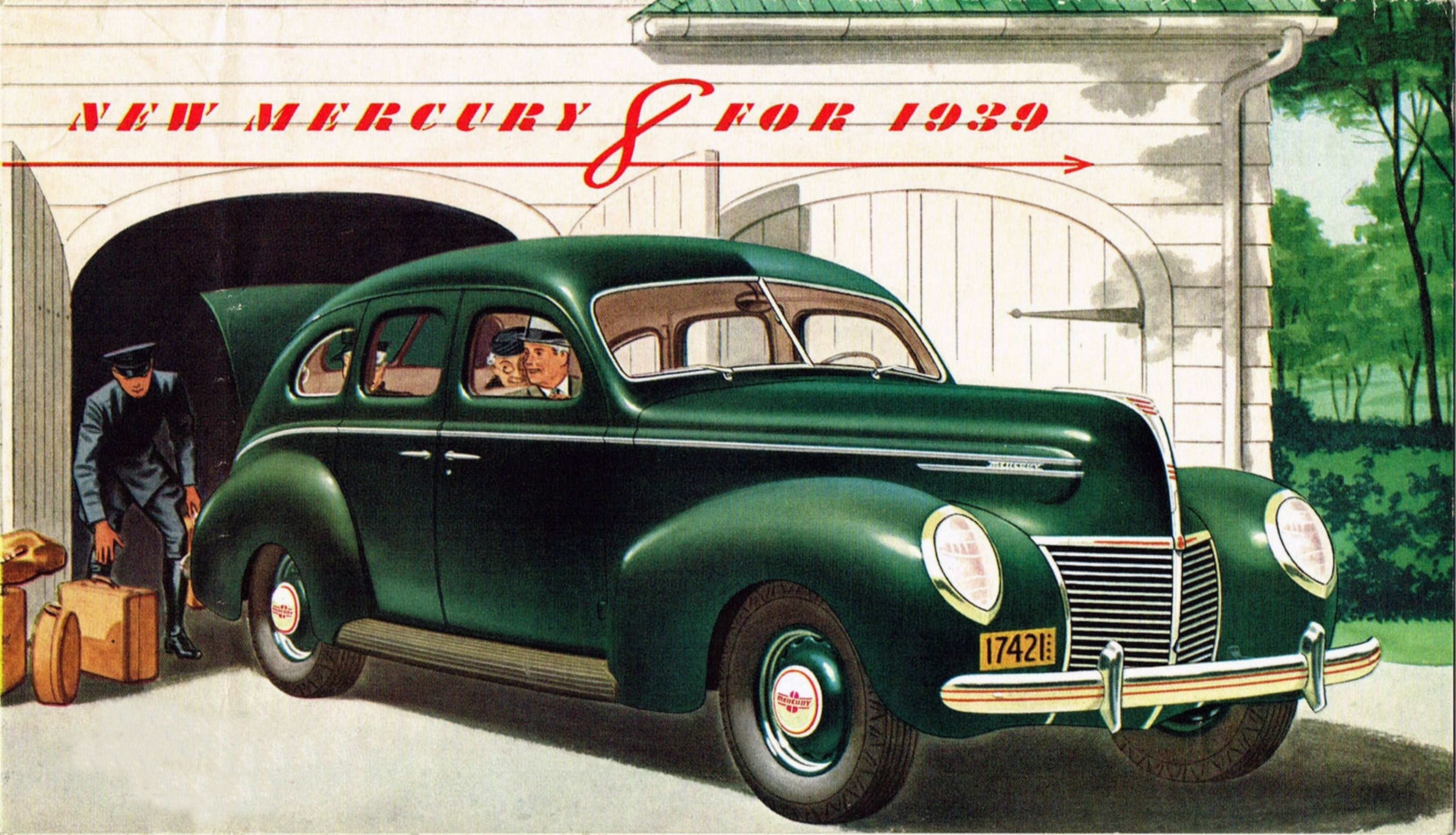


*NEW MERCURY S FOR 1939*





# NEW NAME • NEW CAR



# NEW VALUE

*NEW MERCURY* 

**D**URING the past few years, thousands of motorists have asked for a larger car than the Ford, with all the fundamental virtues and advantages of the Ford V-8, and priced according to Ford standards of value.

In response to this demand, the Ford Motor Company presents the Mercury 8—a new name, a new car, and a new value in the Ford-Lincoln family of quality cars.

Offered on the 116-inch wheelbase Mercury chassis is a choice of four body types: The Sedan; the Town-Sedan; the Sedan-Coupe; and the Sport Convertible.

The Mercury 8 is a big car, long and unusually wide, with *exceptional room for passengers and luggage*. The compact V-type engine conserves inches of interior length. Upholstery and appointments are characterized by tasteful luxury in quality and design of materials.

The clean, flowing body lines and sweeping contours of the Mercury were inspired by the modern design

introduced in the Lincoln-Zephyr V-12, now a widely accepted standard of streamlined beauty in motor cars.

A new, 95 horsepower, V-type, 8-cylinder engine, designed to create Ford standards of brilliant performance in this price class, combines all the proved performance and economy of the Ford V-8 engine with increased power.

Extensive research has resulted in the Mercury's really remarkable freedom from noise and vibration. Numerous rubber-cushioned mountings further contribute to this car's quiet and comfort and smooth riding qualities.

Owners of the Mercury will find perfect motoring peace of mind in the secure safety of an all-steel body and the stop-ability of big hydraulic brakes.

The Mercury 8 takes its place this year with the Lincoln, the Lincoln-Zephyr, and the Ford . . . bringing to a new price field the Ford-Lincoln tradition of progressive engineering, mechanical excellence and outstanding value.

