

*Make your next car*

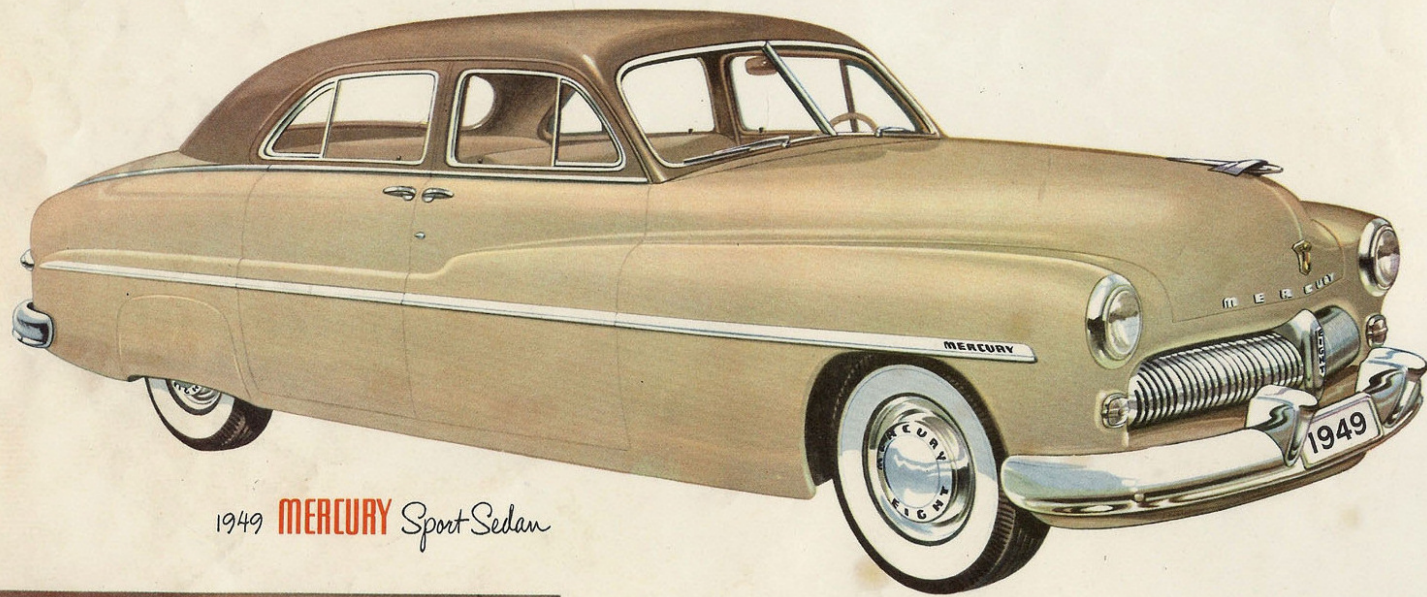
**The Road-Proven 1949 MERCURY**



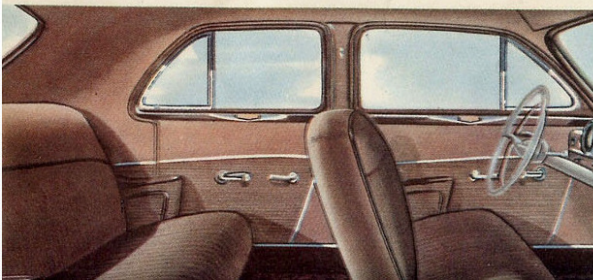


"So good looking the pictures don't do it justice"

