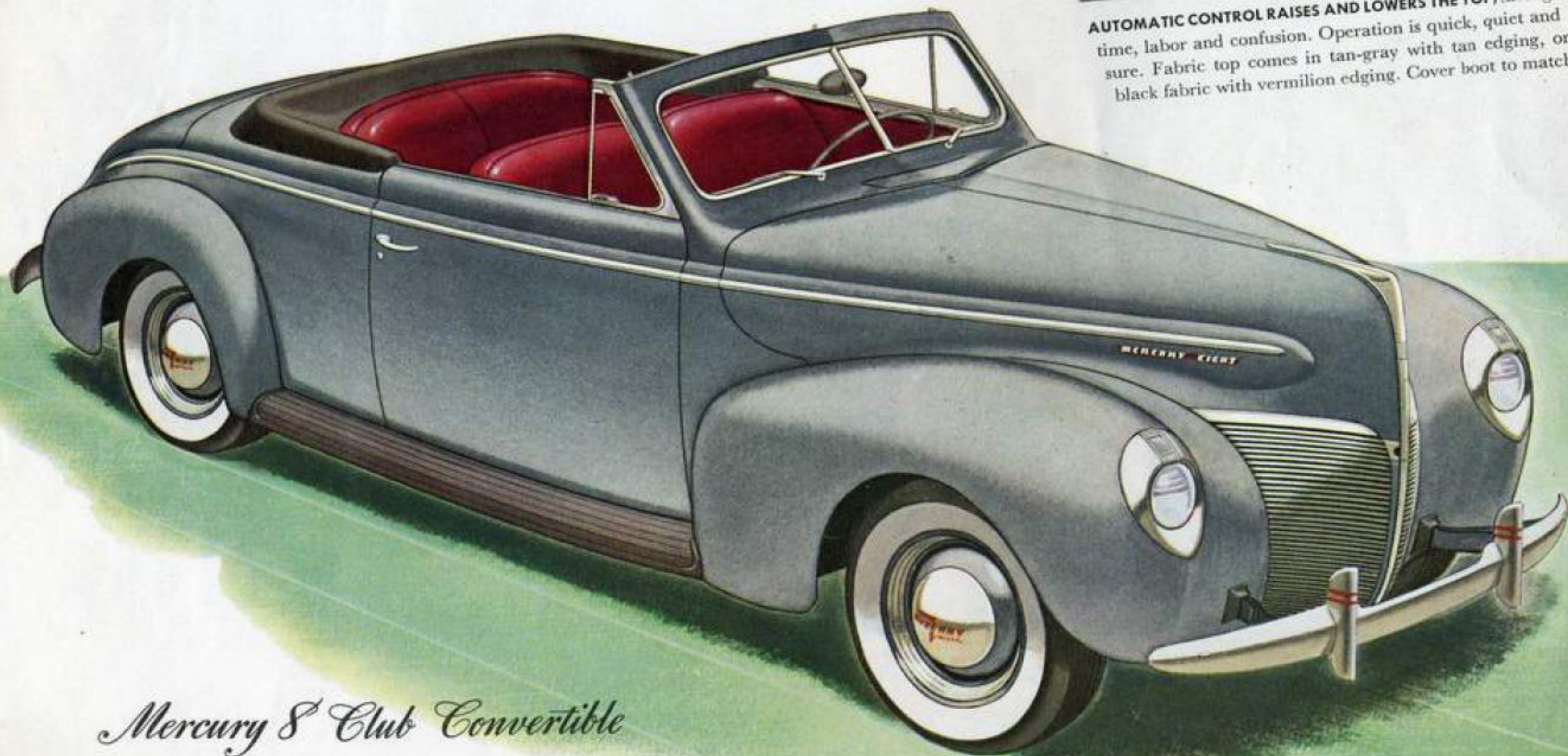
BRIGHT RUSTLESS STEEL window trim lends unusual distinction and a "custom-built" appearance to the Mercury Sedan-Coupe. Both door and rear quarter windows slide down for full ventilation.



A LUGGAGE COMPARTMENT of exceptional size is hidden under the sloping rear deck of the Sedan-Coupe. As in all Mercury body types, this compartment is automatically lighted. Rubber mat on floor.

AN UNUSUAL BODY TYPE among cars of its size, this strikingly handsome Mercury 8 Sedan-Coupe combines the advantages of compact coupe design with comfortable seat room for six. An ideal personal car for both men and women, its "custom-built" appearance and flexible seating and luggage capacity are distinct assets to professional and business people. White sidewall tires are available at extra cost.

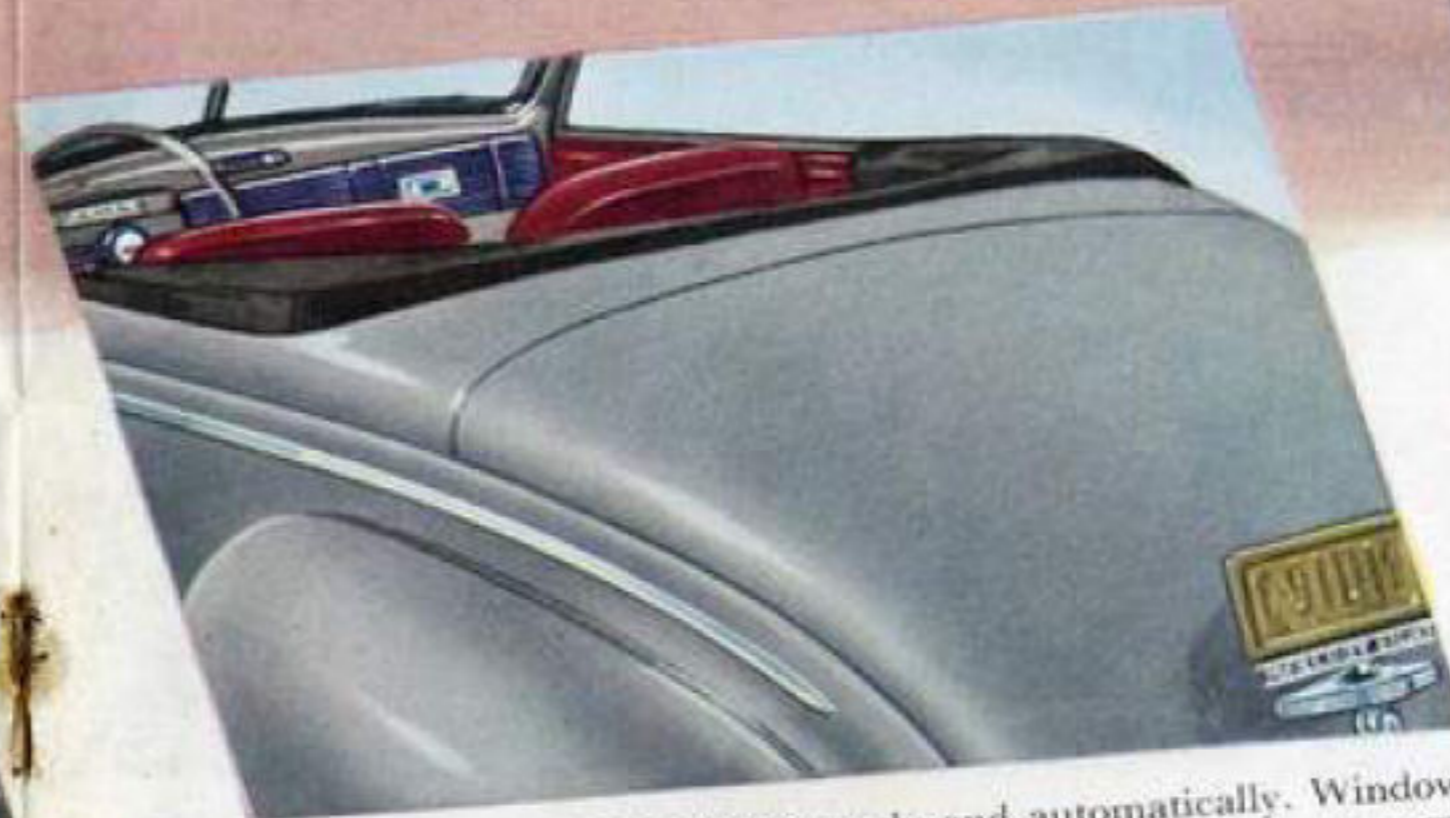
DO YOU LIKE TO DRIVE FOR FUN?