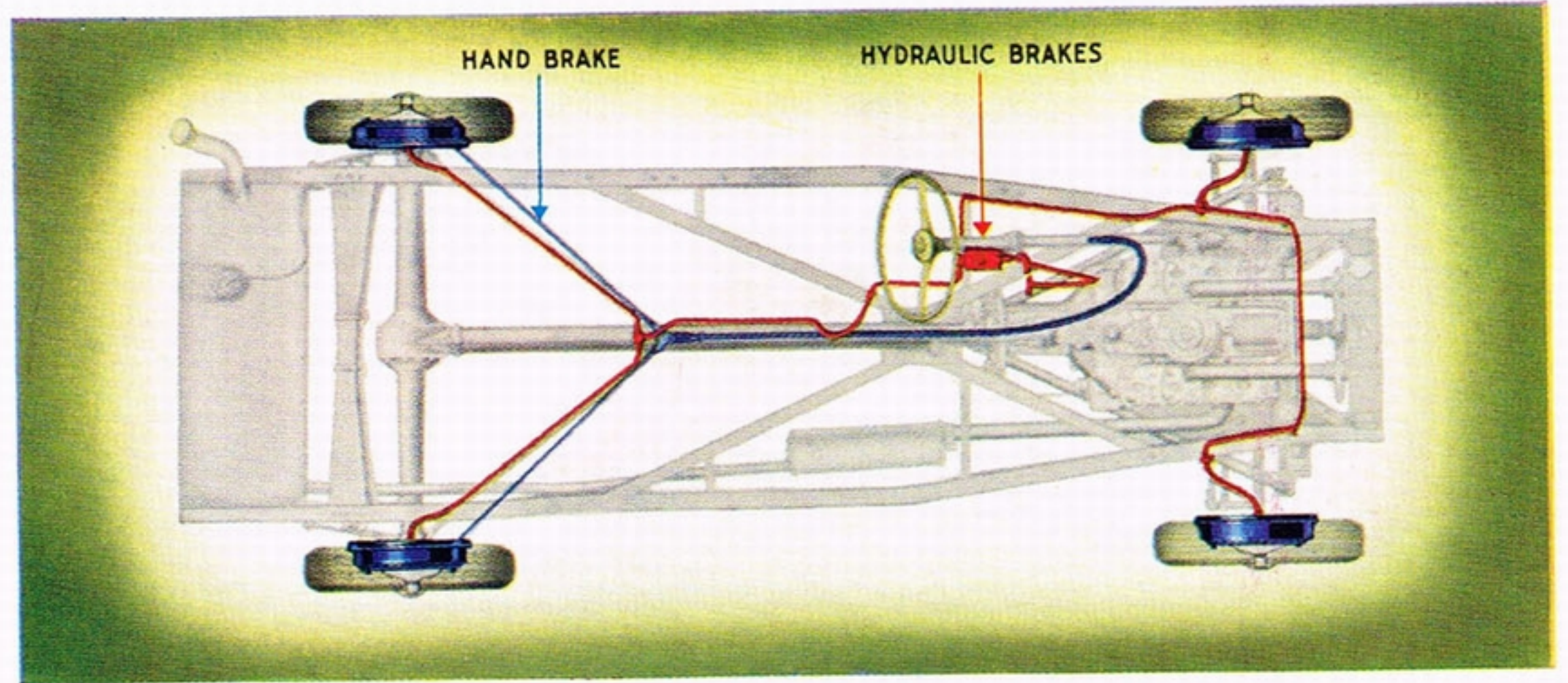
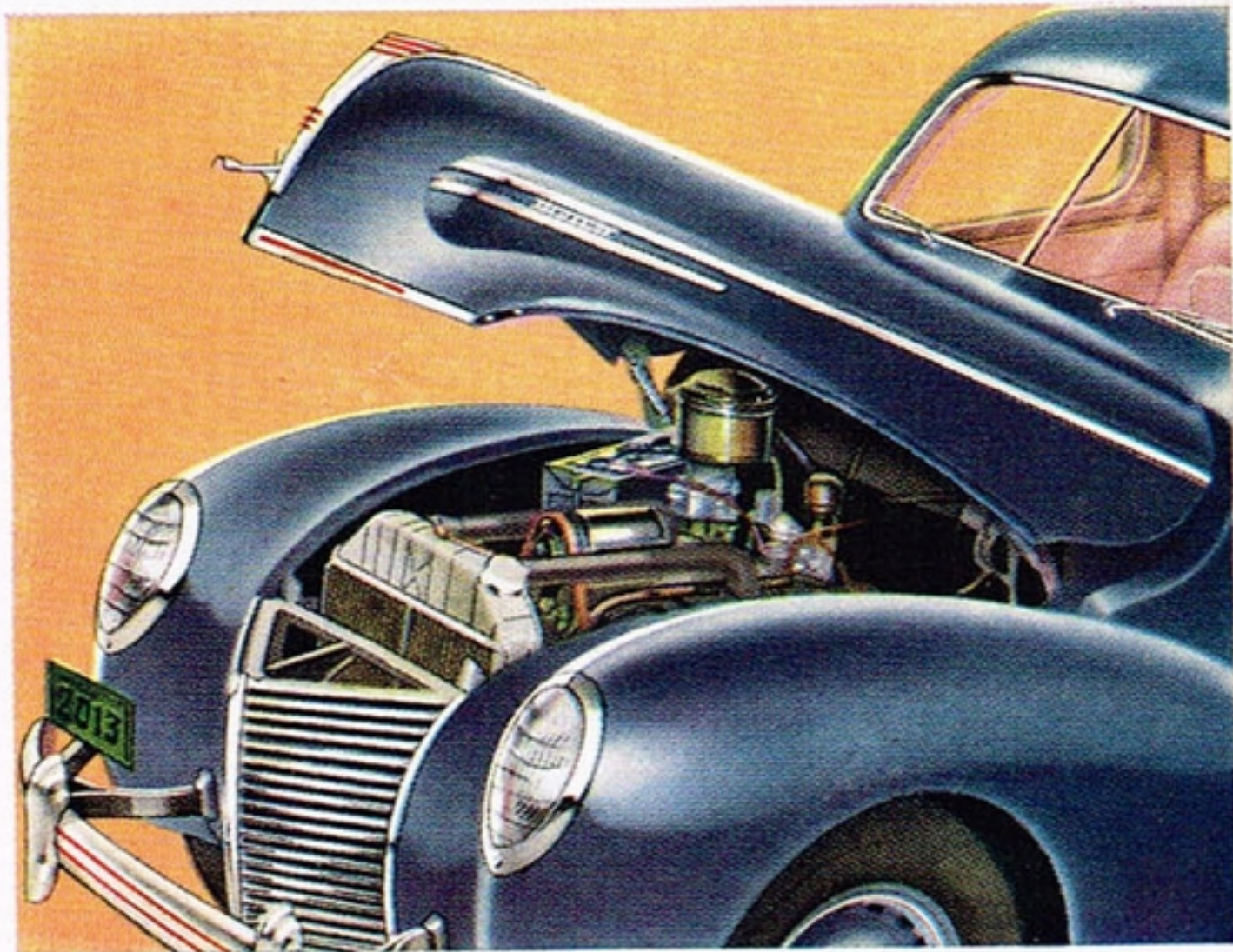


# NEW 95 HP ENGINE

Because the Mercury 8 is a *big* car, it is powered with a *big*, V-type, 8-cylinder, 95 horsepower engine.

