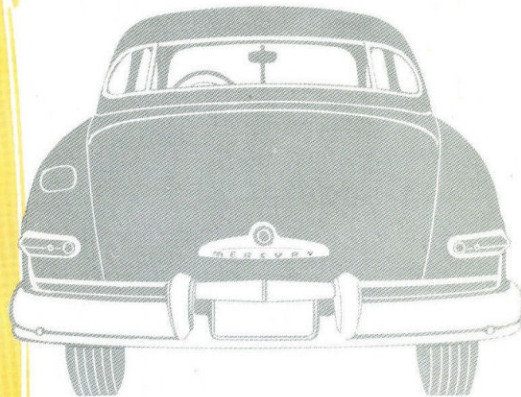
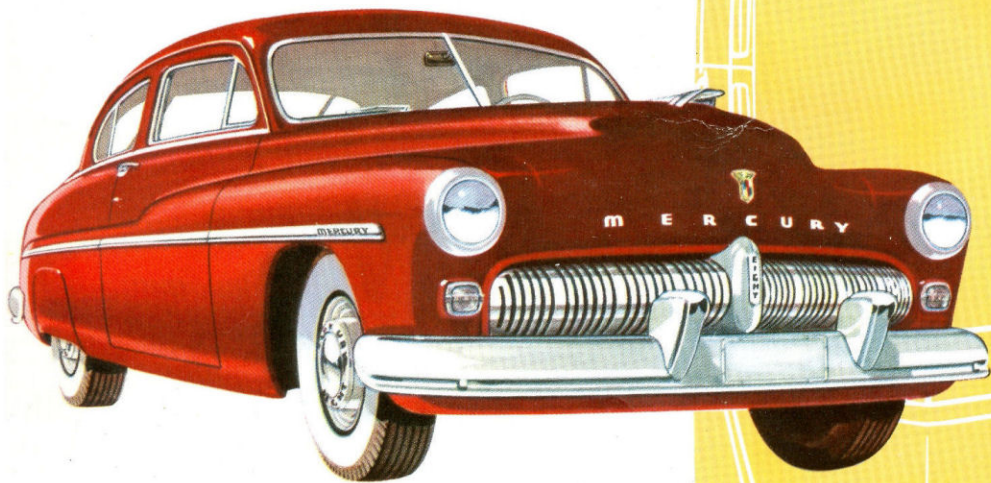


Meet the All-New **MERCURY**



not a "new model"...



...it's the all-new 1949 **MERCURY**

What you

want in

a new car...

