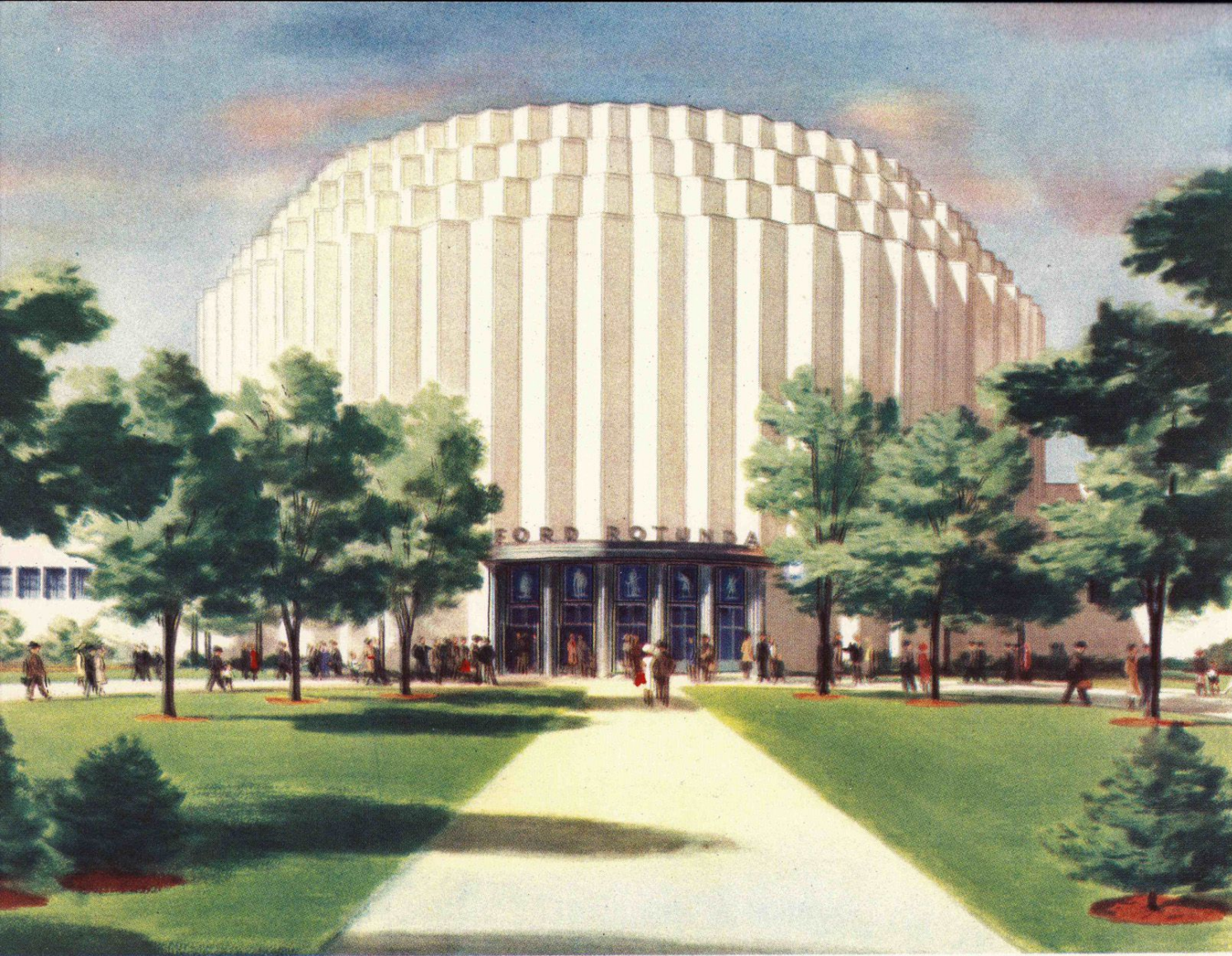


NEW MERCURY FOR 1939





For 35 years the Ford Motor Company has pioneered in the manufacture of motor cars. Today, as always, the name "Ford" stands for value based on the most advanced engineering standards and guided by one policy—to provide for the motoring public a constantly higher level of quality, performance and pride of ownership.

Now the full resources and experience of the Ford organization have been drawn upon in the creation of a new automobile—the Mercury 8. Designed to occupy a place in the Ford-Lincoln family between the De Luxe Ford V-8 and the Lincoln-Zephyr V-12, this new quality car brings Ford standards of value to its price class.

A NEW NAME . . . A NEW CAR . . . A NEW VALUE

During the past few years, thousands of motorists have asked for a larger car than the Ford, with all the 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 above all, a new value in the Ford-Lincoln family of V-type quality cars.

Offered on the 116-inch wheelbase Mercury chassis is a choice of four body types, each designed to fill a definite need. They are—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 length, which skilful designing has translated into extra roominess. Interior upholstery and appointments are characterized by tasteful luxury in quality and design of materials.

The clean, flowing body lines 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 modern 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 through greater piston displacement.

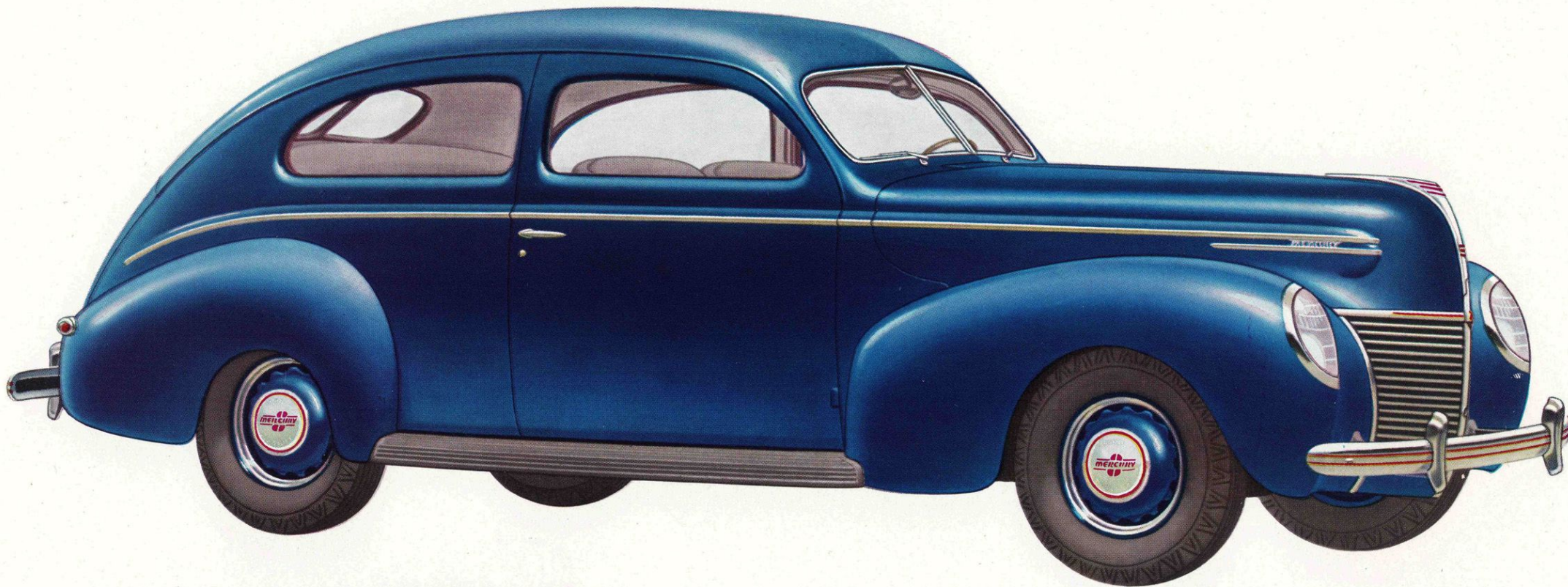
Extensive Ford research has resulted in the Mercury's remarkable freedom from noise and vibration. Numerous rubber-cushioned mountings and the scientific use of sound-deadening materials contribute to this car's quiet and comfort.

