



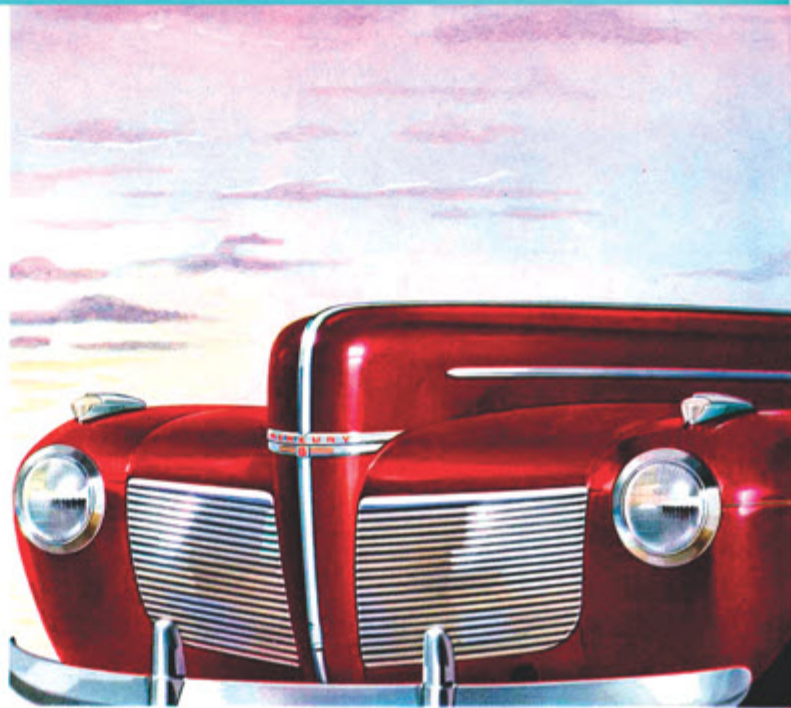
**A STORY OF UNPARALLELED SUCCESS  
WRITTEN BY MERCURY OWNERS**

In just two years, the big new Mercury 8 has become the outstanding motor-car success of recent times. It stands out—in a field already crowded with good cars—because it has dared to introduce new standards of value and performance.

The story of the Mercury's meteoric rise is told by the testimony of its first 150,000 owners, in the warmth of their enthusiasm. For they found that the Mercury—defying all precedent—is both a big car and an unusually economical car. A smooth-cruising "car of action" with all the advantages of roominess, comfort and confident power—yet with a record of gasoline mileage that seems almost incredible in a big, fine car.

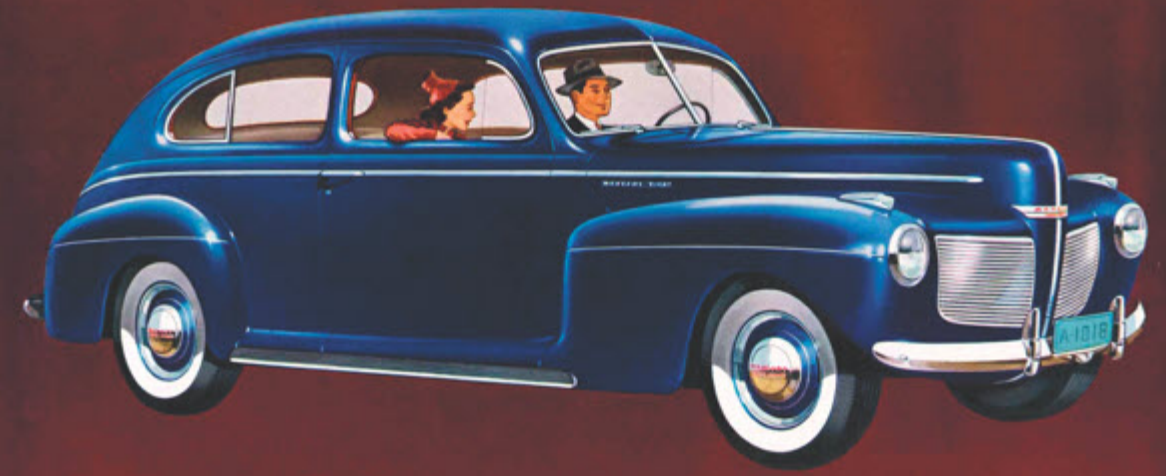
The 1941 Mercury 8 presents important advances in comfort and roominess, new beauty in its clean styling and commanding size. Its extraordinary ease of handling is a revelation to the most experienced drivers. It is a car that could be created only from the unique research, production and engineering facilities of the Ford Motor Company.

Before you buy any car, inspect the big, modern Mercury carefully. Let the Mercury dealer show you its advantages over your present car. He is ready to offer you a fine deal on your car, regardless of make.



**THE BIG CAR THAT STANDS ALONE IN ECONOMY**

**SEDAN**



*Hitch this castle-on-wheels to your lucky star*

Take the royal road to travel—in this spacious land cruiser that will welcome you and your five biggest friends. Its smooth body lines and doors sweep out over the running boards, adding extra width to the luxurious interior. The long curve of the roof provides unusual head-room in both front and rear while ample floor space gives plenty of length for long legs. Wide doors permit easy access, and a special door-check holds them open when you wish—even on hills.

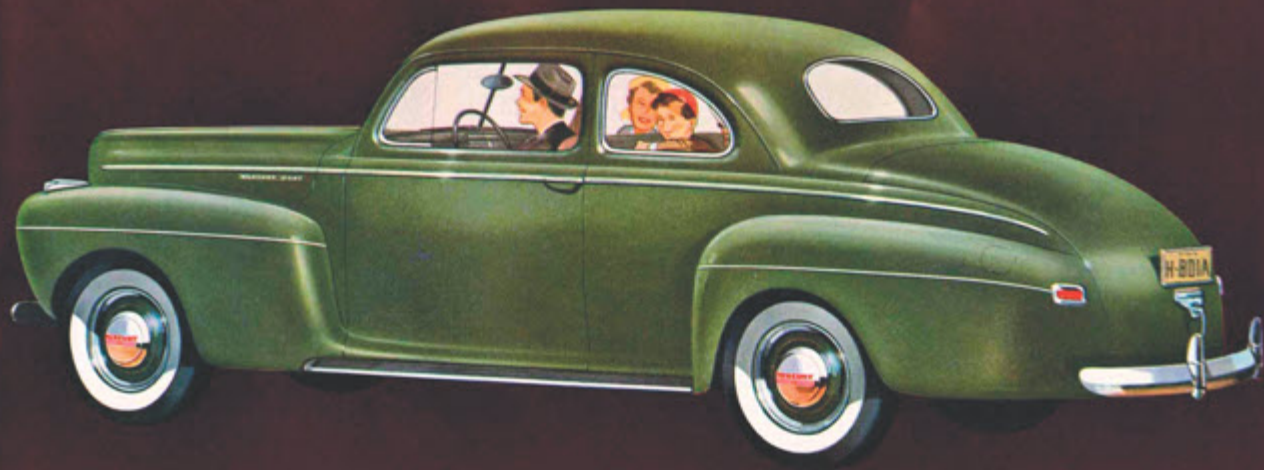


Notice how the front-seat backs tip inward away from the doors as they fold forward—for easier entrance to the rear. Yet the front seat cushion is all one piece, a comfort when you're riding there in front.

**"Total trip was 7,513 miles"**  
"I have just completed a trip from Houston to the Coast and carrying four passengers and luggage. Total mileage for the trip was 7,513 miles. I used an accurate credit card and have the record of all gallons consumed, which was 357 gallons, an average of 21.00 miles per gallon."  
H. B. Houston, Texas.