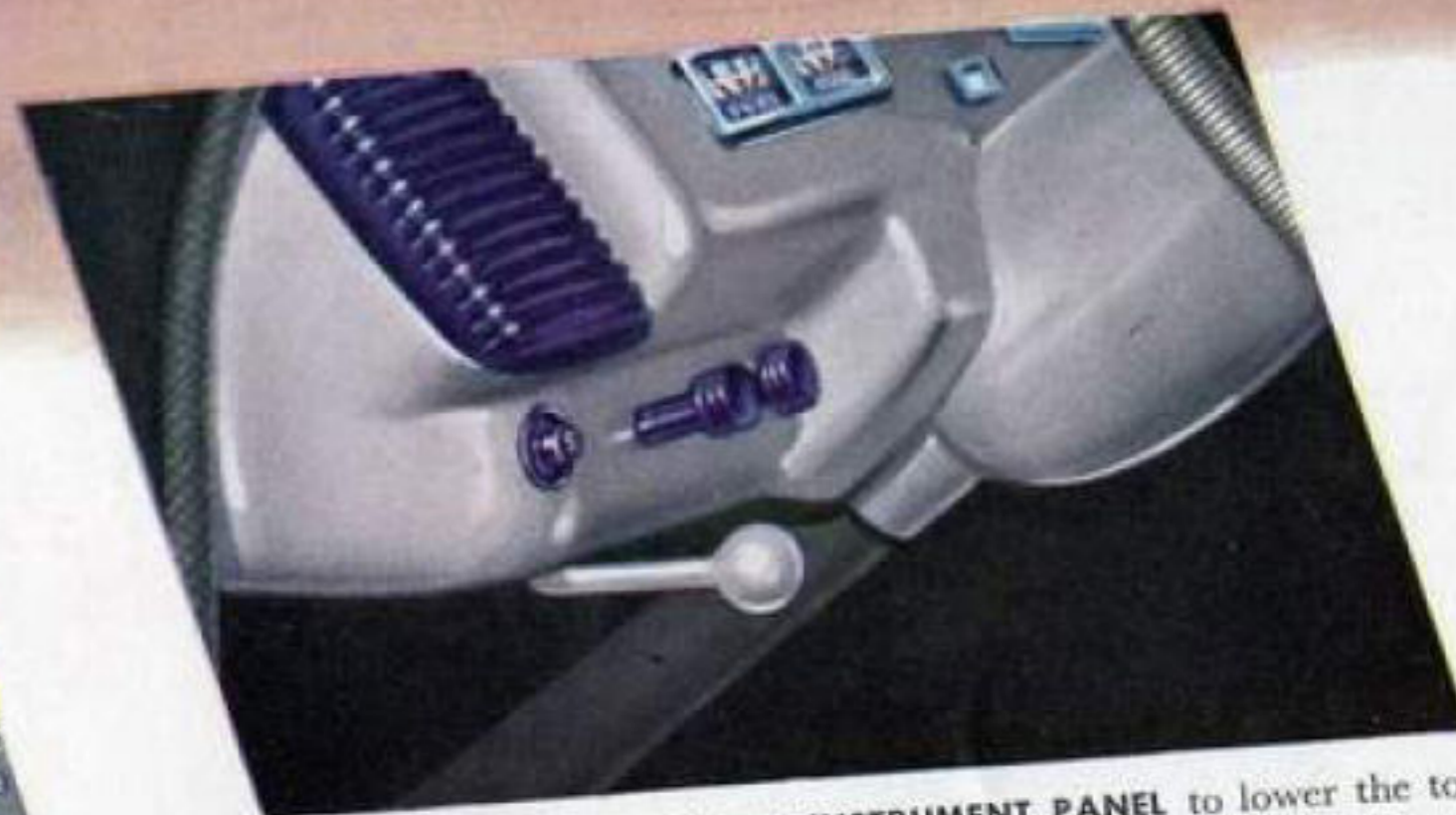
Mercury 8 Club Convertible



AUTOMATIC CONTROL RAISES AND LOWERS THE TOP, saving time, labor and confusion. Operation is quick, quiet and sure. Fabric top comes in tan-gray with tan edging, or black fabric with vermilion edging. Cover boot to match.



TOP FOLDS FLAT INTO BODY neatly and automatically. Windows may be lowered out of sight or raised as wind-deflectors. The smooth rear deck covers a large luggage compartment. Flush tail lamps are standard on all body types.



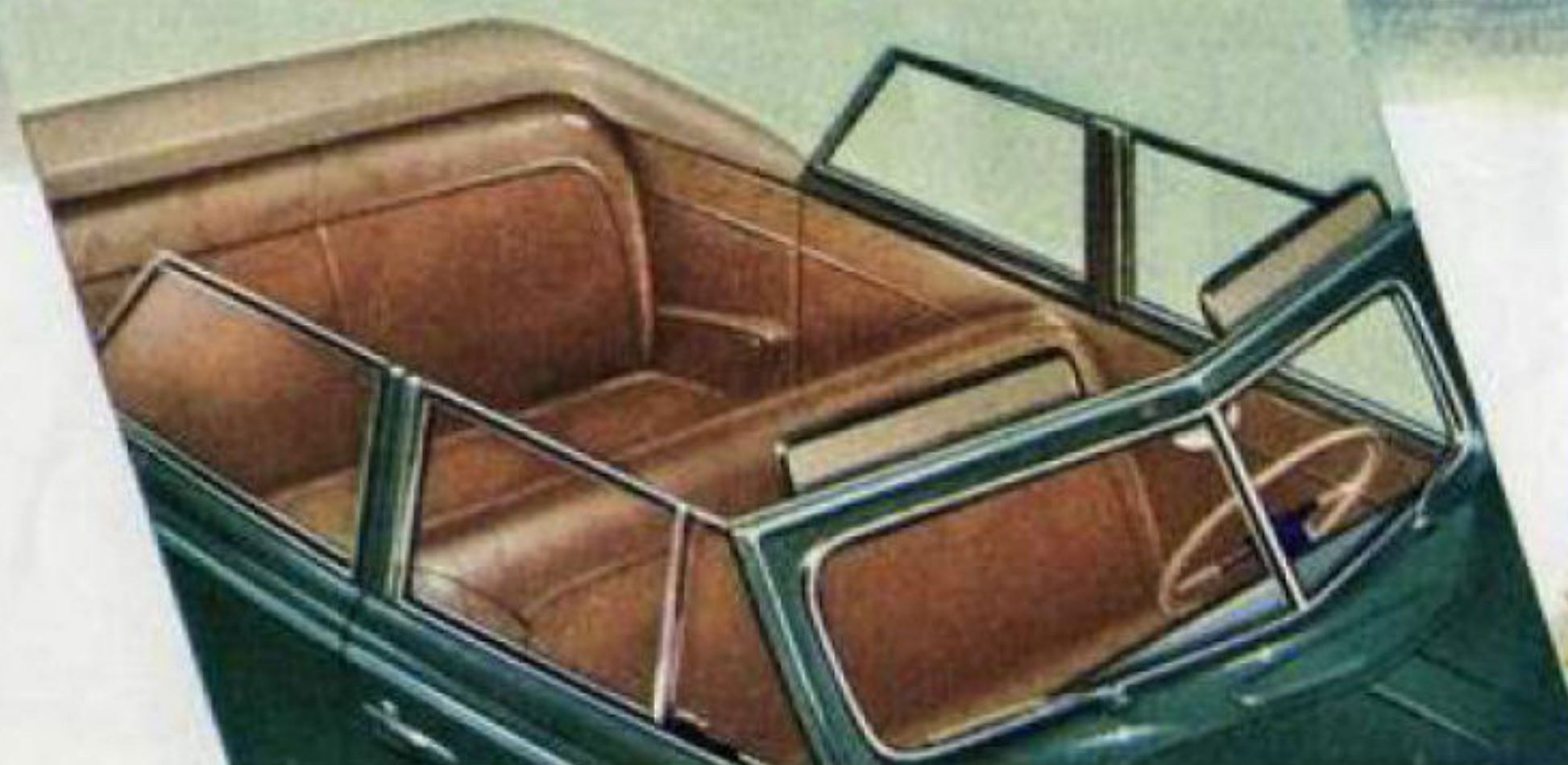
JUST PULL A KNOB ON THE INSTRUMENT PANEL to lower the top—push the knob and it rises instantly when bad weather threatens. Vacuum power is supplied by the engine. Automatic action increases the life of the top, helps to fold neatly when lowered.



