

C. E. TOMLINSON
410 YORK ROAD
JENKINTOWN, PA.

PHONE OGONTZ 20



Dear Miss Newbold:

Perhaps you are one of the many people who hoped that the Ford Motor Company would bring out a larger car with every V-8 advantage, and priced according to Ford standards of value.

In response to this demand, the Ford Motor Company introduced the beautiful Mercury 8, a car that is creating a sensation everywhere. Its clean flowing lines were inspired by the Lincoln-Zephyr, acknowledged style leader among modern motor cars. It deserves your closest inspection before you buy a new automobile.

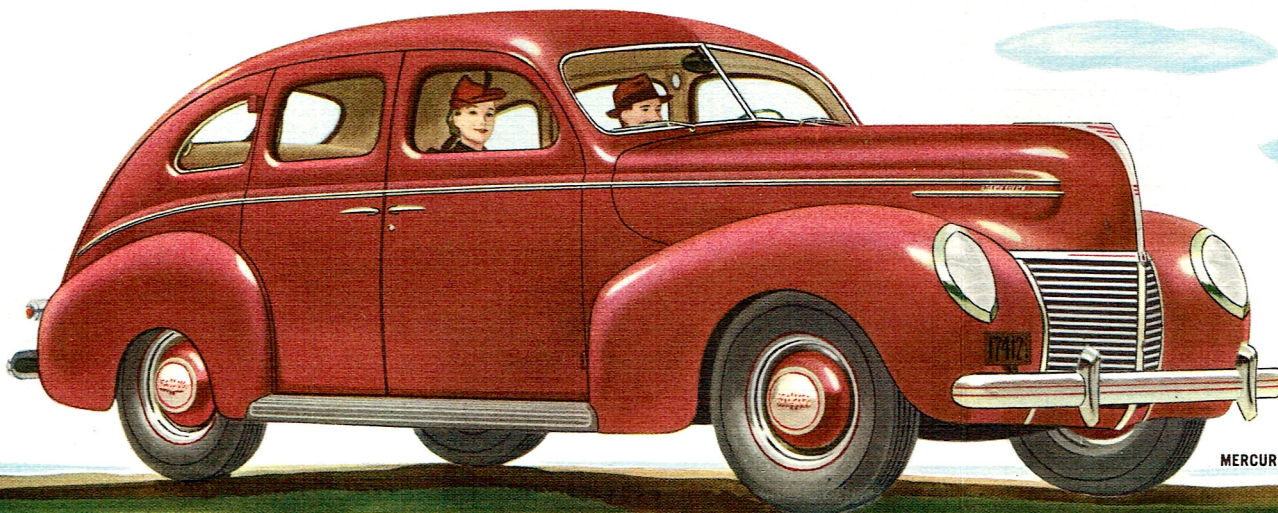
Already more than 30,000 Mercury cars have been built. Already letters of praise are pouring in from enthusiastic owners. They write about its big-car roominess--its unusual comfort--its amazing performance and ease of control--its fine-car features and appointments--and its outstanding economy. Many of these owners report up to 20 miles on a gallon of gasoline.

So that you may have an opportunity to drive this new car, I will telephone in a day or two for an appointment to bring one around for your inspection. We believe you will agree that only the Ford Motor Company could give so much for the money.

Sincerely yours,

MERCURY 8

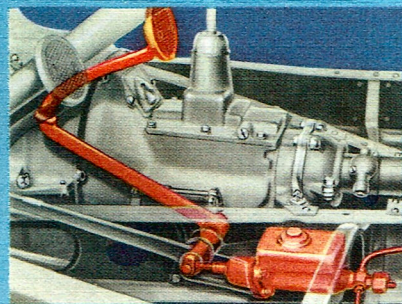
There's never been a value like the Mercury 8 in this price field



Priced between the Ford and the Lincoln-Zephyr, the Mercury is a big, wide comfortable car. Owners say they find perfect restfulness and peace of mind in its remarkable freedom from noise—in the safety of its all-steel body—in the smooth easy-action of its efficient hydraulic brakes—in the brilliant, economical performance of its brand new 95 horsepower V-8 engine. And, they're especially proud of its style leadership.

Get behind the wheel and learn why there's never been a greater value in this price class.

MERCURY TOWN SEDAN. Sedan, Sedan-Coupe and Sport Convertible bodies also available

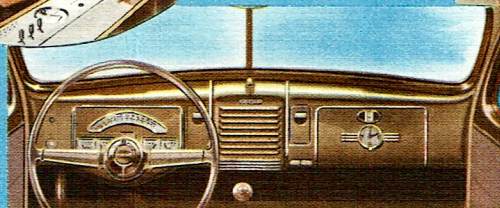
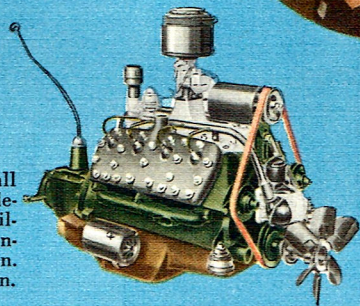


Powerful Mercury hydraulic brakes provide very easy pedal action and equalized braking pressure for smooth, straight-line stops. The parking brakes are mechanically operated.

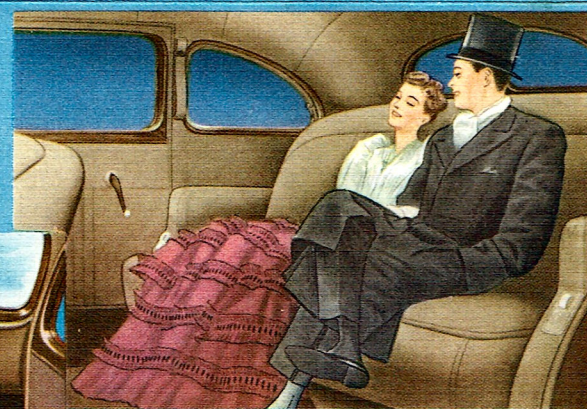


Unusual quiet is result of scientific research in laboratory and on the test track. Microphones, stethoscopes and vibration analyzers track down the origins of body and chassis noises.

Big, new 95 horsepower V-8 engine offers all advantages of time-proved V-type engine design. Provides additional horsepower for brilliant performance with traditional Ford economy. Built to highest standards of precision. Many owners report up to 20 miles to a gallon.



Unusually handsome instrument panel with all the conveniences of most expensive cars. (See back cover.) All gauges visible through new two-spoke steering wheel.



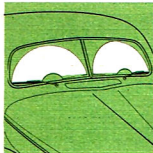
Deep-cushioned comfort and smartly-tailored luxury perfectly blended. Roomy rear compartment of Town Sedan measures 56 inches from side to side—front compartment 54 inches. Arm rests front and rear.

FEATURES WHICH MAKE THE MERCURY 8 AMERICA'S MOST TALKED ABOUT CAR

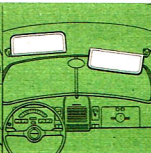
Style Leadership—New standards of beauty for the lower medium-price field. • **95 Hp V-type, 8-cylinder Engine**—Brilliant performance with good economy. • **Hydraulic Brakes**—Easy-acting—quick, straight stops. • **116-in. Wheel-**

base—127-in. **Springbase**—196-in. **Overall**—Passenger and luggage space equal to that of many cars much higher in price. • **Unusual Seat Width**—Three people ride comfortably both front and rear in Sedans. • **Triple-Cushioned**

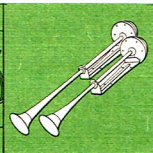
Comfort—New flexible roll-edge seat cushions, soft transverse springs, double-acting hydraulic shock absorbers. • **Stabilized Chassis**—Level starts, level stops, level ride. • **Scientific Soundproofing**—Noises hushed for quiet ride.



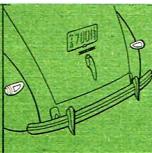
Dual windshield wipers, single control



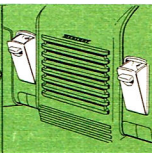
Two sun visors protect against glare



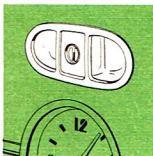
Twin air-electric horns



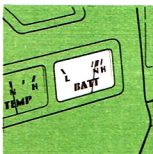
Two combination tail lamps and stop lights



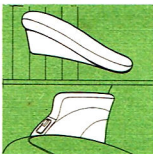
Two ash trays in instrument panel



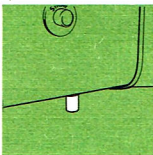
Lock for the glove compartment door



Battery condition indicator on panel



Arm rests all around in sedan types



Special dimmer for instrument lights

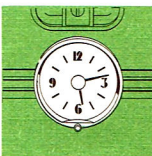
THESE AND MANY OTHER FEATURES ARE INCLUDED IN THE MERCURY ADVERTISED PRICE

The Mercury was introduced because the Ford Motor Company felt it was in an unusually favorable position to produce an outstanding value in this price field. The value it *has* produced is obvious in the *size* and *style* of the car, the quality 95 horsepower V-8 engine that powers it, the quality of the steels that go into it, the fine engineering of all its vital parts.

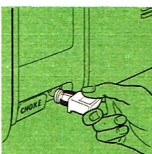
These are fundamentals. But the exceptional value of the Mercury is also evident in *the amount of desirable equipment which Ford methods have made it possible to include in the price*. Examine the features shown on this page—count them—figure what they would cost you if you had to buy them as “extras.” Bear them in mind when you *compare advertised prices*.

In addition to the features shown you get the following at the advertised price: Front and rear bumpers with bumper guards, rustless steel wheel bands on all wheels, handsome rustless steel windshield frame, rustless steel window frames for Sedan-Coupe.

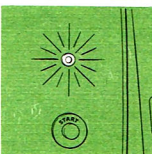
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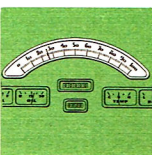
Electric clock in compartment door



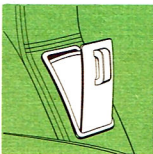
Electric cigar lighter in panel



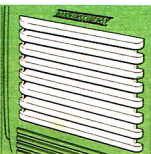
Headlight beam indicator on panel



Arc-type speedometer with trip indicator



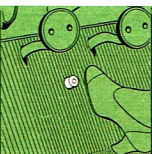
Ash trays in rear of Sedans



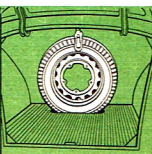
Grille for speaker when radio is installed



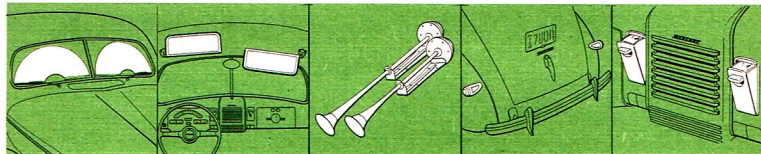
De luxe two-spoke steering wheel



Foot control for headlight beams



Spare wheel, tire and tube. Mat on floor



Dual windshield wipers, single control

Two sun visors protect against glare

Twin air-electric horns

Two combination tail lamps and stop lights

Two ash trays in instrument panel

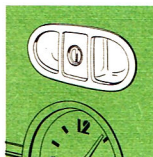
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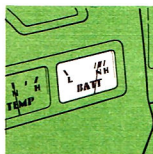
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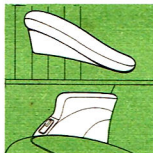
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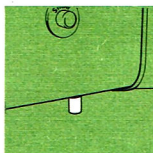
Lock for the glove compartment door



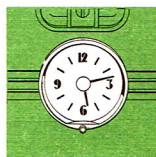
Battery condition indicator on panel



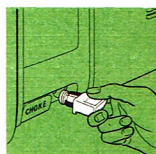
Arm rests all around in sedan types



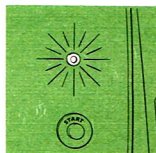
Special dimmer for instrument lights



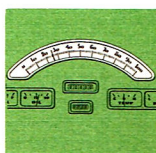
Electric clock in compartment door



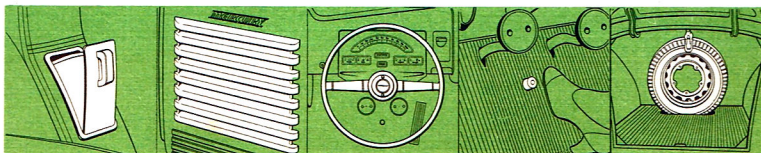
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