**THE BIG CAR THAT STANDS ALONE IN ECONOMY**

# SEDAN - COUPE



*Triumph of the body builders' art*



**"A pleasure to drive it"**  
 "I drive from 22,000 to 25,000 miles per year and I have never driven a car that rides, drives, and handles better than the Mercury. It is a pleasure to drive it, and at the end of a long drive there is little fatigue. Believe it or not, on mountain roads I got 22 miles to the gallon and never had to add oil between changes."  
 S. C. F., Helena, Montana.

Intimate and stylish as only a compact coupe can be, this unusual body type can serve as a sedan when occasion requires. A full-width rear seat takes three extra passengers. The perfect personal car, it is much in demand among professional and business men and women because of its flexible seating and luggage capacity, as well as its imposing appearance.



Both front-seat backs swing away from the doors for comfortable entrance to the rear. Cushions and walls are beautifully tailored in Bedford Cord or Broadcloth. Ventilating wings and rear quarter windows are trimmed in bright rustless steel, and all may be opened for controlled, pleasant ventilation.

**THE BIG CAR THAT STANDS ALONE IN ECONOMY**

# COUPE



*A traveler's dream — on the road and on your mileage record*



The COUPE is a trim and business-like personal car. The broad front seat holds three with ease; the seat back is hinged on the top and may be raised to provide quick access to the large storage space behind the seat. The COUPE, with auxiliary seats, has a divided seat-back, either half of which may be tilted forward. Behind are two fold-up auxiliary seats to take care of extra passengers.

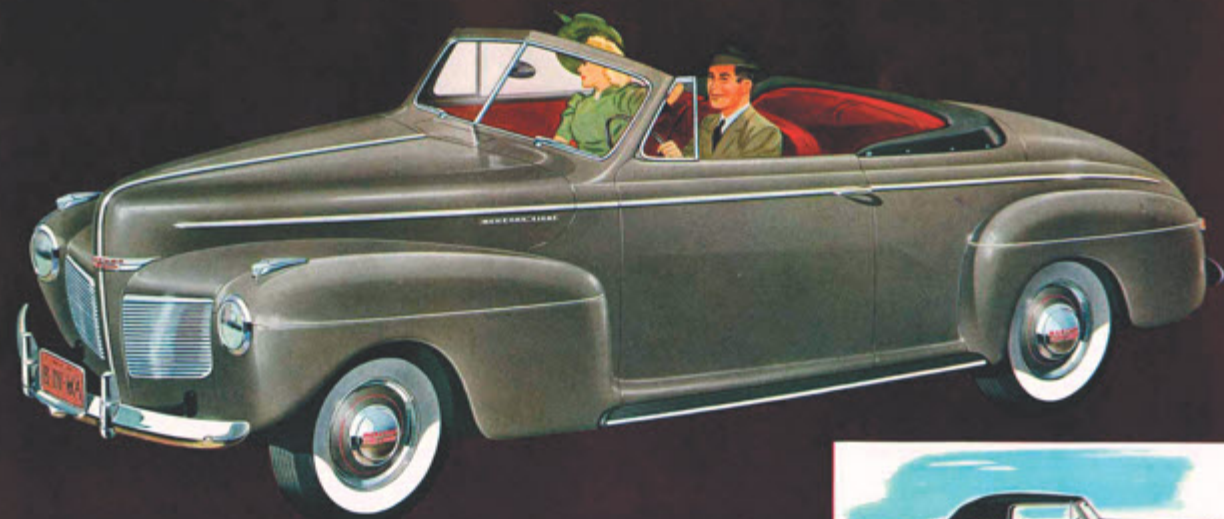


Illustrated here is the interior of the Coupe, with auxiliary seats. Every inch of space in this long, wide body is usable space. There is plenty of room for parcels and golf clubs behind the front seat. And there is a spacious luggage compartment under the smooth rear deck.

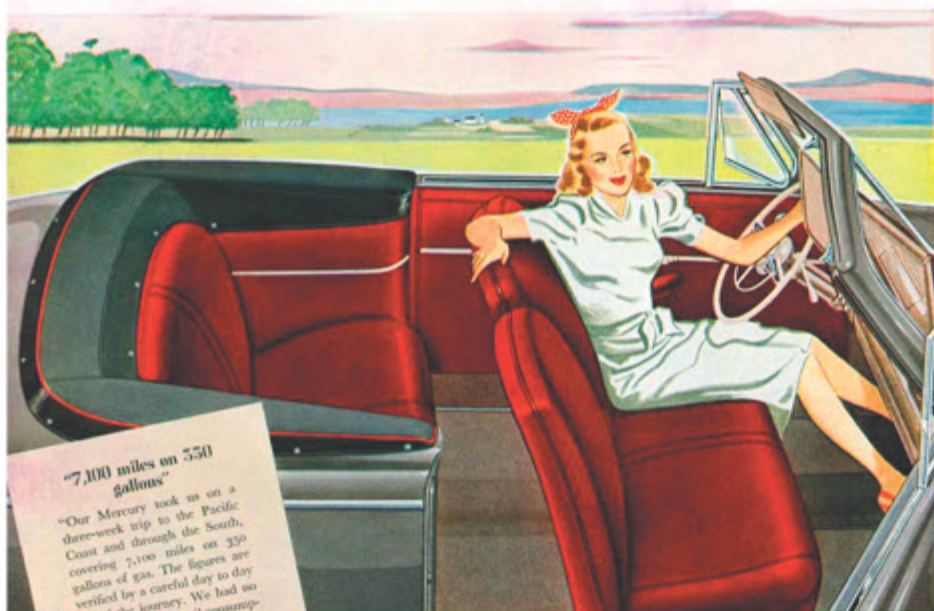
**"Can recommend the Mercury"**  
 "On a recent trip to California and return, we traveled 5,000 miles at fairly high speeds. We kept track of every drop of gasoline that we used and had the pleasant surprise of averaging 20.6 miles to the gallon. I surely can recommend the Mercury to anyone buying a car in the medium-price field."  
 A. E. L., Lovell, Wyoming.

**THE BIG CAR THAT STANDS ALONE IN ECONOMY**

## CLUB CONVERTIBLE



*Body beautiful in steel and leather*



"7,000 miles on 530 gallons"

"Our Mercury took us on a three-week trip to the Pacific Coast and through the South, covering 7,000 miles on 530 gallons of gas. The figures are verified by a careful day to day log of the journey. We had no car trouble and no oil consumption other than periodic complete changes."  
J. T. Jr., Minneapolis, Minn.

Here's a car that's adventure itself—a sleek, all-weather Convertible for five passengers. Automatic top, electrically operated, is controlled by a knob on the instrument panel; fits snug against the weather, or folds flat into the body. The broad front seat is built for three. Extra guests get a break, for the wide rear seat comes under the top's protection. Luggage compartment under the rear deck is unusually large—for this beauty has a very persuasive way of encouraging you to travel far and often.



Seat cushions and backs are beautifully tailored in genuine hand-buffed leather. Tan, Blue or Red. Vat-dyed fabric top is Olive-drab with Olive-drab edging, or Black with Vermilion edging—as you choose—with a neat boot to match.

