

More OF EVERYTHING YOU WANT

WITH

Mercury

IN

'47



More

BEAUTY! NEW STYLING

You'll see plenty of new features in the '47 Mercury! Features that add still more to the handsome, roomy Mercury appearance! There's a new, chrome-plated radiator grille frame . . . and new hub caps . . . and new rear deck trim, to name a few. Bumper to bumper, Mercury's more beautiful than ever!



More

SMARTNESS! NEW COLORS



Mercury gives you a choice of sparkling exterior colors, in long-wearing, brilliant, hard-finish enamel. They're new colors, that make Mercury a style-standout anywhere. New color touches have been added inside the car, to harmonize with exterior finishes.

More

LUXURY! NEW INTERIORS

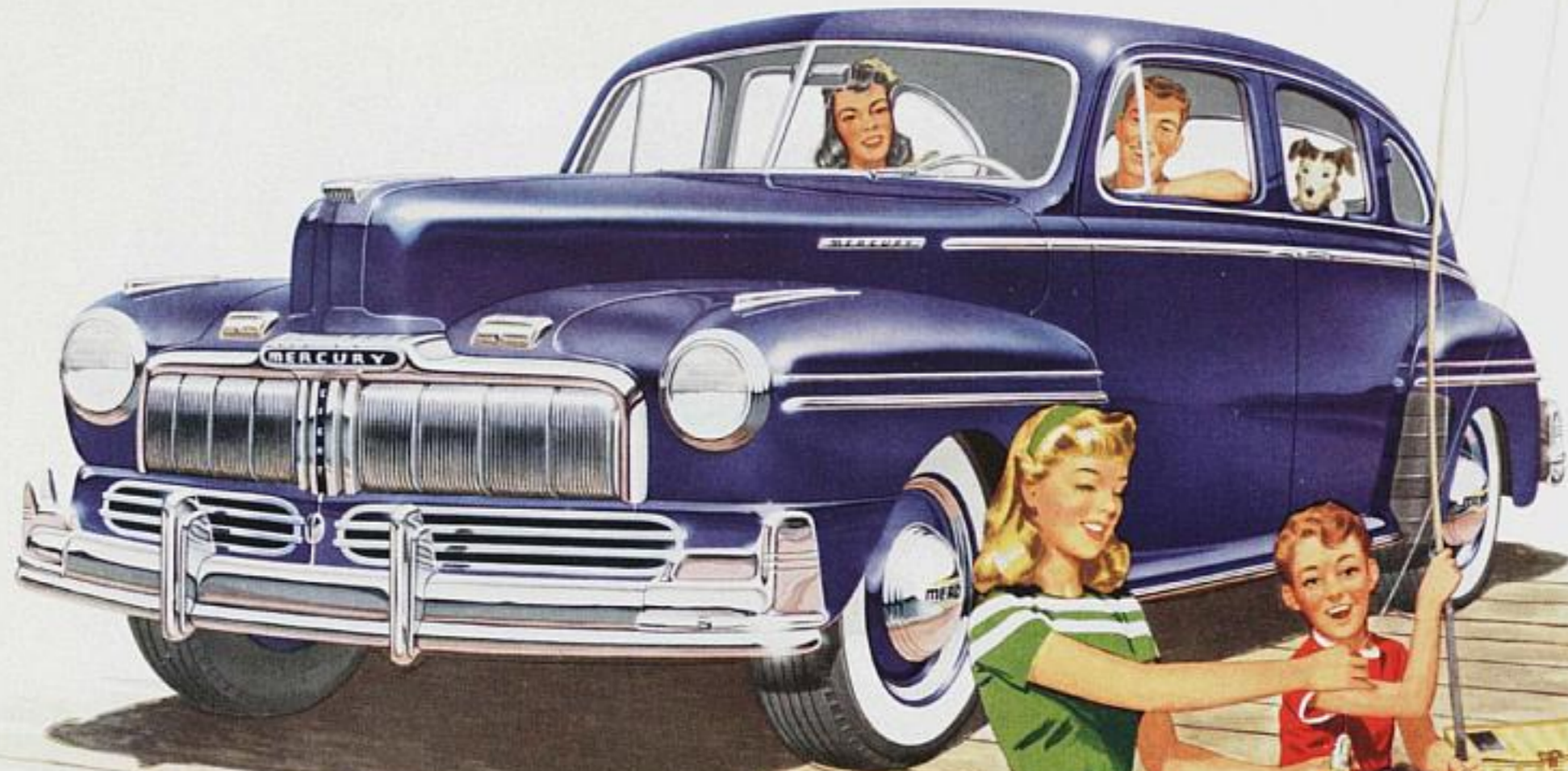
Those spacious, richly tailored Mercury interiors have been made even more inviting. You'll see new trim details . . . new steering wheel color . . . new, easy-to-read dials on the sparkling Mercury instrument panel. And what's more, you'll have a choice of fine quality upholstery fabrics and leathers, in pleasing color combinations, as well.



More

OF EVERYTHING YOU WANT WITH THE

1947 Mercury



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Mercury IN '47



TOWN SEDAN Big . . . handsome . . . roomy . . . this Mercury Town Sedan is a family car that rides six people in easy comfort, with a sure, smooth roadability. It's more fun to drive, too . . . for that responsive, smooth Mercury V-8 engine under the hood keeps you ahead of the crowd . . . has flexibility for 'round the town . . . has the power you want for all-day runs with real economy in the bargain!



SEDAN COUPE There's real style to this compact car . . . and surprising room inside, too! Open the extra-wide door, and you see a handsome interior, with two full-width seats, and space to spare. Yet in this model you enjoy the informality and convenience of a coupe!