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

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

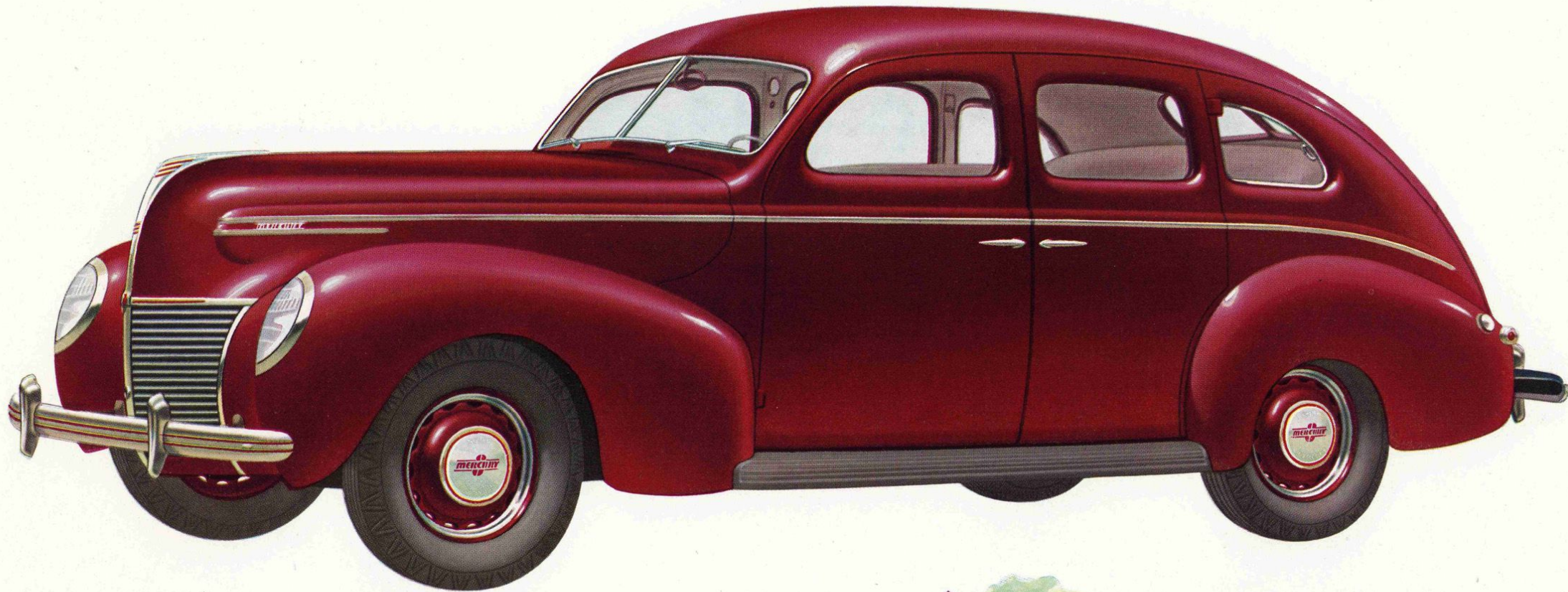
NEW MERCURY *8* FOR 1939

NEW MERCURY *S* SEDAN

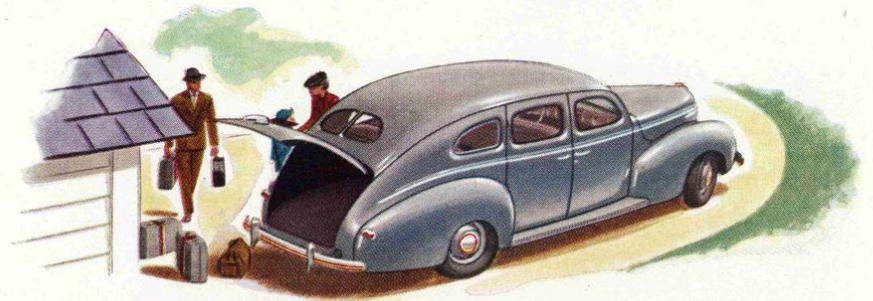


The Mercury 8 Sedan seats six passengers comfortably, one reason why it is a popular family car. A wide door on each side permits ready access to front and rear seats, and divided front seat backs swing inward when tilted forward. Parents especially appreciate this two-door sedan, as children in the back seat are away from the door handles. Arm rests and assist loops are provided 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 controlled and regulated.

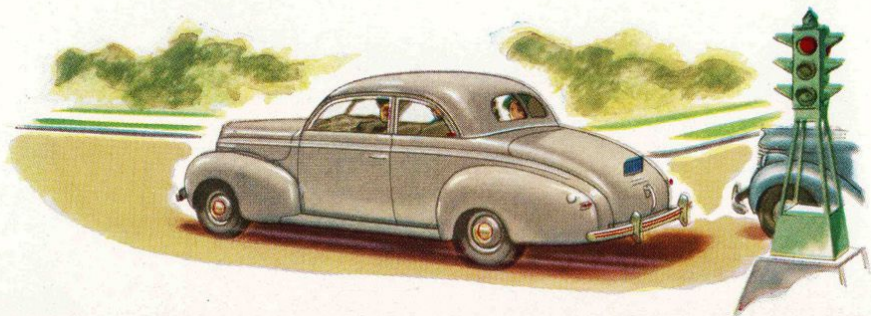
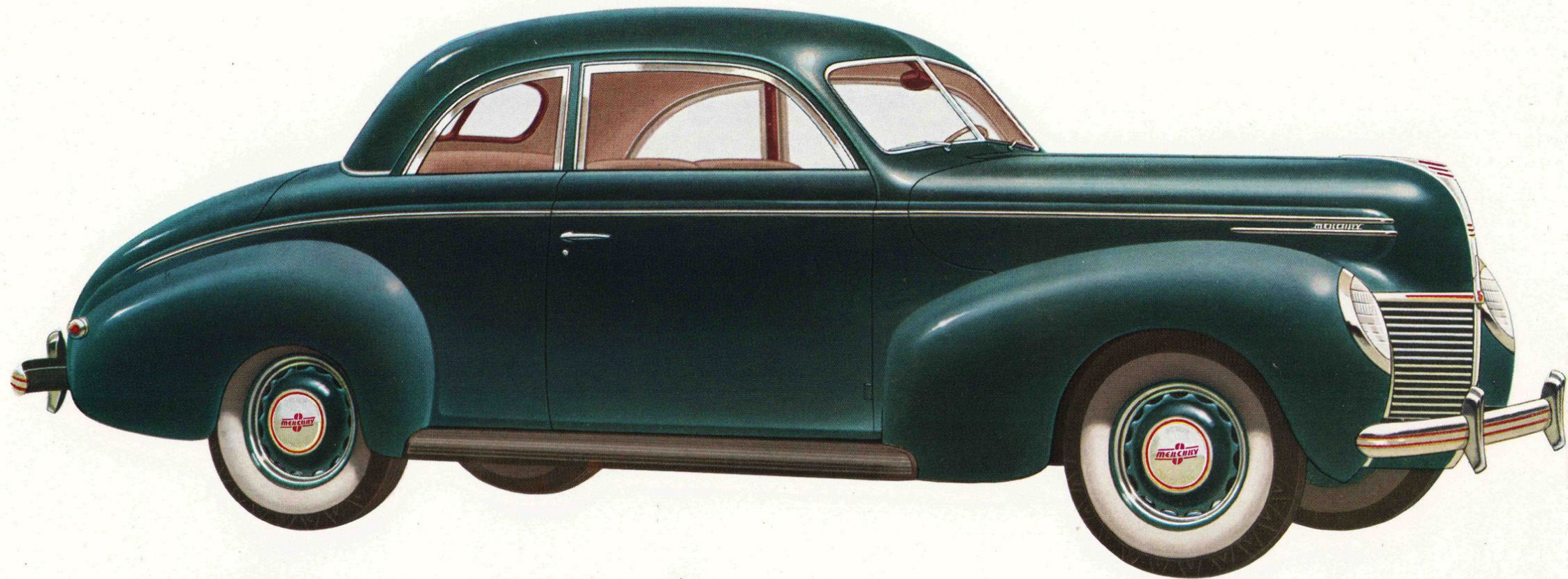
NEW MERCURY *S* TOWN-SEDAN



