

Mercury 114



**MERCURY QUALITY IN
THE LOW PRICE FIELD**




Mercury 114

FORDOR SEDAN

There's room and to spare in this big, fine car . . . with luxury of interior fittings and appointments you have always associated with costly automobiles. And best of all—it's priced right down with the lowly. If you can afford any new car, you can easily afford this smart new Mercury. Built for those who like to travel in comfort . . . plenty of space front and back . . . with legroom space designed for long trips.




Mercury 114

TUDOR SEDAN

Safety for kiddies is the key note of this roomy, two-door sedan. A popular choice of families with small children. And not only for the protection of doors that can be opened only from the front seat . . . but also because it offers Mercury's self-extinguishing hydraulic brakes—and all-steel body—with safety glass in the windshield and every window. Divided front seat backs pivot forward and inward for convenience of rear-seat passengers.





Mercury 114

SEDAN COUPE

Here's sedan seating capacity, with the smart personalized styling of the coupe body type. The Sedan Coupe is a favorite of the small family and the owner who likes to have reserve seating capacity for hospitable occasions. This model has a practical advantage, too, in the extra-large luggage compartment made possible by the sloping rear deck. Divided, tilting front seat backs make it easy for passengers to enter or leave.



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COUPE

Want a personal car that says distinction in every clean-flowing line and tailored detail? Then choose the Mercury 114 Coupe. Look at that handsome, new front end—there's style no other low-priced car can match! Then open up that streamlined, rear deck—here's a spacious room for luggage, golf clubs, fishing gear, everything you'll ever want to pack on any trip to anywhere. And behind the seat—room aplenty for casual picnics.





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CONVERTIBLE COUPE

Styled for youth, styled for you is this smart all-weather model. The power-operated top raises and lowers to the touch of your fingertip, commanding a convenient button on the handsome instrument panel. When lowered, top fits flush with the body. The wide, comfortable seats are upholstered luxuriously in your choice of red or tan genuine leather. Rear quarter windows mean visibility and protection for rear seat passengers.



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STATION WAGON

For town and country . . . for the suburbanite . . . for the sociable host who likes to travel with plenty of company and in style de-luxe . . . the Station Wagon combines 8-passenger capacity with ultra distinction. Soundly-built body of attractive maple, and birch or mahogany, with lustrous varnish finish. Upholstered in *genuine* tan leather. And to make a bit with owners — removable seats convert the model into a light hauling unit!