*THE BIG CAR THAT STANDS ALONE IN ECONOMY*

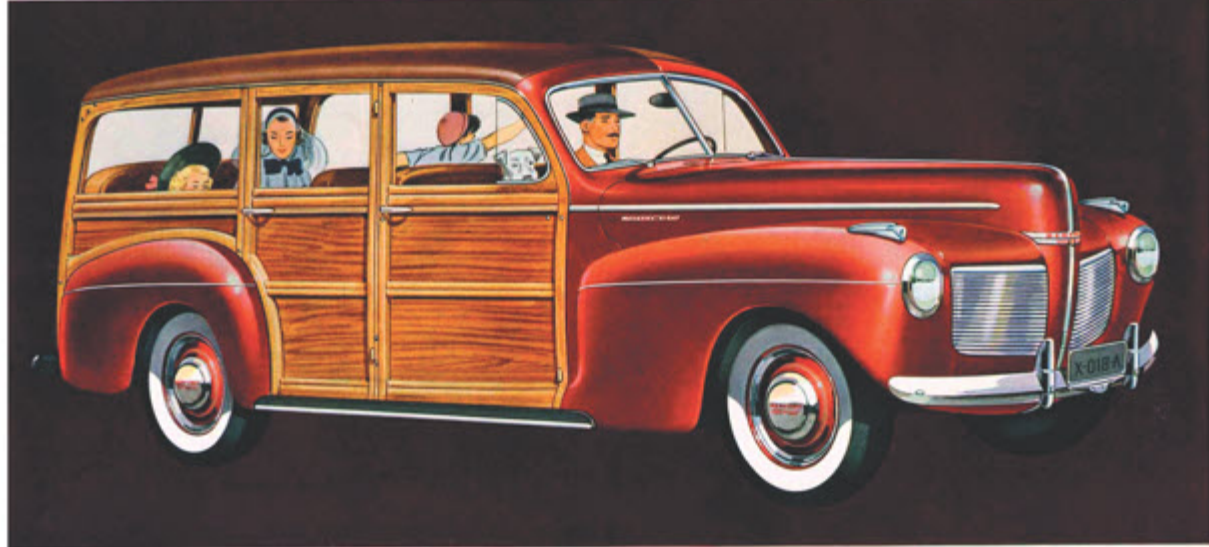


## TOWN SEDAN

*Drive the  
newest big car  
in its class*

Go ahead—give in to the urge to try this brand-new "car of action." The Town-Sedan takes full advantage of all the Mercury's advanced ideas. Body and doors flare out over the running boards to make room for big people and big families. New broad grille design points up the long, graceful hood. Body lines flow uninterruptedly to the smooth rear deck which conceals a spacious luggage compartment. Handsome new door handles blend into the bright metal belt molding. Upholstery and appointments are the last word in luxury and convenience.

# STATION WAGON



A brand-new body type this year, the versatile Station Wagon brings the Mercury's great economy and powerful engine to a whole new field of drives. Front end and driver's compartment follow Mercury Sedan styling. Body is a masterpiece of fine cabinet-

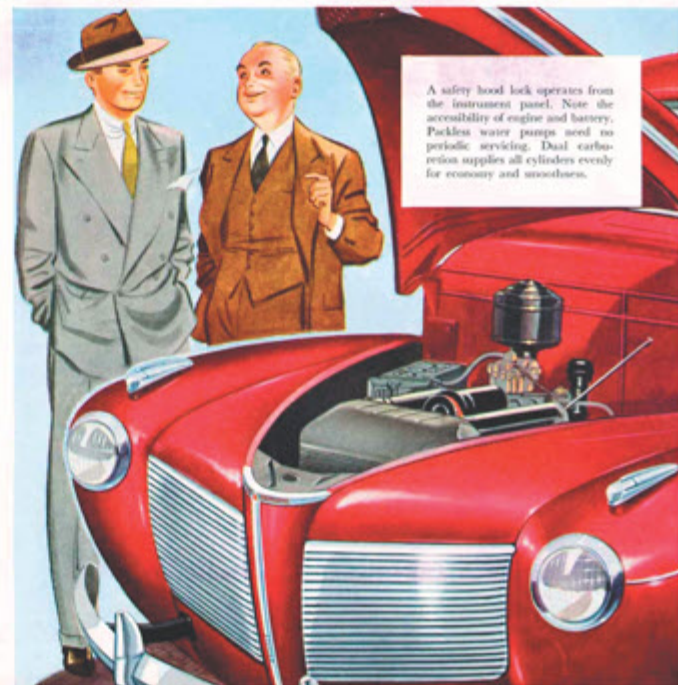
work, handmade of selected maple and birch. Removable and interchangeable seats may be arranged for three, five, six or eight passengers. Both seat cushions and backs are tailored in a choice of Tan, Blue or Red genuine hand-tuffed leather. Plenty of room for luggage.

## The big car that stands alone in economy

Under the Mercury's long hood is one of the most efficient engines on the road today, key to the car's brilliant performance and amazing economy records.

In accordance with the Ford Motor Company's policy, it is rated conservatively at 95 horsepower—not the peak of its power under ideal conditions, but the power that it can produce day after day, for thousands of miles, under all ordinary driving conditions.

This V-type 8-cylinder engine, designed for an unusually high "net driving power," is 30% balanced with the car's weight. The result is an unequalled combination of smoothness, liveliness and economy.



A safety hood lock operates from the instrument panel. Note the accessibility of engine and battery. Packless water pumps need no periodic servicing. Dual carburetion supplies all cylinders evenly for economy and smoothness.



Mileage like this on one tankful of gas (16 gallons) is what Mercury owners write about from all over the country. (30 miles to the gallon is frequently reported!) Such economy in so big and powerful a car accounts for much of the Mercury's record-breaking success. This trip mileage recorder is one of the unusual features that are standard on all Mercury body types.

No magic carpet ever rode so comfortably



Six big people can ride happily—even on long trips—in the Mercury's wide seats. Its sweeping lines permit generous headroom, legroom and width. With Finger-Tip Gearshift on steering column, there are just as comfortable up front as two used to be. Upholsteries, in Bedford Cord or Broadcloth, follow modern decorating schemes. This Town-Seater provides ash trays front and rear, face rest, interior lights, ash trays and robe cord.



SPECIAL SOFT-EDGED CUSHIONS give easily against your legs, support you with deep, flexible inner springs, padded with resilient foam rubber. You ride relaxed, feel fresh at journey's end.

Don't be surprised if you travel more, once you've learned the easy, tireless comfort of the smooth-paced Mercury Ride. Here is a car literally built from the inside out for comfort. Room to really make yourself at home; restful quiet achieved by scientific soundproofing of body, wheels, chassis and engine; the road-smoothing effect of the Mercury's sensational Triple-Cushioning—these and other comfort features combine to create a ride that one owner describes as "more like flying than riding!"



CENTER-POSS SEATING cradles both front and rear seat passengers between new easy-acting springs positioned more than 10½ feet apart—in the "comfort zone" between the axles. New long wheelbase and new large tires add stability to the smooth Mercury Ride.



LIKE A GIANT'S HELPFUL HAND, a newly perfected stabilizer helps hold the body level, adds to riding comfort.