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 moderate overall 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 draws stale air from the car without creating draughts.

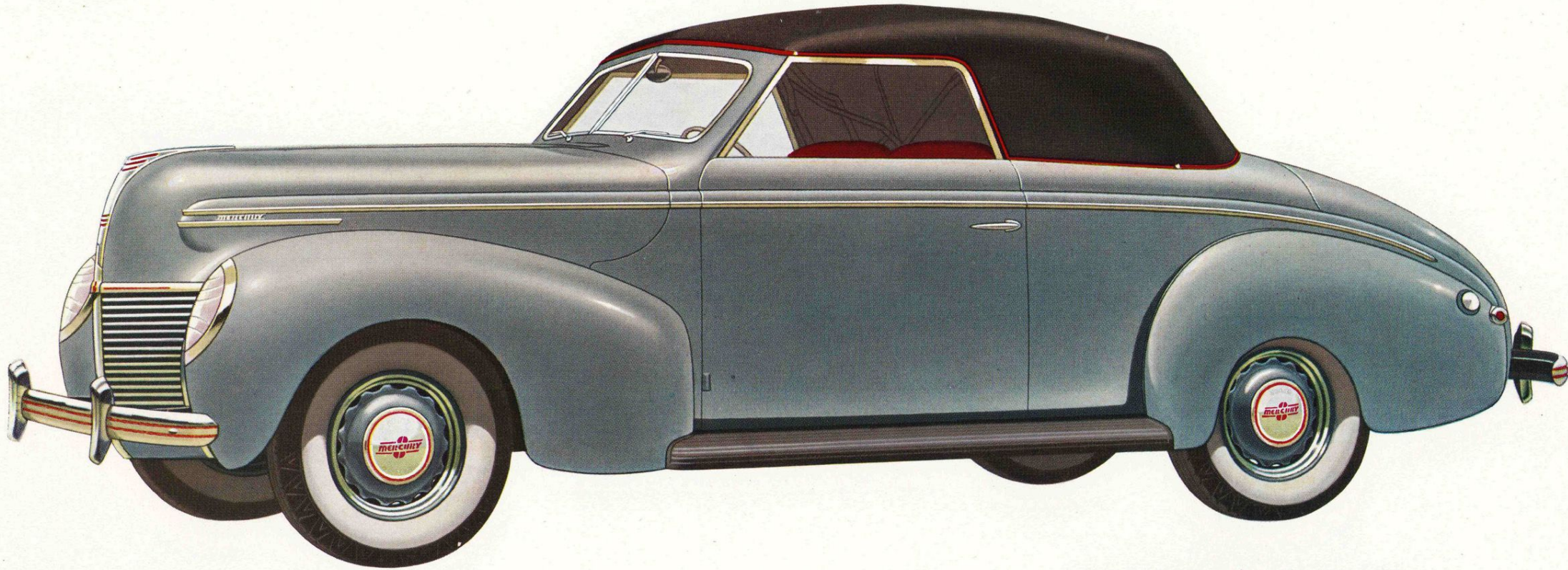


NEW MERCURY *S* SEDAN-COUPÉ



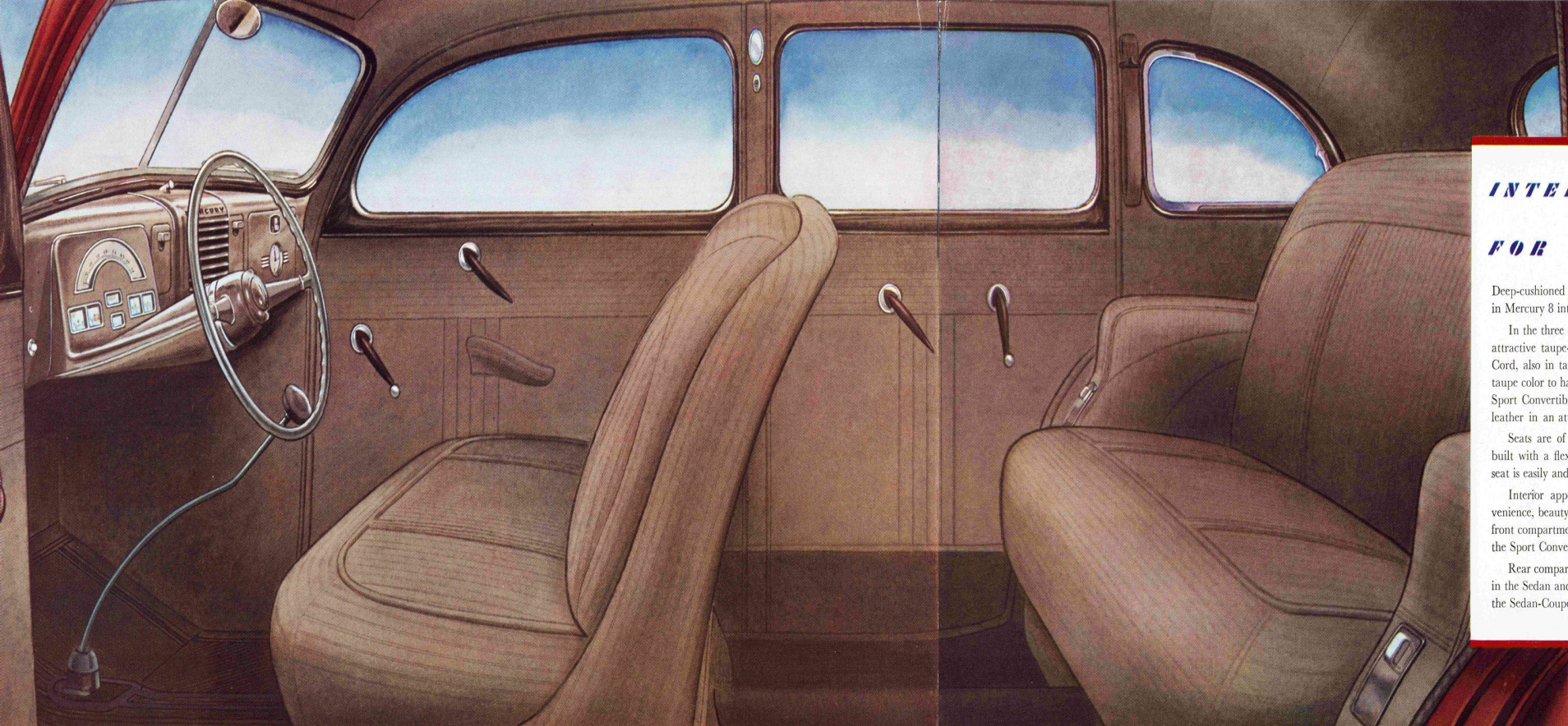
The Mercury 8 Sedan-Coupe combines the compact smartness of coupe design with accommodations for six passengers. Ideal for business or professional use, this car appeals also to small families. The striking lines and the individual touch of rustless steel frames for door and rear-quarter windows give 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 *S*PORT CONVERTIBLE



The Mercury 8 Sport Convertible 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 leather with a choice of colors—light russet or mahogany-red in an attractive antique finish. Top may be had in a choice of tan-gray fabric with tan edging, or black fabric with vermilion edging. White sidewall tires are extra.





