

MERCURY 8 FOR 1940



A GREATER MERCURY 8... Ready for more records

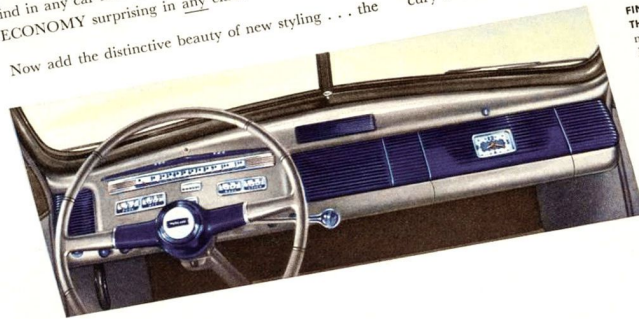
First introduced to the public in 1939, the Mercury 8 has already established an enviable reputation in the motoring world. Within three short months of its introduction, it took its place among the leading cars in the country—a record of success unparalleled in modern motor car history. Within the year, 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

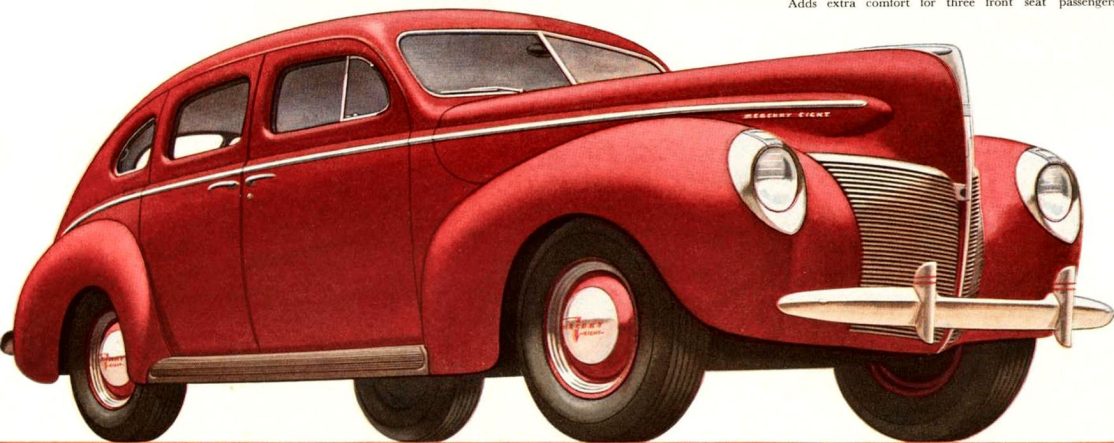
new comfort, even quieter performance . . . the advanced engineering and precision manufacture of the world's most modern motor car plant . . . and you'll see why the Mercury 8 for 1940 is receiving even greater acclaim.

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 20 to 25 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.

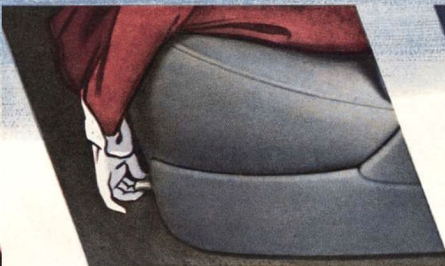


FINGER-TIP GEARSHIFT ON THE STEERING COLUMN is a new feature of the 1940 Mercury. The beautiful new blue-and-silver toned instrument panel sets the pace for the car's new styling. New straight-line speedometer, gauges and headlight beam indicator are grouped for easy vision in front of the clear-view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

BEAUTY YOU'LL BE PROUD TO OWN



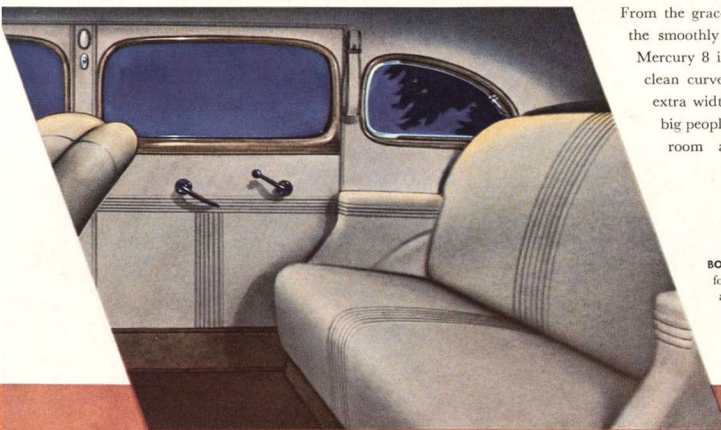
FINGER-TIP GEARSHIFT ON STEERING COLUMN is standard on all body types of the Mercury. Fast, easy to operate. Contributes to the remarkable quiet of the Mercury Ride. Adds extra comfort for three front seat passengers.