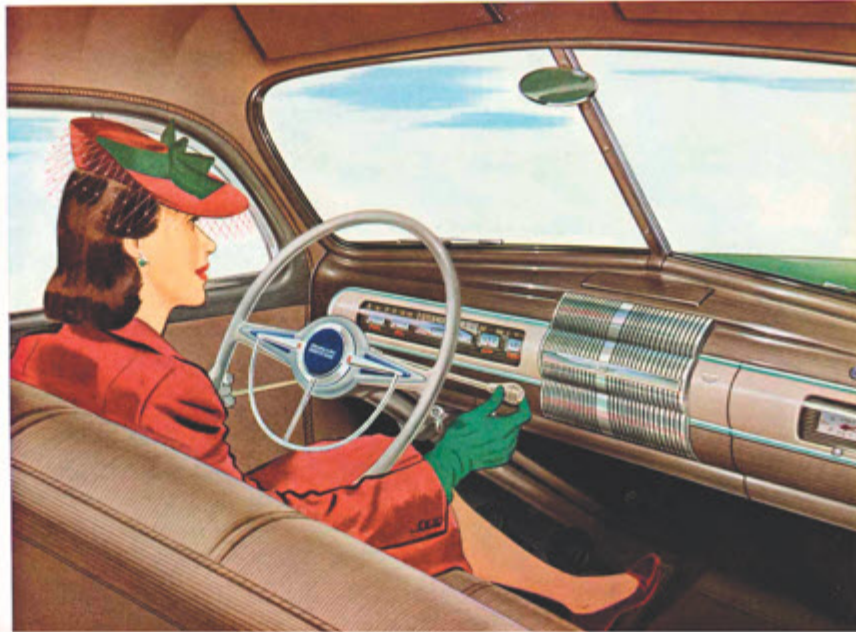
"First time I've written . . ."  
 "For smoothness, comfort and general performance I believe this Mercury to be as perfectly engineered as any car I have ever driven. This is the first time that I have felt enthusiastic enough about a car to sit down and write a voluntary statement praising it."  
 H. L. B., Pontiac, Michigan.

THE BIG CAR THAT STANDS ALONE IN ECONOMY

*The easiest-handling car you've ever driven*



**BRILLIANT NEW BEAUTY** and efficiency are combined in the "pilot's seat." Dials and controls are grouped close at hand in front of the clear-vision steering wheel. Improved steering-post gearshift and half-moon horn ring on the wheel are standard in Mercurys. Ash tray, radio grille and lined, key-locked glove compartment with electric clock are blended into the instrument panel design.



The Mercury saves its greatest treat for the driver—the deep satisfaction of a car instantly responsive, almost effortless to control. A touch to its slim, two-spoke wheel—and you are neatly parked in a tight spot or safely through a traffic tangle. There's a new liveliness to its getaway—you can whip from a stop to 40 in less than 10 seconds. Starting of the engine is quick and certain whatever the weather.



**ALL-WEATHER VENTILATION WINGS**, operated by crank handle, eliminate annoying drafts. In all closed body types, the support bar rolls down with the window to allow the driver unobstructed side view and room for arm signals. Rear quarter windows of closed cars are wing-type.



**STEERING IS STEADY** on rough roads, in cross winds and on curves, because the improved ride stabilizer helps to maintain the balance of the car. The stabilizer also adds to riding comfort, particularly over uneven, choppy roads.



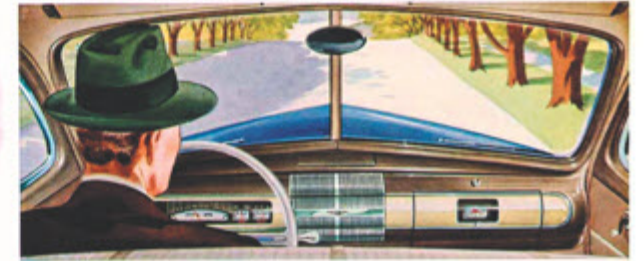
**NEW EASY-ACTION CLUTCH** depresses with gentle pressure, due to improved mechanical action, thereby reducing driver fatigue on long trips.

*"So easy to handle"*  
 "My wife and I are delighted with the ease with which our Mercury steers, the surge of power when you step on the accelerator, the graceful manner in which it takes curves at high speeds and cuts up the straight-aways. As to economy, we add no oil between 2,000-mile changes; we have made careful check and find we are getting around 21 miles per gallon on long trips, about 18 around the city."  
 W. C., Columbus, Ohio

*THE BIG CAR THAT STANDS ALONE IN ECONOMY*

*The safety of a big car — strongly built*

You'll drive your Mercury with the utmost confidence—confidence in its size and stability, in its all-steel body and new rigid box-section frame. It is built with every proved safety feature—against a background of grueling tests and dependability runs. You will enjoy the reassurance of its easy handling and quick response to the controls, the confident way it holds the road without weaving or galloping. The Mercury is as safe a car as the engineers of the Ford Motor Company can make it.



**SAFETY AT NIGHT.** New Mercury headlamps are wide-spaced to cover a larger area of the road with maximum light. These Sealed-Beam lamps shine nearly twice as far ahead as the old type. Parking lamps are separate, set high on the crown of the fenders for greater visibility.



**NEW DEEP WINDOWS** and windshield provide an exceptionally fine view of the road and traffic conditions on all sides. Divided, sloping windshield reduces glare. Windshield and side windows are all safety plate glass. Curved one-piece rear window.



**THE MIGHTY GRIP** of the Mercury's big hydraulic brakes assures smooth, quick, straight-line stops—with gentle pedal pressure. Handbrake beneath the left end of the instrument panel operates the rear wheel brakes mechanically for parking.

*THE BIG CAR THAT STANDS ALONE IN ECONOMY*

*Room for six . . . and everything you'll want to carry*

Truly a "home-on-wheels" is the big new 1941 Mercury. Its new long wheelbase and wide body lines are important additions to passengers' comfort. Doors and bodies flare out over the running boards to gain width inside. The top has been raised, permitting new big windows that frame all outdoors. Broad doors, wide all the way to the floor, make access easy. Wherever size contributes to comfort, you'll find the Mercury big.



**VACATION SIZE** is the Mercury's yawning luggage compartment (equipped with light) with room for several big bags and a number of smaller pieces. Spare wheel and tire are stowed against the wall; floor mat and a complete set of tools are standard equipment.



**NEW ADJUSTABLE FRONT SEAT** fits your driving position. Lift a lever and it slides forward and up for five-footers, or back and down for young giants.



**THREE'S GOOD COMPANY** in a Mercury front seat, with plenty of room for the driver. Finger-Tip Gearshift on the steering column leaves the floor unobstructed. Front seat cushion is continuous in all body types.

*"Gas mileage amazes me!"*  
 "I bought my new Mercury for its size, comfort and performance. But it is the gas mileage that amazes me most. On a recent week-end trip I drove 231 miles—and 10 gallons filled the tank when I got home! The following Saturday I averaged 21 miles to the gallon on rough, hilly roads over the Pocono Mountains."  
 —S. W. M., Moorestown, N. J.

*THE BIG CAR THAT STANDS ALONE IN ECONOMY*

**COOLING SYSTEM RUST PROOFING**

Put it on your list of Spring Cleaning!

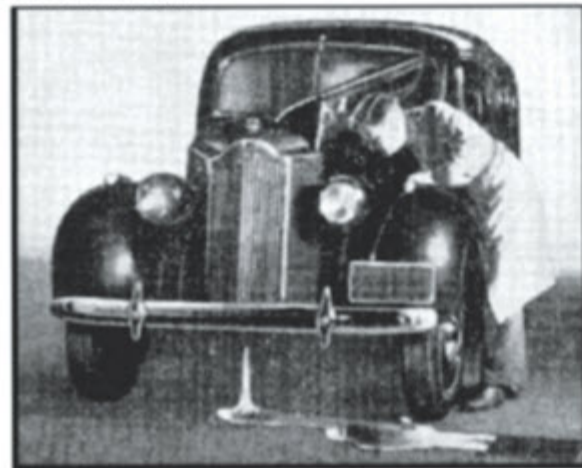
Rust in the cooling system interferes with circulation and cooling, and its formation must be stopped if cooling of the engine is to be kept up to new-car efficiency. Rust can be prevented only by maintaining full strength corrosion protection at all times.