INTERIORS TAILORED FOR *Comfort*

Deep-cushioned comfort and smartly tailored luxury are perfectly blended in Mercury 8 interiors.

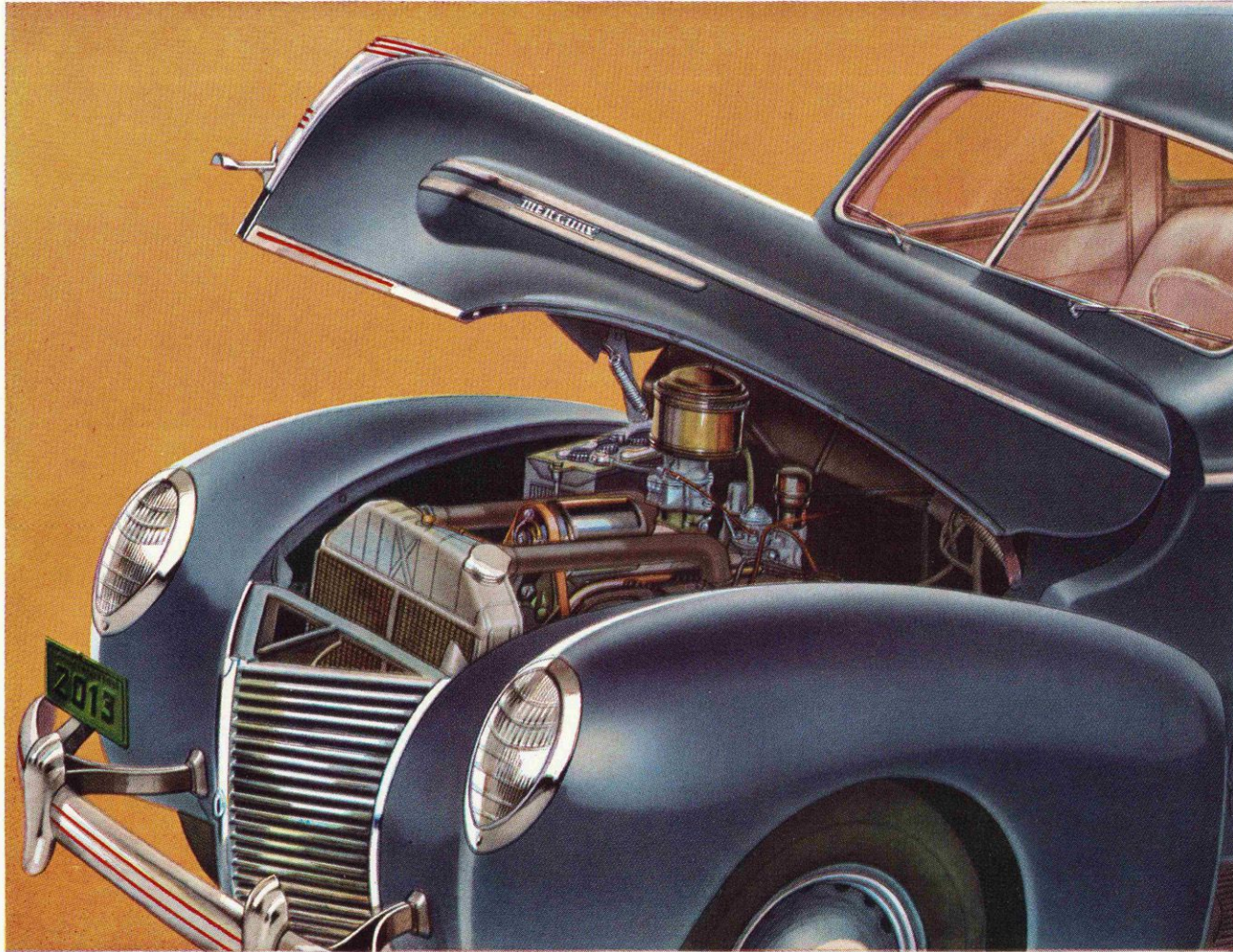
In the three closed cars, owners have a choice of upholstery fabrics—attractive taupe-colored broadcloth with woven stripe, or rich Bedford Cord, also in taupe. Window and door moldings are grain finished in taupe color to harmonize with upholstery fabric. Seat upholstery for the Sport Convertible is genuine hand-buffed mahogany-red or light russet leather in an attractive antique finish.

Seats are of a new "pillow-and-piping" design. The cushions are built with a flexible roll-edge for greater riding comfort. The driver's seat is easily and quickly adjustable.

Interior appointments are distinctively modern, designed for convenience, beauty and safety. Arm rests are standard on both doors of all front compartments, and for rear seat passengers in all body types except the Sport Convertible.

Rear compartment lights are recessed in the right and left door pillars in the Sedan and Town-Sedan, with switch on the right-hand pillar. In the Sedan-Coupe, the interior light is over the rear window.

A BIG *New* V-TYPE 8 CYLINDER ENGINE



95
H.P.

The Mercury 8 is a *big* car—yet its 95 horsepower, V-type 8-cylinder engine provides a favorable power-to-weight ratio.

Basically, this new engine offers all the proved advantages of the Ford V-8 engines, but piston displacement is greater to provide *plus*-power.

Rigid Ford standards of precision mean reduced friction of moving parts, and consequently *less wear*. Many special steels used in the Mercury engine were developed by Ford metallurgists for exclusive use in products of the Ford Motor Company.

The Mercury engine delivers power and pickup for *every* normal motoring need, with an ample *reserve* for emergencies. Eight cylinders provide 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 tradition of brilliant V-type performance combined with Ford V-type economy.

BIG, POWERFUL

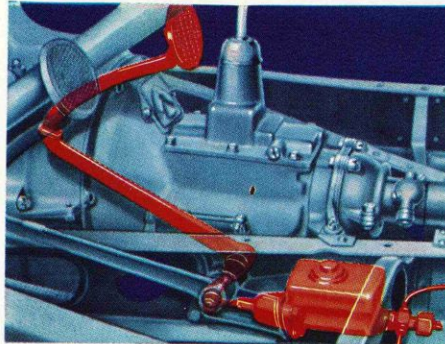
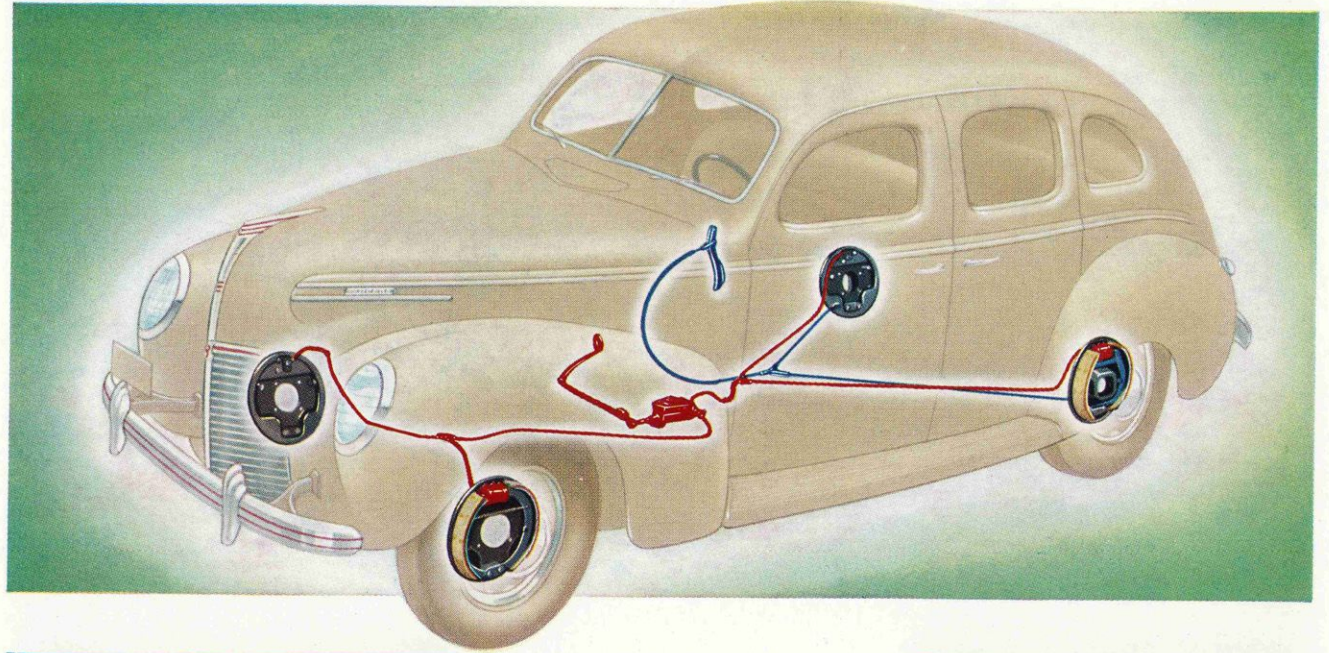
Hydraulic Brakes

**12 INCH BRAKE DRUMS
162 SQUARE INCHES OF
BRAKE LINING**

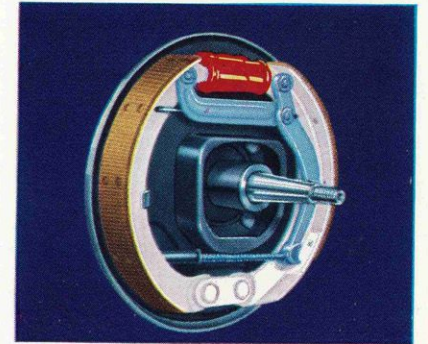
● The new Mercury 8 is equipped with big hydraulic brakes designed to meet every normal and emergency driving need, with an ample margin of safety.

Mercury brakes provide exceptionally easy pedal action, and equalized braking pressure for smooth, straight-line stops. Brake action is at all times under full control of your foot, and is in direct proportion to the pressure applied to the pedal.

The parking brake lever, located just under the instrument panel, mechanically operates the two rear-wheel brakes by means of steel cables.



The master cylinder is securely bolted to the rigid pedal bracket. A readily accessible floor board inspection plate makes it easy to check the amount of fluid



Pistons in double hydraulic cylinder move two independently anchored brake shoes into smooth, firm contact with each brake drum.



DEEP-DOWN *Comfort* **INVITES YOU TO RELAX**

The luxurious smoothness and comfort of the Mercury 8 are not the result of chance. They are *built into the car* in accordance with proved Ford principles of design and engineering. Balanced weight distribution permits equalized flexibility in front and rear springs. Center-Poise design puts passengers *between* the axles, instead of over them. Four double-acting hydraulic shock absorbers steady and cushion the car while in motion. Seat cushions are of quality construction, built with flexible roll-edge, and are armchair soft and deep. The bodies are extra-wide, seating three people comfortably both front and rear; and the compact V-type engine allows added inches of leg room. Clear-Vision Ventilation is simple and always under control, and scientific soundproofing provides unusual quiet. You will be astonished at the silent smoothness and deep-down comfort of the Mercury 8 on all roads, under all weather conditions. It will give you a new conception of motoring pleasure.

RESTFUL Quiet SURROUNDS YOU AS YOU RIDE

In the Mercury 8 you will enjoy a truly remarkable freedom from noises and vibration. During the development of this car, months of research by Ford engineers greatly extended the field of knowledge about car soundproofing. Such delicate instruments as microphones, stethoscopes and vibration analyzers have been used to track down vibration sources, and the origins of body and chassis noises. Exhaustive tests of materials and generous use of rubber and other dampeners also have contributed to this car's unusual quiet. You will find the Mercury 8 velvet-smooth . . . silent as the night . . . a restful and relaxing automobile in which to ride.



A FEW "Highlights" OF THE MERCURY 8

Only by actually *riding* in the new Mercury 8—by driving it *yourself* through city traffic and on the open highway—will you be able to appreciate the comfort, luxury and mechanical excellence of this new V-type automobile. However, we have "high-lighted" on this page a few of the features that make the Mercury the quality car in its price field.



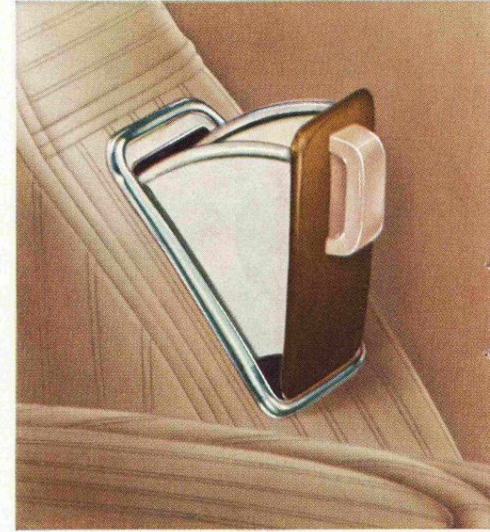
The Mercury's exceptional width, with extra inches made available in the interior by the narrowed running boards, provides an unusual amount of room for six passengers in the Sedan body types. The front compartment of the Town-Sedan is 54 inches wide—while the roomy rear compartment measures 56 inches from side to side.



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



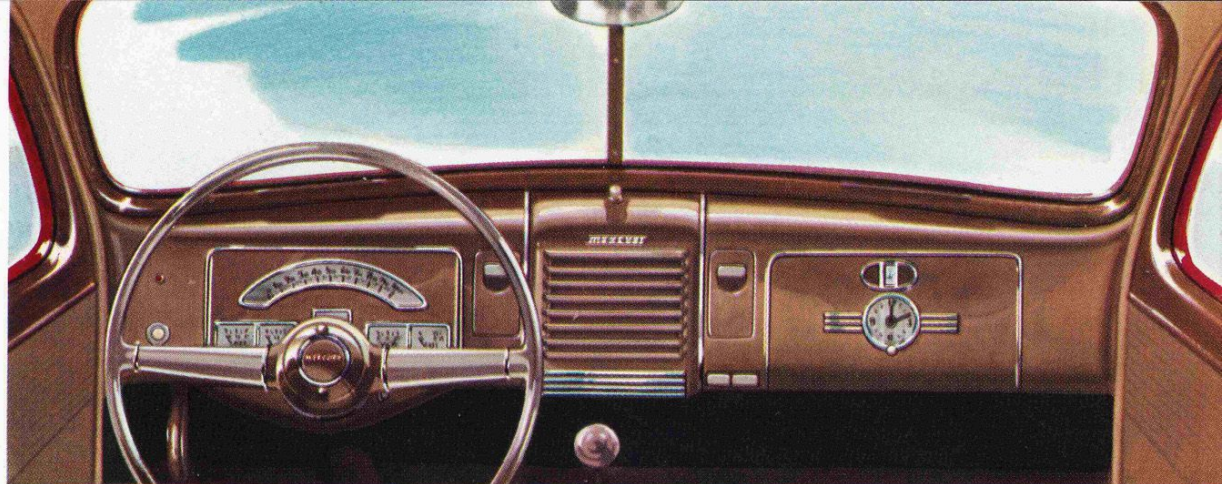
The smartly sloping rear deck, with its combination luggage compartment lock and license plate light, blends beauty with utility. The two tail lamps show lights at the side as well as in the rear.