Basically, this new engine offers all the seven-year-proved advantages of the Ford V-8 engine, but piston displacement has been increased to provide *plus*-power.

The Mercury's horsepower-to-weight ratio is extremely favorable. Eight cylinders furnish a smooth flow of power that "levels out" the steep grades and makes the long trips seem shorter. This engine is designed to uphold the V-type tradition of brilliant performance with economy.



## **BIG, POWERFUL HYDRAULIC BRAKES**

12-inch brake drums . . . 162 square  
inches of brake lining

The new Mercury 8 is equipped with hydraulic brakes designed to meet every normal and emergency driving need, with an ample margin of safety.

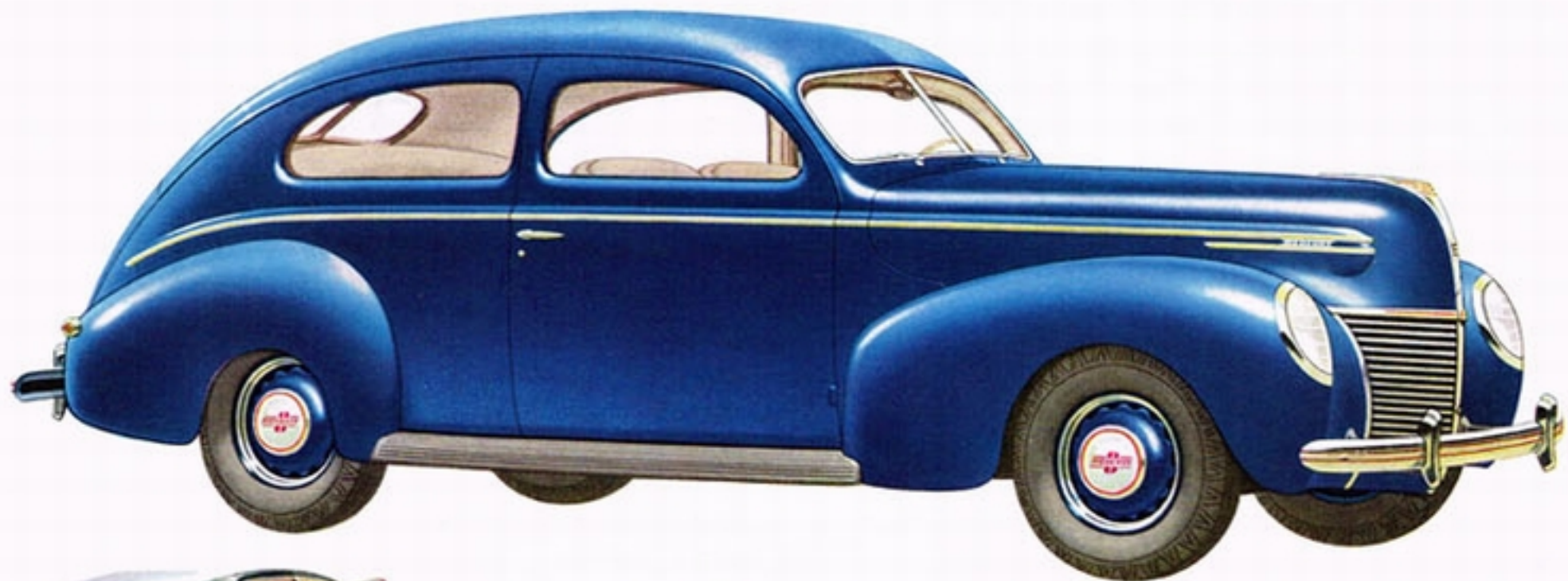
Mercury brakes provide exceptionally easy pedal action and equalized braking pressure for smooth, straight-line stops. Big brake drums and the large brake

lining area mean quick stopping and long life. Brake action is always under full control of your foot, and the amount of braking force is in direct proportion to the pressure you exert on the pedal.

The handbrake lever, conveniently located just under the instrument panel, operates the brakes on the two rear wheels mechanically, by means of steel cables.