All-new styling

All-new beauty

All-new riding comfort

All-new driving ease

All-new performance

All-new construction

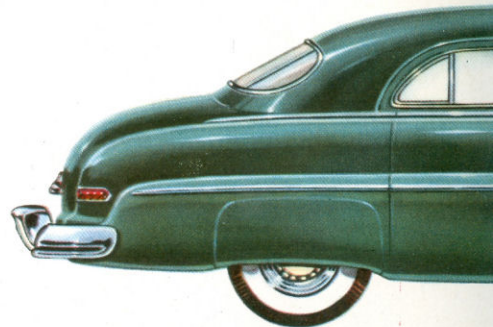
All-new safety

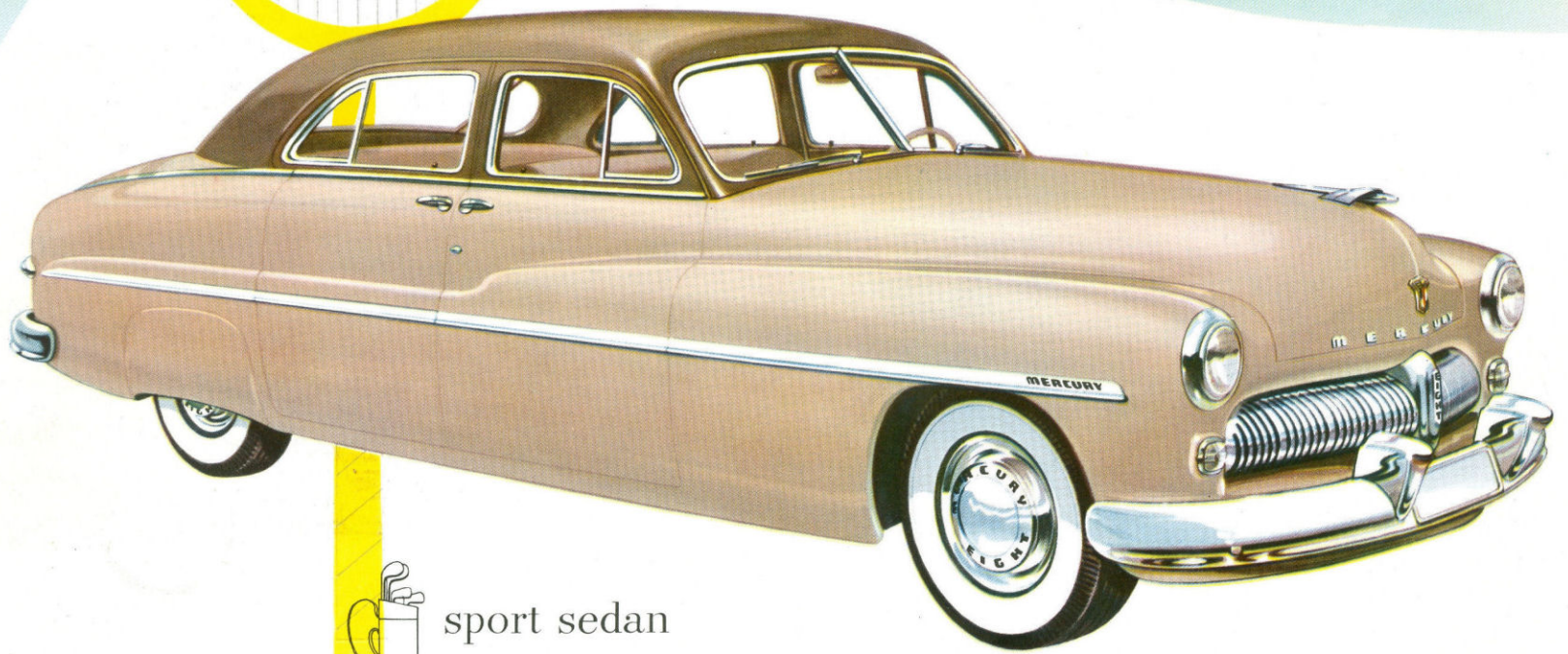
All-new conveniences

To satisfy your every need has been the foremost consideration of Mercury engineers in developing the ALL-NEW 1949 Mercury. Comfort . . . convenience . . . safety . . . easy handling . . . performance . . . distinctive beauty—all these and much more you will find in your ALL-NEW Mercury.

As you go through these pages, note the real engineering achievements that Mercury brings you: new low-to-the-road construction for road-hugging stability . . . new smooth-acting brakes with velvety "STOP" in them . . . new spring suspension and shock absorbers to soften back-road bumps . . . a new engine for greater "get-up-and-go," longer life, whisper-quiet performance . . . a new specially braced frame for greater stamina . . . new, low-pressure, super-balloon tires for greater traction, quicker stopping, easier steering and a softer ride . . . new Finger-tip Weather Control to make you "at home" on the road. And there is much more.

You'll find Mercury truly a "find" in motoring . . . a car that gives you more than your money's worth.