SAY THOUSANDS OF 1949 MERCURY OWNERS

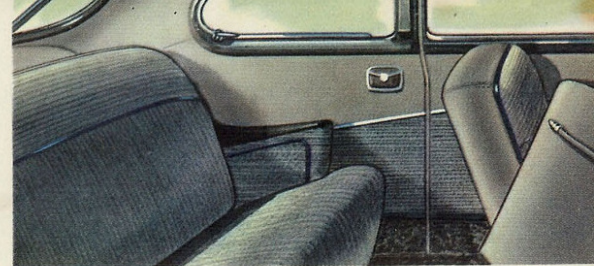


1949 **MERCURY** Sport Sedan



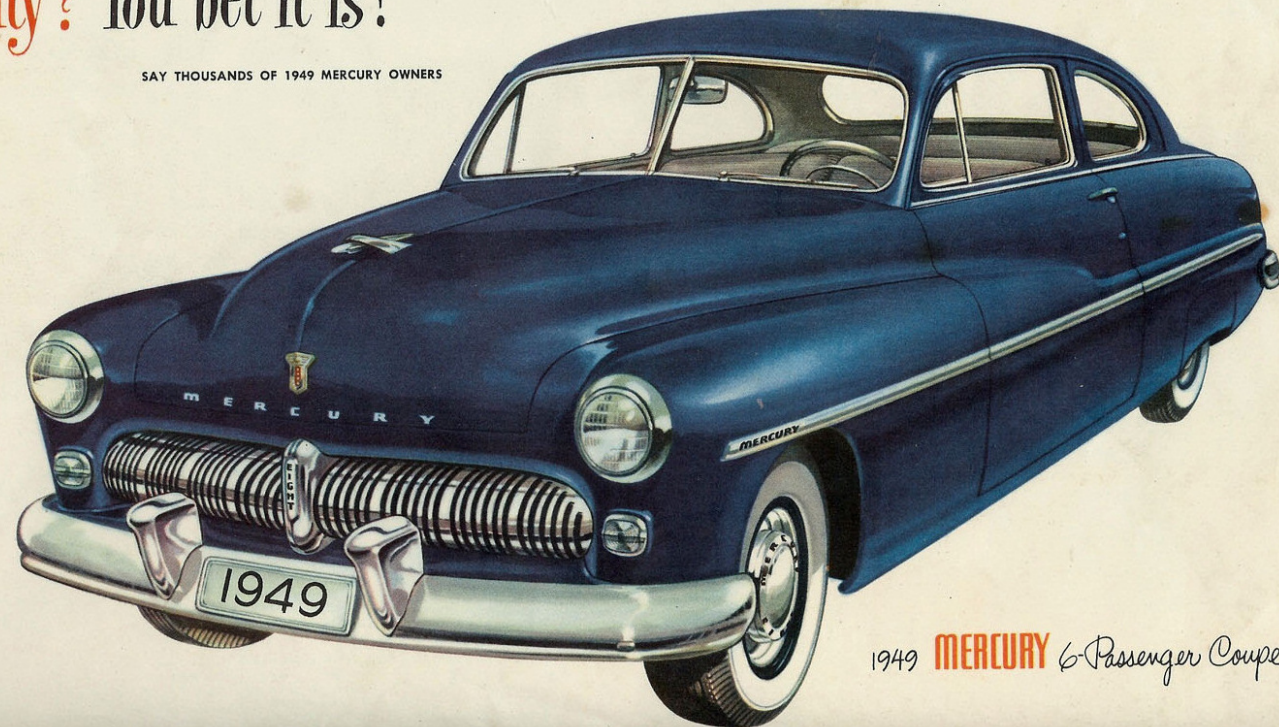
One look will tell you that this road-proven 1949 Mercury is longer, lower, wider. Its broad-beamed sturdiness is artfully combined with fleetness of line. Inside you'll find luxurious, durable upholstery . . . new colors and fabrics . . . broader, softer seats for six "grown-ups." The big windows and wide windshield provide increased all-round visibility. A world of luggage space is concealed under the graceful, weather-sealed rear deck.

Here's a combination of big seating capacity and extra-large luggage space in a smartly-styled body that turns glances into gazes. The powerful, new eight-cylinder, V-type engine has surprising economy—17 . . . 18 . . . 19 miles per gallon and up (and even more with optional overdrive). "Finger-tip weather control" provides you with year-round comfort. An ideal car for business or family use . . . with plenty of room for anyone to relax in the rear seat.



"Thrifty? You bet it is!"

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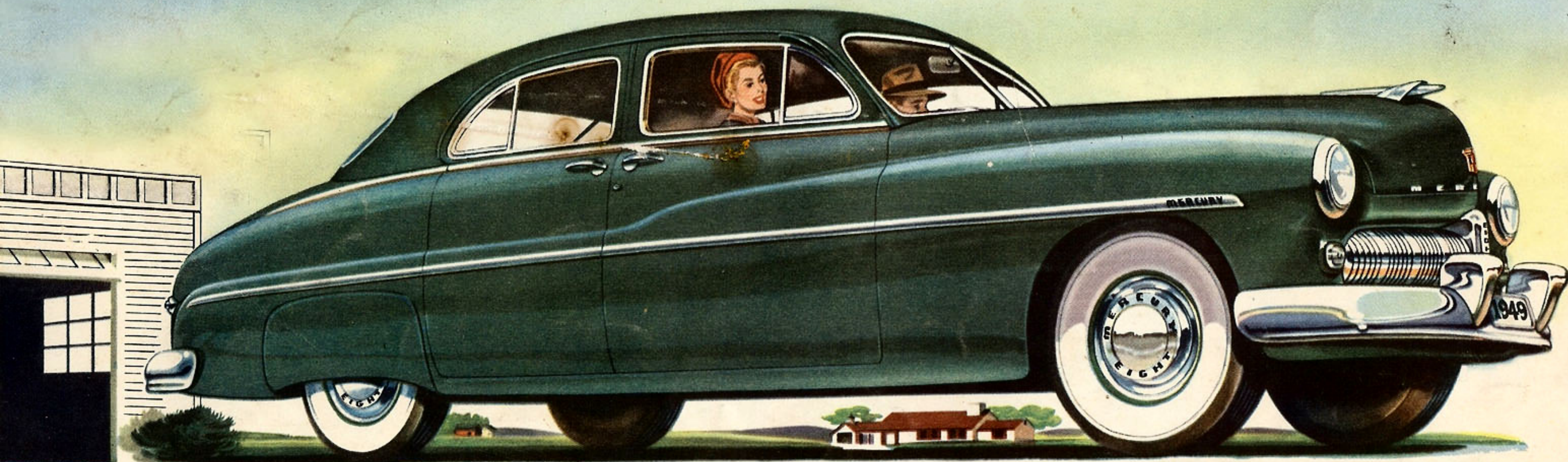


1949 **MERCURY** 6-Passenger Coupe

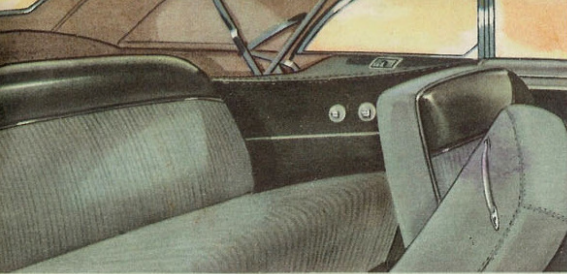


*You, too, will like*

# The Road-Proven 1949 **MERCURY**







In city or open country—any time of the year—you're master of the weather with the smart Mercury Convertible for six. Power controls raise and lower the top quickly, effortlessly. Double-sealed doors keep out wind and water. All window lifts and front seat adjustment are "push-button" operated. Mercury's "Finger-tip weather control" makes this new convertible truly an all-season car in any climate. The thrifty, new eight-cylinder, V-type engine provides power to spare. The convertible comes in a wide choice of outstanding body colors with contrasting interiors of leather and whipcord.

*"Mighty good looking!"*

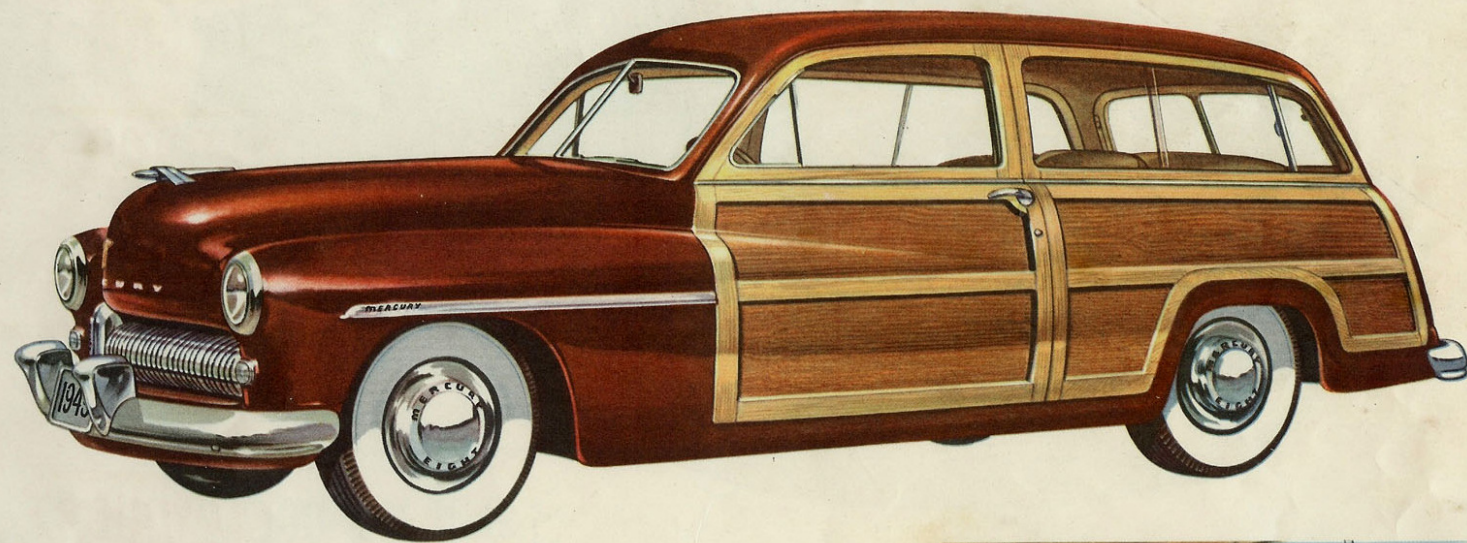
SAY THOUSANDS OF 1949 MERCURY OWNERS



1949 **MERCURY** 6-Passenger Convertible

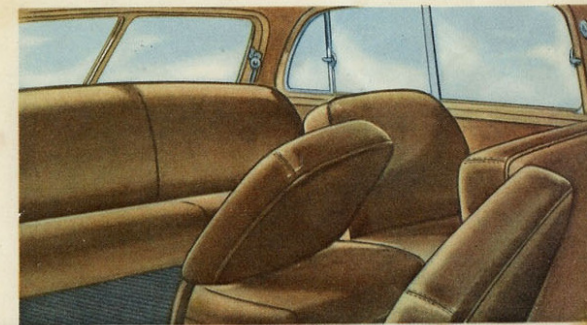
*"'Safe' just doesn't say enough about it"*

SAY THOUSANDS OF 1949 MERCURY OWNERS



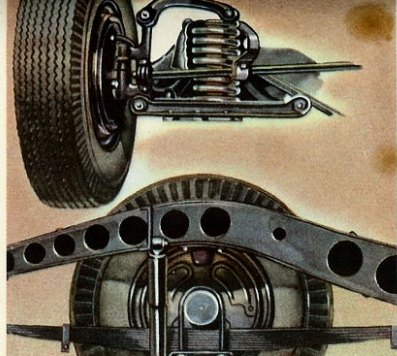
1949 **MERCURY** Station Wagon

This really modern station wagon is the last word in practicality and smart styling. It's super safe. Extra heavy-gauge steel is used throughout. There's a one-piece, all-steel roof and an all-steel underbody beneath the superb maple and mahogany wood paneling. The unique two-door design adds even greater safety for children. There is ample room for eight big passengers. With rear seats removed, and tail-gate down, you have a storage platform more than nine feet long! Extra-wide doors and swing-aside front and center seats provide easy access to the 3-2-3 seating arrangement.

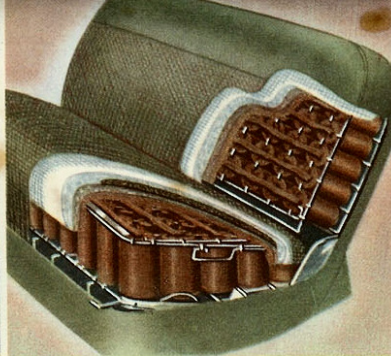




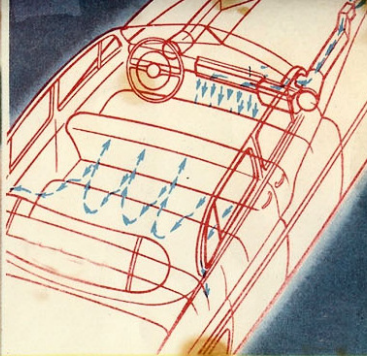
## Greater Riding Comfort



New front coil springs, long-leaf springs in the rear, direct-acting shock absorbers, and super-balloon tires mounted on extra-wide rims all join to give you a velvety-smooth ride. A new balanced steering linkage and steering gear make for easier and safer handling, too.



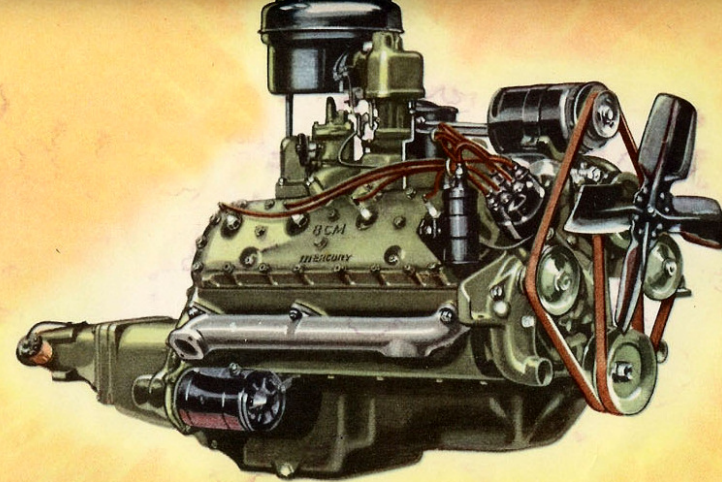
Solid comfort and solid construction are built into the broad seats by means of dozens of individually-wrapped springs, soft thick padding, and foam-rubber cushions (optional\*). The luxurious, durable upholsteries contrast beautifully with the trim and paint.



Mercury's "Finger-tip weather control" system helps you do something about the weather. It brings in draftless, fresh air in the summer and when used with the Mercury heater (optional\*), it keeps you warm and cozy in the winter. It helps prevent window-fogging, too.

## ENGINE SPECIFICATIONS

- ★ **RATING:** The new Mercury 8 cylinder, V-type, L-head engine develops 110 h.p. at 3600 rpm. Maximum torque: 200 foot pounds at 2000 rpm. Taxable hp. 32.5. Bore, 3 $\frac{1}{8}$  in.; stroke, 4 in. Total displacement, 255.4 cu. in. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counterbalanced crankshaft with 3 wide bearings. Heat-treated aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel valve inserts for long life. One-piece valve guides.
- ★ **LUBRICATION:** Gear-type oil pump. Force feed to all crankshaft, and camshaft bearings. Heavy-duty oil filter. Sludge-traps in crankshaft. Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 5 quarts.
- ★ **COOLING SYSTEM:** New full-flow system circulates all coolant all the way through block and cylinder heads, for uniform cooling and longer engine life. Two high-velocity water pumps. Long water jacket warms oil in cold weather—cools oil on long drives. Silent fan. Coolant capacity, 22 quarts.
- ★ **FUEL SYSTEM:** Fuel tank capacity, 19 $\frac{1}{2}$  gal. Camshaft driven diaphragm-type fuel pump. Automatic choke. Oil-bath air cleaner.\* New dual-down-draft carburetor, concentric type, checks vapor lock, saves fuel.
- ★ **ELECTRICAL SYSTEM:** Battery, 17 plate, 100-ampere hour. High-capacity generator with automatic voltage control. Automatic spark. Single-breaker distributor.



## Greater Driving Ease



Picture-window visibility makes driving easier and safer. The extra-wide windshield has 728 sq. in. of "seeability." The hood and windows are designed for "down-front" visibility. The driving instruments and controls are grouped and marked for easy, quick reading.



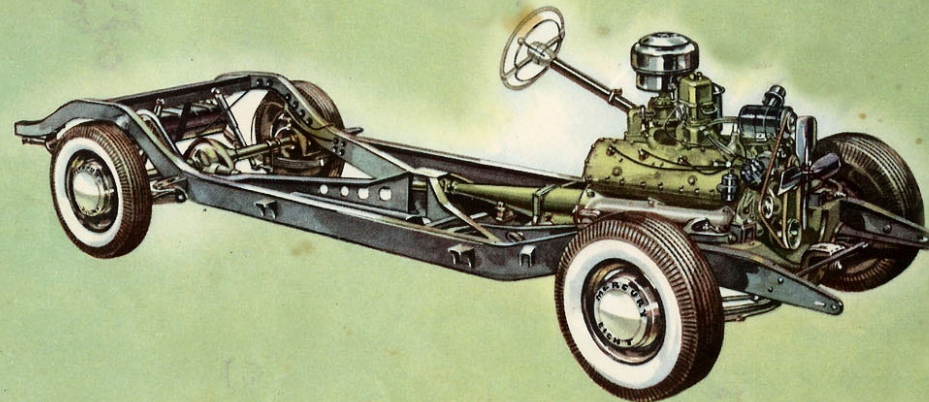
More than a foot wider than it is high, the road-hugging Mercury doesn't "wind-wander." The lively 8-cylinder, V-type engine has power to spare and it is amazingly easy to handle. Massive wrap-around bumpers assure you of ample protection.