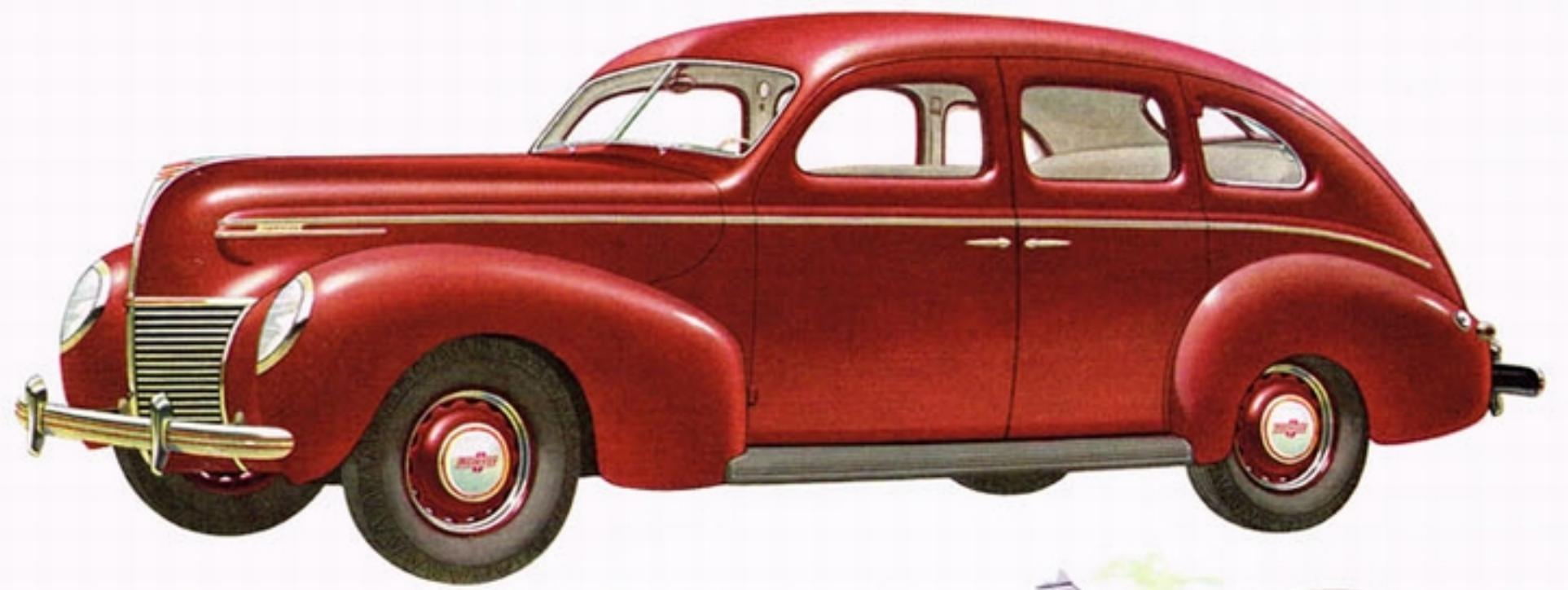


NEW MERCURY *J* SEDAN

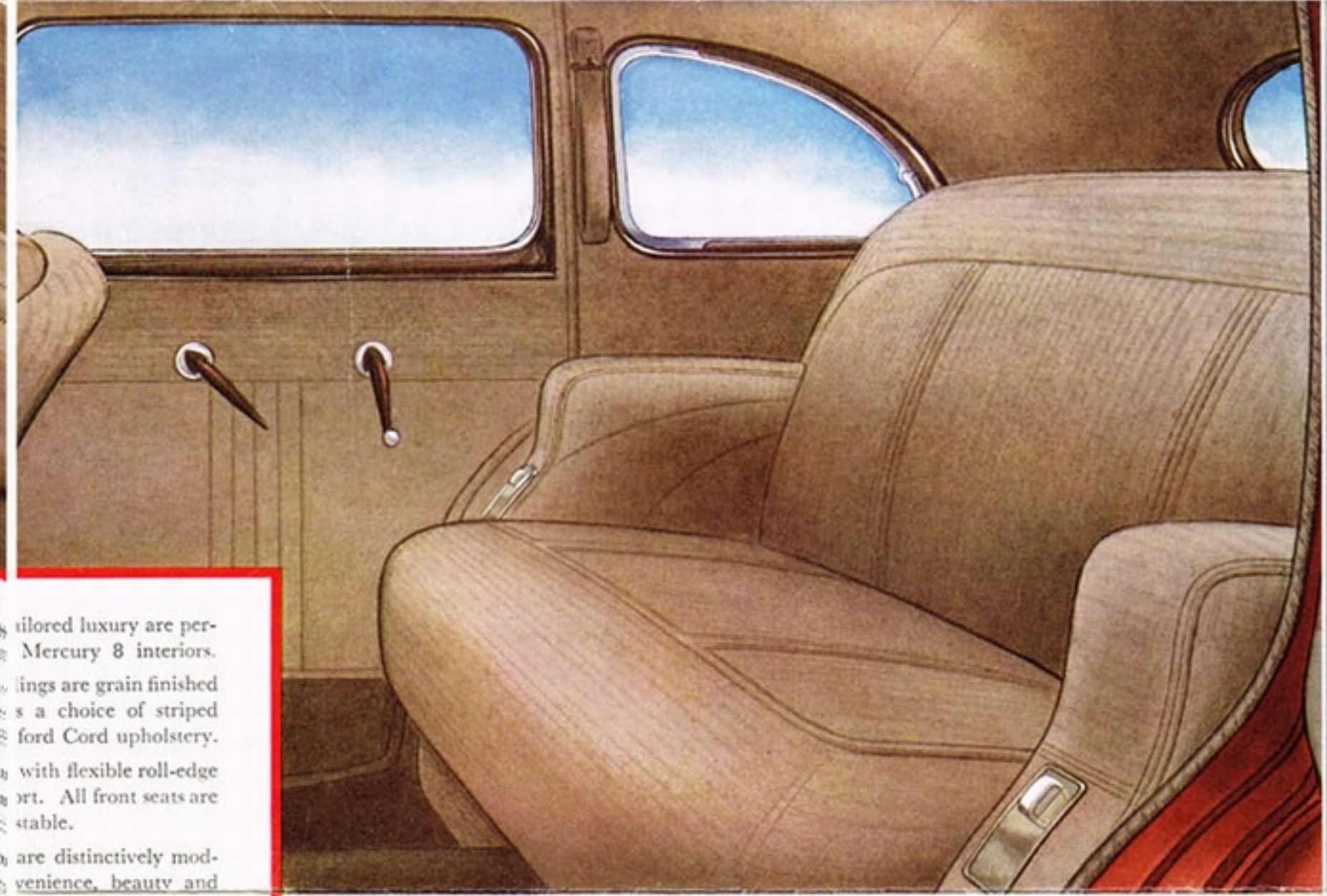
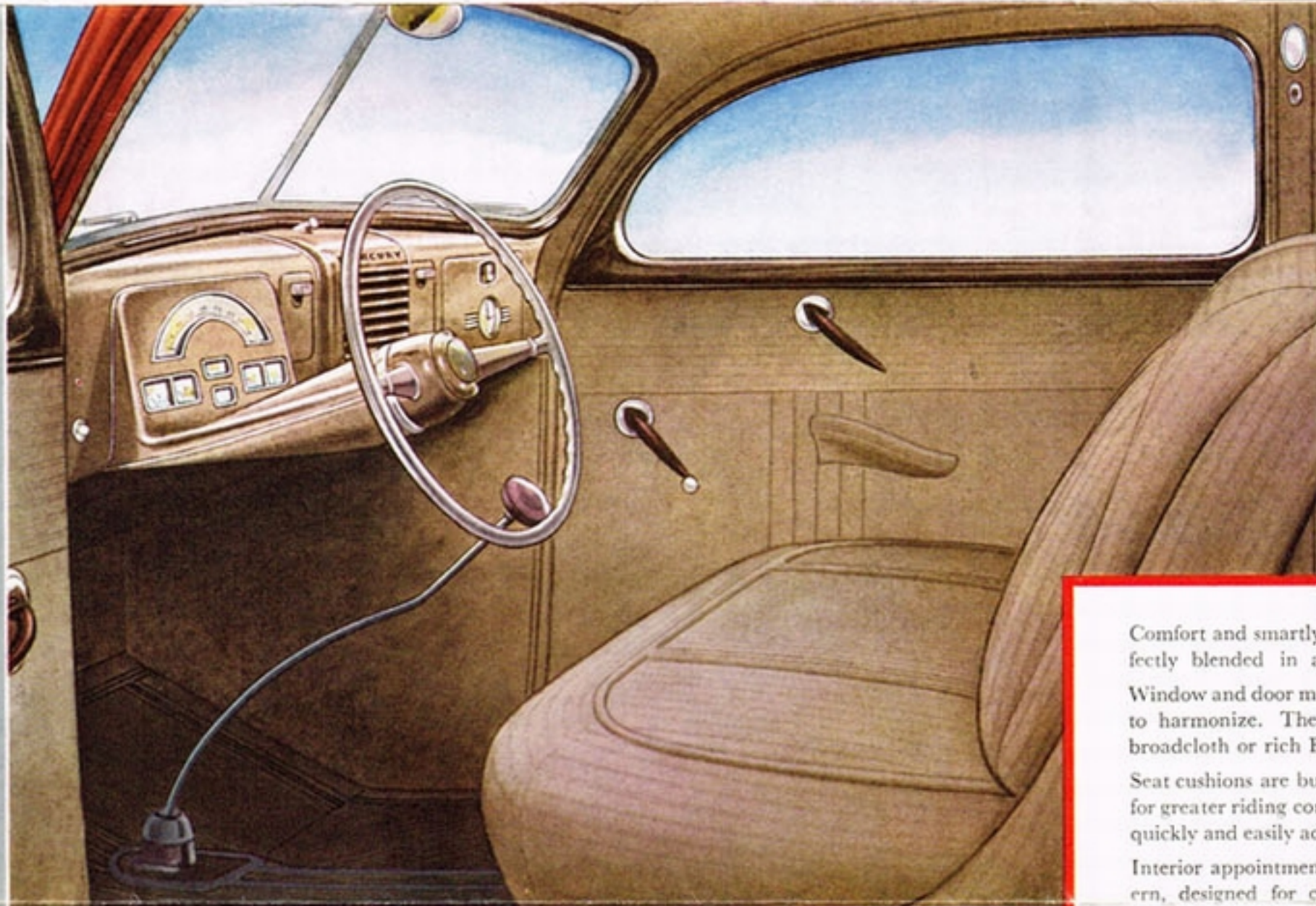


The Mercury 8 Sedan seats six passengers comfortably, one reason why it is a popular family car. A wide door on each side permits ready access to front and rear seats, and divided front seat backs swing inward when tilted forward. Parents especially appreciate this two-door Sedan, as children in the back seat are away from the door handles. Arm rests are provided all around. There are assist loops for rear seat passengers. Lights are recessed in door pillars. Luggage compartment is large—ample for family vacation-trip luggage. Clear-Vision Ventilation is easily regulated.

NEW MERCURY *J* TOWN-SEDAN



The Mercury 8 Town-Sedan has been called "the flagship of the Mercury fleet." In this four-door Sedan, both front and rear seats hold three passengers comfortably . . . the spacious luggage compartment accommodates numerous bags or suitcases . . . yet the car's moderate length permits easy parking. There is a foot rest for rear seat passengers, and a robe cord on the back of the front seat. Arm rests and assist loops contribute to rear seat comfort. Lights are recessed in the door pillars. Clear-Vision Ventilation is quickly adjustable to meet all weather conditions.



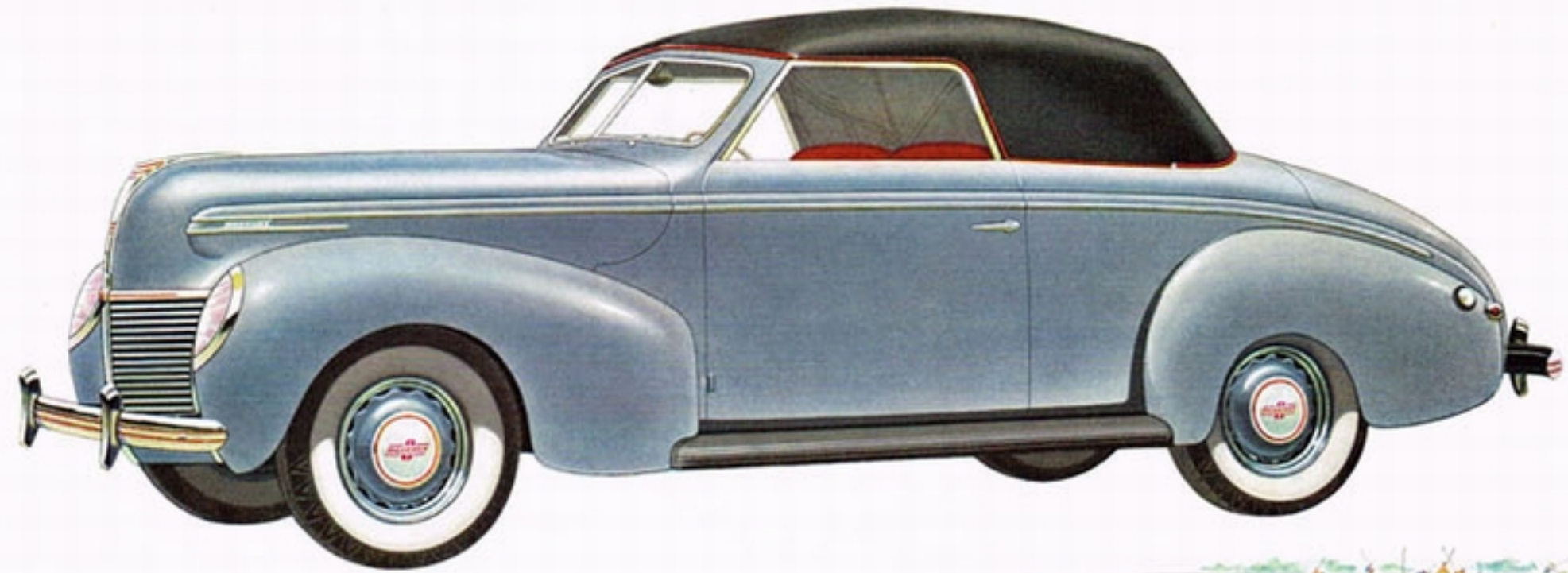
Comfort and smartly tailored luxury are perfectly blended in a Mercury 8 interior. Window and door moldings are grain finished to harmonize. There is a choice of striped broadcloth or rich Ford Cord upholstery. Seat cushions are built with flexible roll-edge for greater riding comfort. All front seats are quickly and easily adjustable. Interior appointments are distinctively modern, designed for convenience, beauty and safety. Comfortable arm rests are standard on all front compartment doors, and for rear compartment passengers in closed body types.

NEW MERCURY *J* SEDAN-COUCPE



The Mercury 8 Sedan-Coupe combines the compact smartness of coupe design with accommodations for six passengers. Ideal for business or professional use, this car appeals also to small families. The striking lines and the individual touch of rustless steel frames for door and rear-quarter windows give a distinct "custom-built" appearance. The divided front seat back swings inward as it tilts forward, making entrance to the wide guest seat easy. Both door windows and rear-quarter windows lower. Luggage compartment is unusually large. White sidewall tires are extra.

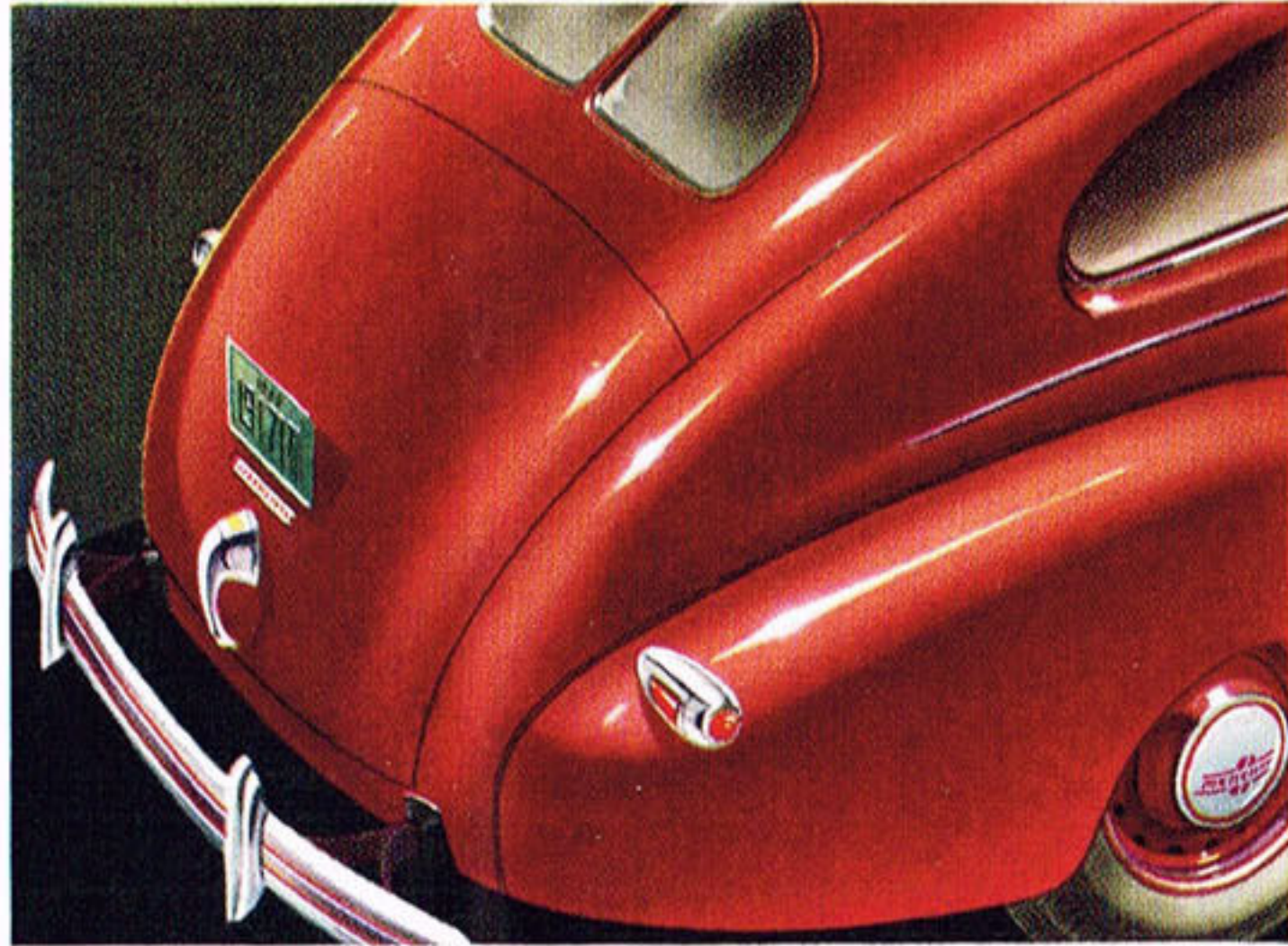
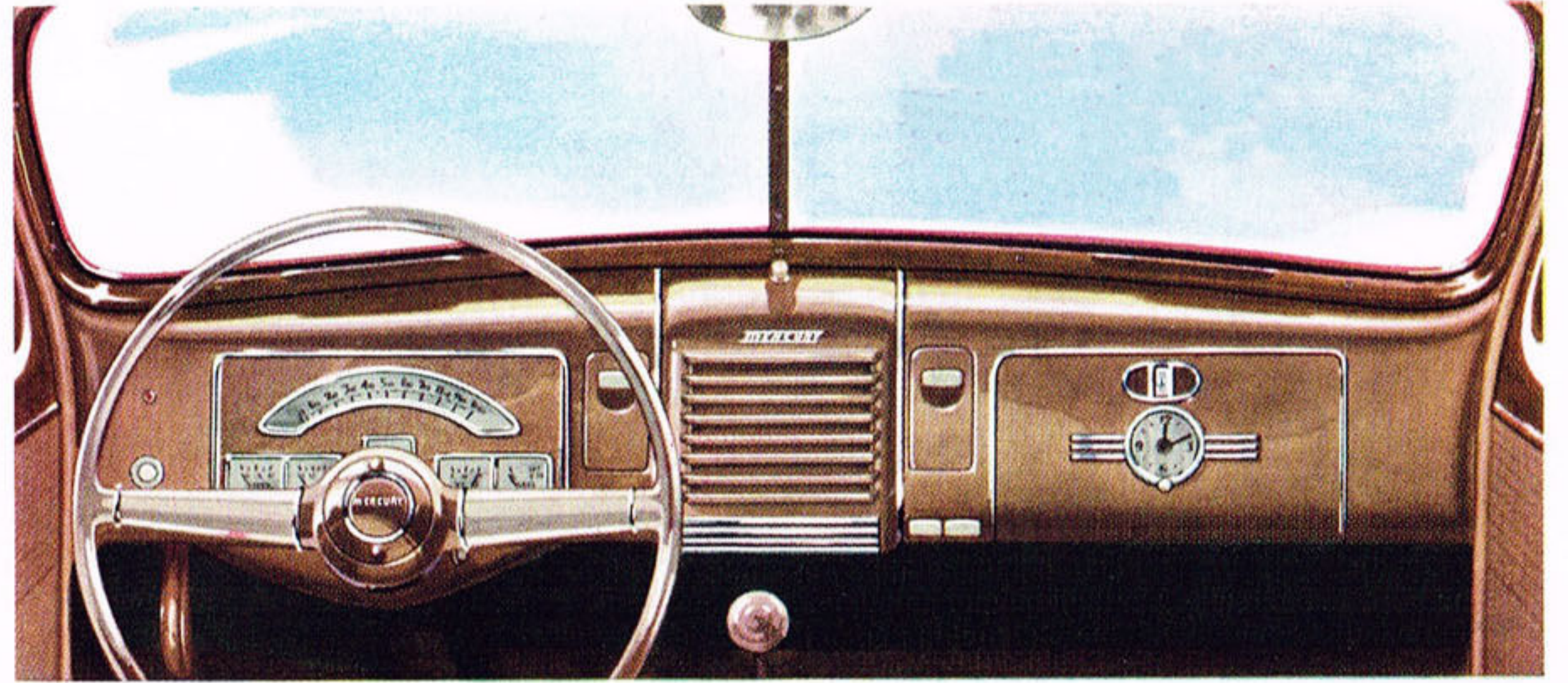
NEW MERCURY *J* SPORT CONVERTIBLE