Exemplifying the completeness of Mercury interior appointments are the convenient ash trays recessed in the rear-seat arm rests.



Women, especially, will be enthusiastic about the easy steering and parking qualities of the Mercury 8. They will appreciate the simplicity of Clear-Vision Ventilation in the Sedans. One handle operates both window and ventilating slot—nothing to interfere with vision or with making hand signals.



The new two-spoke steering wheel affords surprising visibility to all gages. Central grille provides for speaker if radio is installed. Starter button, "telltale" light indicating headlight beam angle, and parking brake lever are at the left. There is a special dimming control for instrument panel lights, and a new-type battery condition indicator.



A compartment on the right side of the instrument panel provides a convenient place for gloves, maps, sun glasses and other articles. The door of the compartment is fitted with electric clock and lock.

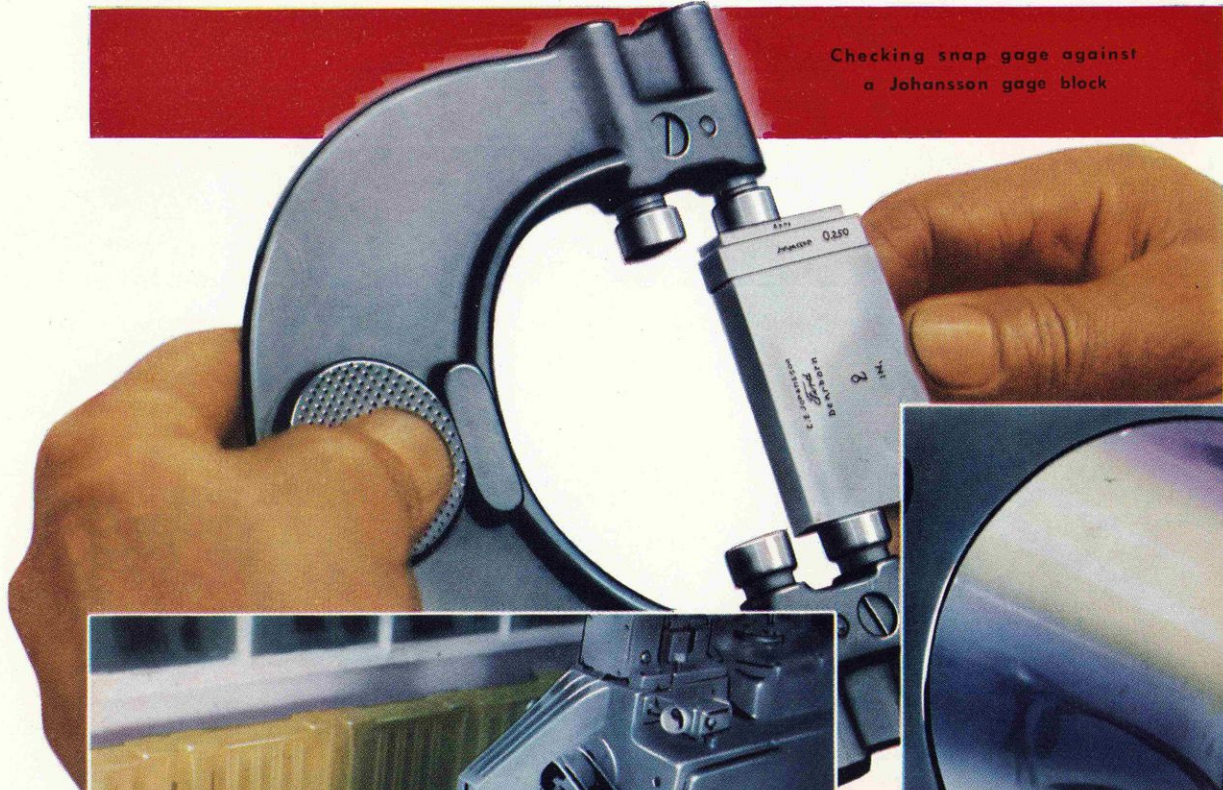


In all four body types of the Mercury 8, the front seat may be adjusted quickly and easily to the driver's height. This comfort feature will appeal especially to women, and to owners who drive long distances at a time.



Both sides of the divided front seat in the Mercury Sedan, Sedan-Coupe and Sport Convertible swing inward as they tilt forward—making the wide rear seats easily accessible. No "squeezing" is necessary.