sport sedan

the 1949 **MERCURY**



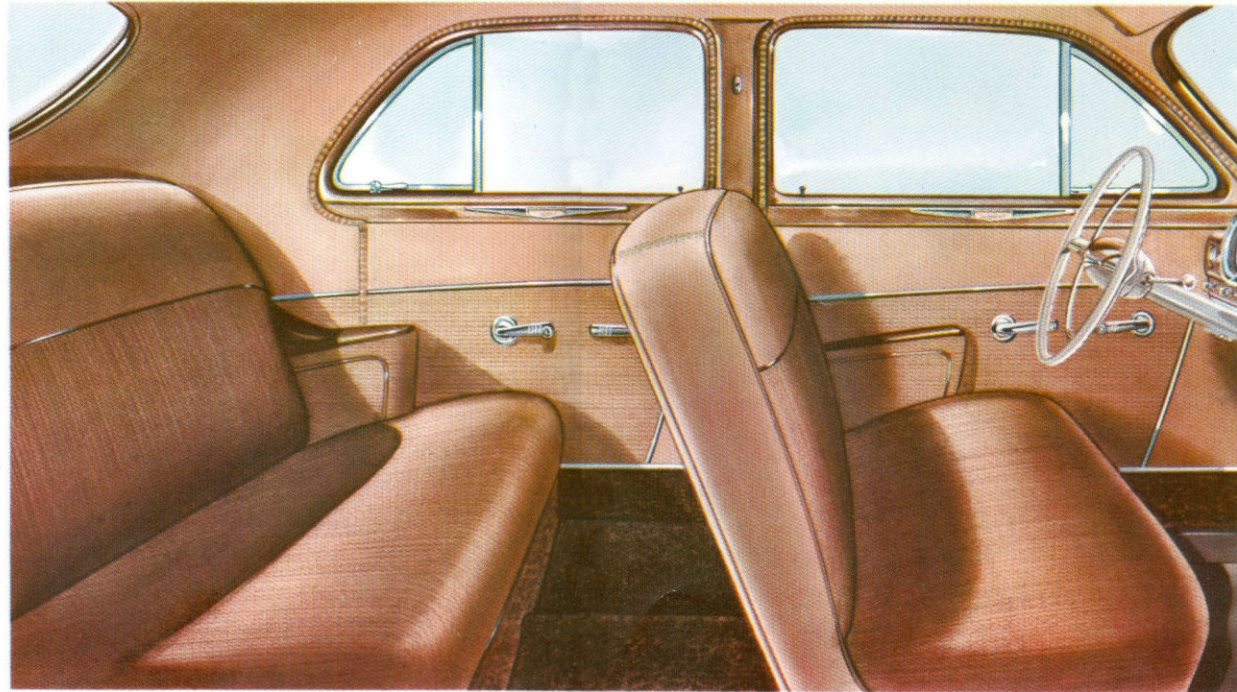
all-new styling

long

low

sweeping

lines



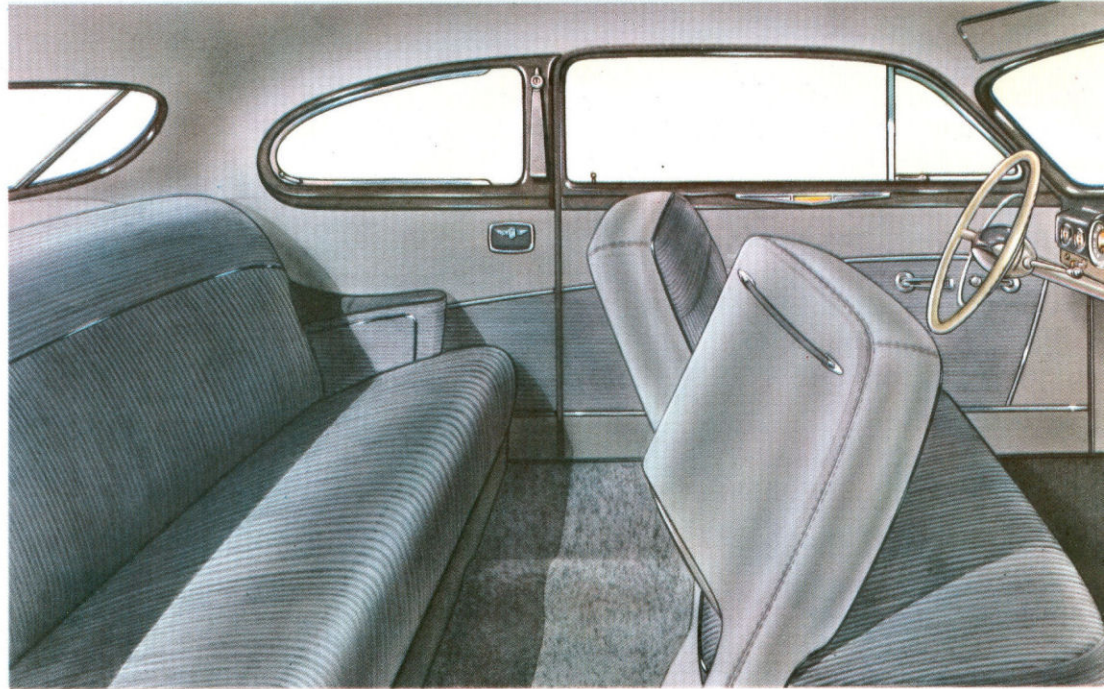
From the outside your first look will tell you that this all-new 1949 car is longer, lower, with down-to-earth roadability. Its broad-beamed sturdiness is artfully hidden under a sleek, style-wise, curved-arch silhouette. **Inside** you'll notice the luxurious, smartly styled upholstery . . . the new colors and fabrics . . . the exquisite appointments . . . the wide, spacious seats. Leg room, head room, elbow room, seating room . . . all are more than ample even for six "king-size" passengers. Here's real move-around comfort for everyone.