MORE PERFORMANCE WITH ECONOMY

That big Mercury engine has life-a-plenty . . . and a smooth, sweet sweep of power that takes you places, near or far. And with that flashing performance goes real economy, thanks to balanced carburation, 4-ring pistons, and experienced engineering that keeps gas and oil consumption to a minimum.

MORE LUXURIOUS INTERIORS

Mercury is a luxury car . . . a big car, with the style and craftsmanship you'd expect of the finest automobiles. You can see that in the Mercury's glittering, two-tone interiors . . . in its rich fabrics . . . in the little details that add up to more value, more pleasure.



MORE REAL DRIVING PLEASURE

Mercury is famous for the fun it brings to driving. For one thing, this car handles with remarkable ease for its size. It's responsive . . . spirited . . . roadable. Whether you're going around the corner for a visit . . . or setting out on a two-week tour . . . you'll find more pleasure behind the Mercury's wheel.



CLUB CONVERTIBLE Here's the car for anyone with young ideas . . . and everyone who gets a thrill from motoring! This handsome, sparkling Mercury convertible offers lots of advancements . . . such as genuine leather upholstery, rear quarter windows for extra vision, and a fully automatic, snug-fitting top that goes up or down quickly and easily at the touch of a button.



STATION WAGON Hardest thing on wheels . . . and as handsome as it's practical! That's the Mercury Station Wagon, with its beautifully finished hardwood body . . . its long, full interior that seats eight in solid comfort! Take out the rear seat, and this Mercury can be used for light hauling. Upholstered in genuine leather . . . packed with lots of style and performance features that mean more to Mercury owners!

SPECIFICATIONS

MORE STYLE! Bright new chrome-plated grille, for a cleaner, more massive beauty. Broad, rakish hood, with newly styled side molding and name plate. Long, sweeping body lines. Newly designed rear deck trim, for a wider, more impressive appearance. Sparkling new hub caps. Big, husky bumpers. New color details throughout the car. Yes, bumper to bumper, road to top, there's still more style in Mercury for '47!

MORE LUXURY! Big, roomy interiors with plenty of extra features make Mercury more luxurious than ever. Rich, beautifully tailored upholstery available in either broadcloth or cord, trimmed for two-tone handsomeness. Instrument panel fashioned in lustrous plastic combined with colorful steel. Newly designed dials, with soft, gunmetal backgrounds and silver pointers for easy, restful reading. All interior hardware is bright-finish chrome. Steering wheel and control knobs of smooth, neutral gray plastic. This smart Mercury is a joy to ride in!

COMPLETELY EQUIPPED! More of everything that adds to motoring enjoyment! Handsome plastic steering wheel medallion includes full horn ring. Snap-out cigarette lighter. Reliable electric clock. Oversize, locking glove compartment. Twin electric horns. Two sun visors. Arm rests on each front door. Dual windshield wipers. Foot control for headlights, with beam indicator on instrument panel. Two ashtrays in rear compartment of Sedan Coupe, one in Town Sedan. Sealed-beam headlights. Radio speaker grille centered in instrument panel. Friction-lock, ventilating windows in front. Windshield frame and all window frames of handsome,

rustless steel. Dimming control for instrument lights. Special luggage compartment light. Twin tail and stop lights, except in Station Wagon. Spare wheel installed in luggage compartment.

MERCURY PERFORMANCE! Under the hood, a big, responsive V-8 engine . . . packed with important engineering advancements! It's the kind of engine you'd expect of Mercury . . . a pleasure to pilot, year after year! Bore 3.187 inches. Stroke 3.75 inches. Developed horsepower 100 at 3800 r.p.m. Taxable rating 32.5. You get the power plus economy of the Mercury engine's high efficiency manifolding, new valve cooling and higher capacity fuel pump . . . balanced carburetion, new lightweight 4-ring aluminum pistons . . . a host of modern features that make Mercury famous for performance.

MORE RIDING COMFORT! Long, slow-acting springs absorb road shock, cushion the Mercury on any surface. Lubricant is sealed-in under fabric-lined metal covers for quietness, more uniform spring action. Double-action shock absorbers make Mercury's ride still more comfortable. What's more, Mercury's rugged frame is stabilized front and rear with special transverse stabilizers that minimize side-sway, add to handling ease. Torsional ride stabilizer on front of frame controls spring action, keeps the car on an even keel even on roughest roads. In addition, Mercury's high-capacity, self-centering hydraulic brakes act at a touch of the brake pedal . . . assure quick, safe, quiet stops.

MORE ADVANTAGES! Sealed-dry distributor, with water- and dust-proof jacket. New, oil-resistant ignition wiring. Automatic spark advance with vacuum control makes possible high performance on standard fuels with freedom from detonation or "ping." Long-life automatic voltage regulator helps keep battery charged.

Wheels are pressed steel, curved disc type, with 5-inch rims. Tires 6.50 x 15, 4-ply on cars, 6-ply on Station Wagon.

Chassis dimensions: wheelbase 118 inches. Over-all length 201.75 inches (206.9 inches on Station Wagon). Tread, front 58 inches, rear 60 inches.

Body models: Town Sedan, Sedan Coupe, Club Convertible, Station Wagon.

Color choice: Eleven new colors in hard-finish, long-lasting enamel. Taffy Tan, Pheasant Red, Maize Yellow, Tucson Tan, Parrot Green Metallic, Feather Gray, Glade Green, Monsoon Maroon, Barcelona Blue, Rotunda Gray, Black.

Upholstery choice: Broadcloth or cord in closed models, in green-gray or rust. Genuine leather, in tan or red in Club Convertible and Station Wagon.

Accessories especially designed for all Mercury cars are available at moderate cost. There's a full selection of them available at your Mercury Dealer's.