ADJUSTABLE FRONT SEAT moves easily forward or backward within a range of 4 1/4 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.



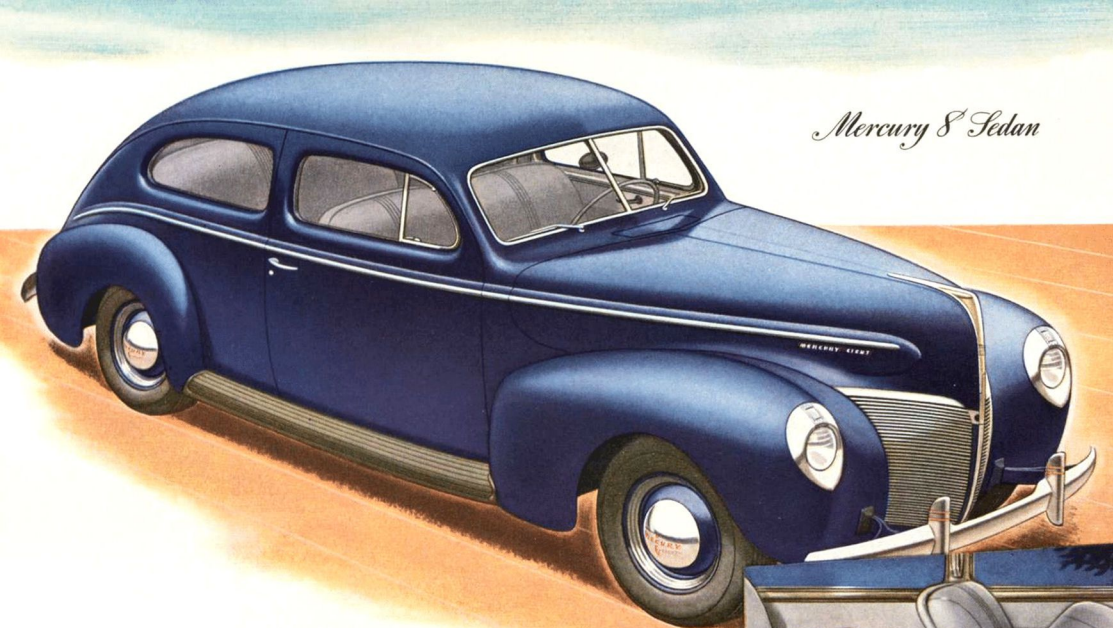
LUGGAGE SPACE FOR A LARGE FAMILY is concealed beneath the smoothly streamlined rear deck—room for several big bags and smaller pieces. Compartment automatically lighted. Spare wheel stowed vertically. Key cannot be removed until deck is locked.



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-grey 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 Town-Sedan

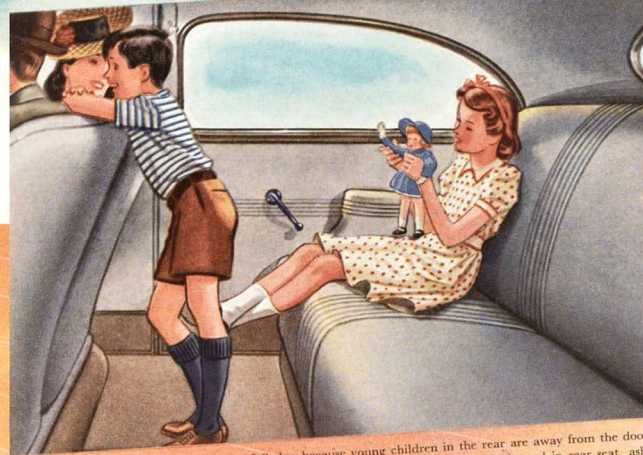


Mercury 8 Sedan

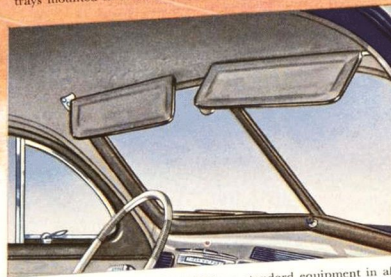
ARE YOU LOOKING FOR BIG VALUE?