MATCHLESS *Precision* AND CONSTANT INSPECTION

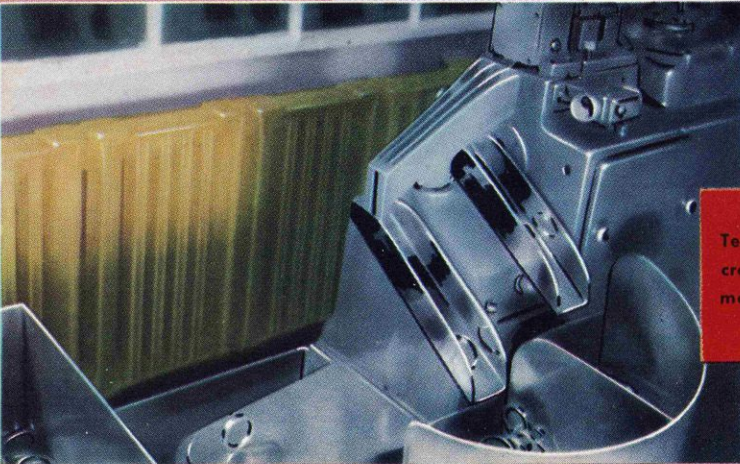


Checking snap gage against
a Johansson gage block

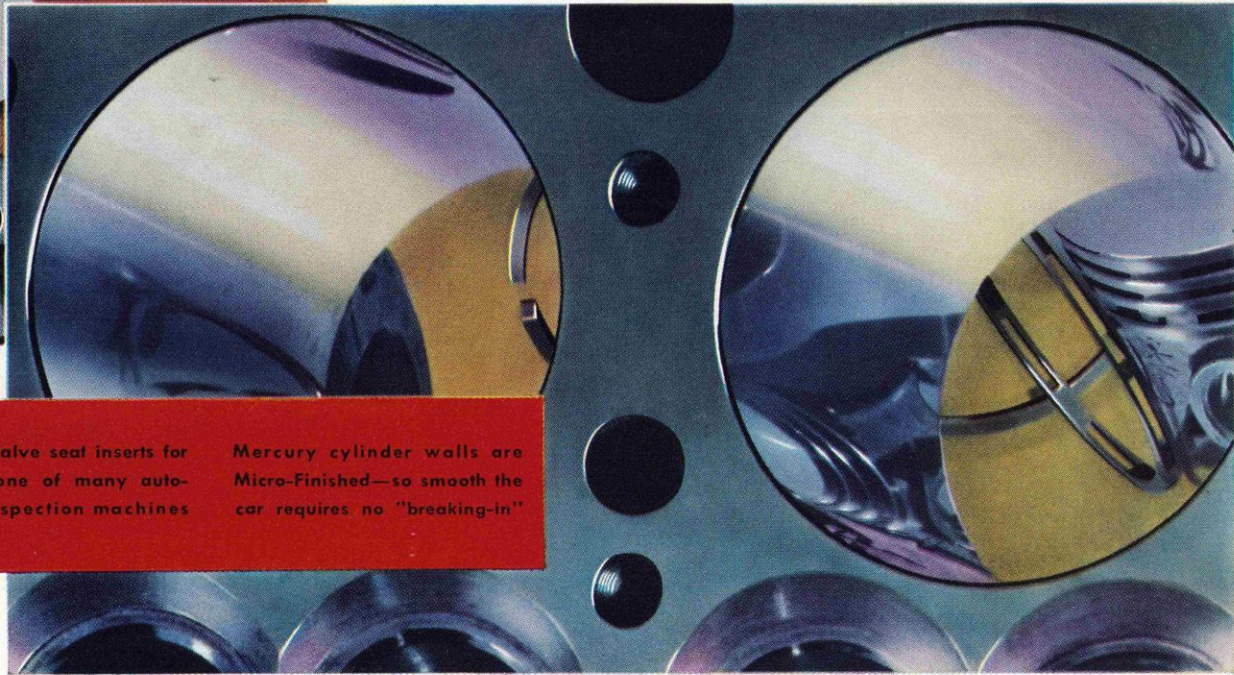
Friction means wear. In the manufacture of the Mercury 8, friction is materially reduced by maintaining almost incredible standards of *precision*. At nearly 2000 points, "tolerances" are held to *the thickness of a human hair or less!*

The accepted standard of linear precision is the Johansson gage block, accurate to within *two millionths* of an inch. These gage blocks, manufactured by the Johansson Division of the Ford Motor Company, are the foundation on which Mercury precision standards are maintained. Hence the remarkable accuracy of Mercury parts.

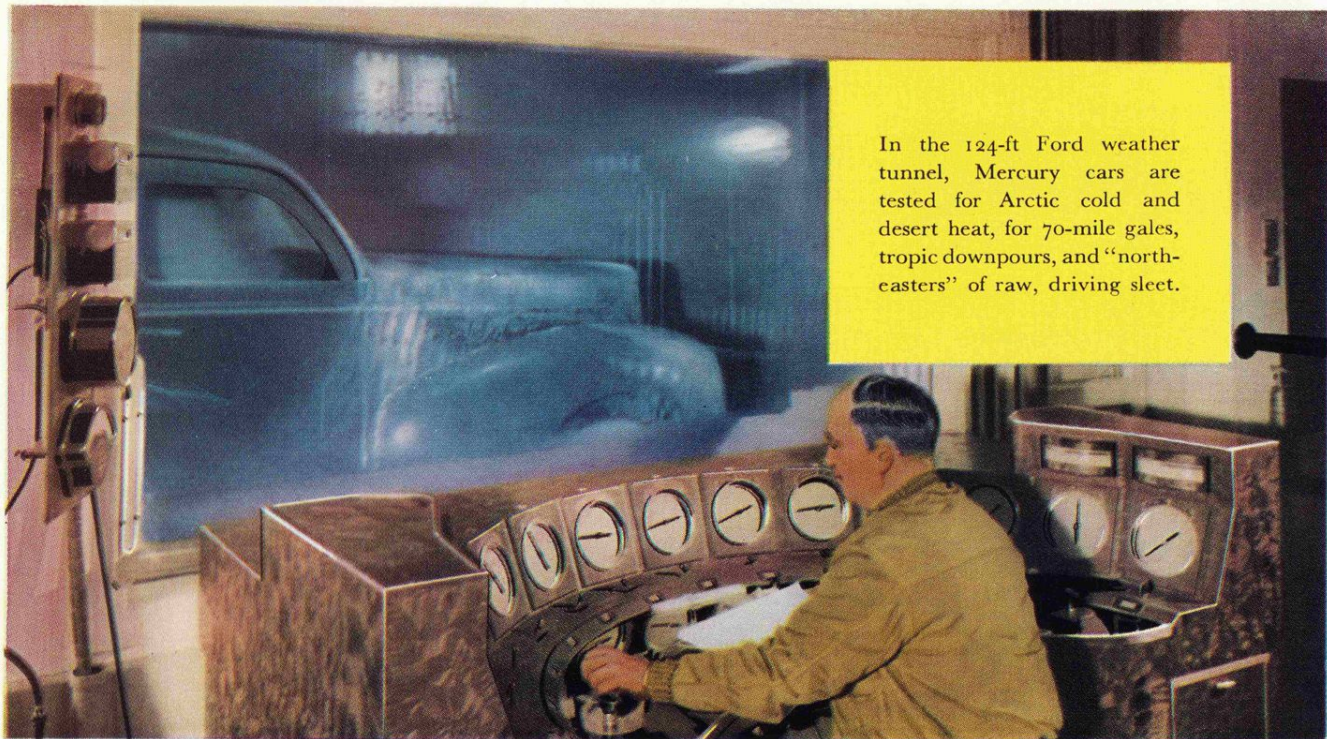
The profilometer, an electrical device first developed for production use at the Ford Motor Company plant, measures *surface smoothness* in *millionths* of an inch. It is used to check the Micro-Finish on cylinder walls, crankshaft bearings and other potential friction points to assure *long, trouble-free service* to owners of the Mercury.



Testing valve seal inserts for
cracks—one of many auto-
matic inspection machines



Mercury cylinder walls are
Micro-Finished—so smooth the
car requires no "breaking-in"

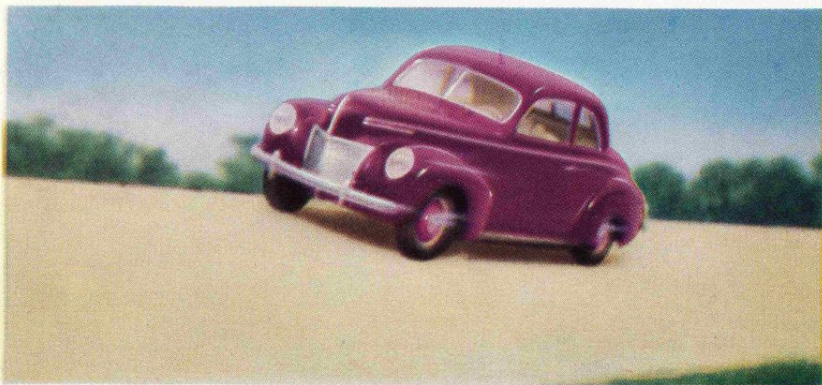


In the 124-ft Ford weather tunnel, Mercury cars are tested for Arctic cold and desert heat, for 70-mile gales, tropic downpours, and "northeasters" of raw, driving sleet.

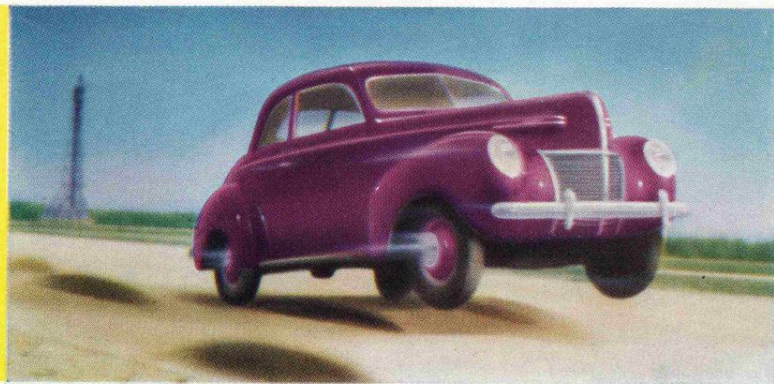
PROVED...PROVED ...AND *Re-Proved!*

In the Mercury 8, materials, design, methods, workmanship, all have been tested to Ford standards of quality—not once, but many times. There are no "unknown quantities" in this new car. You can drive, secure in the knowledge that it has passed the requirements of 14 Ford laboratories . . . that it has proved itself in extreme cold and heat, on test track and in weather tunnel, from radiator ornament to tail lamp, from its top right down to the ground.