"Ten Reasons Why" in the next column tells why antifreeze should not be used indefinitely. Even though the old solution might be rust-free after a winter's use, you have no way of knowing how much longer it will stay rust-free. When inhibitors weaken, then rust forms and overheating begins.

make it a rule to completely drain the cooling system both Spring and Fall and clean the system, if necessary.

In the Spring, renew the rust-proofing by adding a Summer corrosion preventative, available at your local auto parts dealer, to a filling of fresh water. In the Fall, install a fresh filling of properly treated antifreeze with fresh water.

Adding corrosion inhibitor or fresh antifreeze to used solution will not restore full strength corrosion protection, and might even do harm.

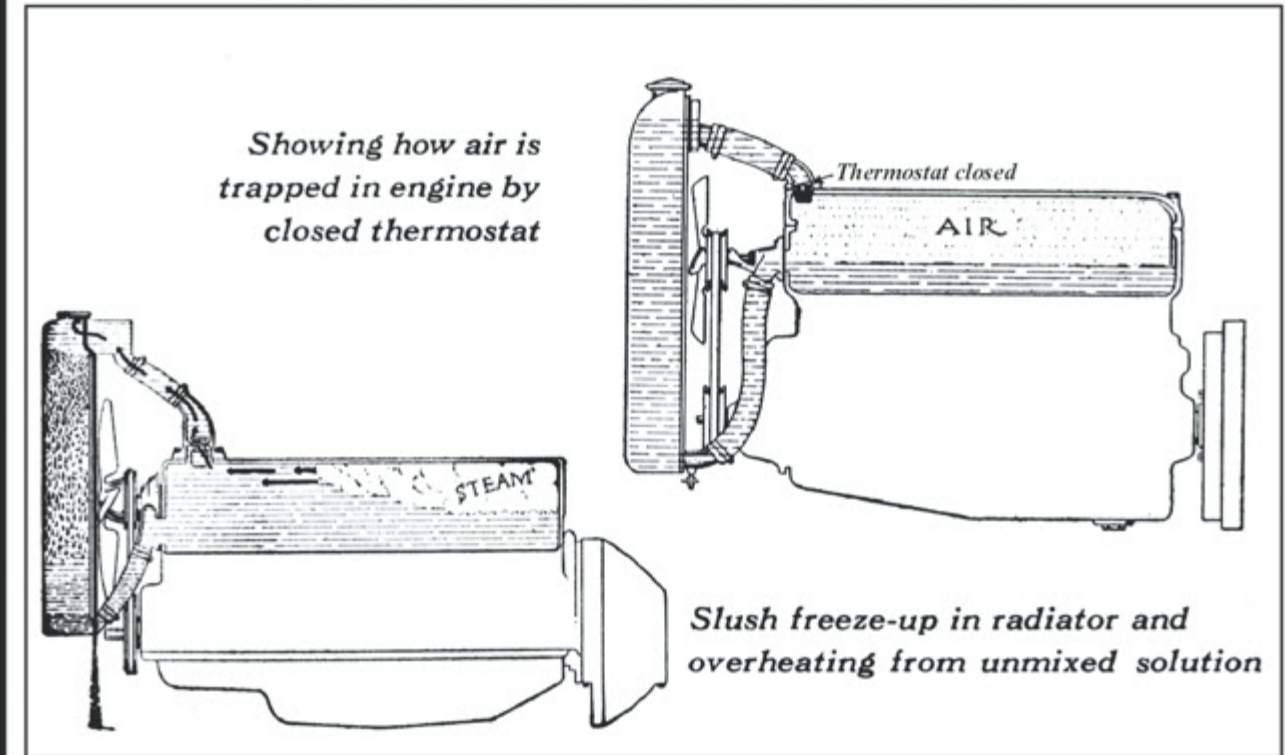


*Make draining of antifreeze a regular Spring service!*

**10 REASONS WHY You Should Drain & Discard Antifreeze Solution in the Spring and Put in a Fresh Filling Every Winter:**

1. Rust preventative is usually guaranteed for only one winter's driving season. Car owners using it beyond this period must assume all responsibility.
2. All corrosion inhibitors are weakened and finally exhausted by extended use. No one can tell how long they will last. It depends on the car—how well it's taken care of, how far and how fast it's driven.
3. Any antifreeze solution may become contaminated with impurities that cause rust and corrosion. Minerals collect from the water and corrosive exhaust gas often leaks into the cooling system through a loose cylinder head joint.
4. Contaminated water or antifreeze solutions may cause more rust and corrosion than fresh water if use is continued.
5. Full strength corrosion protection is needed more in Summer than in Winter. Rust may form 30 times faster during high speed warm weather driving.
6. The cooling system should be rust proofed twice a year using a good chemically treated antifreeze in the Fall and a special rust preventative with a fresh filling of water in the Spring.
7. Only by rust proofing twice a year can engine cooling be kept at new car efficiency.
8. Rust proofing is the only sure way to avoid radiator rust-clogging, overheating and expensive cleaning and corrosion repairs.
9. Cooling systems of modern high speed engines need full strength corrosion protection at all times.
10. Car factories strongly recommend installing a rust preventative with a fresh filling of water in the Spring after draining old antifreeze solution.

**MIXING ANTIFREEZE and REMOVING TRAPPED AIR**



After installing antifreeze and before driving the car, always run the engine until the solution warms up, opens the thermostat and starts circulation between the engine and the radiator.

This is necessary to thoroughly mix the antifreeze with the water before exposing the car to freezing temperatures, otherwise the unmixed liquid in the radiator may form a slush which stops circulation and causes overheating and loss of solution. (This is similar to the slush freeze up which occurs when the cooling system is under-protected).

Another important reason for warming up the engine before driving the car is to release any air trapped in the engine water jacket by the closed thermostat. Though the radiator may appear to be full, the engine may be short as much as a gallon of liquid, and if the car is driven in this condition, serious overheating may result.

When the thermostat opens the trapped air is released and the water jacket fills. This lowers the solution in the radiator and more water may be added to fill to the proper level.

Be sure hot water heater valve is open and vent heater to release any air trapped in it.

These precautions should also be observed when making additions to a very low solution and whenever the cooling system has been drained.

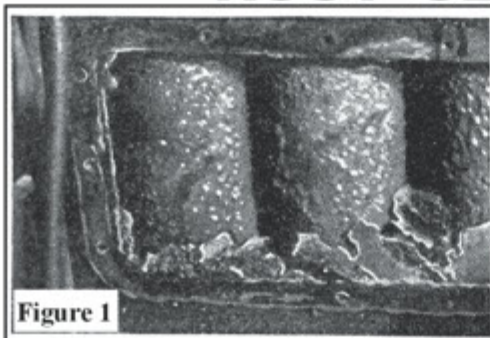


Figure 1

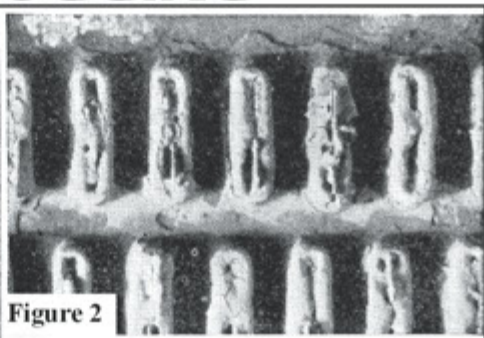


Figure 2

Although clogging is the cause of 14% of all cooling system troubles, it can be avoided entirely by cleaning and rust-proofing. The most common clogging materials are rust, scale and grease, of which rust contributes about 90%. Rust is formed on the iron walls of the engine's water jacket. Grease and oil may enter the system through the water pump and cylinder head joint.

Coolant circulation keeps loosening the rust as it forms. Some of it settles in the water jacket (Figure 1), but fine particles are also carried over into the radiator where they build up a layer of hard scale inside the water tubes. (Figure 3)

It usually takes time for this scale to get thick enough to stop circulation, (Figure 2), but the scale keeps cutting down the radiator cooling capacity until finally the engine overheats and boiling starts in the water jacket. This stirs up the rust and dumps it into the radiator. (Figure 4) After boiling starts it is only a short time until a load of rust is packed in the tubes of the radiator, stopping circulation.

Lime deposits also form rapidly at hot spots in the engine. This mineral scale produces an insulating coat on the water side of the cylinder barrels and head, which causes knock and overheating. Keep the cooling system leak-tight, add as little water as possible and maintain full strength corrosion protection at all times.

**COOLING SYSTEM CLEANERS**

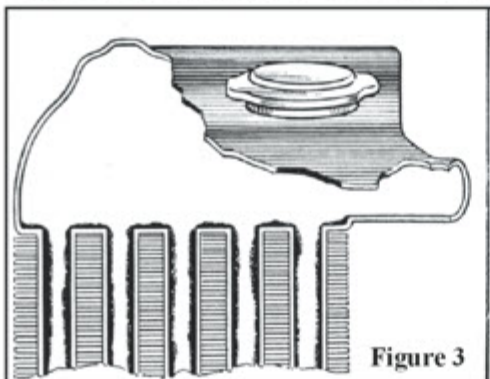


Figure 3

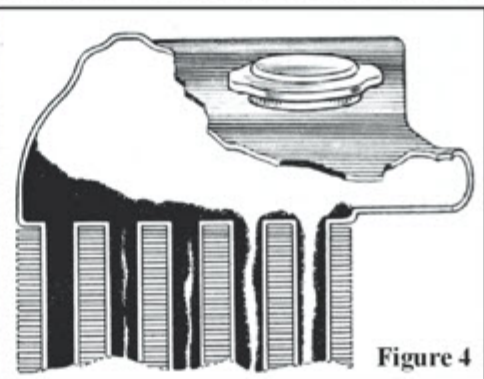


Figure 4

Alkalis like washing soda, or solvents like kerosene are not good cleaners. They might cut the grease and remove loose rust in the radiator, (Figure 4) but they have no solvent action on the rust itself and so do not remove the hard scale in the radiator core (Figure 3) or the water jacket. The engine will continue to overheat.

Acids have no solvent action on grease, and if the rust is covered by grease and oil, acid solutions are unable to penetrate through the film and reach the rust.

Iron rust and water scale usually build up together. No cleaner has rapid action on water scale, but a good cooling system cleaner, available at your local auto parts dealer, with its dissolving action on rust, breaks up and loosens the water scale so that it can be flushed out. These commercial cooling system cleaners are generally harmless to cooling system metals and have no solvent effect on your car's finish if spilled.

**OVERFILLING THE RADIATOR AND LOSS OF SOLUTION FROM EXPANSION**

Antifreeze solution as well as water takes up more room when hot than when cold. If the radiator is filled too full when cold (Figure 5), expansion when hot may overflow the radiator and solution will be lost out the overflow pipe (Figure 6). Adding unnecessary water weakens the solution and might lead to a freeze up.

In many cars, you can't see deeply into the radiator, due to high baffle plates or "elbow" filler necks. If you check the solution level when it is cold, you might not be able to see it and might think it is low when it really is not.

Never add any water as long as the hot solution level is well above the top of the radiator water tubes, or in the case of elbow fillers, as long as the hot solution level is in sight in the elbow, or follow car factory recommendation for solution level.

**PREVENTING OVERFLOW LOSS OF SOLUTION FROM EXPANSION:** First be sure that the engine is warmed up to normal operating temperature, then with engine stopped, check solution level.

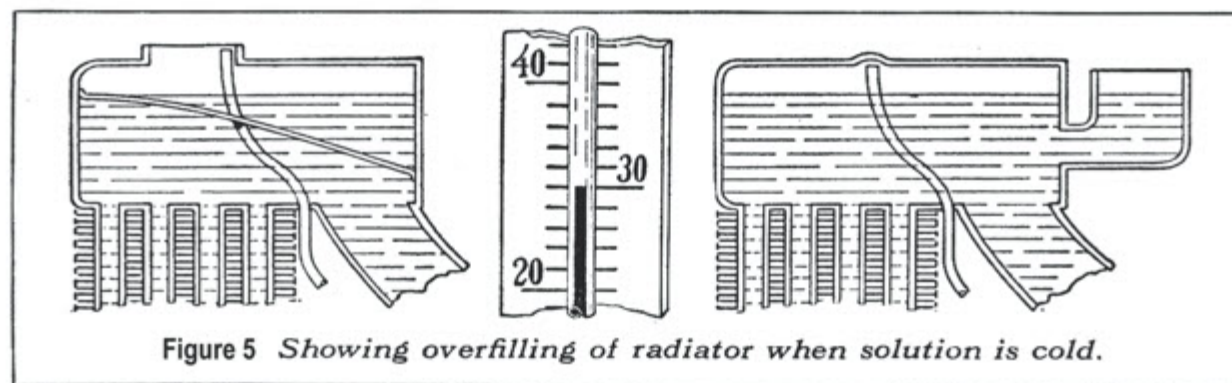


Figure 5 Showing overfilling of radiator when solution is cold.

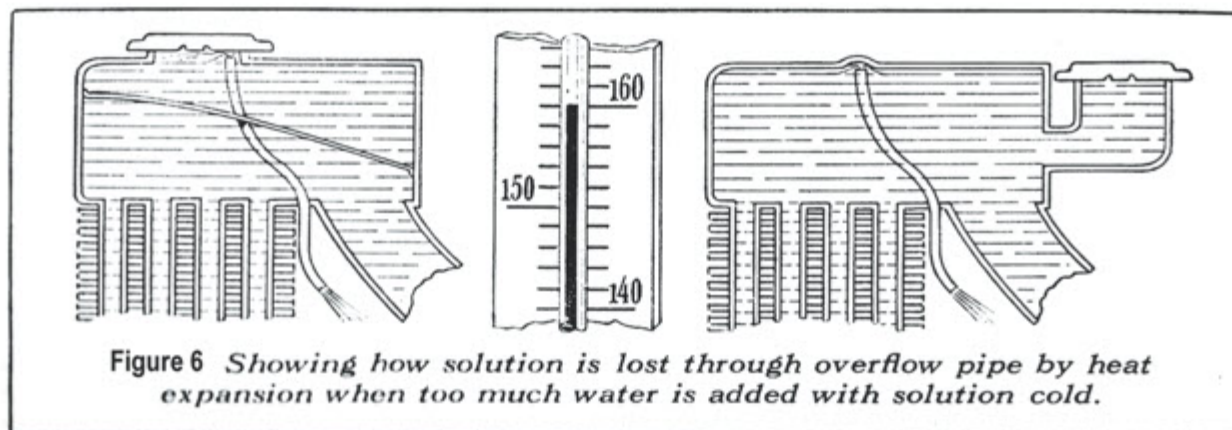
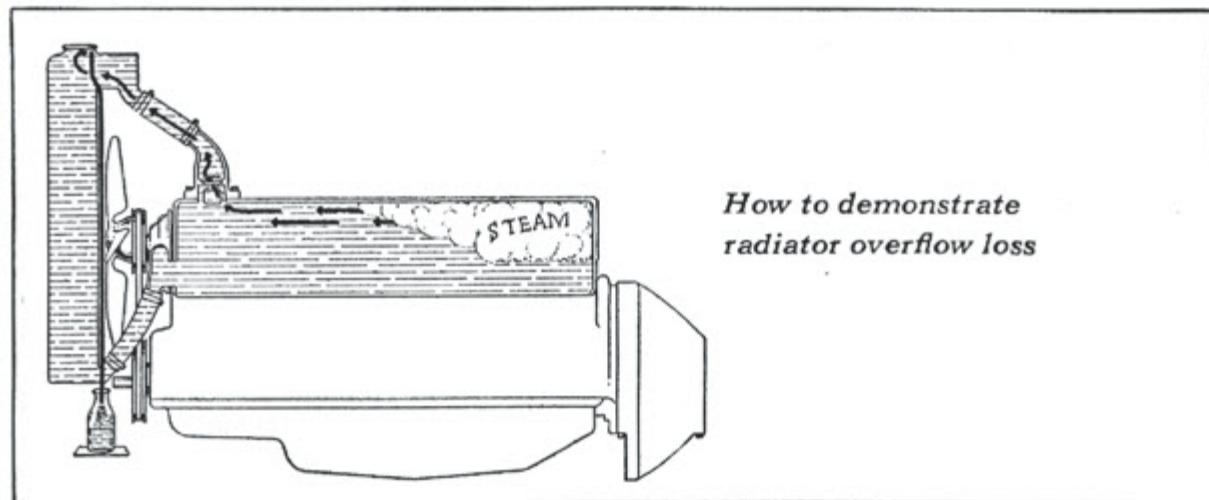