Touch-O-Matic Overdrive\* gives you greater economy, longer engine life, and glide-ride smoothness. Engine speed is reduced 24% with no change in car speed. A convenient knob on the instrument panel permits Overdrive to be locked "in" or "out."

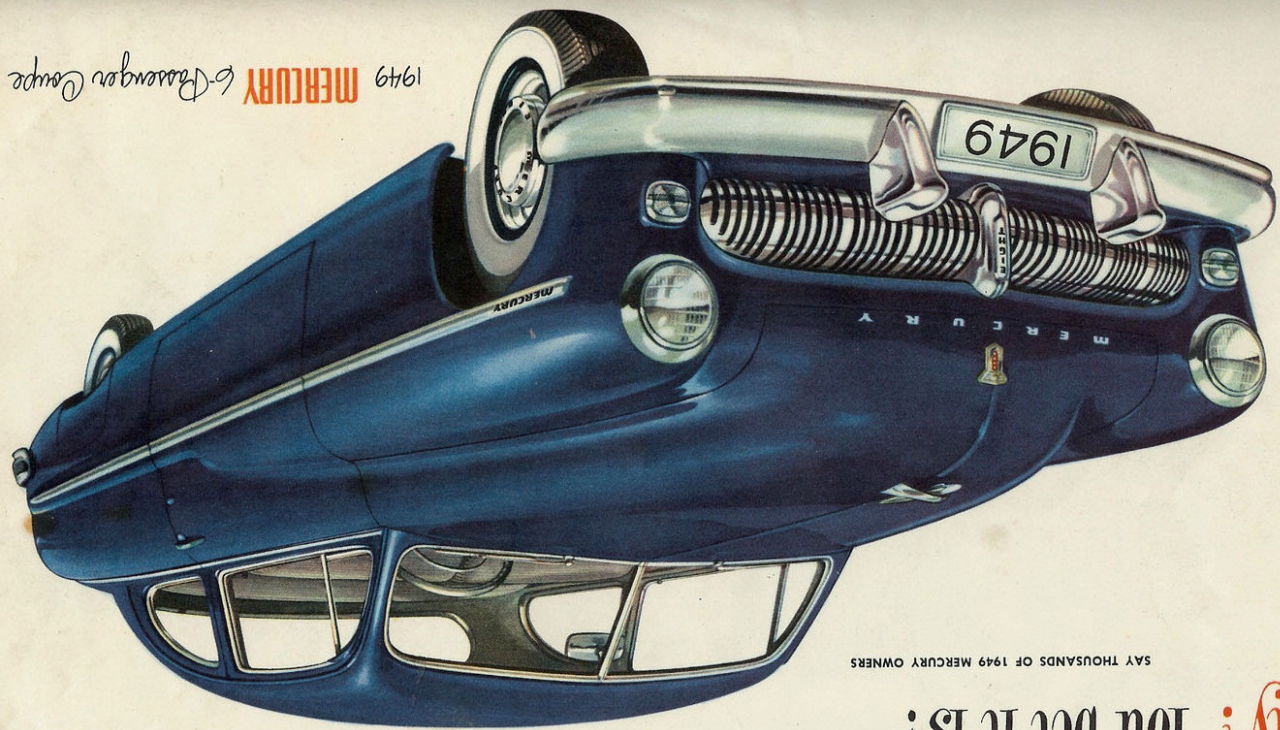
## CHASSIS SPECIFICATIONS

- ★ **FRAME:** Heavy steel, cold-riveted and welded, X-member frame with K reinforcement bracing. Frame for convertible reinforced to provide greater rigidity and strength. Wheelbase, 118 inches. Overall length, 207 inches; station wagon, 214 inches.
- ★ **BODY:** All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat. Roomy luggage compartment with counterbalanced lid.
- ★ **WHEEL SUSPENSION:** Front, independent coil springs, with hydraulic shock absorbers inside. Stabilizer bar to reduce roll. Rear, extra-long longitudinal semi-elliptic leaf springs, with full-length liners which require no lubrication. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shocks and sidesway.
- ★ **DRIVE:** Single dry-plate clutch with low pedal pressure. Standard 3/1-speed silent transmission with synchronizers to provide quiet shifting. Hotchkiss rear drive with semi-floating rear axle and hypoid-type ring gear and pinion. Gear ratio, 3.9 to 1. Integral hub and axle. Wheel bearings permanently lubricated. Touch-O-Matic Overdrive (optional\*) reduces engine speed 24%, saving engine wear, fuel, and oil. Axle ratio for overdrive is 4.27:1.
- ★ **BRAKES:** "Duo-servo" type, four-wheel hydraulic brakes. Self-energizing action decreases pedal pressure required for quick straight-line stops. Cable-type parking brakes on rear wheels.
- ★ **TIRES:** Super-balloon 7.10 x 15 tires are mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.



\*OPTIONAL EQUIPMENT. WHITE SIDE-WALL TIRES AND REAR WHEEL SHIELDS AVAILABLE AT EXTRA COST. MERCURY DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF IMPROVEMENT, RESERVES THE RIGHT TO CHANGE AT ANY TIME.



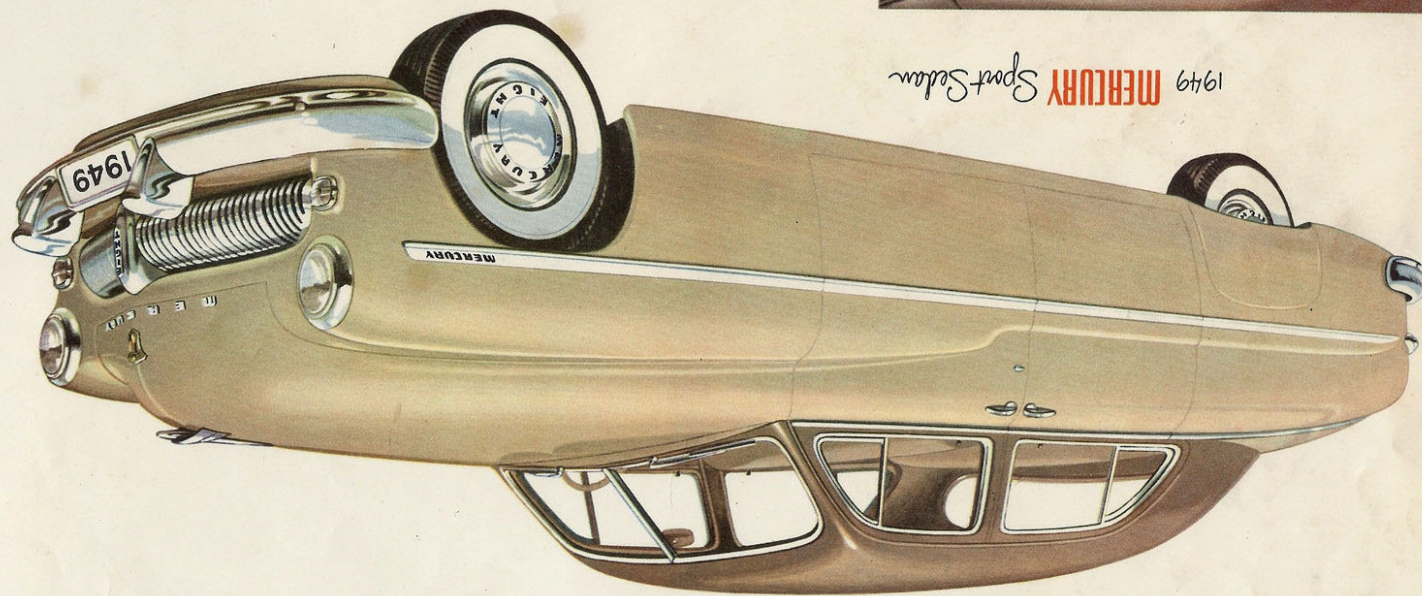
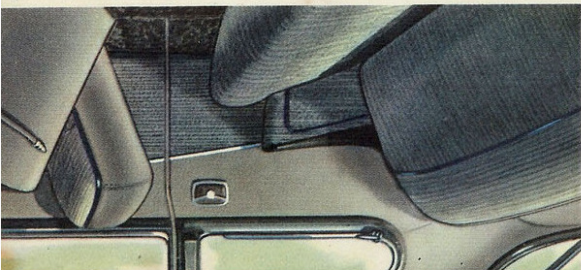


1949 **MERCURY** 6-Door Sedan Coupe

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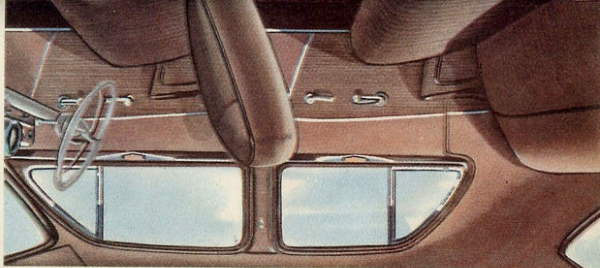


1949 **MERCURY** Sport Sedan

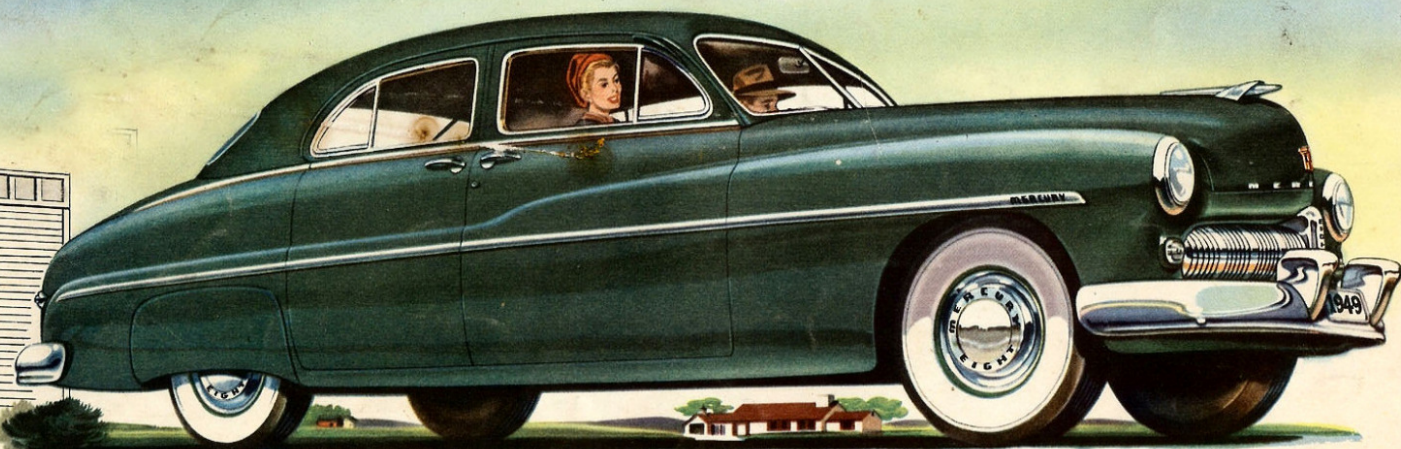
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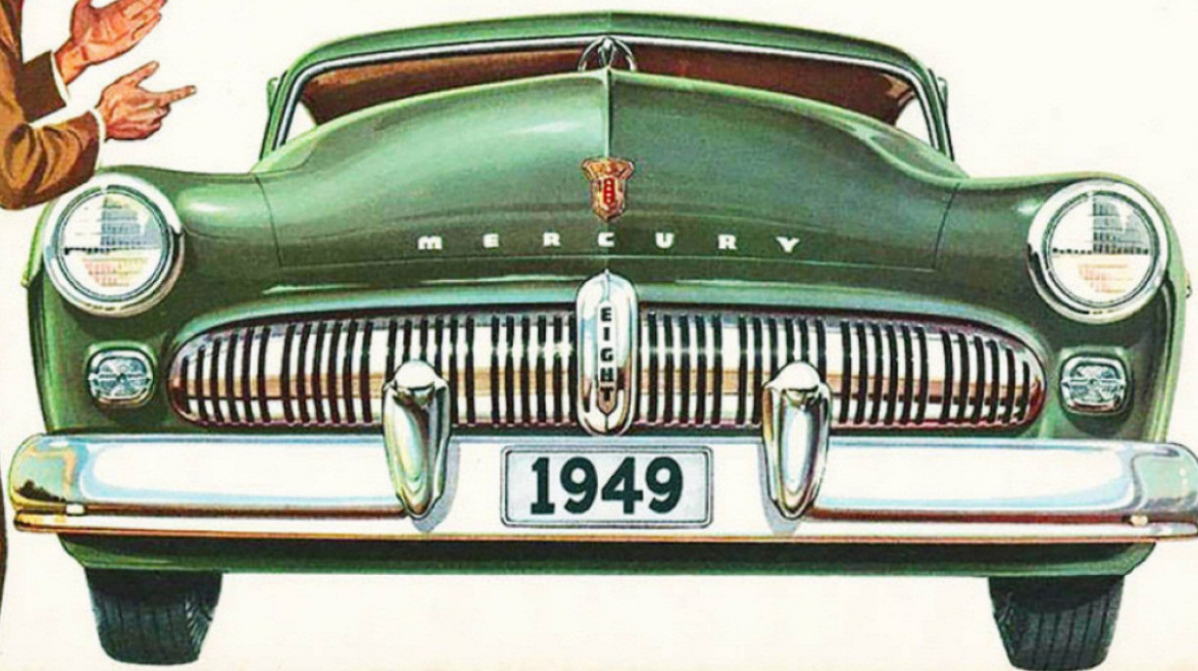
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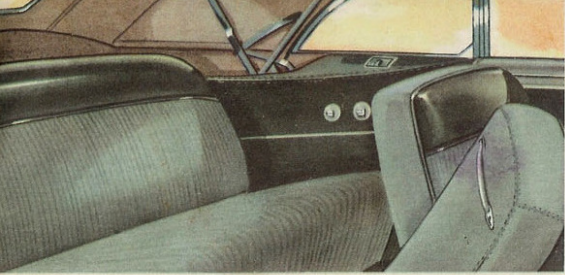
*You, too, will like*  
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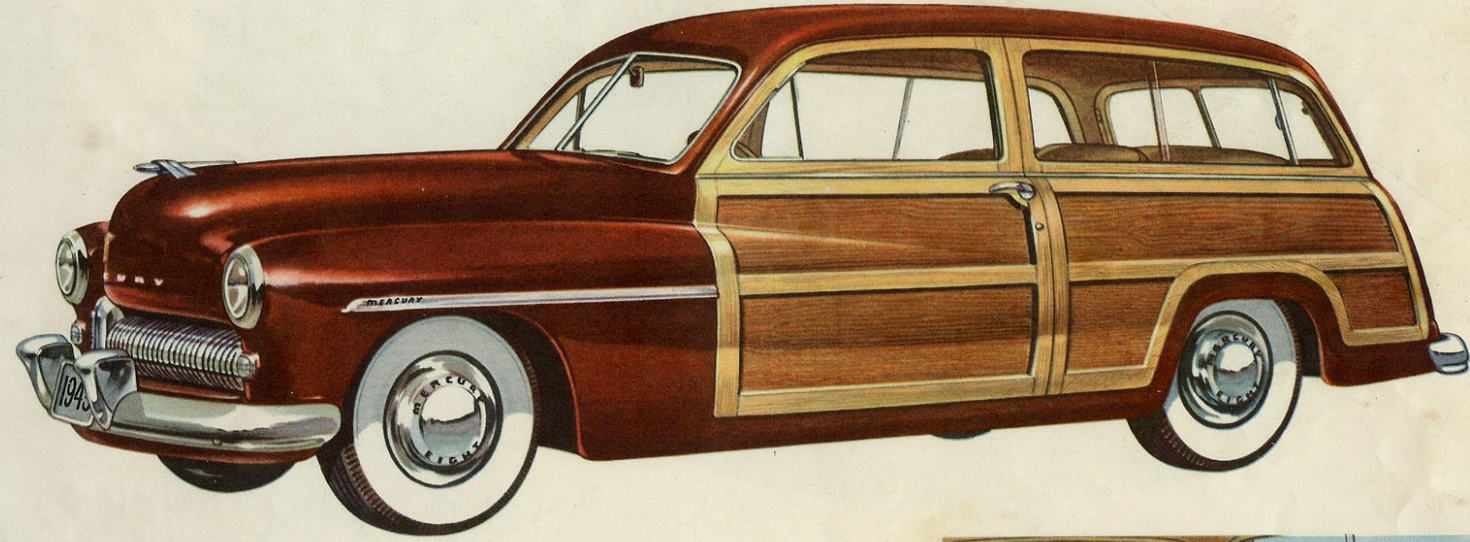
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1949 MERCURY 6-Passenger Convertible

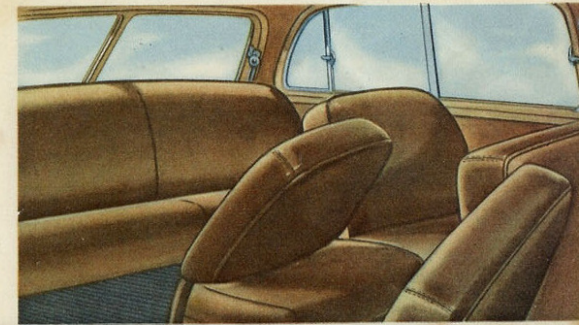
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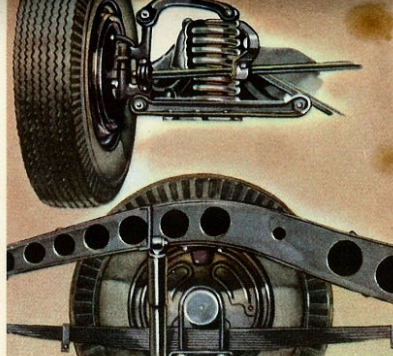


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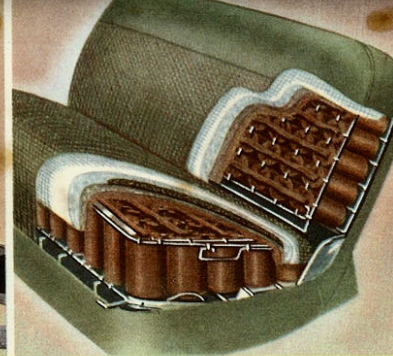
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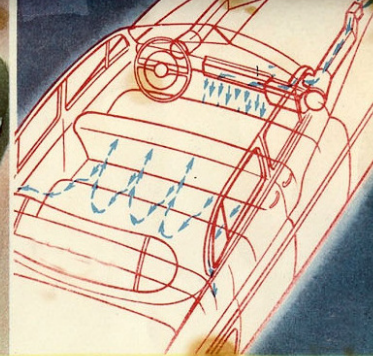
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Riding  
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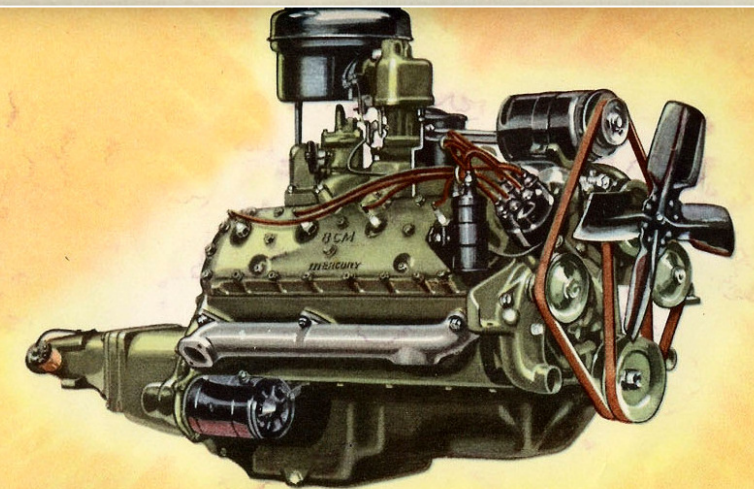
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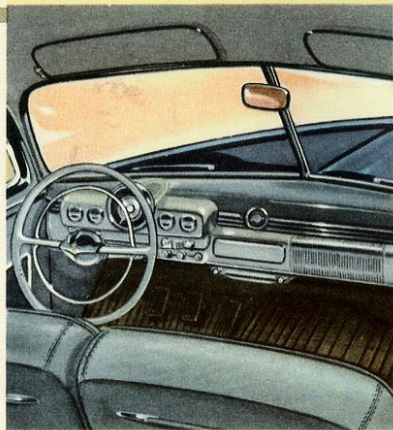
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