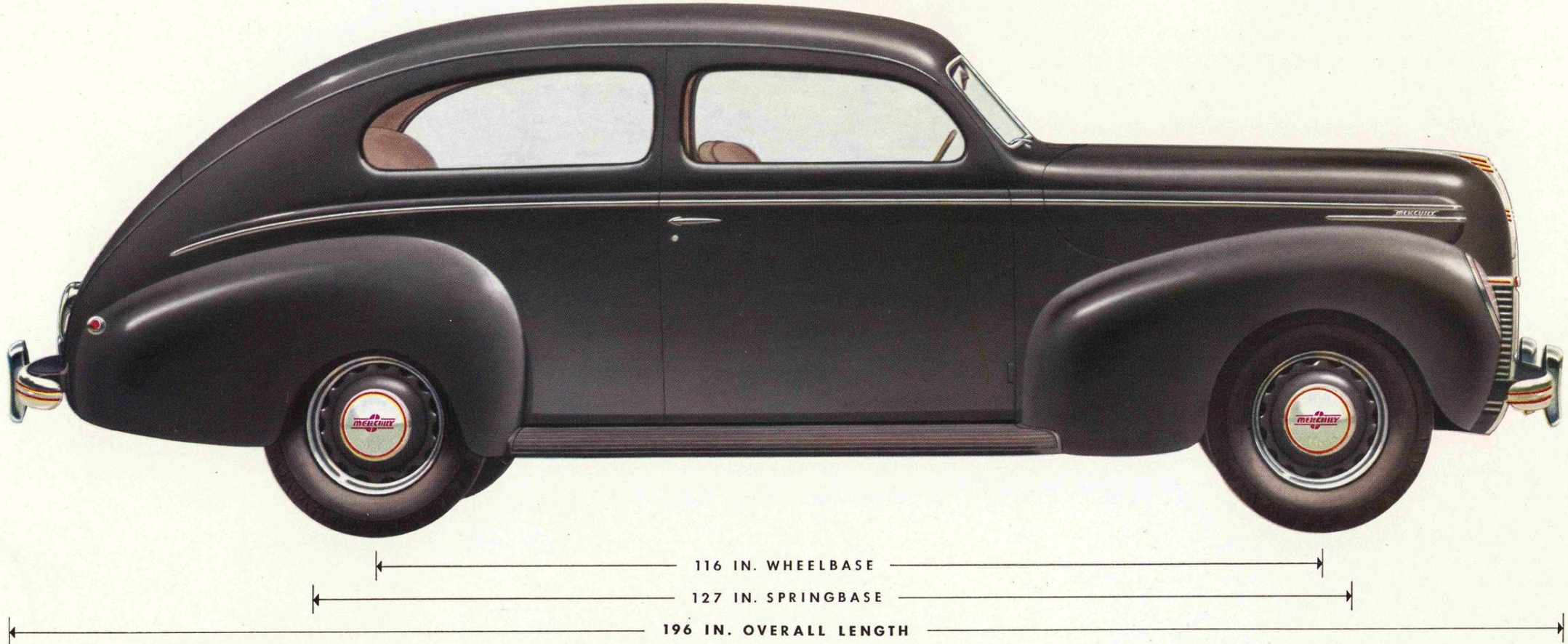
The Mercury 8 is built to stand up for years and perform brilliantly and faithfully under conditions far more difficult than any which you are ever likely to encounter. You can trust it as an old and valued friend.



There are three Ford test tracks at Dearborn. One is concrete (left), banked for high speeds. Around this track, one of the largest of its kind in the world, test cars are literally "driven to death" at scorching, screaming speeds. Another Ford test track is gravel. The third (right) is composed of many types of rough surfaces. On this section, known as the "wobble road," the Mercury 8 is driven headlong over big bumps, by drivers whose job it is to cause some break or failure—if they can!



EVERYTHING BUT THE PRICE IS *Big*



The impressive size of the Mercury 8 is not an optical illusion. This new car is *long* as well as *wide*. It measures 116 inches from front to rear axle . . . 127 inches from front to rear spring . . . 196 inches from front to rear bumper.

You'll appreciate the size of the Mercury when you seat yourself inside. Here's *room!* Space conserved by that short, compact V-type engine has been

skilfully translated into extra inches of inside *length*—just as the narrowed running boards make possible greater *width* inside the car.

In the spacious luggage compartments which are features of all four body types, there's room for four traveling bags of average size, with plenty of space to spare for golf clubs, tennis racquets, fishing tackle and other articles.

FEATURES OF THE NEW MERCURY *S*

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; Tropical Green.

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

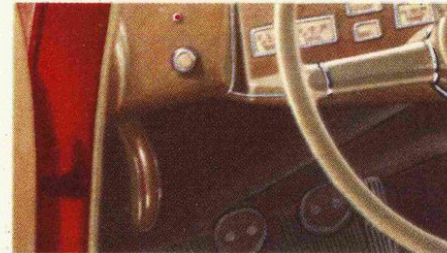
NEW 95 hp, V-TYPE, 8-CYLINDER ENGINE: Offers all the advantages of

time-proved Ford V-8 engine design. 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.

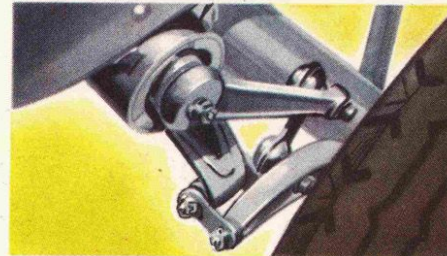
HYDRAULIC BRAKES: Providing exceptionally easy pedal action and equalized pressure for smooth, straight-line stopping. Mechanical handbrake operates *directly* on rear wheels by means of steel cables. 12 inch brake drums. 162 square inches of brake lining area.

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

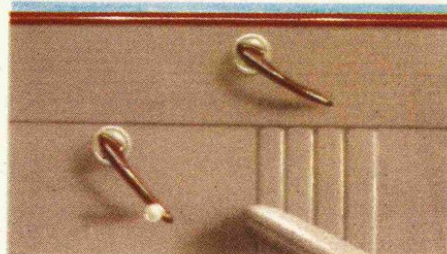
RESTFUL QUIET: In the Mercury, passengers are protected against disturbing noises by numerous rubber-cushioned mountings, and by effective types of body insulation developed through extensive soundproofing research in Ford laboratories. In addition, the V-type 8-cylinder engine provides a smooth, *quiet*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



Starter button is on "dash," parking brake below.



Four hydraulic shock absorbers check jolts and jars.



Fittings are styled for convenience, comfort, safety.

DEEP-DOWN COMFORT: Mercury passengers are "cradled" between soft-acting transverse springs, away from axles. Seat cushions are built with flexible roll-edge. Four double-acting hydraulic shock absorbers control spring action. Bodies are wide and roomy—Sedan front and rear seats both accommodate three persons comfortably. Clear-Vision 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.

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

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.

FORD MOTOR COMPANY NOW OFFERS FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

NEW MERCURY FOR 1939

