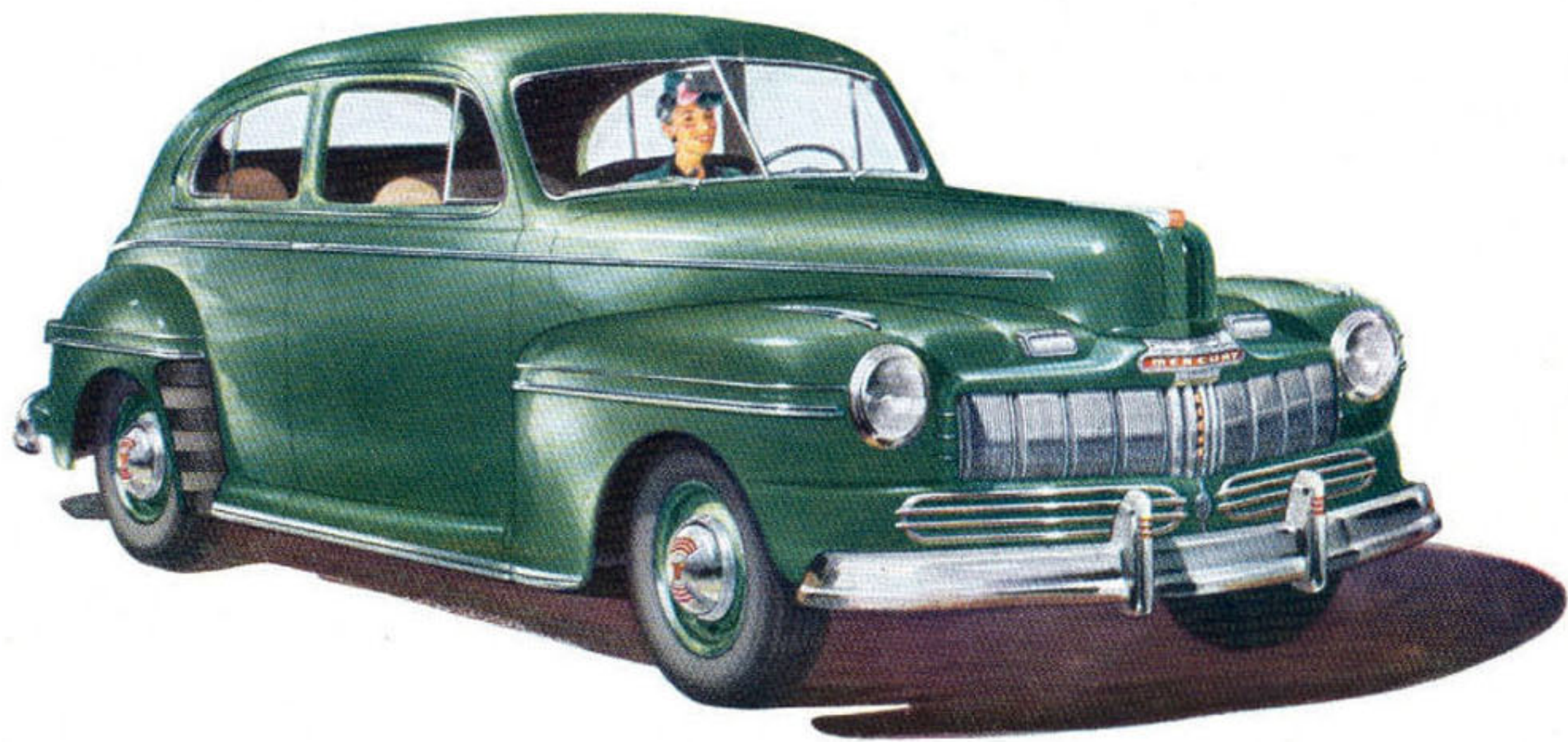


*AN INVITATION TO ...*



*STEP OUT WITH* **MERCURY**

# STEP OUT WITH THE NEW **MERCURY**



- *Out In Front In Style!*
- *Out In Front In Value!*
- *Out In Front In Performance!*

Always famed for its riding and performance qualities, Mercury this year is packed with a host of engineering advancements that mark it as the finest car ever to carry the famous Mercury name.

Everything about the new Mercury is big . . . massive curved bumpers . . . imposing new bright finished grille with hood, fenders and body flowing together in a streamlined unit of pleasing grace that at once spells beauty,

style leadership and swift responsiveness.

The spacious interiors in Mercury Rust or Gray-Green are distinguished by a rich soft beauty . . . refinement in appointments and luxury of fabric and design formerly reserved for higher priced cars.

Out in front in performance . . . style . . . comfort and value . . . your new 1946 Mercury awaits you. So, take the wheel,—*step out with Mercury!*



## 1946 MERCURY FEATURES

**NEW PERFORMANCE**—The finest 90-degree V-8 engine ever to power a Mercury car. Packed with numerous engineering developments that will add to the established reputation Mercury has for spirited performance and flexibility. Incorporates high efficiency manifolds, new balanced carburetion, new valve cooling, higher capacity oil pump and other important improvements that contribute to still greater performance, economy and reliability.

**NEW SMOOTHER RIDE**—New, long slow-action springs, mounted on rubber insulated shackles, provide maximum riding comfort over all types of roads. Equipped with protective metal covers that seal lubricant in and exclude road dirt and water. Two-way stabilization imparts new roadability and handling ease on rough roads or when driving in a crosswind. Torsional ride stabilizer reduces "roll," keeps car on an even keel, contributing to roadability and comfort. Adjustable, double-acting hydraulic shock absorbers.

**NEW SELF-CENTERING HYDRAULIC BRAKES**—Positive, high capacity brakes with 162 square inches of lining area and durable cast iron drums provide powerful straightline stopping action. Self-centering principle results in positive shoe alignment for softer pedal action, longer lining life.

**NEW LUXURY INTERIORS**—Beautifully tailored interiors of exceptional roominess and comfort. Luxurious broadcloth or corded material optional in Mercury Rust or Gray-Green, artistically combined with handsome genuine and simulated leather.

**CHOICE OF UPHOLSTERY COLORS**—Gray-Green or Rust in broadcloth or corded material on all closed body types. Club convertible and station wagon upholstered in *genuine leather*—tan, red or gray, optional.

**FIVE POPULAR BODY TYPES**—Sedan (2-door model); Town Sedan (4-door model); Sedan-Coupe; Club Convertible; Station Wagon. Finished in durable baked-enamel, highly impervious to fogging or dimming.

THE RIGHT IS RESERVED TO CHANGE SPECIFICATIONS, DESIGN, COLORS AND PRICES WITHOUT INCURRING ANY OBLIGATIONS.