Figure 6 Showing how solution is lost through overflow pipe by heat expansion when too much water is added with solution cold.

**LOSS OF SOLUTION THROUGH RADIATOR OVERFLOW PIPE**



*How to demonstrate radiator overflow loss*

Car owners often blame unobserved overflow losses on leakage, but there can be other "hidden" causes.

**HIDDEN CAUSES OF COOLING SYSTEM OVERFLOW LOSS:**

1. "Hot Spots" in rust & lime clogged engine water jackets, causing steam which forces solution out radiator overflow.
2. Corrosion damage to water distribution tube in engine block, or its slipping out of position, which causes overheating and boiling from improper circulation of solution at exhaust valves.
3. Rust clogged radiators causing engine overheating.
4. Air in solution, as from leaky water pump suction.
5. Exhaust gas leakage into system at loose cylinder head.
6. "Pumping over" from defective radiator baffle plate.
7. Overheating from clogged bug screens and damage air baffles.
8. Thermostat stuck in closed position.
9. Water pump impeller corroded or loose on shaft.
10. Collapse of radiator hose or rotting of rubber lining.

**RADIATOR OVERFLOW TANKS** designed to prevent "after-boil" losses of alcohol, are undependable if system is not leak-tight. Sudden development of steam pressure might overflow the tank and cause overflow of solution onto hot engine.

**SEALED COOLING**—Some cars have a normally closed valve in the radiator cap which permits 3 to 9 pounds of steam pressure in the system. This pressure increases the leakage tendency at hose connections and water joints. When the valve opens and the pressure drops, sudden boiling and large overflow losses may occur. If a car with a pressure relief valve radiator cap is overheating, remove the cap slowly to avoid possible flash of steam and hot cooling liquid that would scald the face and hands, as well as mar the car's finish. To avoid possible damage to the system from excessive pressure, these valves should be regularly inspected for proper operation.

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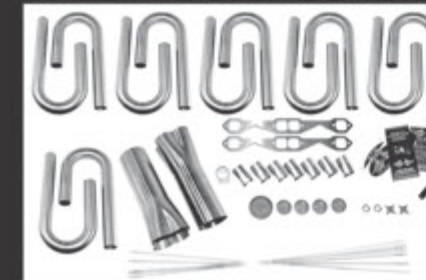
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ON ROUGH ROADS

ABSOLUTE DRIVER CONTROL  
—ALL THE TIME

ABSORBS ROAD SHOCKS

80% LESS EFFORT  
—ALL THE TIME

EASIER—SAFER  
—QUICKER PARKING

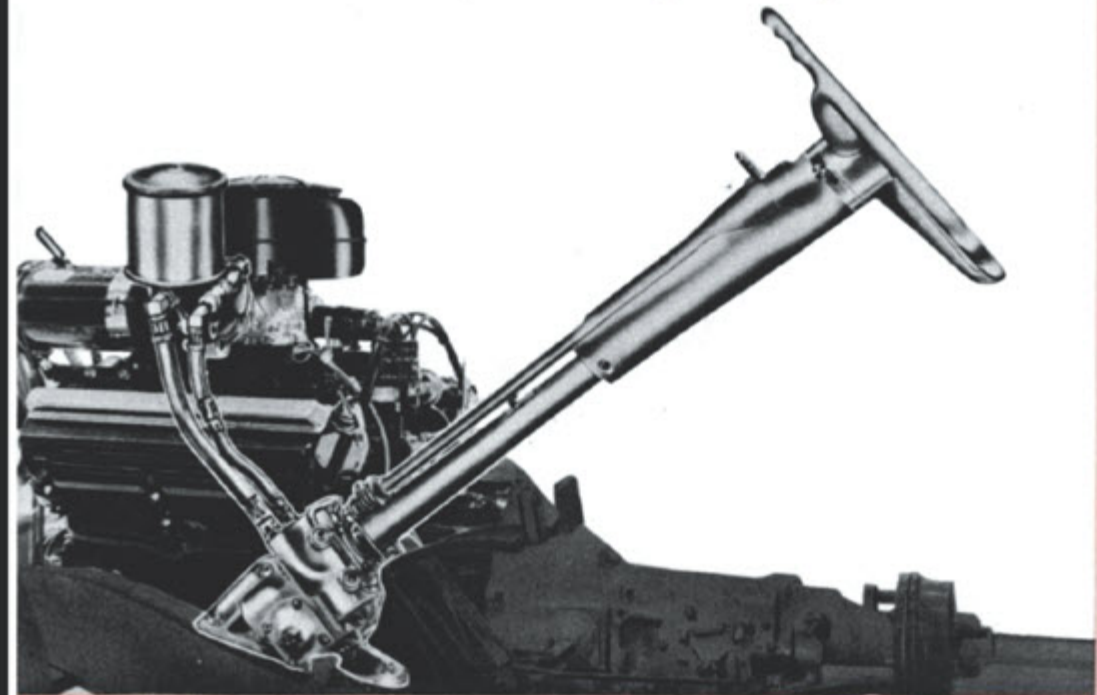
LESS DRIVING  
STRAIN AND FATIGUE  
—ALL THE TIME

SAVES WEAR AND  
TEAR ON YOUR HEART  
AND DISPOSITION



1951  
**CHRYSLER**  
*full-time*  
**POWER STEERING**

**CHRYSLER** *power steering*  
another Chrysler "Engineering First!"



THE MOST AMAZING MECHANISM EVER DESIGNED FOR THE AUTOMOBILE!

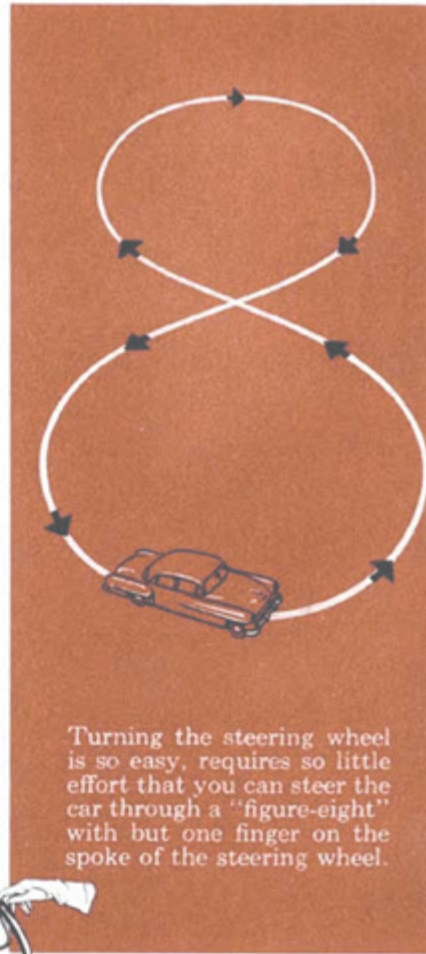
Just imagine turning the large 8.90 by 15 inch tires on the Chrysler Crown Imperial—the largest tires on any automobile today—their full travel from side to side while the car is standing still, with *only one finger* on the spoke of the steering wheel!

Compare this easy, effortless *hydraulic* Power Steering with the tugging, the strain, the effort, the real work of parking and steering with the ordinary manual steering mechanism, and you will realize why Chrysler Power Steering is regarded as one of the greatest convenience and safety features—not only for women drivers, but also for men—that has ever been developed for the automobile.

**80% LESS EFFORT**  
*...all the time!*

With this great mechanism, developed and perfected by Chrysler Engineers, 80% of the effort—4/5 of the work of parking and steering the car—is done for you hydraulically.

From the moment you start the Chrysler Fire Power Engine, the hydraulic mechanism is on the job—all the time—when parking—driving through traffic—turning corners—out on the open highway—through the hills—over the rough roads—through mud, sand, or gravel—on soft shoulders, snow, or ice—all the time, Chrysler Power Steering is doing 80% of the work for you. There is no uncertain waiting for power build-up—no doubt about its working—no effort on your part to “crank up” the mechanism. Chrysler Power Steering works all the time for your convenience, comfort and safety.



Turning the steering wheel is so easy, requires so little effort that you can steer the car through a “figure-eight” with but one finger on the spoke of the steering wheel.

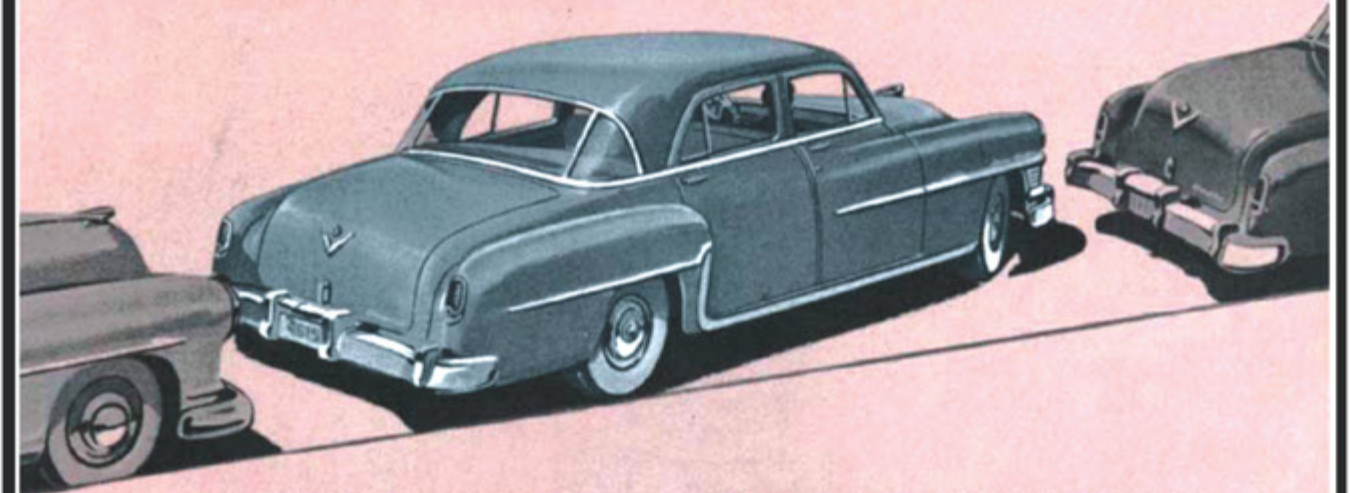


EFFORTLESS CONTROL AND PERFECT ROAD-FEEL

**ABSOLUTE DRIVER CONTROL** *...all the time!*

The only difference between Chrysler Power Steering and manual steering is the effortless ease with which you steer and park the car. There is nothing new to learn. You have absolute driver control and perfect road-feel all the time—greater confidence in the car, and in your driving ability because of the instant response of the steering mechanism. You do the guiding—Power Steering does the work.

**EASIER—SAFER—QUICKER PARKING!**



IN AND OUT OF THE TIGHTEST PLACES WITH THE SKILL OF THE EXPERT DRIVER

For many drivers, parking the car is a problem. But not so with Chrysler Power Steering, because you can turn the wheels so easily and quickly. The instant response enables you to steer the car into and out of cramped spots without repeated backing up and going forward. You park easier, with less effort, with less wasted time, and with less danger of tangling bumpers or nicking fenders.

**40% LESS TURNS OF THE WHEEL!**

Chrysler Power Steering not only works for you all the time, as compared to the uncertain “part-time” operation of other power steering mechanisms, but it also requires less turns of the steering wheel to move the road wheels. With Chrysler, 3½ turns will move the wheels from side to side, their full travel, as compared to 5½ turns of the steering wheel on other cars. And remember, Chrysler Power Steering does 80% of the work of turning the lesser 3½ turns of the steering wheel.



Only 3½ turns with Chrysler compared to 5½ turns on other cars—40% less turning.

## GREATER DRIVING SAFETY

*...all the time!*

In traffic, and out on the highway, when safety may be a matter of a split-second, the *instant response* of Chrysler Power Steering insures greater driving safety *all the time*.

In the emergency, the wheels respond instantly, without time-lapse, *without question*, giving you such complete, absolute control of the car that you get more pleasure out of driving, with less strain, with less mental and physical fatigue, and with far greater safety, regardless of traffic or road conditions, than you have ever enjoyed before. In case of a blow-out, the automatic reaction of power steering helps to hold the car safely on the road.



INSTANT RESPONSE—NO LAG—  
NO WAITING FOR POWER BUILD-UP

## ABSORBS ROAD SHOCKS!

Chuck holes, railroad crossings, winter-wrecking street and streetcar tracks—and just plain old time-worn, rough roads—are no longer a menace or a “slow-to-a-snail’s-pace” speed for a Chrysler with Power Steering. The hydraulic mechanism absorbs the shocks and, with the incomparable Chrysler Oriflow Shock Absorbers, make the rough-going *easy going*. This gives not only easier riding and easier handling, but also, more comfortable, safer travel.



## LESS DRIVING STRAIN and FATIGUE

*...all the time!*

With Chrysler Power Steering doing 80% of the work of steering the car—and, with the confidence that comes from such instant, complete driver control of the car—it is so obvious there would be much *less strain and driving fatigue*. All day long, and into the night, you can drive a Power-steered Chrysler for *more miles*, with *less fatigue*, and with *more enjoyment* than you have experienced in any other car before.