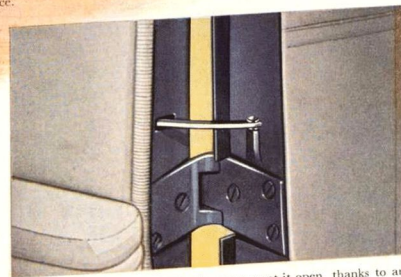
YOU DON'T HAVE TO SQUEEZE into the rear seat, for each front seat back tips inward, away from the wide door, as it swings forward. The seat cushion is one piece, full width.



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 on both doors and in rear seat, ash trays mounted in sides, and lights in door pillars contribute to convenience.



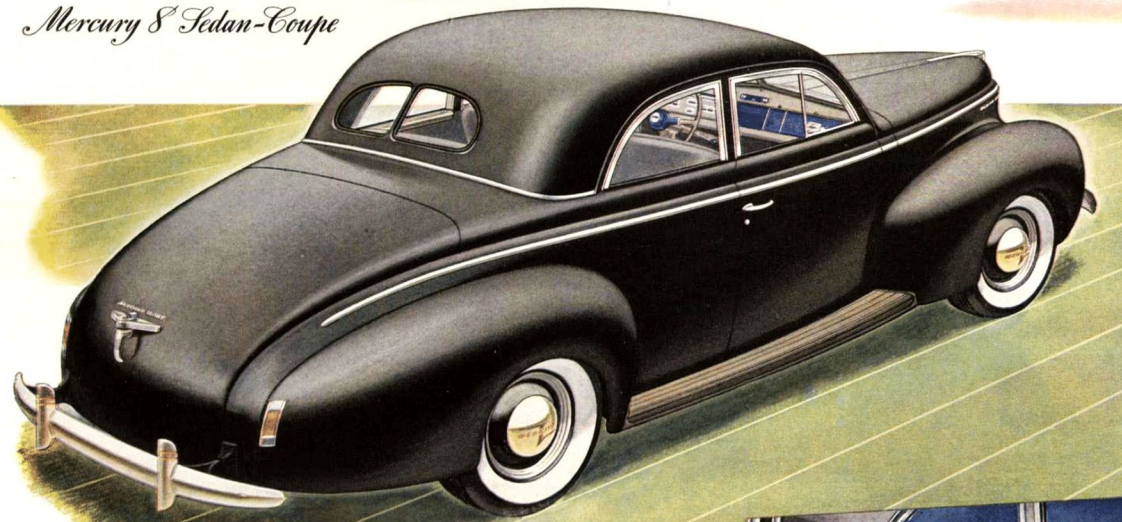
TWO FULLY ADJUSTABLE SUN VISORS are standard equipment in all Mercury 8 body types, providing all-around glare protection for driver and passengers. Annoying sun angles need not bother you.



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



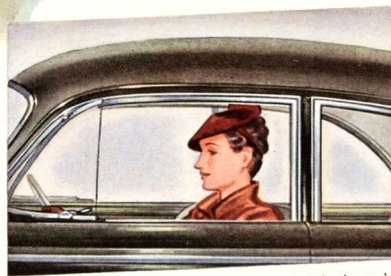
YOURS FOR TOWN AND TRAVEL



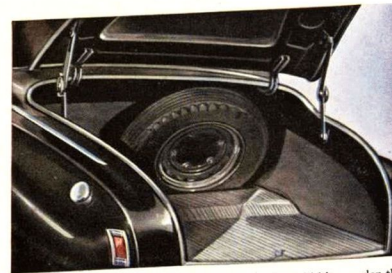
A CONTINUOUS CUSHION support is formed by the front seat backs. The wide rear seat is easily accessible because front seat back is divided, and either side tilts forward and inward.



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.



