



***You can do something
about the weather***

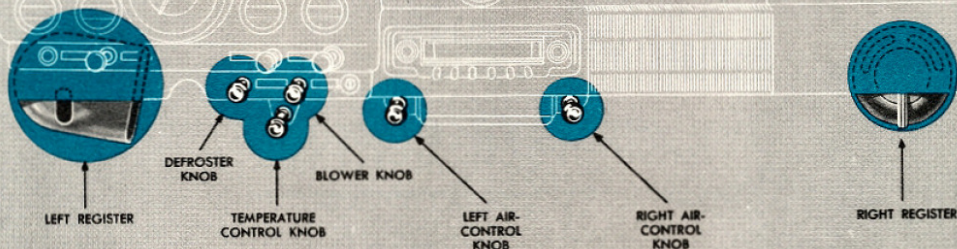
IN YOUR ALL-NEW 1949 MERCURY

How to "personalize" the weather with MERCURY'S "FINGER-TIP WEATHER CONTROL"



at
your
finger
tips:

- A comfortable, draft-free supply of fresh air winter or summer
- Uniform heating and ventilating at all car speeds
- Freedom from stuffy, closed-car drowsiness
- Fresh air without rain-leaks, drafts
- Clearer vision for greater safety in any weather
- Quick warm-up . . . automatic temperature control
- Living room comfort . . . no direct blasts of hot air



VERSATILITY AND COMFORT UNLIMITED

WITH MERCURY'S "Finger-tip weather control" system* you eliminate the "blow hot, blow cold" discomfort of old-fashioned car-heating and ventilating methods.

By the operation of a few controls, you can keep cozy in winter, cooler in summer, have a draft-free supply of comfortably fresh air in any season. Gone are the days of stale smoke-laden air, stuffy closed-car drowsiness, and window-fogging. Drafts, dust, and rain-leaks are things of the past.

To get full enjoyment from Mercury's scientifically designed system, only a few simple steps need to be followed (see below). If you're already an owner of a 1949 Mercury, keep this leaflet in the glove compartment of your car. Refer to it often until the correct operation of the system becomes automatic to you. With a little practice, you will be able to "personalize" the weather... have complete car comfort all year round.

*The powerful, specially designed Mercury Fresh Air Heater, which makes this system complete, is accessory equipment.

FOR QUICK WARM-UP (Recirculated car air)

1. Push left-and right-hand "AIR" controls all the way in

These two steps close the valves in the left and right air ducts, prevent outside air from entering the car—see illustration at right.

2. Pull "TEMP" control knob all the way out

This position permits the maximum flow of hot water from the engine through the heater.

3. Open right-hand register

This step permits air to enter the heater from the car.

4. Pull "BLOWER" control half-way out

This operation turns the blower on to high speed, which recirculates car air.

FOR DEFROSTING

1. Set controls as outlined above in steps 1 to 4

2. Pull "DEFROST" control all the way out

This control operates a valve that directs hot air from the heater to the windshield via two auxiliary air ducts.

FOR NORMAL WINTER HEATING (Heated fresh air)

1. Push left-hand "AIR" control all the way in

This step closes valve, prevents outside air from entering car through left duct—see illustration at right.

2. Pull right-hand "AIR" control all the way out

This step moves a valve in the right-hand duct so that fresh outside air is deflected to the blower and heater.

3. Pull "TEMP" control to position desired

This knob controls the amount of hot water flowing from the engine to the heater. When

all the way in, there is no heat—all the way out, maximum heat.

4. Set "BLOWER" control to position desired

When it is in the "off" or "in" position, the flow of air through the heater is determined by the speed of the car. At average driving speeds, a sufficient flow of hot air can usually be obtained with the "BLOWER" knob in the "off" position. When travelling slowly, such as in traffic, for quick warm-ups, and when a more powerful flow of heat is desired, pull the "BLOWER" knob half-way out (high speed) or all the way out (low speed).

FOR SUMMER COOLING (at highway speeds)

1. Pull left-hand "AIR" control all the way out

This step opens the valve in the left air duct (see illustration) and permits fresh air to flow into car when car is moving at average or high speeds.

2. Pull right-hand "AIR" control half-way out

It is necessary to set this control in the "half-way" position so that the outside air—which enters the right-hand air duct when the car is in motion—will bypass the blower and enter the car directly (at the register outlet).

3. Adjust left- and right-hand registers

Open registers all the way for maximum air flow and cooling; open partially to deflect air downward for indirect cooling.

4. Push "TEMP" knob all the way in
This position keeps hot water from flowing through the heater.

FOR SUMMER COOLING
(at low speeds or when standing still)

1. Set controls as outlined above in steps 1 to 4

2. Set "BLOWER" control to position desired

Increased air circulation at low car speeds can be obtained by pulling the "BLOWER" knob half-way out (high speed) or all the way out (low speed).

FOR DEFOGGING

1. Pull right-hand "AIR" control all the way out

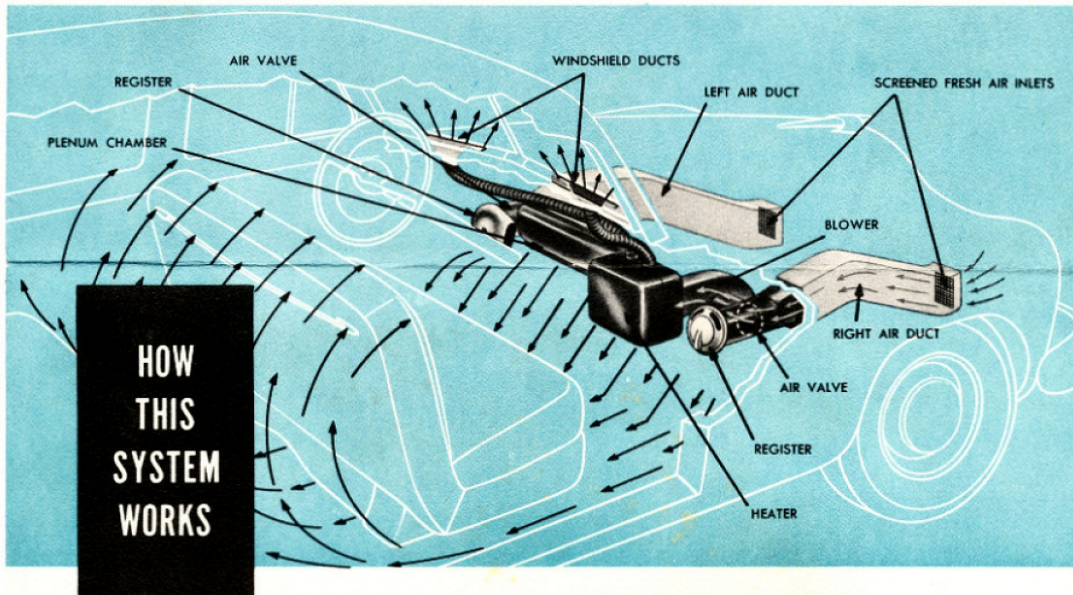
This step moves a valve in the right-hand duct so that fresh outside air is deflected to the blower.

2. Pull "BLOWER" control half-way out

This operation turns the blower on to high speed.

3. Pull "DEFROST" control all the way out

This step opens a valve so that the forced air is diverted to the windshield via two auxiliary air ducts.

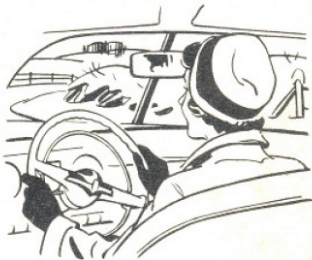


For cooling: When the car is in motion, fresh air is scooped up by the two screened openings back of the front grille and carried through the air ducts to the inside of the car. The "AIR" controls on the instrument panel enable you to open or close valves in these ducts, thus regulating the amount of air entering the car. The registers at the end of each duct can be fully or partially opened for a direct or indirect flow of air, as desired. The blower is used to increase fresh air circulation when driving at low speeds or while standing still, and to blow fresh air through auxiliary ducts to the windshield for defogging.

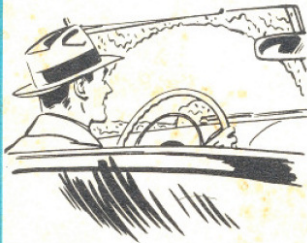
For heating: Normally, in winter, outside fresh air is used for heating, thus virtually eliminating the possibility of window-fogging. Only the right-hand duct, which is connected to the

heater, is used. When the car is in motion, air passes through this duct into the thermostatically controlled heater and is discharged through the plenum chamber, or distribution box, located near the floor under the instrument panel. Warm air is discharged in an even blanket across the full width of the floor and under the front seat to the rear passenger compartment. The car is heated from the floor up. Within a few seconds heat is evenly distributed throughout the car and stays that way at all car speeds. The blower is used to increase circulation when the car is travelling slowly or when standing still. It is also used to direct hot air to the windshield for de-icing. On very cold days, for heat in a hurry, or to avoid unpleasant odors, the fresh-air supply can be momentarily shut off and the car air recirculated.

NEW ALL-WEATHER SAFETY AND CONVENIENCE



A fog-free windshield—As only fresh, relatively low-humidity, outside air is used when heating, and as stale air is rapidly removed before moisture has a chance to condense, the windows rarely fog or steam up, even in winter.



Ice and frost disappear like magic—The full output of the heater can be used for de-icing, if necessary. The wide louvers at the bottom of the windshield direct this powerful blast of hot air against the glass . . . set a new standard for quick action.



No smoke, no fumes—A slight pressure is built up in the car body with this system. Smoke and stale air whisk out the slightly opened ventilating windows; rain and cold air is kept out; closed-car drowsiness is prevented.