YOU CAN TAKE YOUR WEATHER or leave it alone in this two-in-one Mercury Club Convertible. Styled for people with young ideas, it combines the advantages of an open and a closed car. The broad front seat holds three in comfort, and a rear seat—under the top—brings guests in out of the weather. Effortless automatic top is standard equipment. White sidewall tires are extra.

PROTECT GUESTS FROM WEATHER—there's room for five in the Club Convertible. Special front seat back construction allows additional leg room. Note the handsome bright metal window frames and handy sun visors. Genuine hand-buffed leather seat cushions antique finished—in saddle brown or red.

YOUR JUNE-AND-JANUARY CAR



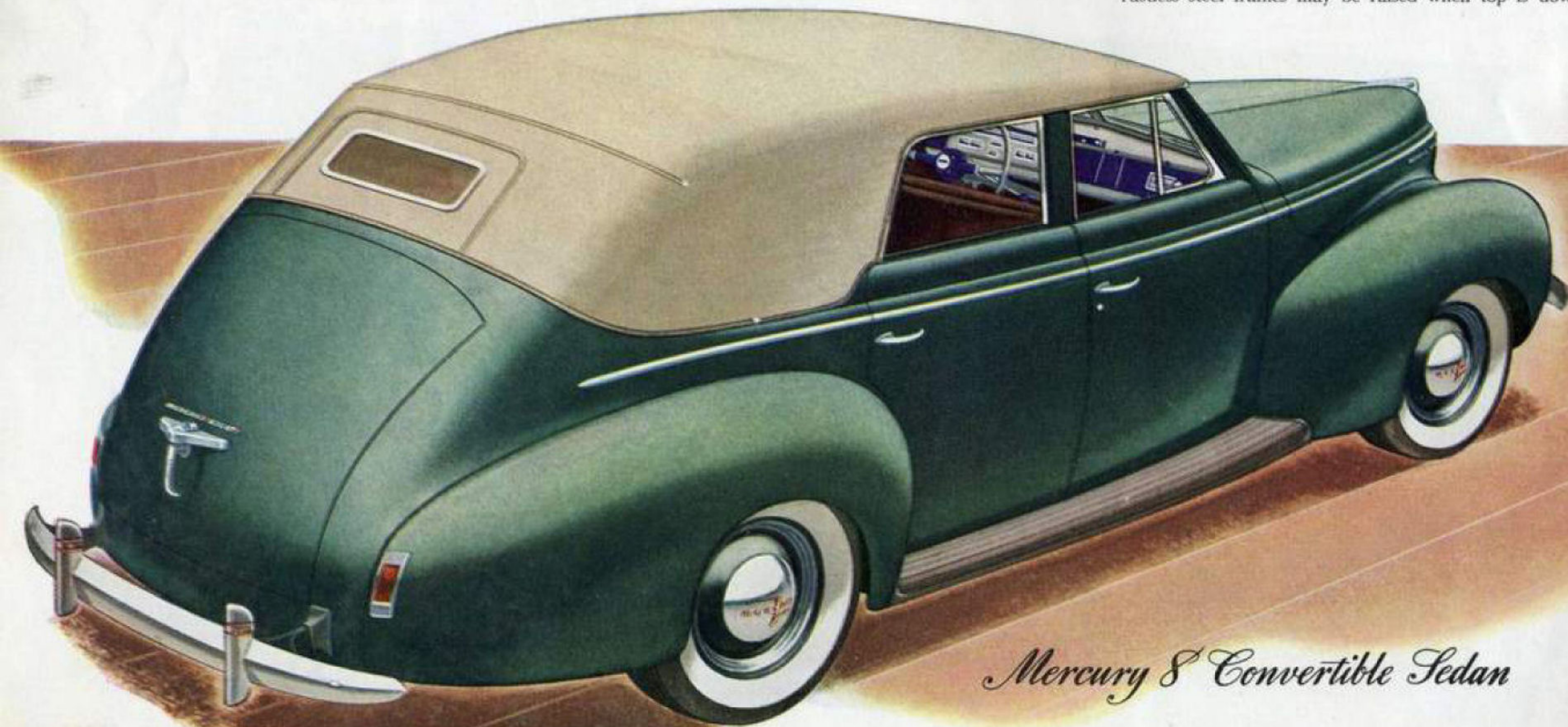
TOP FOLDS FLAT—OUT OF SIGHT. Boot matches top in color—choice of tan-gray top with tan edging or black with vermilion edging. Sturdy windows in attractive rustless steel frames may be raised when top is down.



NEW, STRAIGHT-LINE SPEEDOMETER adds to the beauty of the new blue-and-silver toned instrument panel on all body types. Gages for fuel, oil, temperature and battery condition are grouped below. Headlight beam indicator directly in front of driver.



LINED, LOCKING GLOVE COMPARTMENT is large and convenient, padded to eliminate rattling of contents. Electric clock in the glove compartment door is standard equipment on all body types. Key also locks luggage compartment in rear deck.



Mercury 8 Convertible Sedan



YOU CAN MEET THE SEASONS as they come with this Mercury 8 Convertible Sedan—an entirely new, all-weather body type for 1940. Wide roomy seats are upholstered in a choice of genuine hand-buffed leathers. The Mercury Convertible Sedan holds six passengers in comfort—a full-size, weather-tight sedan or dashing open car. White sidewall tires available at extra cost.

BEAUTIFULLY SMART STYLING distinguishes the Convertible Sedan. Tailored upholstery is hand-buffed leather, antique finished in saddle brown or red. Arm rests, ash trays and robe cord add to comfort.