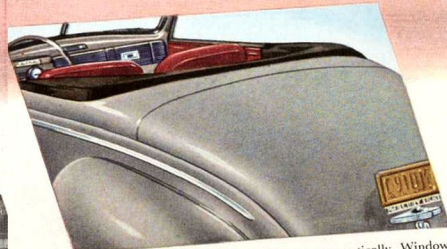
A LUGGAGE COMPARTMENT of exceptional size is hidden under the sloping rear deck of the Sedan-Coupe. As in all Mercury body types, this compartment is automatically lighted. Rubber mat on floor.

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?



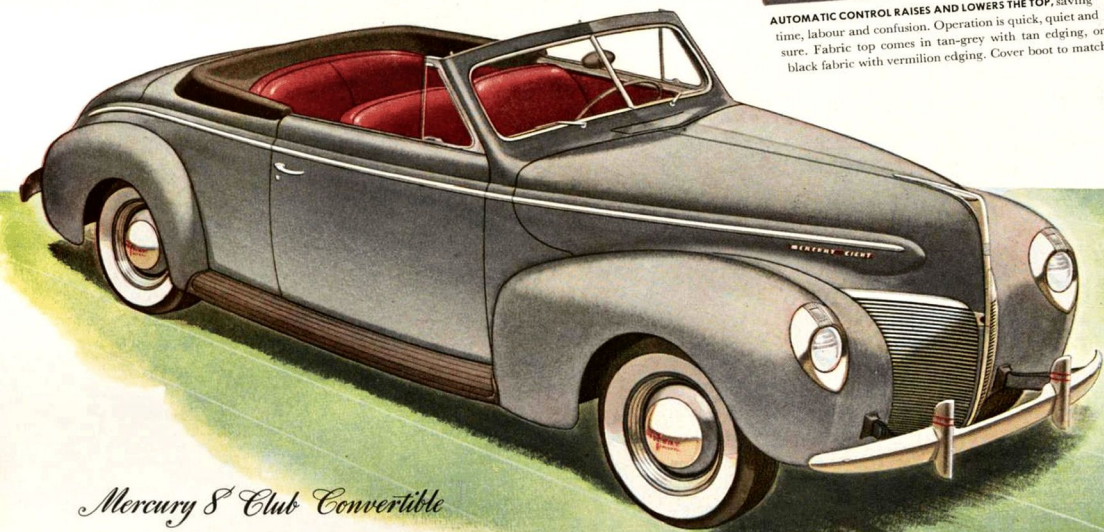
AUTOMATIC CONTROL RAISES AND LOWERS THE TOP, saving time, labour and confusion. Operation is quick, quiet and sure. Fabric top comes in tan-grey with tan edging, or black fabric with vermilion edging. Cover boot to match.



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.



Mercury 8 Club Convertible



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.

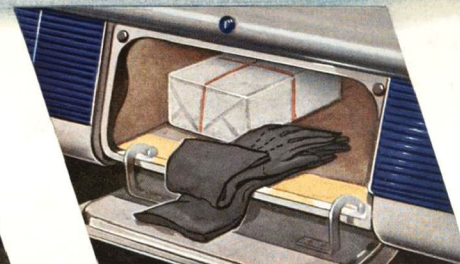
YOUR JUNE-AND-JANUARY CAR



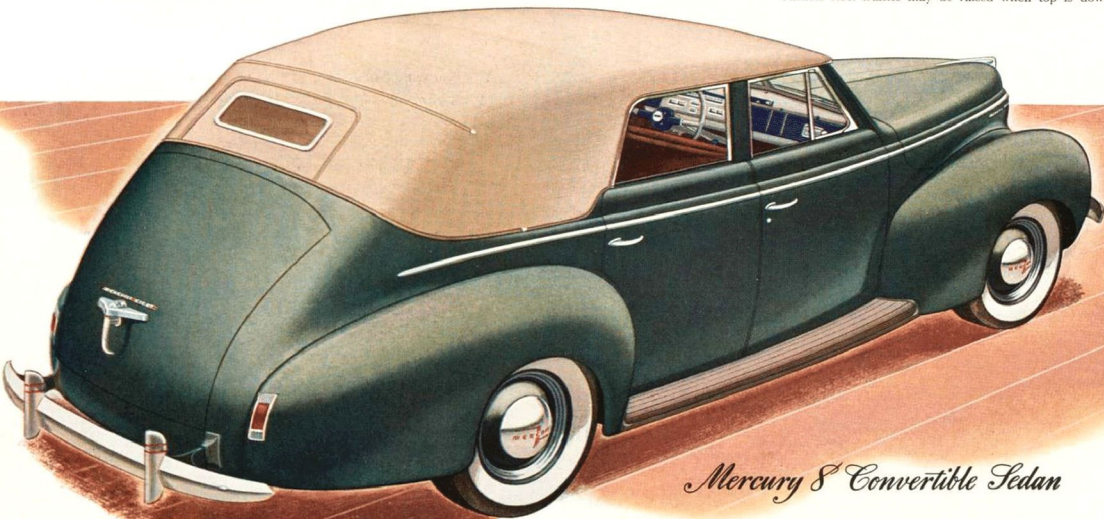
TOP FOLDS FLAT—OUT OF SIGHT. Boot matches top in colour—choice of tan-grey top with tan edging or black with vermillion edging. Sturdy windows in attractive rustless steel frames may be raised when top is down.