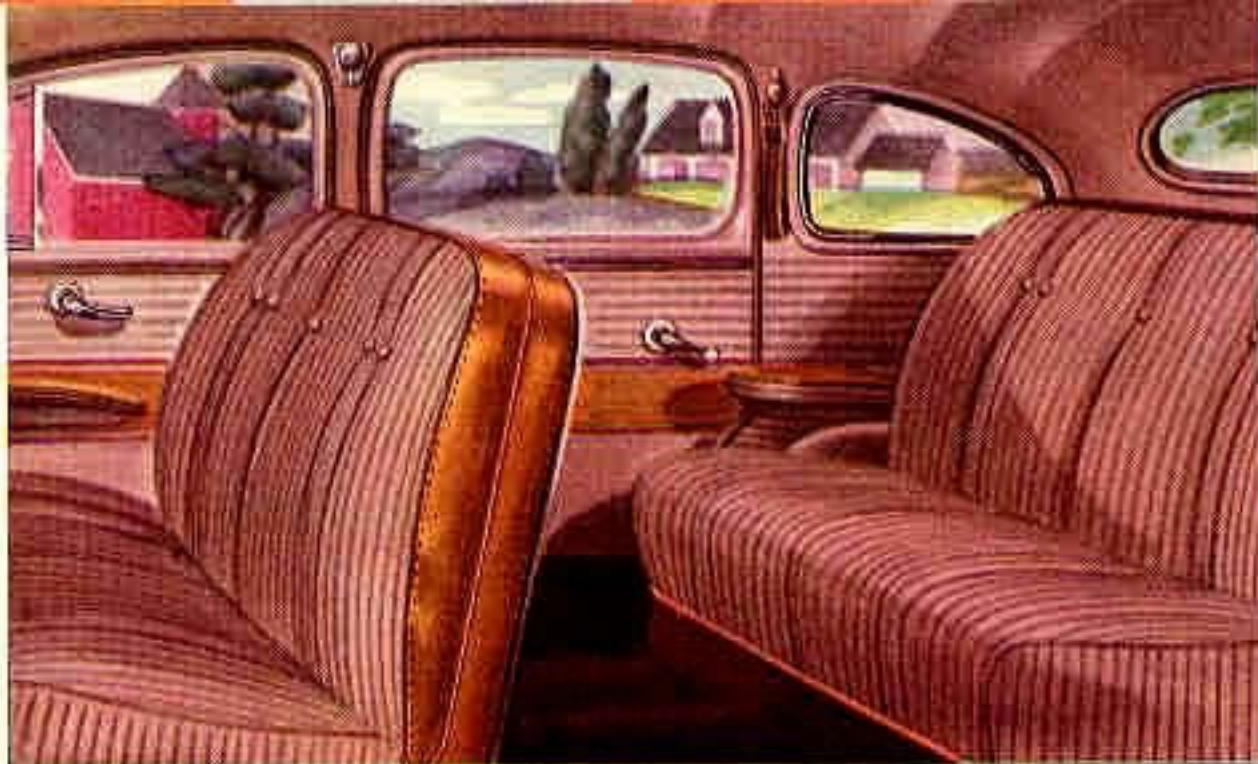


Companion car to the famous Mercury 118
IN THE LOW PRICE FIELD!

If you have always dreamed of owning a Mercury . . . now that dream comes true! For here is Mercury quality, performance, style, dependability at a price well within reach of any motorist who can afford any new car!

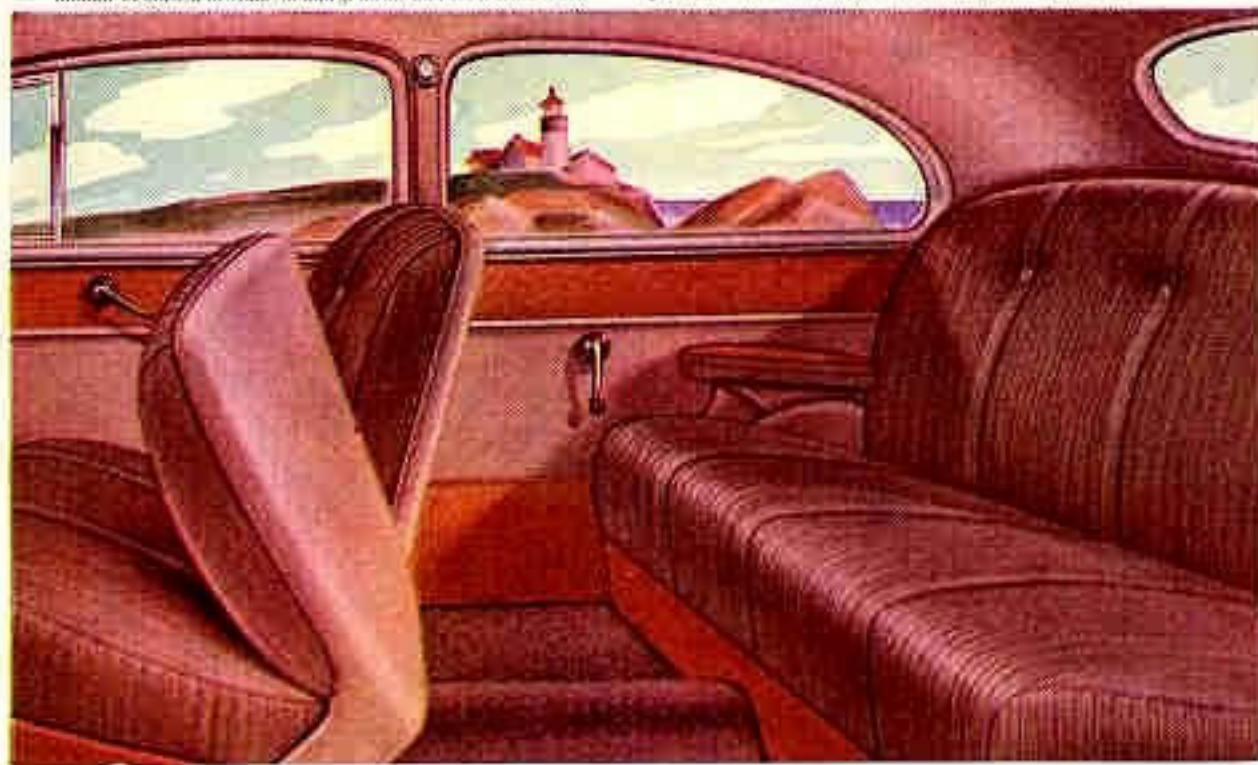
Yes, Mercury 114 is priced right down with the lowest. And it gives you more of the things you want than any other low-priced car! For instance: true Mercury style and beauty, distinguished by an entirely new front end appearance . . . smooth, effortless performance, such as you'd expect only from a Mercury V-type, 8-cylinder engine with exclusive aluminum cylinder heads . . . a new kind of smooth level ride . . . and the safety and peace of mind that come from Mercury's new, oversize hydraulic brakes—utilizing the advanced *self-centering* principle.

Take the wheel and convince yourself that it's true at last: Mercury quality, Mercury beauty, Mercury performance is now within your reach at prices comparing with the lowest!



↑ Mercury 114 *Woman's Series* . . . the low priced field in luxury, beauty, comfort, convenience. Mercury 114 upholstery is dark lodge mohair or broadcloth with accents in leather. Mercury 114 with custom trim (above) offers combination of gun stripe mohair or corded broadcloth and genuine and art leather trim.

↓ Mercury 114 *Woman's Series* . . . available in two choices of upholstery, same as for the Ford models. Divided front seat backs, fold forward and lashed for convenience of rear seat passengers in entering or leaving the car. Rear seat arm rests and ventilating front windows.



BACK OF ITS GREAT PERFORMANCE

The Famous V-Type Eight Cylinder Mercury Engine



Aluminum cylinder heads, exclusive to Mercury in the low price field, contribute much in lessening wear.

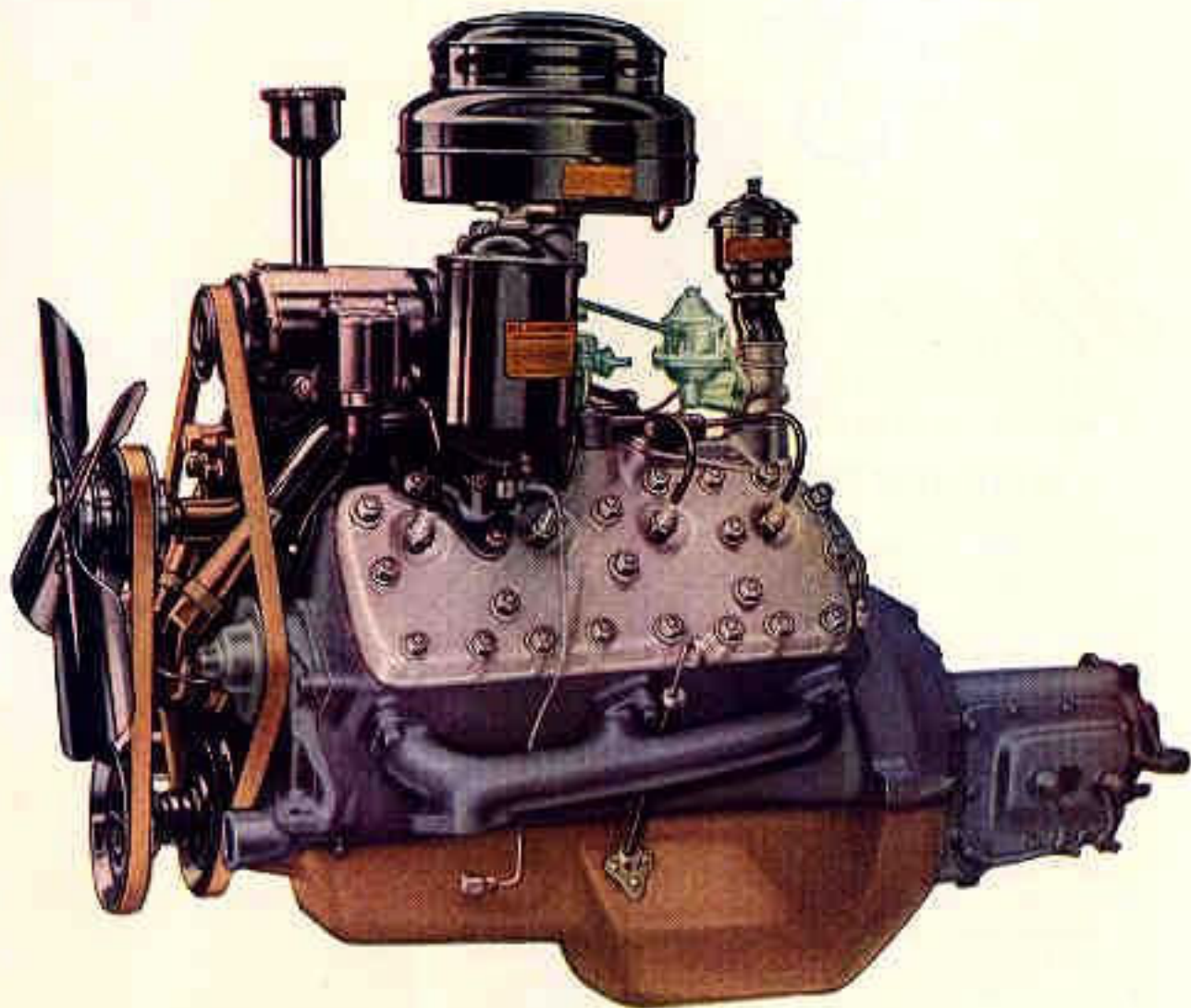


Light-weight, 4-ring, aluminum alloy pistons mean smoothness, longer bearing life—save you money on oil.

New cartridge type oil modifier . . . cleans and filters crankcase oil supply . . . standard equipment.



Short, rugged crankshaft, with twin oil holes for improved lubrication, adds thousands of miles of smooth, happy driving.



● Powerful heart of record-breaking airplanes, racing cars, speedboats . . . proved and improved through years of testing in fighting tanks and vehicles of war . . . the 93-degree, V-type engine gives you matchless performance and dependability in the Mercury 114 with economy of gasoline and oil your pocketbook will welcome. Full 93-horsepower, for "pull" and pickup you'll call amazing!

Everything for...



STYLE...
HANDLING EASE...
SAFETY



That handsome, two-spoke wheel answers every touch of your fingers like a charm. And shifting gears in your Mercury 114 is an effort as slight as Mercury's previous selector—the gear you need, without changing. As easy as sliding down an eye.

● The name Mercury has always stood for a car of outstanding performance, ease of control and safety. You will find that the new Mercury 114 is true to this great tradition. It pioneers a thrilling new kind of smooth, level ride . . . a new degree of easy, effortless handling . . . safer, more comfortable roadability . . . in the low price field. Allied to a stylish beauty that gives the car that "costly" look, these fine mechanical features spell greater worth for your money . . . a higher satisfaction, that endures for more miles and months of supremely happy motoring.



The instrument panel is easy on the eyes—with instruments that feature visibility and practical design. Beautiful overall finish, with modern plastic trim. Cigar lighter handy to your reach. Glove compartment is roomy.



Bright wheel rings in gleaming chrome add smoothness to the Mercury 114 with custom trim. Hidden chrome guards protect the rear fenders—mechanism that "flexing touch" is a streamlined fender treatment that makes the car seem lower, flatter.



Mercury 114 brings you a new kind of built-in brake for 1936—all the safety of the hydraulic principle, plus a new, self-energizing design that lets the shoes "flex" into contact with the drums . . . insuring quicker stops, less pedal pressure, longer life for linings.



Your rear stabilizer insures outstanding roadability and handling ease when rounding curves and driving in a cross wind. Transverse stabilizers, front and rear, reduce sideways. Torsional front stabilizer keeps car on even keel, on bumpy roads.