PERFORMANCE YOU CAN BRAG ABOUT

LIFT THE HOOD of a new Mercury 8, and you're in on the secret of its amazing success. There's a 95 hp urge in that compact V-type, 8-cylinder engine. Power to spare for smooth, fast get-away—for all-day driving in every kind of country—for light-footed speed to pull you out of pinches.

This advanced V-type engine has proved exceedingly efficient, surprising owners and engineers alike with gasoline economy unprecedented in a car of this size. (Note the accessibility of the Mercury engine and of the battery mounted under the hood—a real help and time-saver in servicing.)



OWNERS TELL THE STORY OF ECONOMY

Much of the Mercury's first-year success came from word-of-mouth praise of delighted owners. These excerpts from unsolicited letters will give you an idea of what to expect from the new 1940 Mercury 8, an even greater car with many refinements and improvements that make possible even more spectacular performance.

● "The smoothest driving and riding car I have ever owned—and I take additional pleasure in the gasoline economy. I could hardly believe at first that I was getting the mileage on this car, but after completing a trip of 2,004 miles, I found it had consumed 98.48 gallons of regular gasoline, averaging 20.2 miles per gallon."
W. C. Reukauf, Brooklyn, New York

● "My new Mercury has now traveled some 1,200 miles. Figures on the gas mileage are a revelation to me. On one trip I obtained 22 miles to the gallon. The major portion of my driving is in the ordinary routine of medical pursuits, a lot of city travel. Here I have averaged 19 miles to the gallon."
Dr. L. E. Lee, Jr., Washington, D. C.

● "My new Mercury is undoubtedly the nicest performing car that I have ever driven—and I drive anywhere from 3,000 to 6,000 miles per month. This Mercury is the car than can take these long hard trips and punishment better than any I have used in my traveling experience."
L. W. Scott, Little Rock, Ark.

● "This Mercury of mine is a good-looker. The big soft cushions are so comfortable—as you know I am a large man. The new brakes are so easy to

operate, and do they stop! This car really responds to the accelerator. I never have to add oil between changes—and I am getting 20 miles per gallon which is good for such a large car."
L. R. Jenny, Monroe, La.

● "The Mercury 8 is the easiest car to make miles with that I ever drove. It steers as if it were geared to the roads. Side winds and rutted dirt roads have no noticeable effect."
G. B. Thompson, Minneapolis, Minn.

● "My Mercury Sedan is my 34th automobile. In seven months I have put 31,495 miles on it. A greater part of this rather constant driving has been at high speed over all types of roads. This is the least fatiguing car to operate that I have ever owned. Because of my size I require more room than most drivers, and the new front seat construction and adjustment give me the utmost comfort and ample space."
A. B. Alford, Baton Rouge, La.

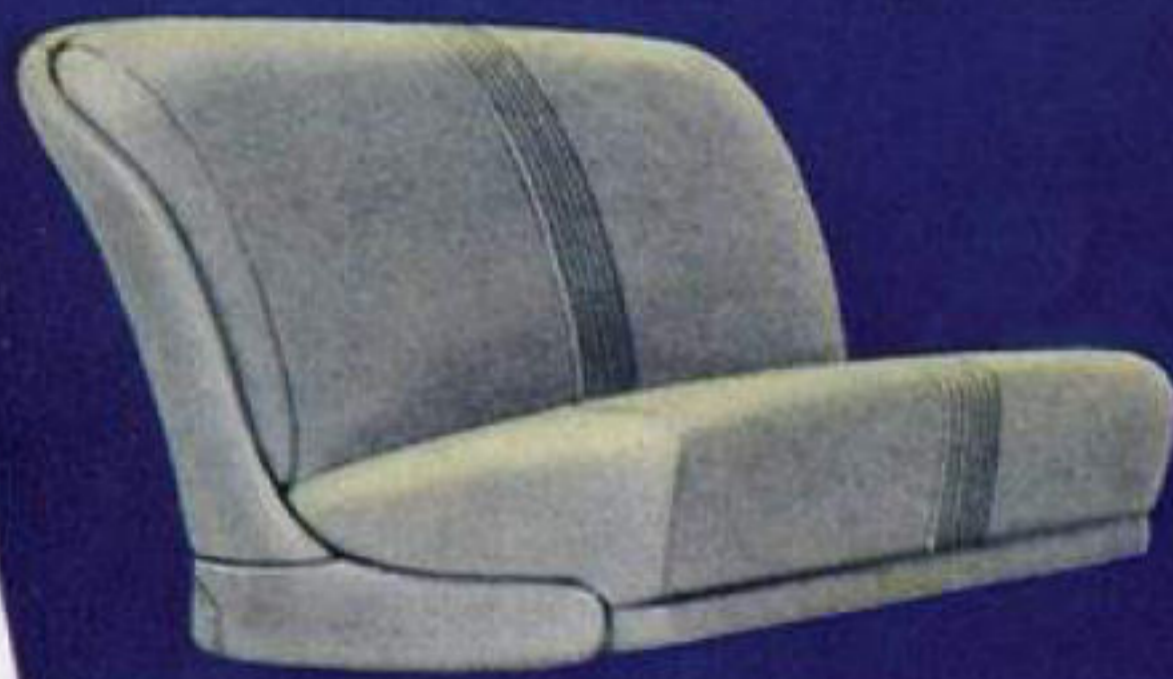
● "Mercury expresses the name of my new car correctly. Did you ever pour out a few drops of mercury (commonly known as quick-silver) into your hand, then tip your hand a bit and see it slide? Well, that describes the running of this car better than anything I can say."
Fred H. White, Boston, Mass.

● "I was so agreeably surprised at my Mercury's gas mileage between Detroit and Des Moines that I thought the speedometer was in error and for two days kept checking it against sign-posted distances between towns. At the end of the month the car had gone 2,895 miles on 142.5 gallons—which is 20.3 miles to the gallon."
Edgar E. Shafer, Jr., Los Angeles, Calif.