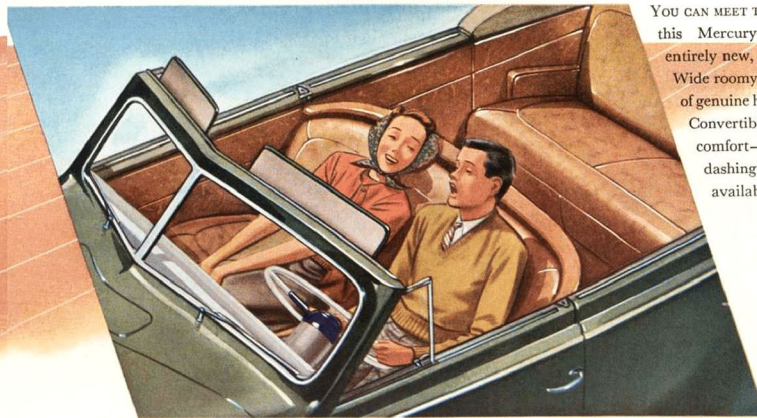
NEW, STRAIGHT-LINE SPEEDOMETER adds to the beauty of the new blue-and-silver toned instrument panel on all body types. Gauges for fuel, oil, temperature and battery condition are grouped below. Headlight beam indicator directly in front of driver.



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.

● "I want to tell you how pleased I am with my Mercury Town Sedan. Total mileage is 1837 miles. To cover this distance I used 70 gallons of gas. This makes the attractive average of 26.4 miles to the gallon. Needless to say, the car uses no oil between regular changes. I'm also delighted with the way it rides!"
J. B. Giroque, Cornwall, Ont.

● "I'm extremely pleased with my Mercury . . . and here's why! I drove 1600 miles in three days from St. Louis, Mo., to my home in Regina—an enjoyable trouble-free trip. Believe me, riding comfort in the Mercury is all one could ask for. No fatigue. And all of 26 miles to the gallon."
Dr. E. W. Spencer, Saskatoon, Sask.

● "The two Mercury cars we purchased this spring are very satisfactory. I drive the Sedan myself and on two different trips averaged 23.6 miles per gallon. The second Mercury is a Cabriolet and on a recent run of 300 miles it let and on a recent run of 300 miles it gave 23.8 miles per gallon. The cars are exceedingly comfortable over long trips."
W. C. Robb, Montreal, Que.

● "Since taking delivery of my Mercury 8 I've travelled over my 1800 miles of territory many times, on all kinds of roads, through snow, ruts and mud. The car performs perfectly, has abundant

power, is very comfortable on long trips. Driving more than 3000 miles in one month recently, I bettered 23 miles per gallon."
C. E. Watkin, Winnipeg, Man.

● "I'm thoroughly amazed at the economical gas mileage I get with my Mercury. I've kept an actual record of gasoline consumption, and in 6,000 miles of operation, I have averaged 27.7 miles to the gallon—and used no oil whatsoever! I can heartily recommend this car to any of my friends."
Wm. Barth, Stony Plain, Alta.

● "I can see I'm going to have the same economical operation with my Mercury Town Sedan that I've had with my previous Fords. For example, I drove 4,432 miles on a Californian trip, averaging 23 miles to the Imperial gallon, driving at high speeds. Oil consumption? Nil!"
R. Melvin, Calgary, Alta.