a business car

a family car

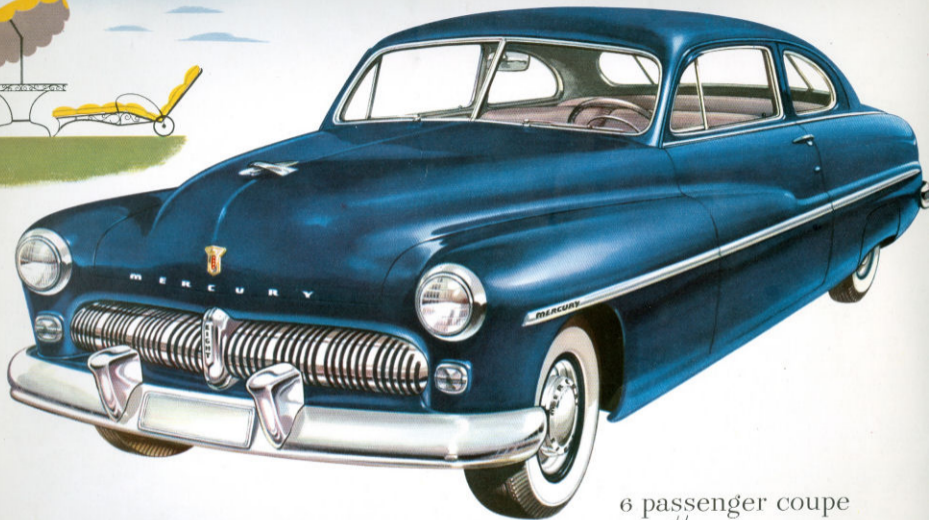
a personal car

right for trip or town



Step into this luxurious world of solid comfort. Here, six people can find easy-chair relaxation. There are wide comfortable arm rests, convenient ash trays front and back, assist straps, a big package shelf, and two handy robe rails. Extra-wide doors and a swing-aside front seat make it an easy step to the rear compartment. Upholstery, floor carpets, and trim details are of the finest—designed for long-lasting beauty or comfort.

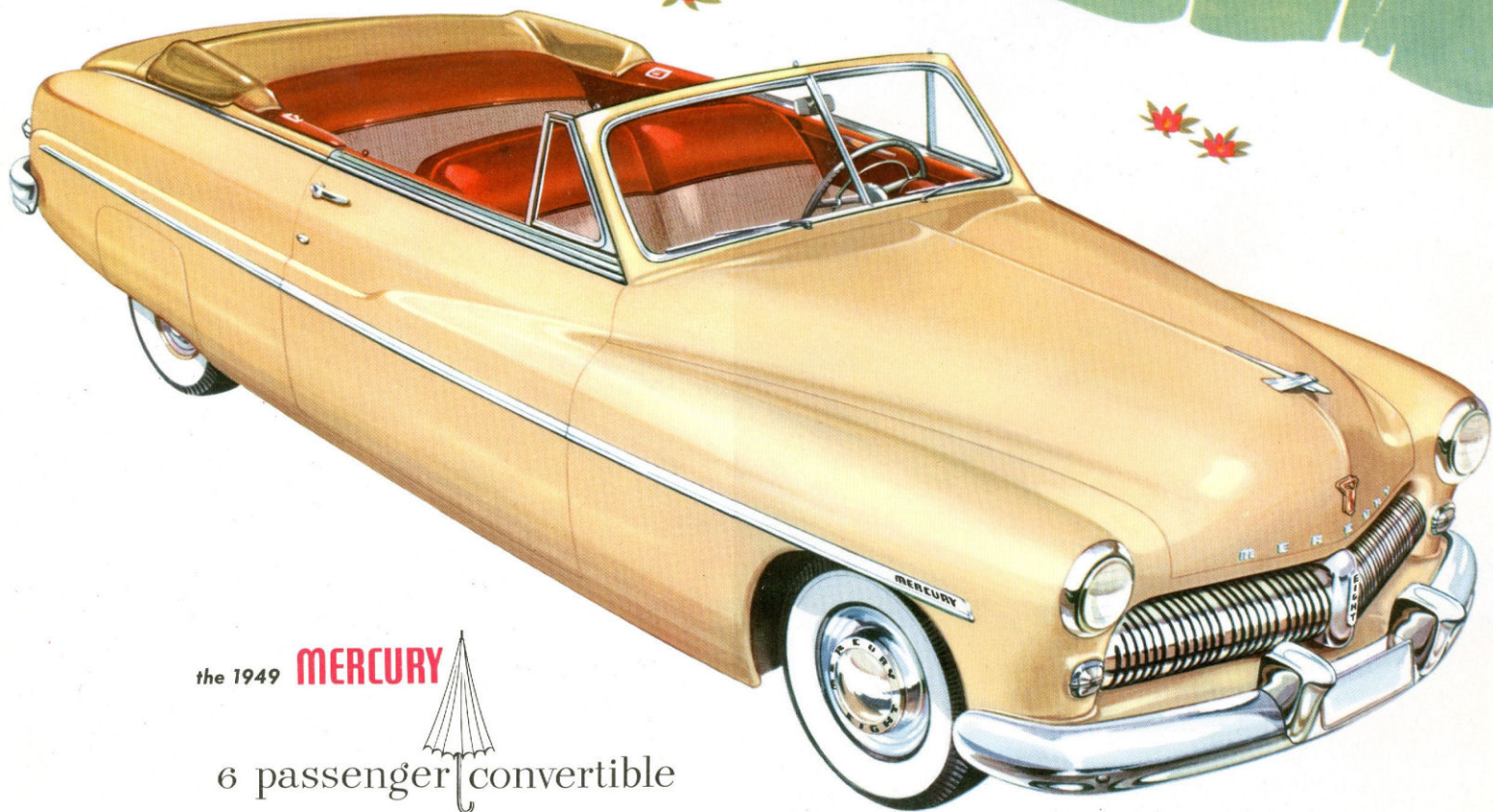
Now, take the wheel—a thrilling new experience in carefree motoring awaits your finger's touch.



Here's a car that fits both family and business needs. It combines the compactness, smart styling, and informality of the coupe with the big 6-passenger seating capacity of the sedan. The two-door feature makes it ideal for families with small children. The luggage compartment is extra-spacious.

6 passenger coupe

the 1949 **MERCURY**

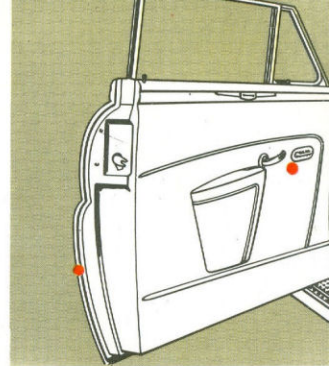


the 1949 **MERCURY**
6 passenger convertible

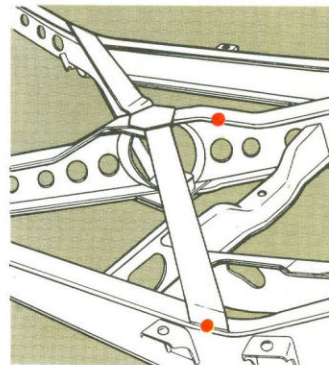
good looks
and
good going



For those who want a "dream car" the year round. At a finger's touch the snug-fitting top raises or lowers automatically, ready for sun or shower. Press a button and the windows glide smoothly up and down automatically; another control adjusts the front seat quickly, effortlessly. Here's an all-purpose, all-weather car that's distinctive in appearance, thrilling in performance. It seats six passengers in perfect comfort. The convertible comes in a wide range of sparkling colors, with contrasting interiors of genuine leather and whipcord. Wait till you see the admiring glances!