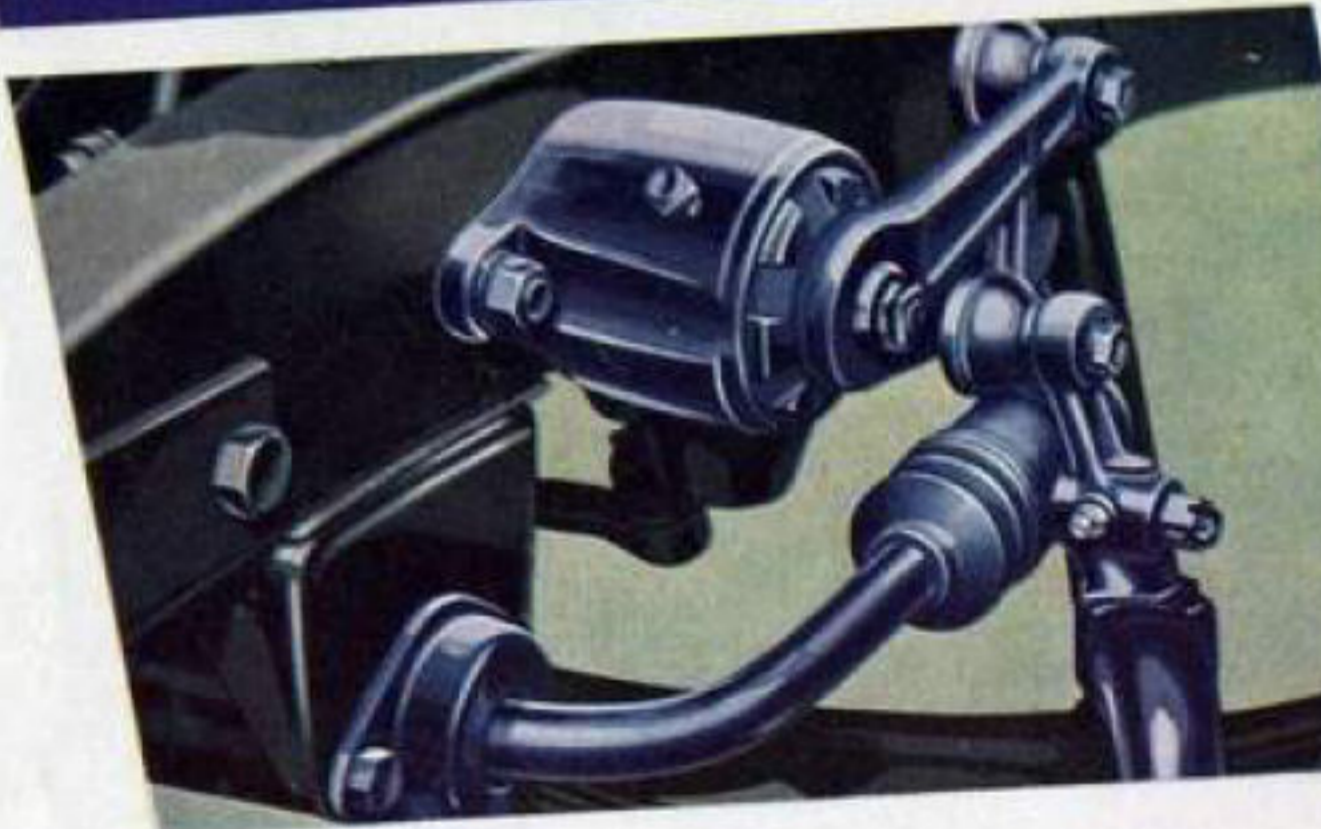
● "I have just finished driving my new Mercury 3,000 miles, averaging better than 21 miles on a gallon of gas. This car beats any I have ever driven for economy, performance and roadability. The \$2,000 car I traded in on my new Mercury never gave me the style, economy or thrill of performance I have enjoyed in the Mercury."
E. W. Freeman, Elk Point, S. D.

● "I have had the pleasure of driving my Mercury for approximately two months, and much to my amazement I am averaging very nearly 20 miles to the gallon, even at high speed and under winter driving conditions. This economical operation is a pleasant surprise, for I did not expect any such mileage from so large and high-powered an automobile."
A. T. Gumper, Jackson, Mich.

SEE HOW COMFORT IS BUILT INTO THE MERCURY 8

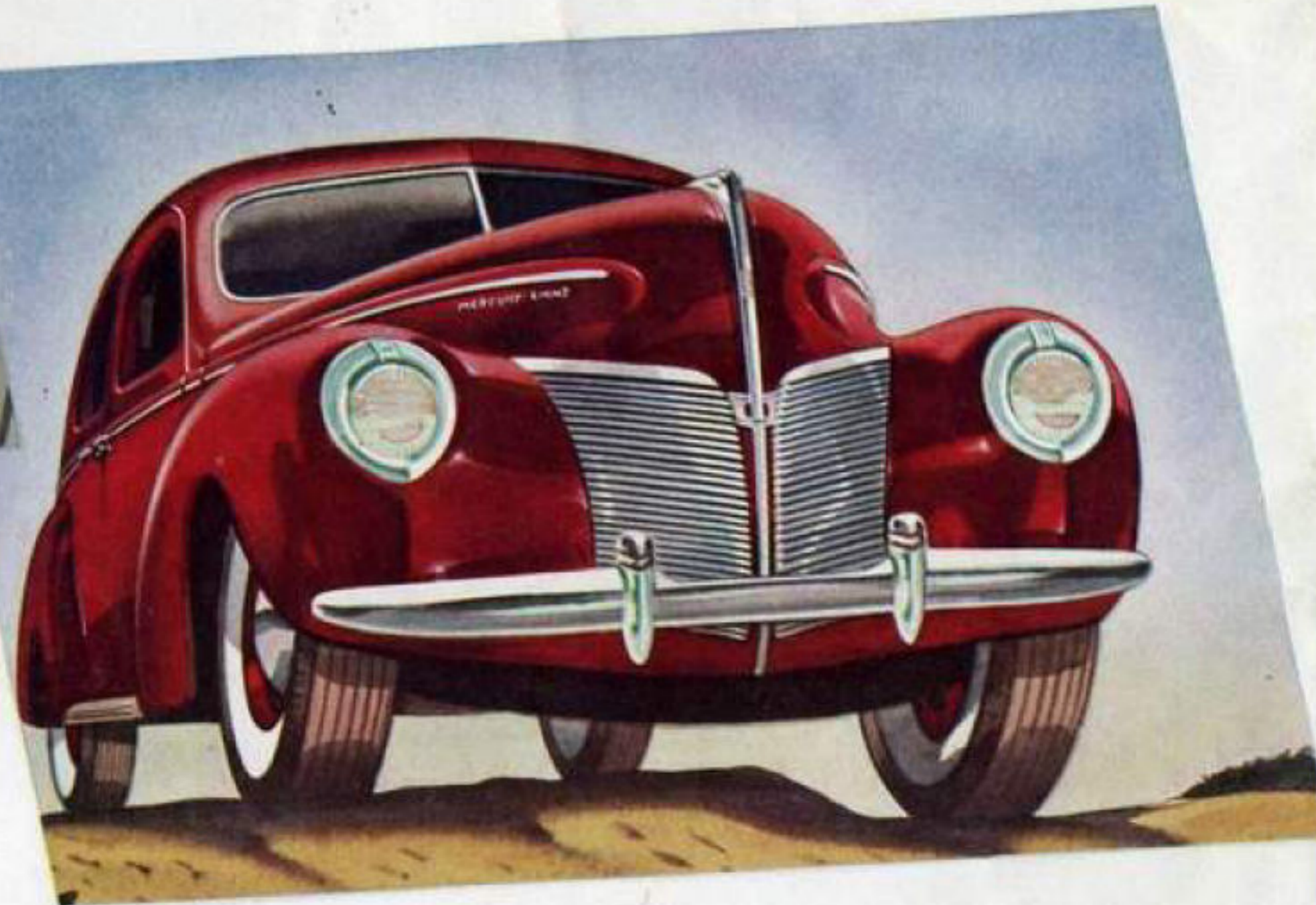


EVERY MILE YOU TRAVEL in the Mercury 8 will emphasize one quality that has been the delight of owners—the extraordinary driving ease and riding comfort of this beautifully balanced, light-footed car. The restful Mercury Ride is a sensation that you must experience to understand. It is the result of a score of comfort features built into the car, all working together to increase the enjoyment of driver and passengers.

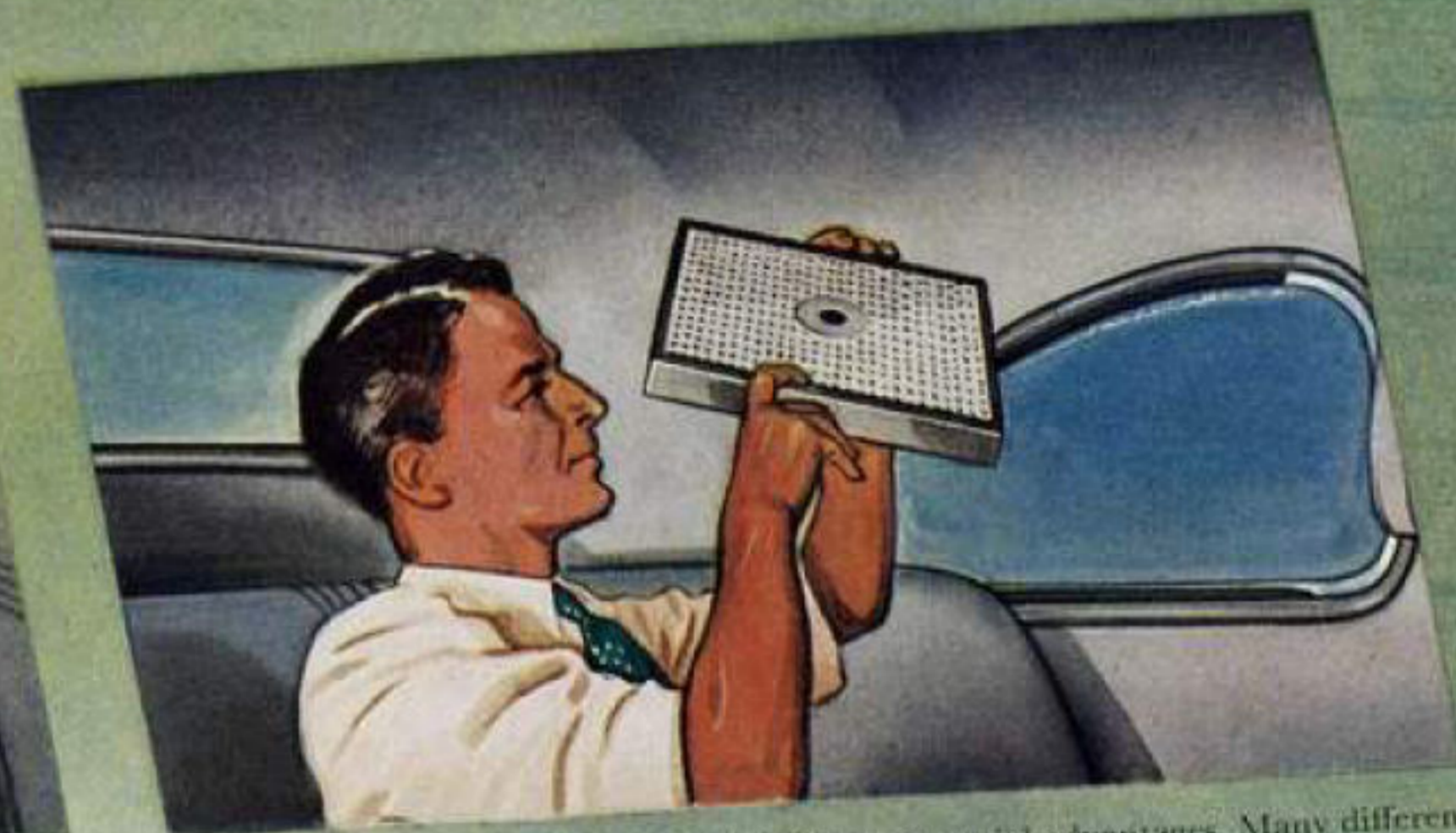


YOU RIDE INSULATED from road bumps by Triple-Cushioned Comfort: Seat cushions are soft-edged with deep soft inner springs. Large hydraulic shock absorbers have new self-sealing construction which means less frequent servicing. Long, flexible transverse springs literally absorb jolts, jars and bumps.

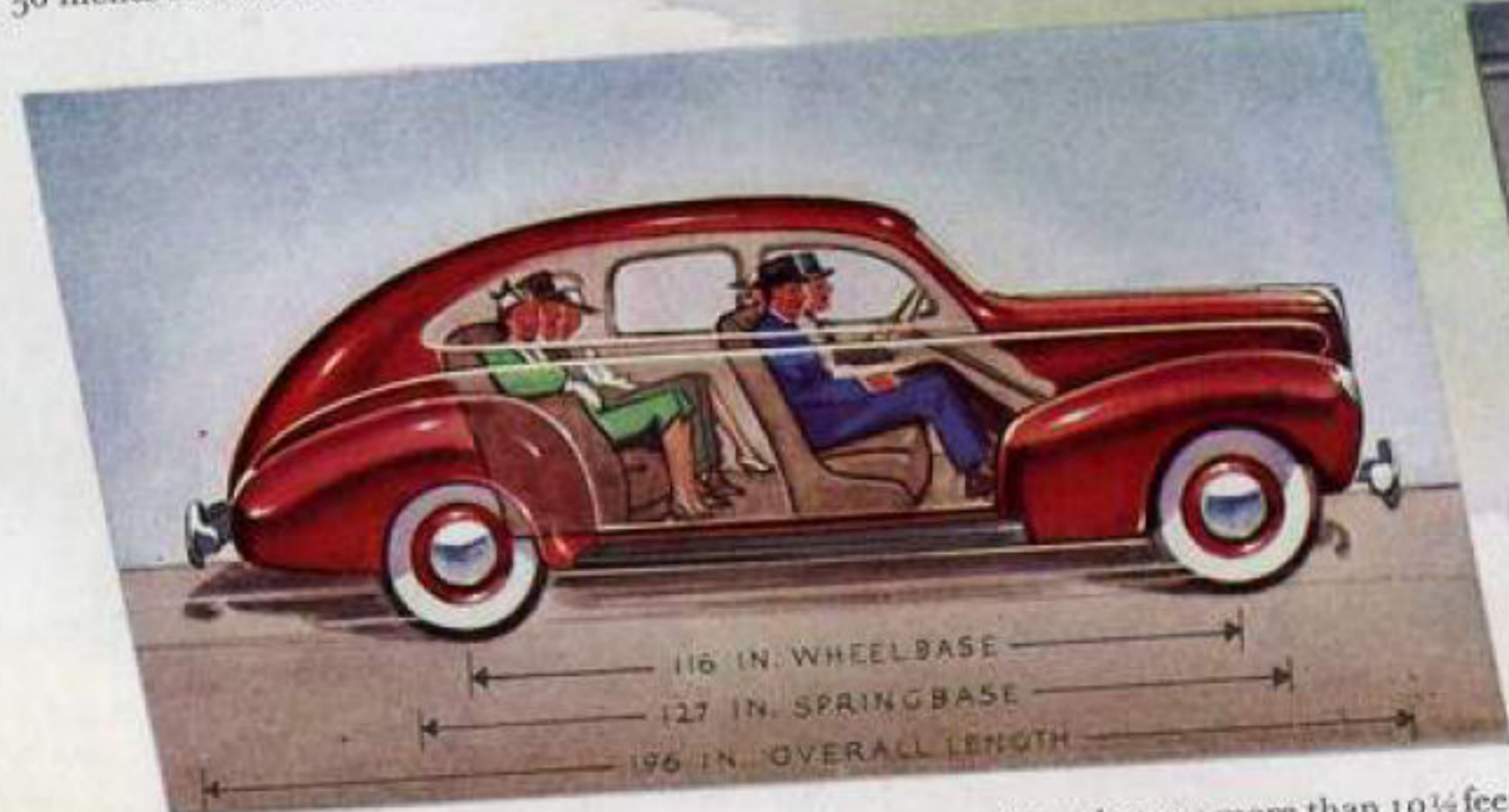
NEW LEVELIZED RIDE, made possible by a new torsion bar ride-stabilizer, keeps the Mercury body on an even keel over rough roads, in cross winds, on turns. Low center of gravity also helps the body ride level.