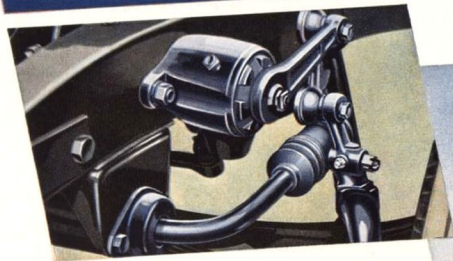
● "My Mercury Town Sedan is performing beyond my expectations. To Miami, Florida, and back was just a step of 4,000 miles for this car, which chalked up a grand impression for its comfort and ease of handling on the way. And economical! My gas mileage is around 25 miles to the gallon."
A. J. Wagner, New Liskeard, Ont.

● "I never drove a car with so much pleasure and satisfaction as my new Mercury. For ease of handling and comfort, it's the peer of any car on the road: for appearance, it's two jumps ahead! I get 21½ miles per gallon over dirt side-roads and logging roads with stiff grades. I think I'd get 24 to 25 on pavement."
J. W. Tean, Bowser, B. C.

● "My new Mercury is used for taxi work. It earns more money for me, because I have been able to go in heavy snow and difficult roads where other drivers wouldn't venture. It performs excellently on such roads. Particularly pleasing are the extra power, the comfortable ride, and the certainty and smoothness of the hydraulic brakes."
C. Swedlund, Rouyn, Que.

● "Just completed a trip to Montreal in my new Mercury, under road conditions that were none of the best. I think you may like to know how grateful I am with it. It handles easily. I'm very pleased with the riding qualities. And over the full run of 1,130 miles, I secured an average of 26 miles per gallon."
David Burpee, South Devon, N. B.

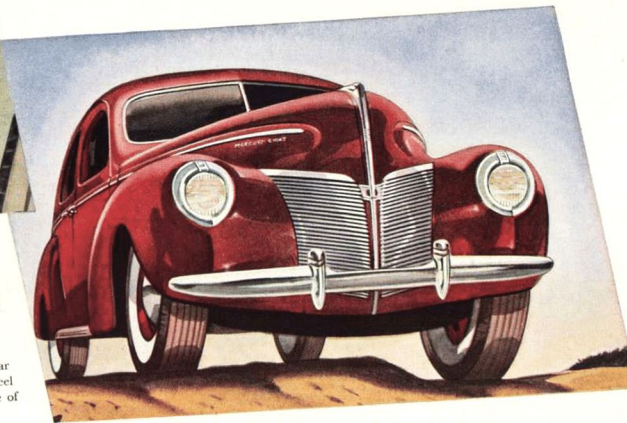
SEE HOW COMFORT IS BUILT INTO THE MERCURY 8



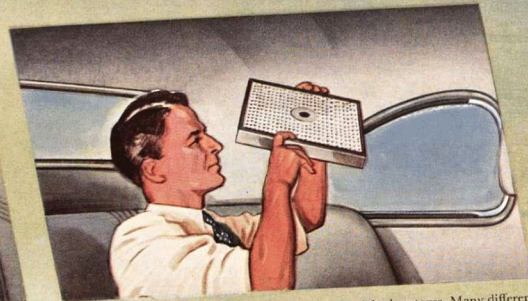
YOU RIDE INSULATED from road bumps by Triple-Cushioned Comfort: Seat cushions are soft-edged with deep soft inner springs. Large hydraulic shock absorbers have new self-sealing construction which means less frequent servicing. Long, flexible transverse springs literally absorb jolts, jars and bumps.

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 centre of gravity also helps the body ride level.

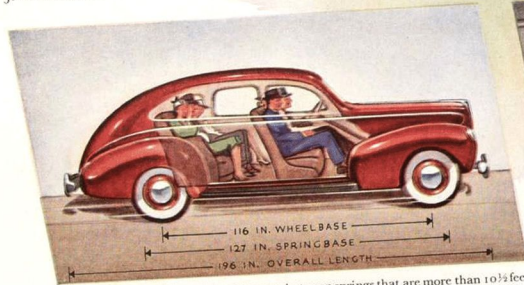
EVERY MILE YOU TRAVEL in the Mercury 8 will emphasize one quality that has been the delight of owners—the extraordinary driving ease and riding comfort of this beautifully balanced, light-footed car. The restful Mercury Ride is a sensation that you must experience to understand. It is the result of a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



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.

