

STEP OUT WITH MERCURY



STEP OUT WITH MITHERS



Unparalleled Mechanical Excellence

By research and manufacturing facilities second to none, the new Mercury embodies a host of engineering advancements that mark it as an outstanding car in the medium price field.

The mechanical excellence of Mercury goes deep down beneath the gleaming surface and starts with the basic design. This modern engineering is the direct result of vast research facilities which are constantly at work to develop new and better ways to make Mercury fine performance reach new heights . . . for more reliable and efficient operation . . . for longer life with lower upkeep expense and to offer motorists greater value for their money.

Mercury is produced in modern factories that provide unusually complete facilities for control of production processes. For example, quality of materials is controlled from start to finish since many of the 63 types of steel used are produced in the company's own steel mills. Precision production equipment finishes Mercury parts to extremely close tolerances and they must pass rigid inspections before they are finally approved for use in the finished product. This not only provides control of quality, but results in lower costs . . . savings which are passed on to you, the buyer.

These great new cars embody all the traditional qualities which have earned for Mercury a distinguished reputation for mechanical excellence, and incorporate many advancements that make the 1946 Mercury cars the finest ever built.

