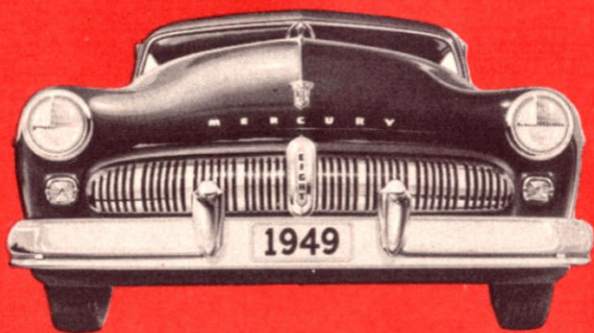


Quick Facts
about the

All-New

1949

MERCURY



Not a "New Model"—

an All-New **MERCURY**

ALL-NEW STYLING

Broad, low, beautiful—the All-New Mercury artfully combines sturdiness and fleetness of line. Massive stainless steel grille, tasteful trim, and eye-catching smartness make Mercury the All-New hit of the highway.

ALL-NEW BEAUTY

Color? A beautiful selection of solid and two-tone effects. Interior? Luxurious fabrics, harmonizing trims. Appointments? Electrically-wound clock . . . two-shelf glove compartment with automatic light . . . comfort-level arm rests . . . conveniently located ash receiver and lighter.

ALL-NEW COMFORT

Wide, chair-high seats with plenty of leg-room seat three big adults. Ample headroom. Coil-spring cushions. Seats are cradled in the "comfort-zone" well forward of the rear axle. All-New springs and shock-absorbers, plus super-balloon tires, iron out bumps like magic. Low center of gravity and ride stabilizer take curves easily.

ALL-NEW WEATHER CONTROL

Fresh-air ventilation, heating (optional*), defrosting and de-icing are finger-tip controlled. No cowl ventilators to leak. Screened air-scoops behind the grille bring in fresh air under slight

pressure to whisk away smoke and staleness, prevent closed-car drowsiness, defog windows in humid weather.

ALL-NEW PERFORMANCE

A big 110-horsepower, 8-cylinder, V-type engine—designed and built exclusively for Mercury—whisks you along with scarcely a sound. New cooling system, concentric carburetor, automatic choke and idling control, and positive crankcase ventilation all result in smooth power, extra economy.

ALL-NEW DRIVING EASE

New front-wheel suspension, steering linkage, super-balloon tires mean road-hugging stability for easy steering . . . no "wind-wander" . . . no side-sway on curves. Easy clutch and brake pedal action. Quiet, easy shifting. Handy controls. Touch-O-Matic overdrive (optional*).

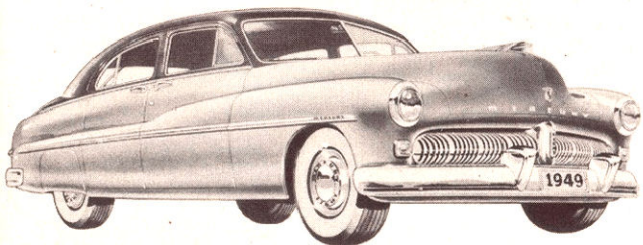
ALL-NEW VISIBILITY

Big picture-windows, broad windshield and rear window, small corner posts, low hood, and properly placed seats set a new high in visibility.

ALL-NEW SAFETY

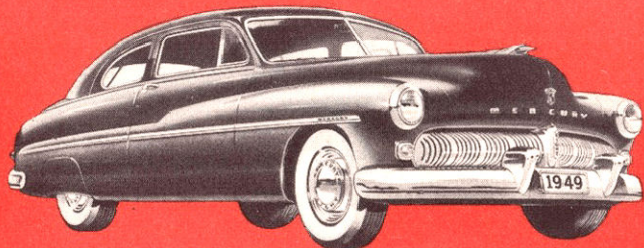
Rugged frame; all-steel body; safety glass; reserve power; positive straight-line brakes; super-balloon tires; road-hugging stability; fresh-air ventilation—add up to real safety.

Big, Beautiful Body Styles



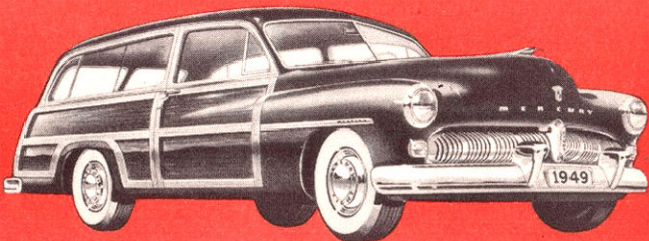
MERCURY SPORT SEDAN

A stunning 4-door sedan for 6, it's at home wherever you may travel.



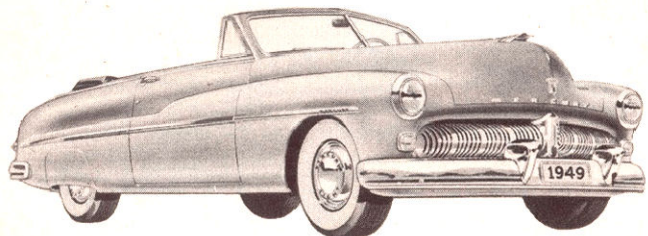
MERCURY 6-PASSENGER COUPE

This 2-door model has plenty of room for 6 adults with "cross-country" luggage space.



MERCURY STATION WAGON

Two doors; all-steel body which seats 8 in 3-2-3 order. Meets school safety codes.



MERCURY 6-PASSENGER CONVERTIBLE

An all-season car with hydraulically operated top and superb styling.

It's 1949 **MERCURY**—And it's **All-New!**

the **MERCURY** Engine - only **MERCURY** has it

SPECIFICATIONS

RATING—The new Mercury 8-cylinder, V-type, L-head engine develops 110 h.p. at 3,600 r.p.m. Maximum torque: 202 foot pounds at 2,000 r.p.m. Bore, $3\frac{3}{16}$ in.; stroke, 4 in.; total displacement, 255.4 cubic in.; taxable horsepower, 32.5. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counterbalanced crankshaft with three wide bearings. Heat-treated aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel valve seat inserts for long life. One-piece valve guides.

LUBRICATION SYSTEM—Gear-type oil pump. Force feed to all main, connecting rod, and camshaft bearings. Heavy-duty oil filter. Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 5 quarts.

FUEL SYSTEM—New dual, concentric-float, down-draft carburetor virtually eliminates vapor lock, saves fuel. Fuel tank capacity, $19\frac{1}{2}$ gal. Camshaft-driven, diaphragm-type fuel pump. Automatic choke. Oil-bath air cleaner.

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. Coolant capacity, 22 quarts.

ELECTRICAL SYSTEM—Air-cooled, shunt-wound, high-capacity generator. Voltage control. Battery, 17 plate, 100-ampere hour. Automatic spark. Single-breaker distributor.

the **MERCURY** Chassis—Fine motoring begins here!

SPECIFICATIONS

BODY—Rigid, heavily reinforced, all-steel body. Welded-steel floor lends added torsional strength. Insulated against noise, dust, heat and cold. Hydraulic window lifts optional* on all models but station wagon. Large, roomy trunk with counterbalanced lid. Doors are double-panel construction with continuous flowline from fender to fender.

FRAME—Heavy steel, cold-riveted and welded. X-member frame with K reinforcement. Convertible has special welded reinforcing to provide greater rigidity and strength.

FRONT SUSPENSION—Independent coil-springs. Direct-acting telescopic-type shock absorbers mounted inside front springs. Stabilizer bar to reduce roll.

REAR SUSPENSION—Has long, longitudinal, semi-elliptic leaf springs, with full length liners which require no lubrication. Telescopic “sea-leg” mounted, hydraulic shock absorbers reduce vertical shock and side-sway.

WHEELBASE—118 inches. Overall length, 206.76 inches (Station Wagon, 213.53). Tread: front 58.5 inches; rear, 60 inches. Maximum body width 76.56 inches.

BRAKES—Duo-servo type, four-wheel hydraulic brakes. Self-energizing action decreases pedal pressure. 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 greatly improved riding comfort.

CLUTCH—Single, dry-plate clutch. Throw-out bearing and pilot bearing permanently lubricated. Low pedal pressure.

TRANSMISSION—Three-speed type, equipped with silent-type helical gears. Block-type synchronizers provide smooth, quiet shifting. Shifting is made easier by rubber-bushed linkage actuated by concentric-type gearshift.

POWER DRIVE—Hotchkiss-type rear drive. Semi-floating rear axle with hypoid-type ring gear and pinion. Hub and axle are integral. Wheel bearings permanently lubricated. Ratio 3.9 to 1. Touch-O-Matic overdrive (optional*) reduces engine speed 23%, saving engine wear, fuel and oil. Axle ratio for overdrive is 4.27 to 1.

Not a "New Model"

- an

All-New
MERCURY

*OPTIONAL EQUIPMENT. WHITE SIDEWALL TIRES AND REAR FENDER SHIELDS AVAILABLE AT EXTRA COST.

LINCOLN-MERCURY DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT TO CHANGE AT ANY TIME SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING OBLIGATION.

LITHO IN U.S.A.