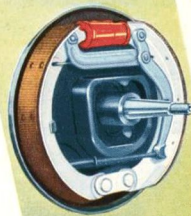


CENTRE-POISE DESIGN cradles passengers between springs that are more than 10½ feet apart. The compact V-type engine permits more usable length inside the body. The comfort of the Mercury is one of the first things noticed by passengers.

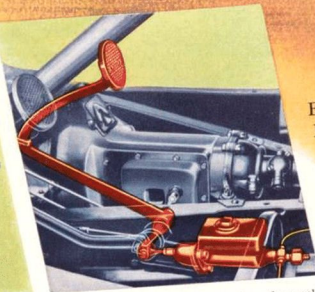


NEW CONTROLLED ALL-WEATHER VENTILATION on all Mercury body types permits draughtless circulation of air. Metal support bar slides down with the window in closed cars, allowing unobstructed side view and freedom for arm signals.

THESE THINGS MAKE YOUR MERCURY SAFE



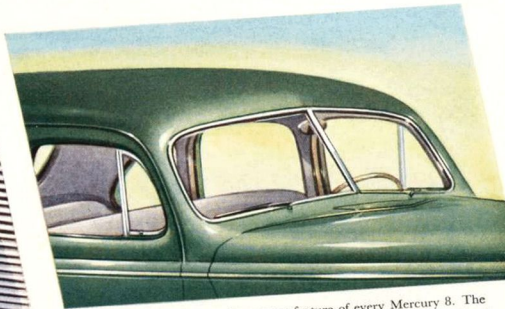
BIG HYDRAULIC BRAKES with soft pedal action give the Mercury 8 the safety of smooth, quick, straight-line stops. Large 12-inch brake drums, with 162 square inches of brake lining area. Handbrake lever mechanically operates rear wheel brakes.



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.

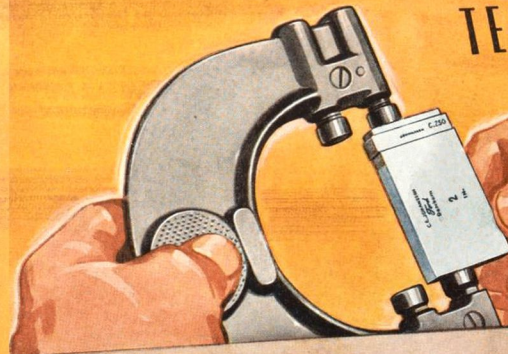


NEW SEALED-BEAM HEADLAMPS give 50% more light. Night driving safer because driver can see nearly twice as far ahead. Sealed construction insures longer life, prevents loss of lighting efficiency. Parking lamp with separate lens above headlamp.



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.

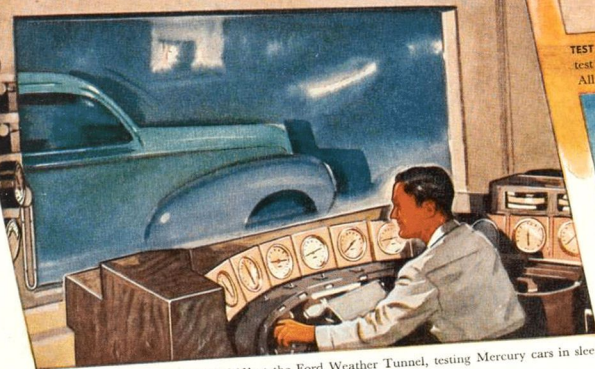
TESTS LIKE THESE SAVE YOU MONEY



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.



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.



"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 gauge blocks, accurate to two millionths of an inch, are the foundation of the famous precision manufacture that produces the Mercury 8.

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 COLOURS • Black; Como Blue Metallic; Mandarin Maroon; Sahara Tan; Cloud Mist Grey; Folkestone Grey; Lyon Blue; Yosemite Green.

CHOICE OF UPHOLSTERIES • Blue-grey 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-grey 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; metal spring covers; ash tray 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 3100 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.

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 Ford 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.

Ford Motor Company of Canada, Limited, whose policy is one of continuous improvement, reserves the right to change specifications and prices at any time without notice or incurring liability to purchasers.



FORD MOTOR COMPANY OF CANADA, LIMITED, WINDSOR, ONTARIO
FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS