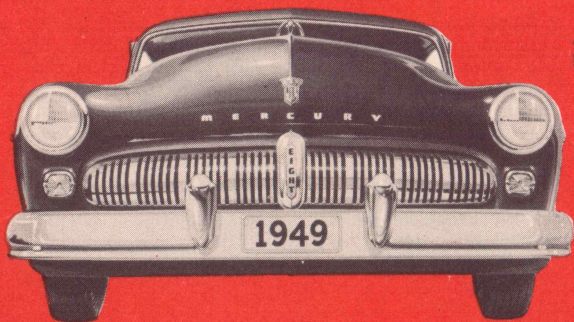


Quick Facts
about the

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*).

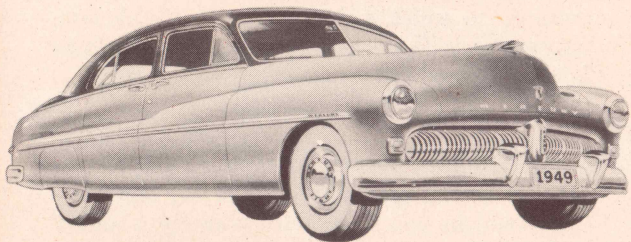
ALL-NEW VISIBILITY

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

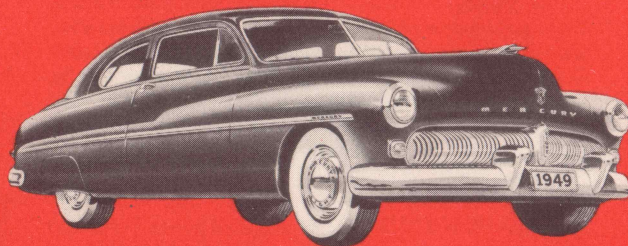
Rugged frame; all-steel body; safety glass; reserve power; positive straight-line brakes; super-balloon tires; road-hugging stability; fresh-air ventilation—add up to real safety.

Big, Beautiful Body Styles



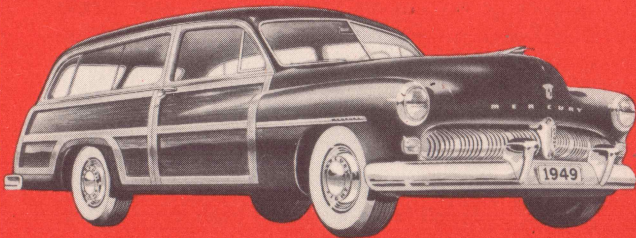
MERCURY SPORT SEDAN

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



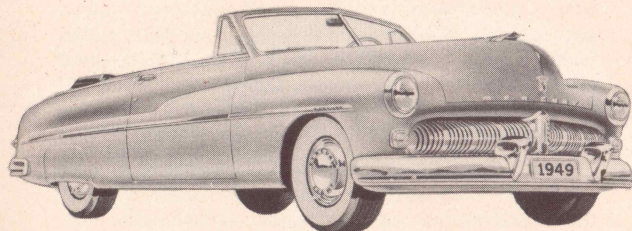
MERCURY 6-PASSENGER COUPE

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

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.

the **MERCURY** Chassis-

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.

-only **MERCURY** has it

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.

Fine motoring begins here!

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.

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LITHO IN U.S.A.