EXTRA INCHES ALL AROUND is a big feature of Mercury interiors. The front compartment of the Town-Sedan, for example, is 54 inches wide, the rear compartment 56 inches from side to side. Few cars can approach the roominess of the Mercury 8.



EXTRAORDINARY QUIET is one of the Mercury's special advantages. Many different kinds of soundproofing materials, and special quiet construction smother noises at the source. New-design curved disc wheels reduce tire and brake noise.

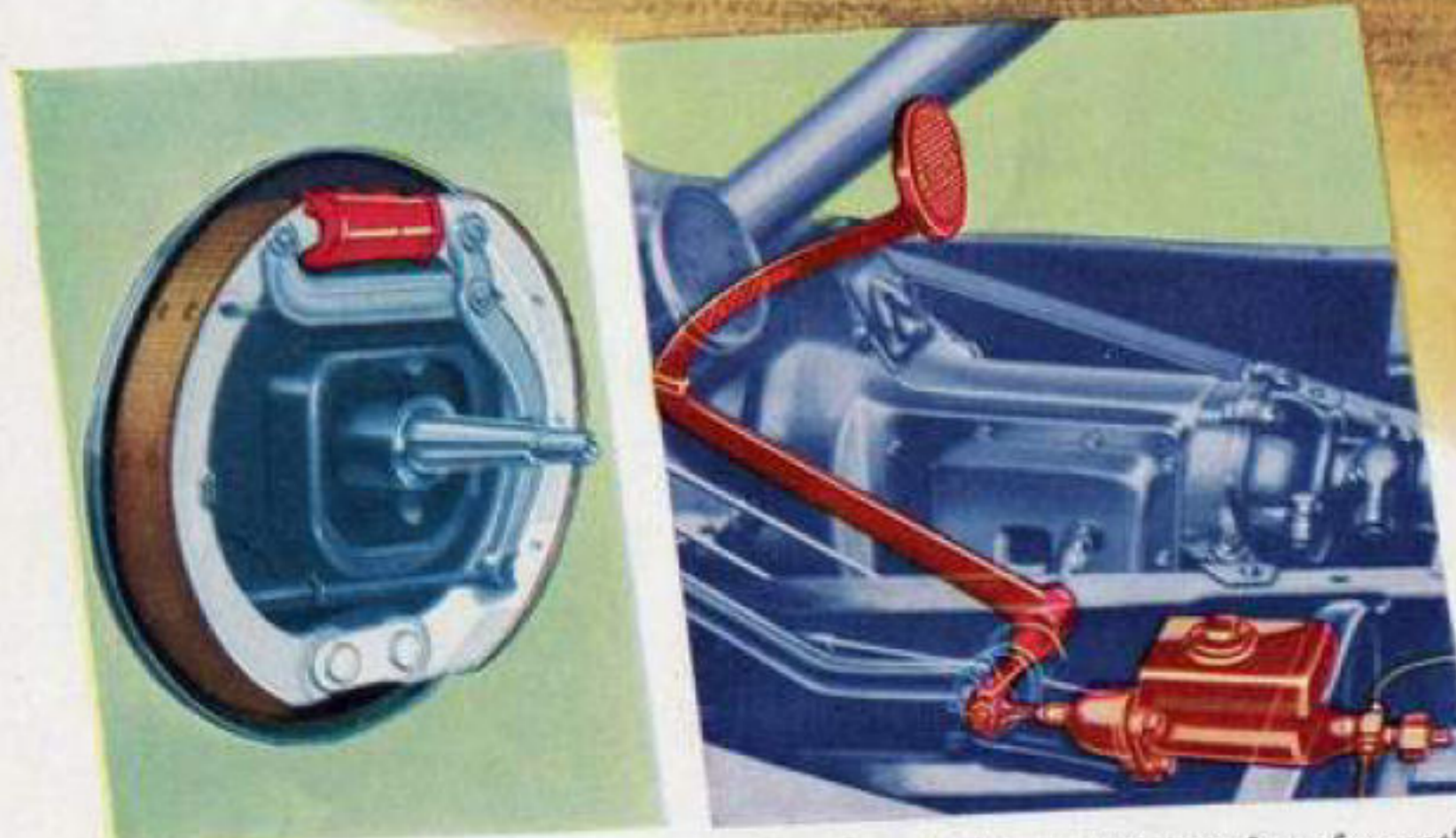


CENTER-POISE DESIGN cradles passengers between springs that are more than 10½ feet apart. The compact V-type engine permits more usable length inside the body. The comfort of the Mercury is one of the first things noticed by passengers.



NEW CONTROLLED ALL-WEATHER VENTILATION on all Mercury body types permits draftless circulation of air. Metal support bar slides down with the window, allowing unobstructed side view and freedom for arm signals.