The Mercury 8 Sport Convertible, a smart and adaptable body type with room for five passengers, combines the advantages of both an open and closed car. The neat top folds flat and the windows, in rustless steel frames, drop out of sight when you want the sky for a roof. You can raise them in a hurry when a change in the weather demands snug comfort. Seat upholstery is genuine hand-buffed antique finish leather in either mahogany-red or russet color. Top may be had in a choice of tan-gray fabric with tan edging, or black with vermilion edging. White sidewall tires extra.



**95 HP V-TYPE  
8-CYLINDER ENGINE  
BIG HYDRAULIC BRAKES  
116" WHEELBASE  
196" OVERALL LENGTH**



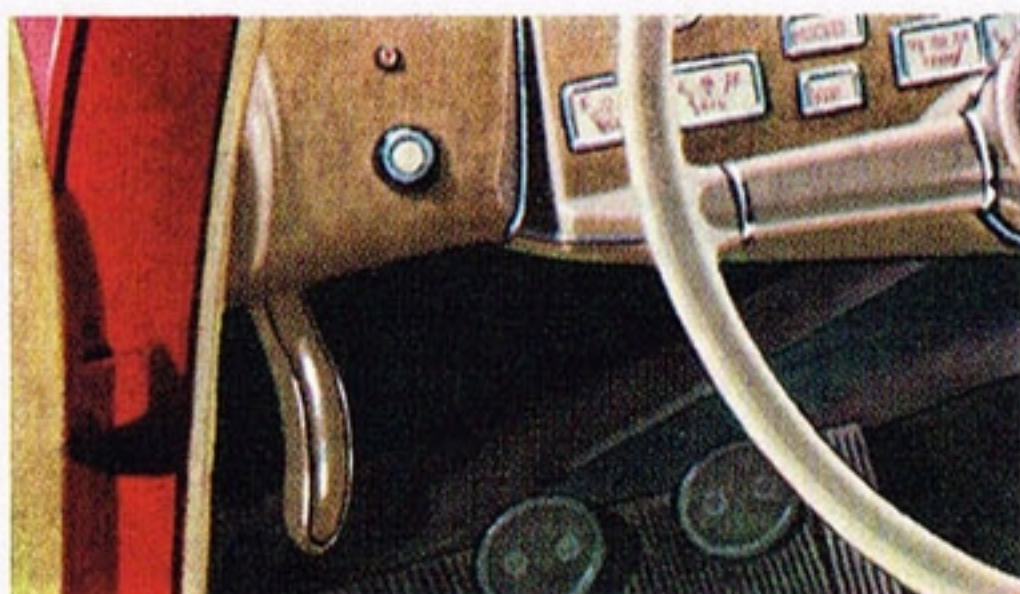
New two-spoke wheel affords high visibility to all Mercury gages and instruments. Grille for radio installation. Starter button and "tell-tale" light indicating headlight beam angle are on the panel. New battery condition indicator.

The smartly sloping rear deck of the Mercury, with its combination luggage compartment lock and license plate light, and cylindrical, chrome-plated combination rear and stop lights on each rear fender, blends beauty with practicality.

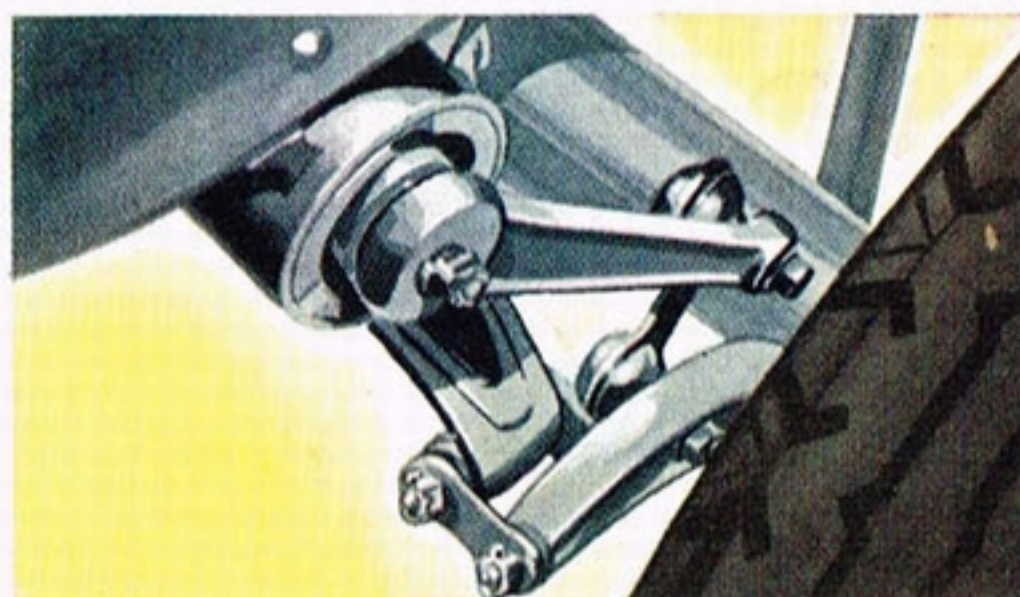
Spacious luggage compartment provides room for four average size bags, with room to spare for "odd" luggage. Easy to pack and unload. Carries spare tire, mounted vertically.



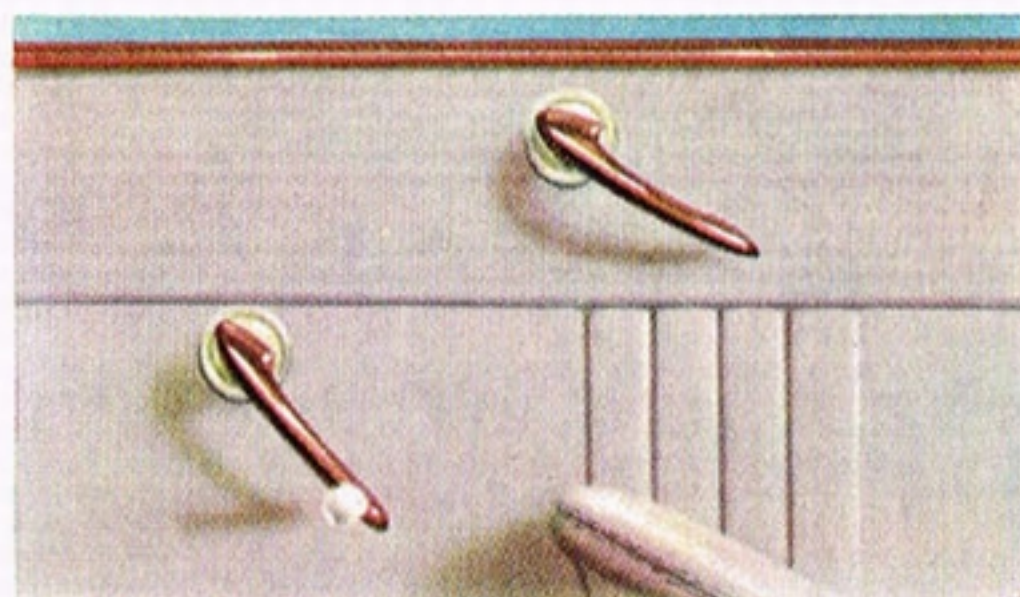




Starter button is on the instrument panel.



Hydraulic shock absorbers check jolts and jars.



Fittings combine convenience and comfort.

## FEATURES OF THE NEW CAR

**FOUR POPULAR BODY TYPES:** Sedan (six passengers, two doors); Town-Sedan (six passengers, four doors); Sedan-Coupe (six passengers); Sport Convertible (five passengers).

**CHOICE OF EIGHT ATTRACTIVE COLORS:** Black; Jefferson Blue; Gull Gray; Coach Maroon Bright; Dartmouth Green; Folkestone Gray; Mercury Blue Metallic; Light Maroon.

**EQUIPMENT INCLUDED IN MERCURY PRICES:** Spare wheel, tire and tube; cigar lighter; electric clock; lock for glove compartment; de luxe two-spoke steering wheel; twin air electric horns; two sunvisors; dual windshield wipers; headlight beam indicator; foot headlight beam control; bumpers with bumper guards; ash trays in instrument panel and rear arm rests; two tail- and stop-lights; battery condition indicator; dimming control for instrument lights; grille for speaker if radio is installed; rustless steel wheel bands. Black tires; white sidewall tires available at extra cost.

**BIG 95 HP, V-TYPE, 8-CYLINDER ENGINE:** Offers all the advantages of the time-

proved Ford V-8 engines. Provides additional horsepower for brilliant performance with traditional Ford economy. Bore 3.187 in. Stroke 3.75 in. Piston displacement 239 cu in. Taxable horsepower rating 32.5. Brake horsepower 95 at 3600 rpm.

**HYDRAULIC BRAKES:** Providing exceptionally easy pedal action and equalized pressure for smooth, straight-line stopping. Mechanical handbrake operates *directly* on rear wheels.

**ALL-STEEL SAFETY:** Mercury bodies are 100% steel, welded into a single unit of tremendous protective strength.

**RESTFUL QUIET:** In the Mercury 8, you are protected against disturbing noises by numerous rubber-cushioned mountings, and by new methods of applying soundproofing materials developed through extensive research in Ford laboratories. In addition, the 8-cylinder engine provides quiet power.

**DEEP-DOWN COMFORT:** Mercury passengers are "cradled" between soft-acting transverse springs, away from

axles. Cushions with newly designed inner-springs, are softer, more comfortable. Four double-acting hydraulic shock absorbers stifle jolts and jars. Bodies are wide and roomy—Sedan front and rear seats both accommodate three persons comfortably. Clear-Vision Ventilation is simple 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.

**MERCURY PRICES REPRESENT FORD VALUE:** Prices of Ford-built cars have always represented *maximum* motoring value. The Mercury 8 is priced to preserve this established principle.

**CONVENIENT TERMS:** Convenient, economical terms can be arranged.

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

# MERCURY *S* FOR 1939