

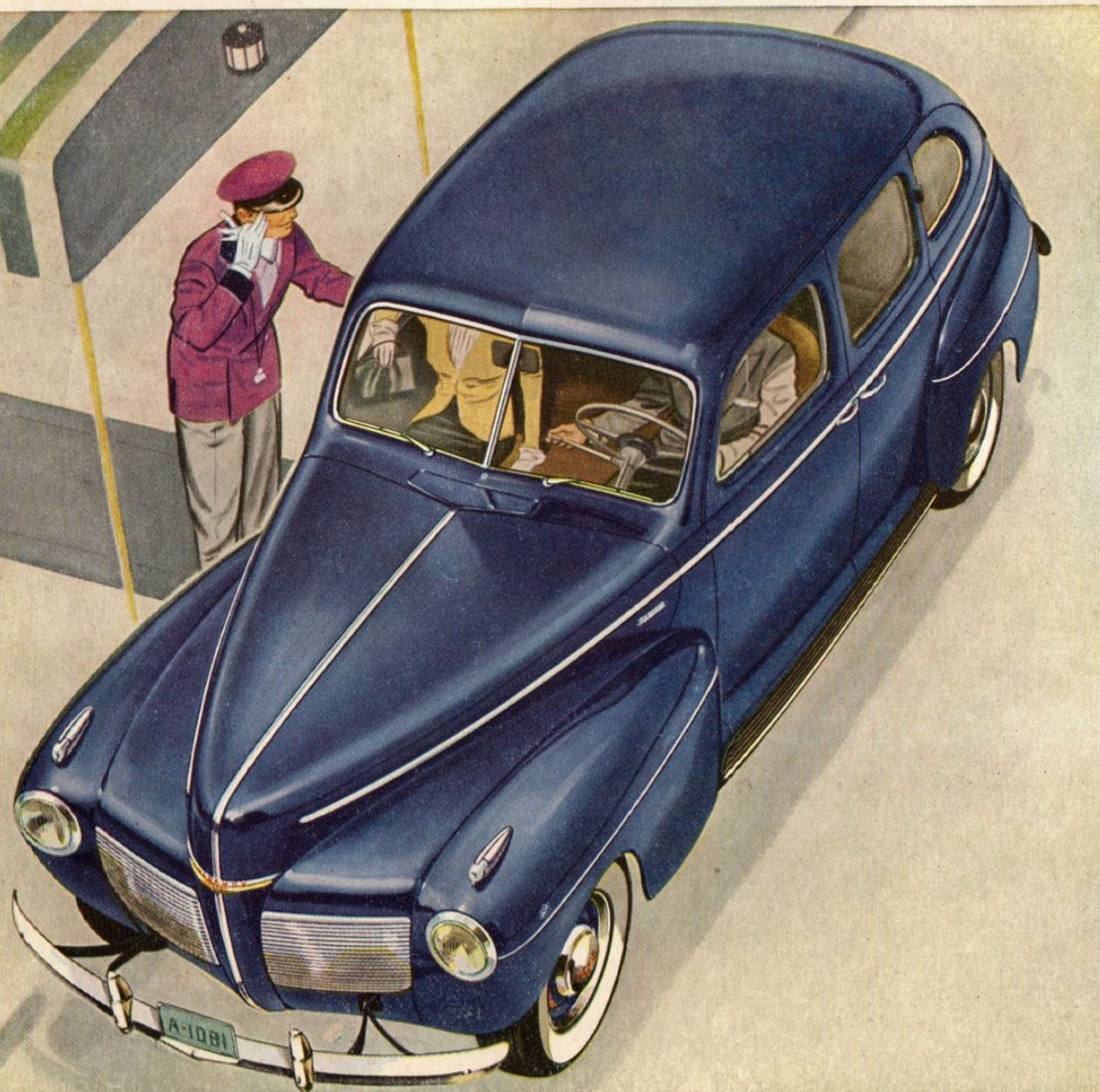
"WHY?"

The car that dares to ask



THE 1941 MERCURY 8

THE BIG CAR THAT STANDS ALONE IN ECONOMY



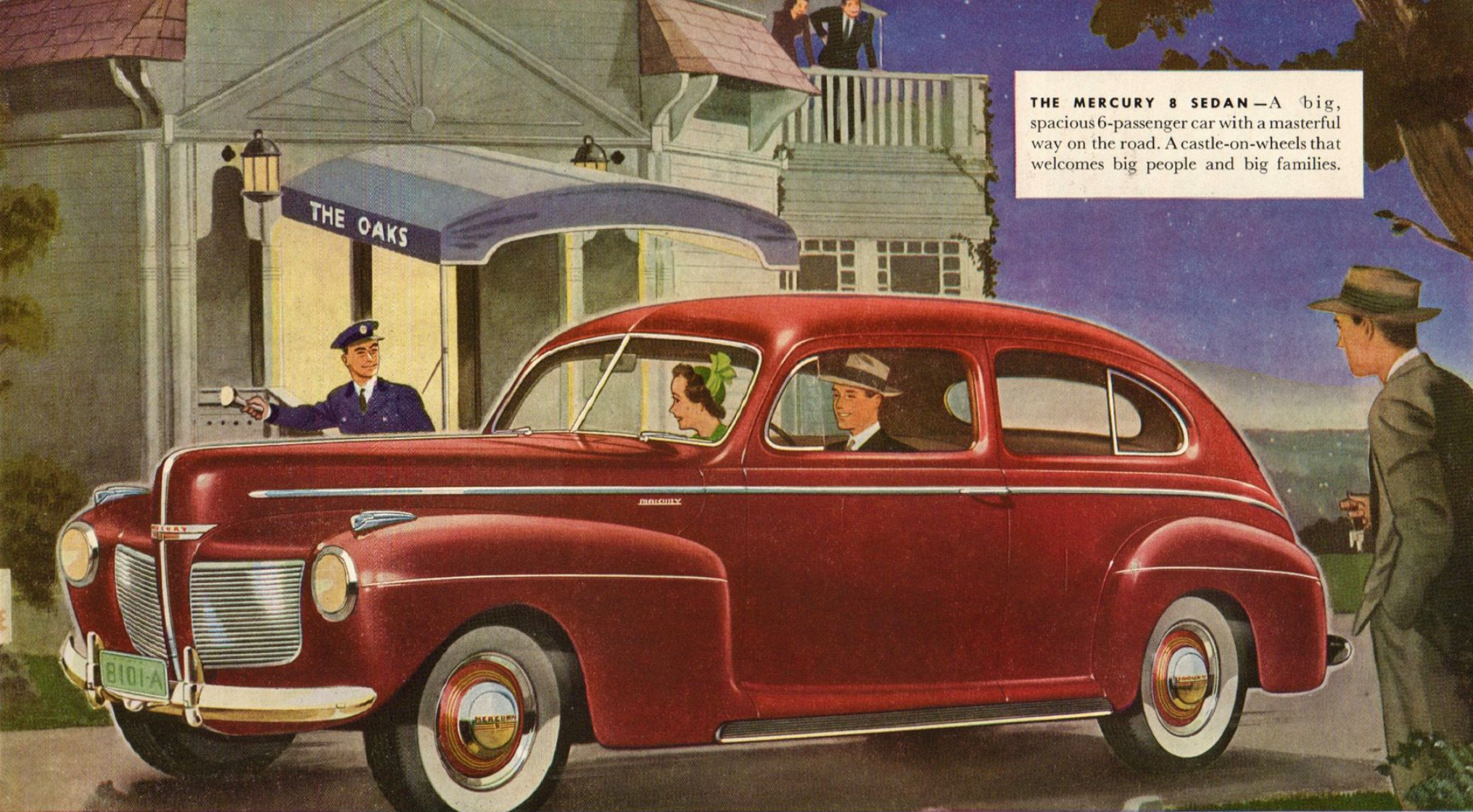
The Mercury 8 began by questioning outdated ideas. It challenged the old standards of performance and value—and introduced new ones. And so pertinent were its questions, so *right* its new answers—that this brand-new car, in its first few months, became one of the most popular big cars in America!

Never, in modern motor car history has any other big car had such quick success. In its **first** two years, more **than** 150,000 motorists changed to the Mercury—convincing testimony that its new ideas are welcome.

For 1941, a magnificent new Mercury has even more *right* to question old ideas. It is new in beauty, size, comfort and action. And the questions it asks are of prime importance to every big-car owner.



THE MERCURY 8 TOWN-SEDAN—All the Mercury's advanced ideas are found in this big, stunningly handsome "car of action." Beautifully upholstered, with a great many desirable modern appointments.



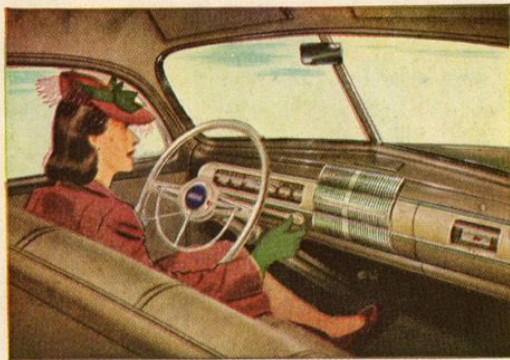
THE MERCURY 8 SEDAN—A big, spacious 6-passenger car with a masterful way on the road. A castle-on-wheels that welcomes big people and big families.

Why

SHOULD A BIG CAR BE EXPENSIVE TO RUN?

It need not be, says the Mercury—and proceeds to prove it. Letters from a great many Mercury owners report up to 20 miles per gallon of gasoline! This from a car that combines all the luxuries of size, roominess, power, comfort and thrilling performance! Few cars of *any* size can equal such economy.





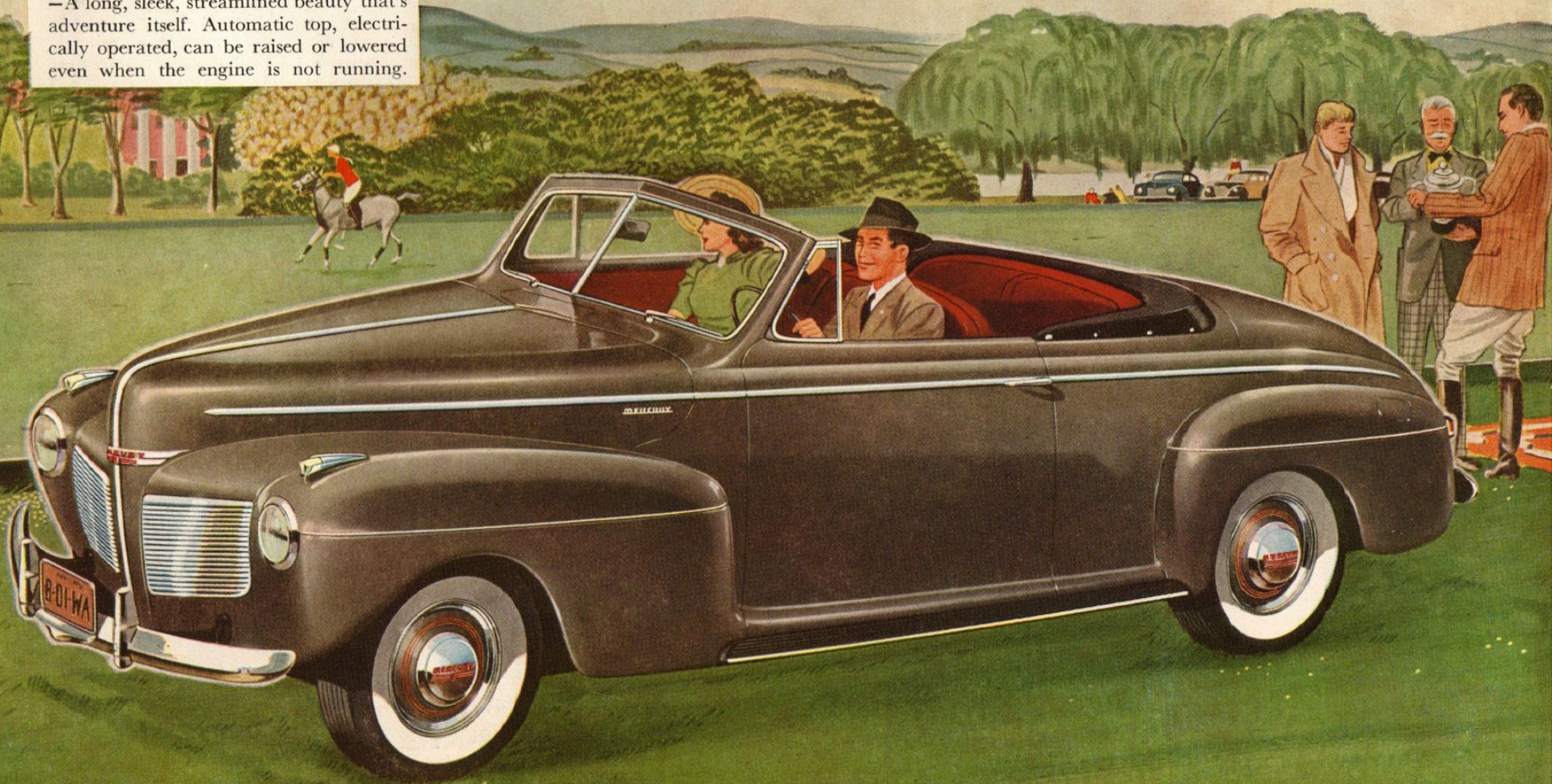
Why

SHOULDN'T A BIG CAR BE LIVELY AND EASY TO HANDLE?

It can be, says the Mercury. This big car parks and maneuvers through traffic nimbly, with a new light-footed liveliness that will make your pulse leap. Wheel, gearshift, clutch and brake pedals respond to a light touch. A new, perfected ride-stabilizer conquers sway and swing. Mercury owners say, "You don't *drive* this car—you *guide* it!"

THE MERCURY 8 CLUB CONVERTIBLE

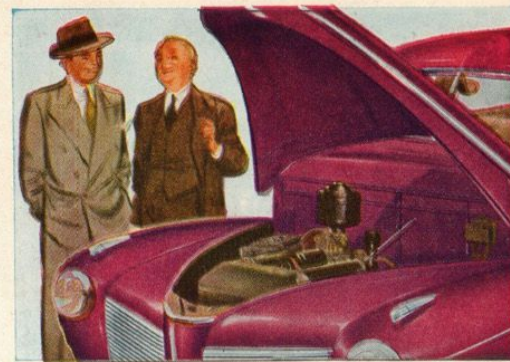
—A long, sleek, streamlined beauty that's adventure itself. Automatic top, electrically operated, can be raised or lowered even when the engine is not running.



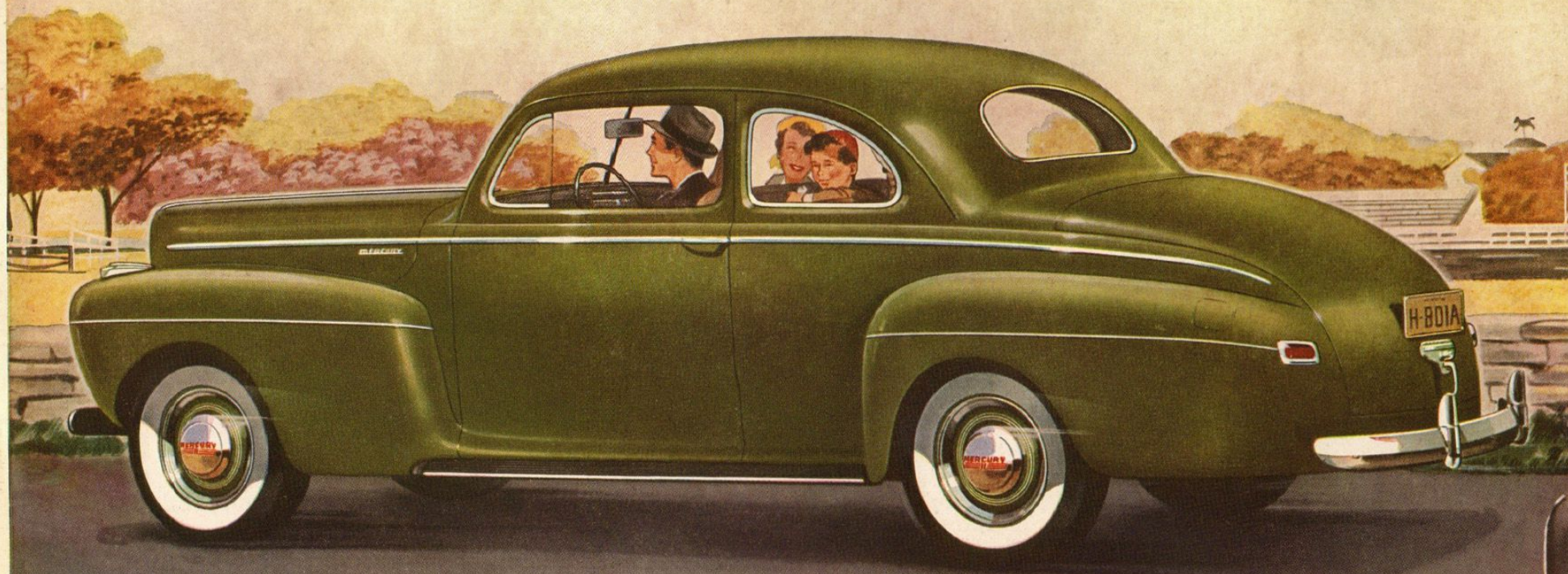
Why

GET ALONG WITH ANYTHING LESS THAN A V-8 ENGINE?

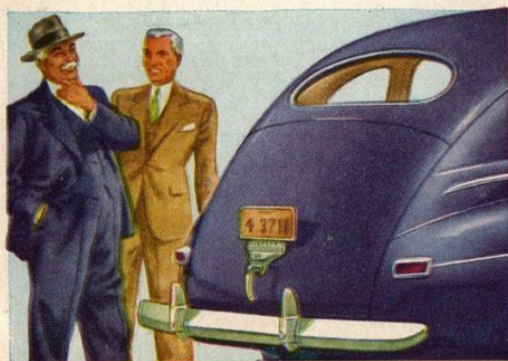
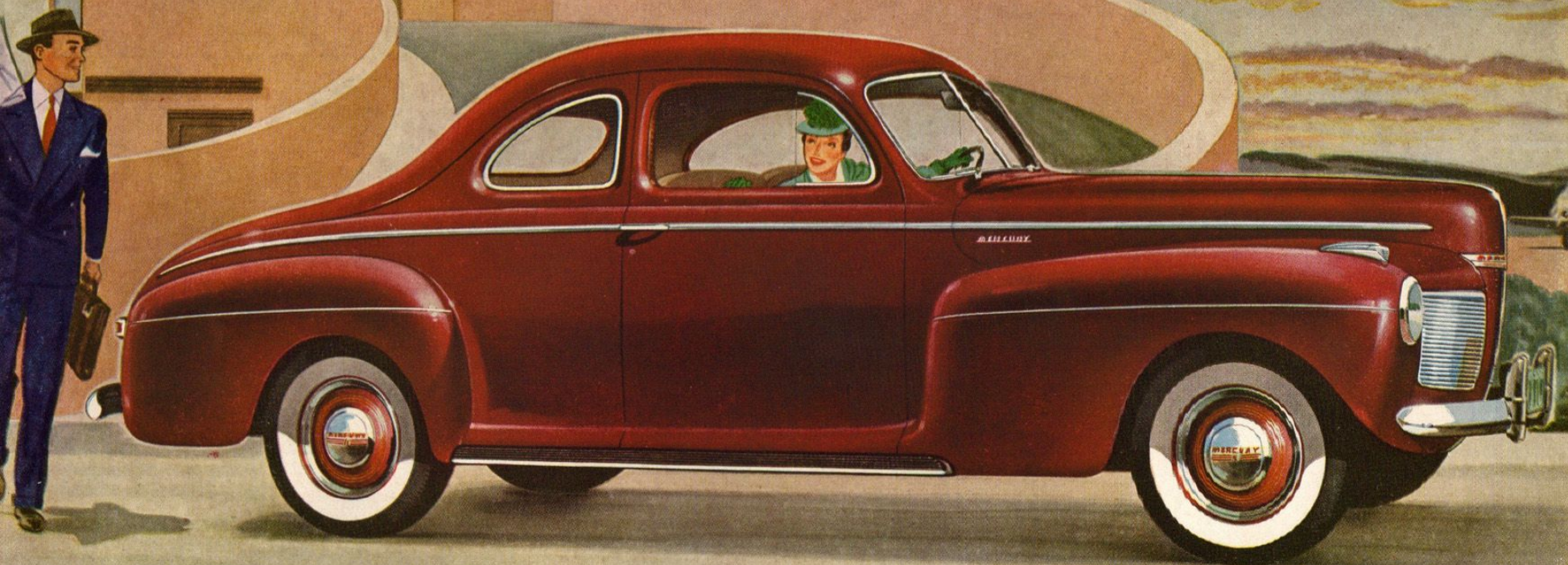
No need to get along with less, says the Mercury, when modern design gives this smooth, quiet type of engine, remarkable operating economy. The Mercury has the only V-8 engine in its price field. It is well balanced with the car's weight, and boasts a big reserve of power. Its liveliness, smoothness and economy provide new driving pleasure.



THE MERCURY 8 SEDAN-COUPÉ is intimate and stylish — an ideal personal car. It combines the advantages of a compact coupe with sedan width rear seat for three passengers.



THE MERCURY COUPE, for three passengers, has a large luggage space behind the seat. The Coupe, for five passengers, has two fold-up seats. Rear deck luggage space is large and has an automatic light.



TRIUMPH OF STREAMLINED STYLE!

The Mercury's modern, sweeping streamlines are derived from the striking style set by the Lincoln-Zephyr. The broad, charging front end leans eagerly into the wind. Body lines and doors flare out over the running boards to gain width inside, where the passengers can use it. It is a big car, with all the comfortable advantages of generous proportions.



Soft-edge seat cushions combine the support of individually pocketed steel springs with the yielding resilience of foam rubber pads. Upholstery is beautifully tailored in Bedford Cord or Broadcloth.



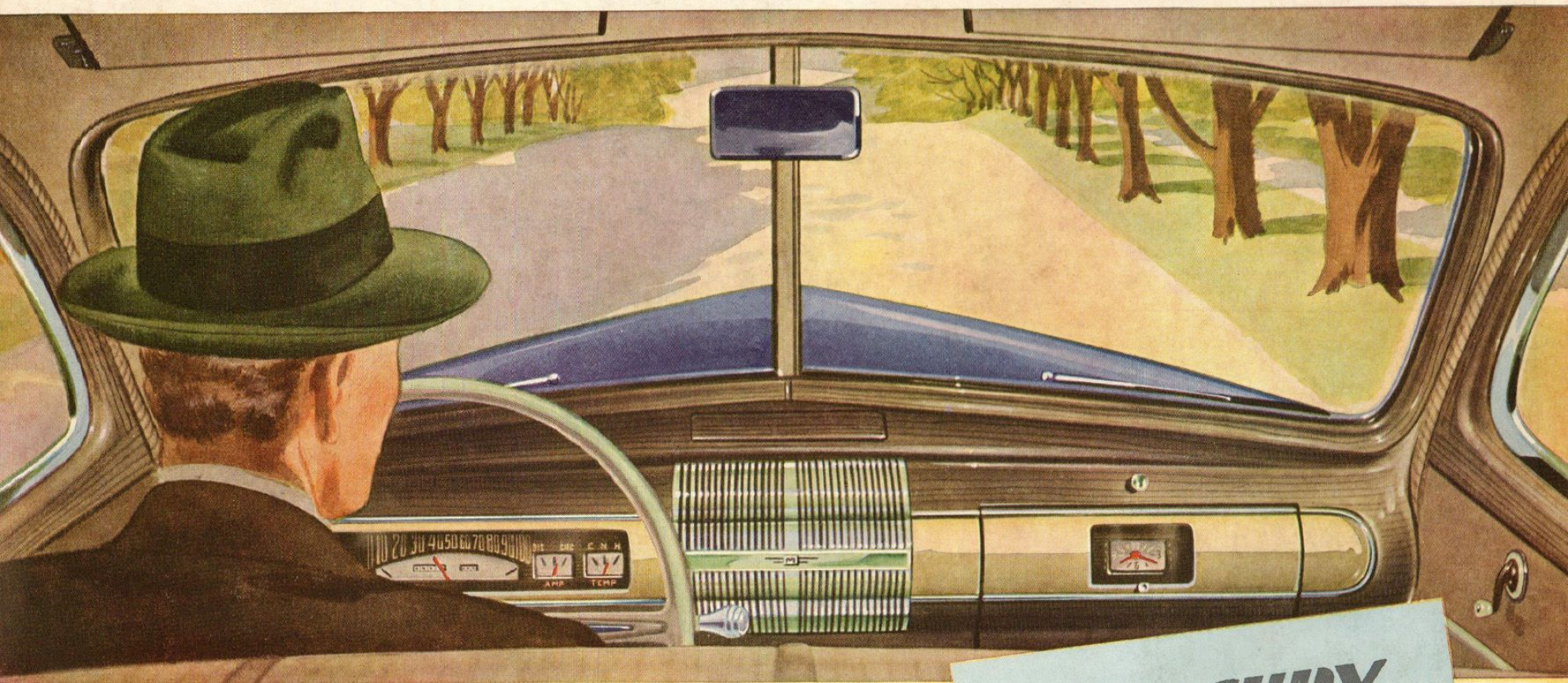
EW IDEAS OF COMFORT!

"More like flying than riding" is the way one owner describes the easy pace of the big, steady Mercury 8. Triple-cushioning—long, soft springs—deep seat cushions—and the levelizing effect of a perfected stabilizer smooth out all roads. The wide seats are built for three, with plenty of room for legs, elbows, heads. Appointments are complete.



*What?
Why?
Where?
How?*

What questions do you have about this big, new car? Come in and let us give you the answers. Or better still, let the Mercury itself prove its points. Ten minutes at the wheel of this car will give you more downright driving fun than you have had for years. We can put a new Mercury at your disposal on short notice.



MERCURY

The Ford Motor Company, whose policy is one of continuous improvement, reserves the right to change specifications, design or prices without incurring obligation. (White sidewall tires available on all cars at extra cost.)