THESE THINGS MAKE YOUR MERCURY SAFE

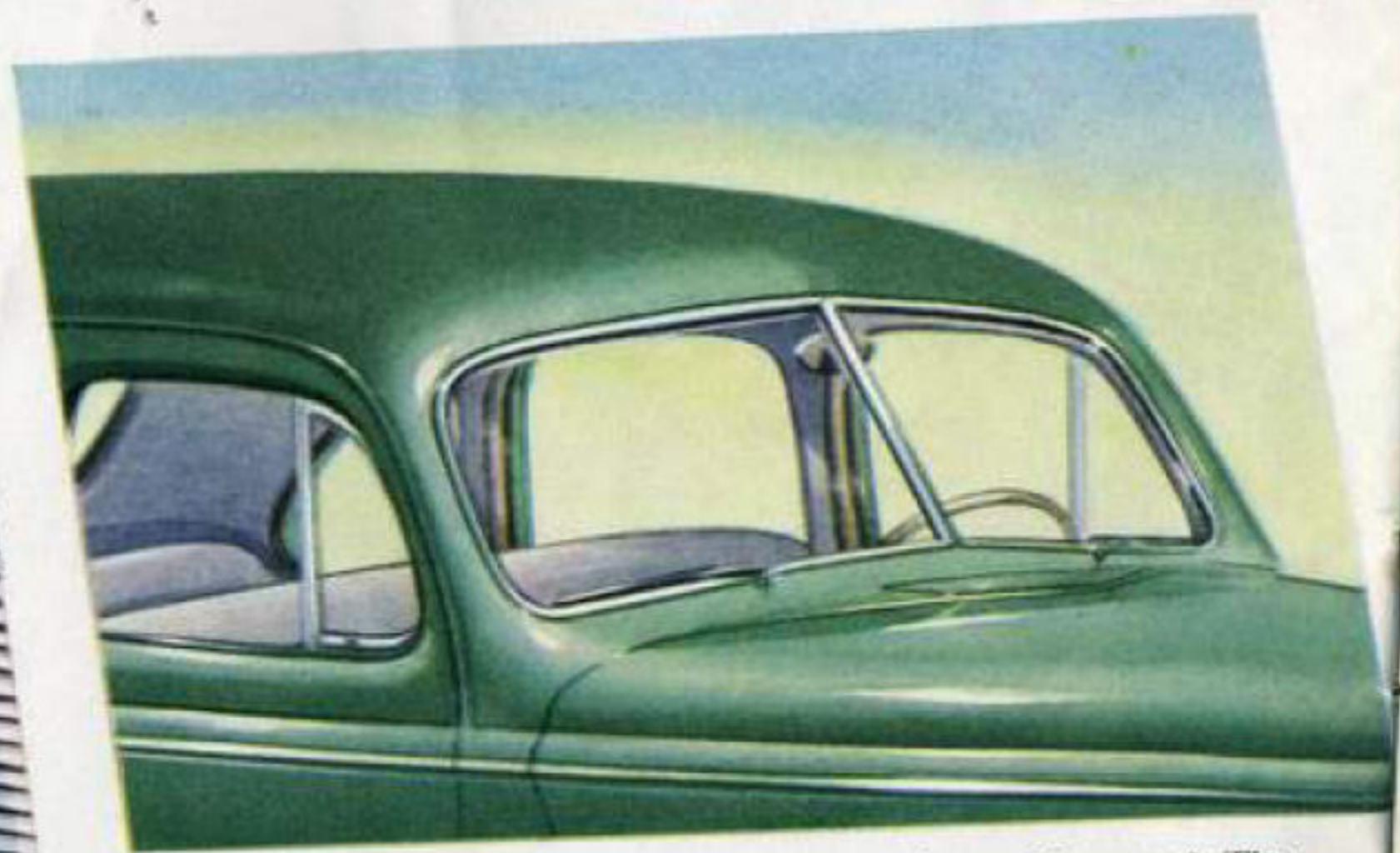


BIG HYDRAULIC BRAKES with soft pedal action give the Mercury 8 the safety of smooth, quick, straight-line stops. Brake drums combine the strength of steel with the wearing quality of cast iron. Handbrake lever mechanically operates rear wheel brakes.

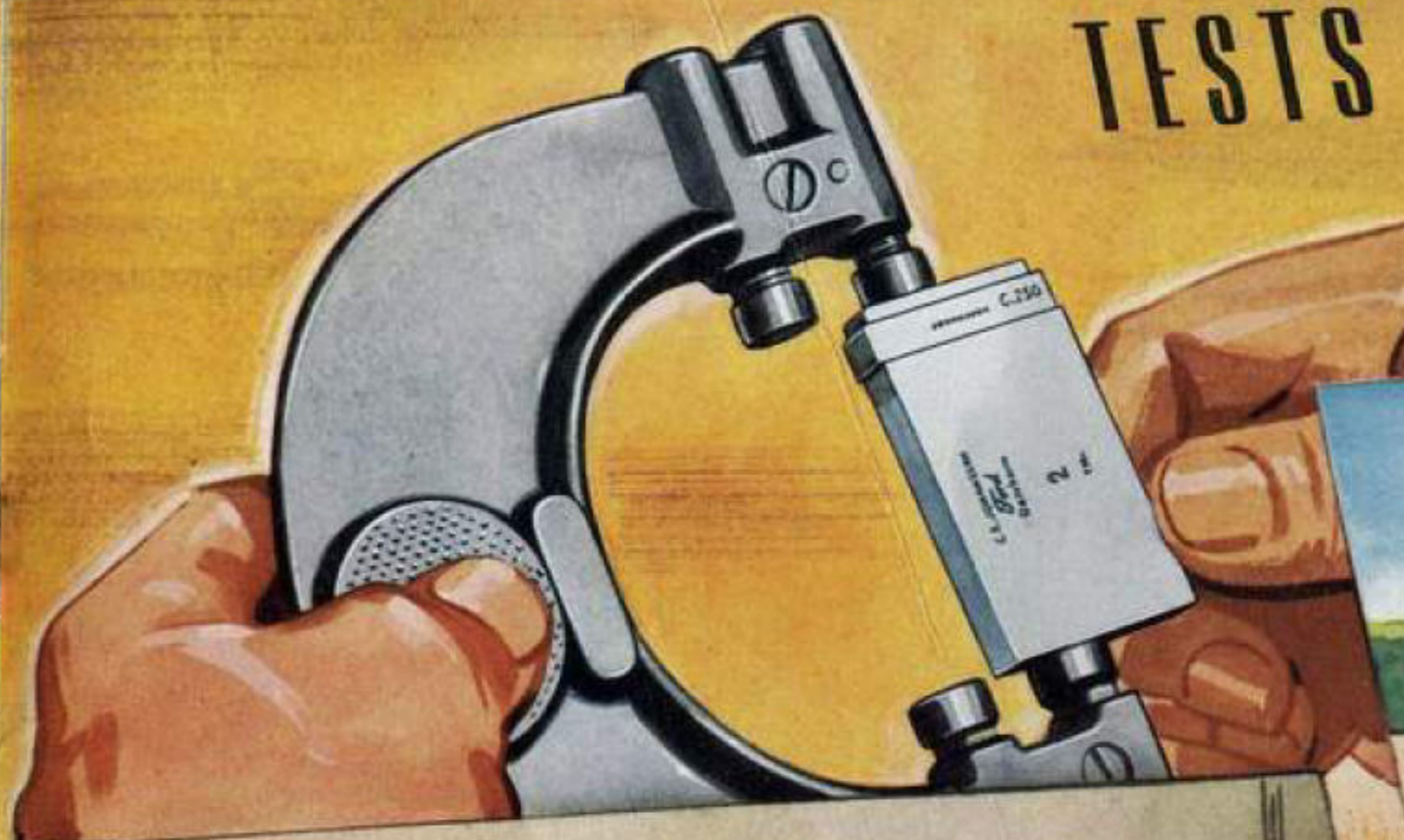
Every proved safety feature is incorporated into the Mercury 8. Shielded within its all-steel and safety glass body, you can drive it with absolute confidence. From large hydraulic brakes to easy handling steering wheel, the Mercury is designed to give you complete control over your car. You'll like the way the Mercury clings to the road, takes corners on an even keel, makes quick, straight stops, responds instantly to your command.



NEW SEALED-BEAM HEADLAMPS give 50% more light. Night driving safer because driver can see nearly twice as far ahead. Sealed construction insures longer life, prevents loss of lighting efficiency. Parking lamp with separate lens above headlamp.



CLEAR SAFETY VISION is an important feature of every Mercury 8. The wide, sloping, divided windshield reduces glare and gives an exceptional view of the road. Safety glass standard in all windows of all body types.



TESTS LIKE THESE SAVE YOU MONEY



TEST CARS DRIVEN AT SCREAMING SPEEDS—on banked concrete and gravel test tracks—put the Mercury to stiffer tests than you will ever give it! All the great Ford testing facilities are available to the Mercury.



"PLAYING" WEATHER ON AN ORGAN at the Ford Weather Tunnel, testing Mercury cars in sleet and cloudbursts, tropic heat and Arctic cold. (Above) Testing the tests—these Johansson gage blocks, accurate to two millionths of an inch, are the foundation of the famous precision manufacture that produces the Mercury 8.



THESE BOUNCES SPARE YOU TROUBLE! On the "wobble track," Mercury cars are driven headlong over a series of unevenly spaced, six-inch high bumps —by drivers whose job is to cause a break or failure—if they can. Then test cars are torn apart and searched for signs of strain and weakness.

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 broadcloth or two-tone Bedford Cord in closed body types; saddle brown or red antique finished genuine hand-buffed leather for seats of convertible bodies, with top in tan-gray fabric with tan edging or black with vermilion edging.

THIS EQUIPMENT IS INCLUDED IN MERCURY PRICES • Spare wheel, tire and tube; snap-out type electric cigar 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 four bumper guards; ash trays in instrument panel and rear compartments; two tail and stoplights; Sealed-Beam Headlamps; grille for radio speaker; bright metal windshield frame and wheel bands; rustless steel window frames in Sedan-Coupe and Convertible body

types; dimming control for instrument 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 GEARSHIFT • New Finger-Tip Gearshift lever mounted under steering wheel provides additional space in front compartment. 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.

MERCURY 8

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FORD MOTOR COMPANY—FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS