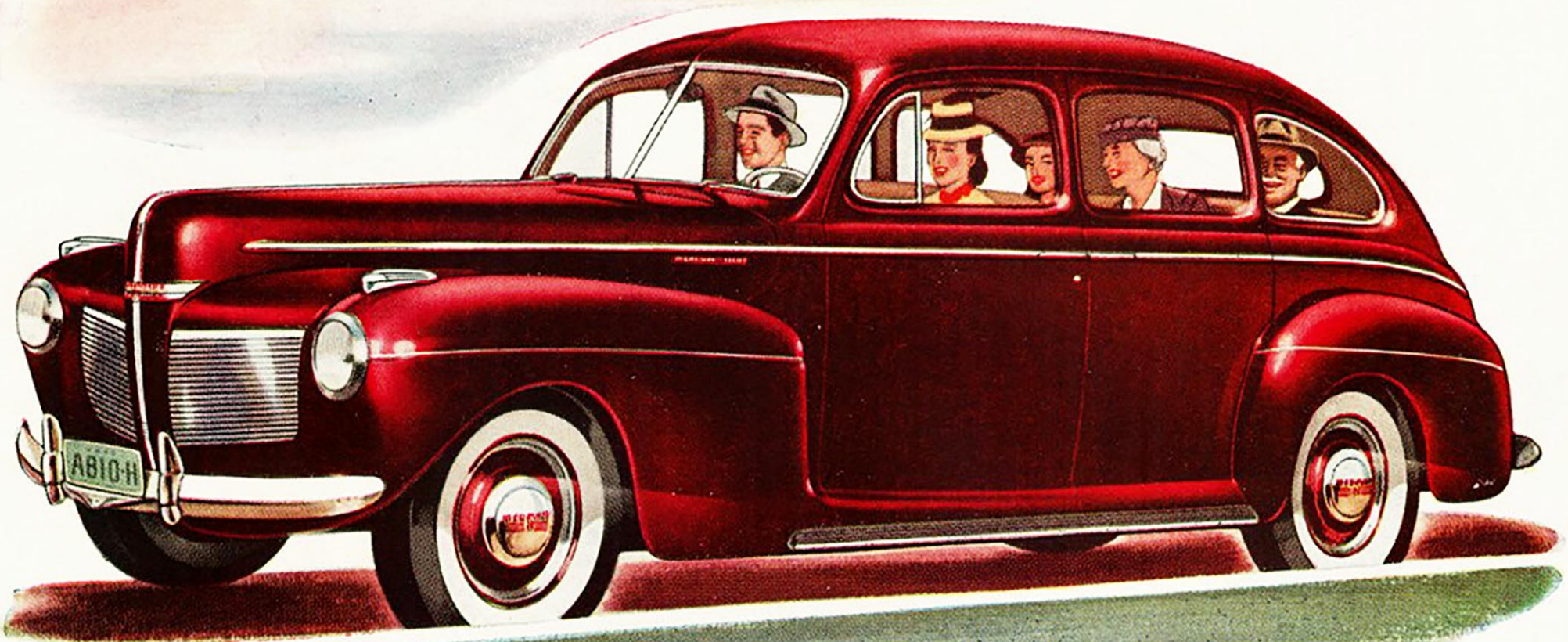




# MERCURY 8 FOR 1941

*The big new car that stands alone in economy*

*Never—until the introduction of the big Mercury 8—has there been a car that combined all the luxuries of size, power and brilliant performance with the gratifying advantage of economy. And what a welcome this combination has received! In just two years, over 150,000 motorists have changed to the Mercury, and made it one of the country's most popular cars!*



The Mercury's record-breaking success has been built directly on the enthusiasm of its owners. They tested its new ideas, approved its challenge to the established cars in its field. Thousands of them have written unsolicited letters in its praise. And, in overwhelming numbers, they paid this new car the supreme compliment of buying it!

For 1941, a magnificent new Mercury 8 rides the highways. It is a big car—even for its big-car field—with new length and width and height. Door and body lines flare out over the running boards.

Extra inches of wheelbase add to the car's comfort and appearance.

There's a new liveliness in the Mercury's gait that will make your pulse leap; a new steadiness in its way on the road—any road. It handles so easily, rides so smoothly, that it has been aptly called "the one big car that has everything—plus economy." For Mercury owners everywhere report "up to 20 miles to a gallon of gas, and better!"

Test the Mercury's new ideas yourself. Any Mercury, Lincoln or Ford dealer will put a Mercury 8 at your disposal on short notice.

#### THINGS YOU'LL LIKE ABOUT THIS MERCURY

**NEW EXTERIOR BEAUTY.** A long, low car with wide body and superb streamlining. Choice of new bright colors.

**BIG POWERFUL ENGINE.** The only V-8 in its price field. Brilliant acceleration and performance. Amazing economy!

**LUXURIOUS INTERIORS.** Beautifully decorated in harmonizing colors. Wide seats. Resilient cushion pads of foam rubber.

**EASE OF CONTROL.** Finger-Tip Gearshift. Velvet-action clutch and hydraulic brakes. Newly-designed, perfected ride-stabilizer.

**NEW RIDING COMFORT.** Long, easy-action springs. Improved shock absorbers. Center-poise balance. Rides like a dream.