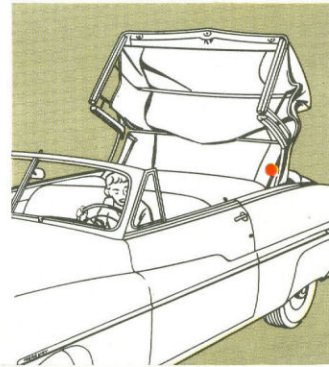


Press a button and the windows glide smoothly up or down automatically; separate automatic controls for each window—a master control near the driver. Double sealing of the doors prevents drafts.



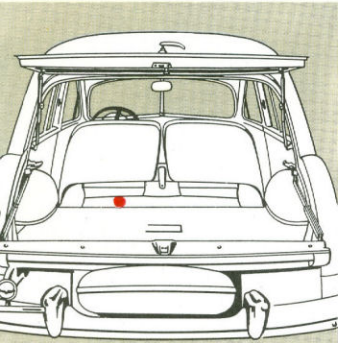
Doubly reinforced welded side rails, X bars, and K members on the frame make this convertible an ideal car for all-year travel.

To raise or lower the top is a simple matter. Hydraulic control does the work. There's a choice of colors, too, for the durable canvas top.

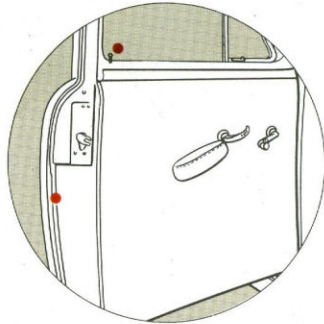




A real station wagon, complete to tail gate, counterbalanced for easy, safe, smooth operation. Automatic braces on the rear-window section hold it securely open. Back of car slopes sharply, leaving a generous luggage area behind rear seat.

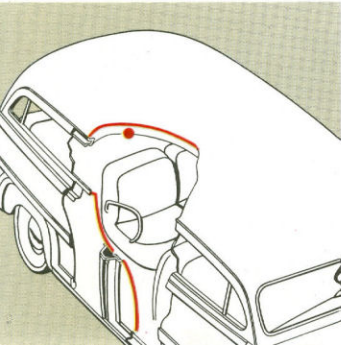


For big hauls. Center and rear seats are removable. A gently inclined floor section immediately in back of the front seat—rather than the usual stepped construction—increases the loading space.



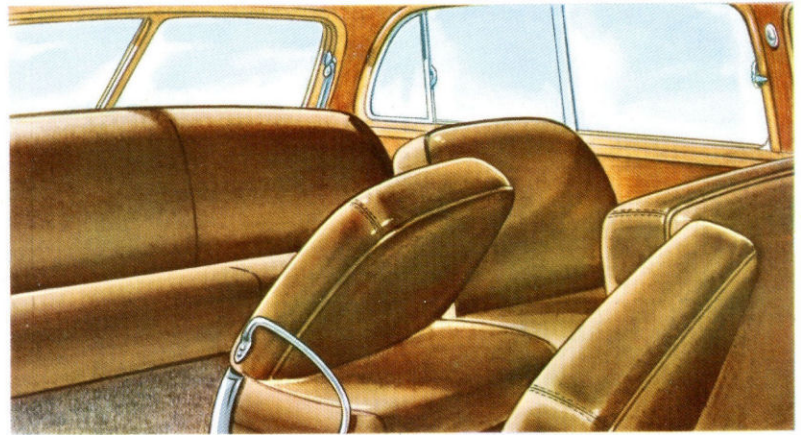
Bank-vault sturdiness. Doors are extra-strong and snug fitting with double seals against wind and water. Two-door feature keeps the door controls up front . . . ideal for parents with small children.

One-piece, all steel roof adds extra strength and safety; requires no maintenance. The ceiling lining of durable, leather-grained fabric adds insulation against heat and cold. Underbody is also all steel.



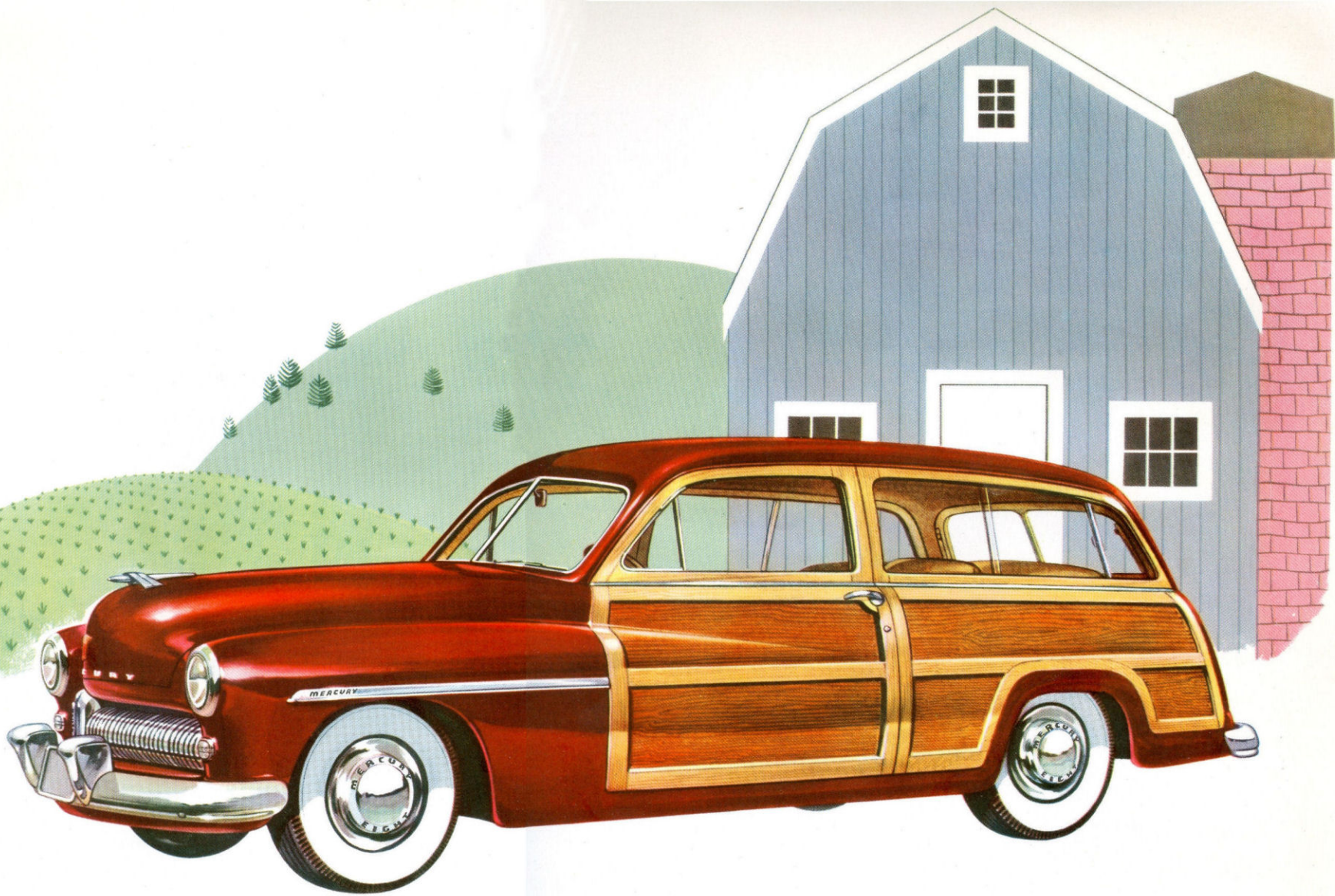
smart
versatile

roomy
safe



Just about the "last word" in convenience. It's right for cross-town or cross-country, on long or short trips, with room and comfort to spare, whatever the load. When used as a sedan, it seats eight passengers comfortably. The unusually wide door and the swing-aside front and center seats provide easy access to the 3-2-3 seating arrangement. For large-scale hauling, rear and center seats can be quickly and easily removed; drop the tail gate and you've got a cargo platform more than nine feet long!

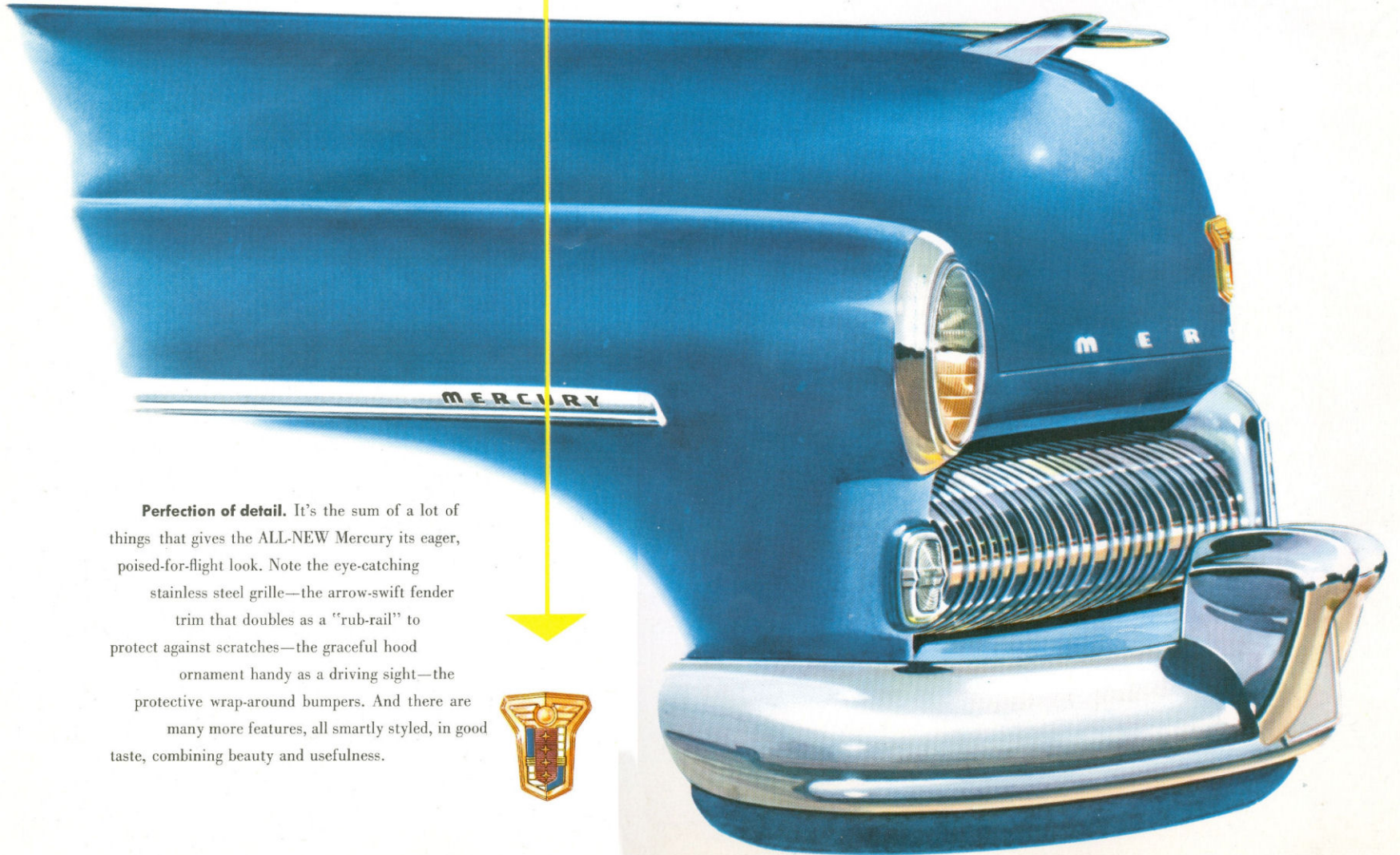
Here's the ideal car for large families, for meeting planes and trains, for hunting and fishing trips, for school and institutional use. Whatever the occasion, you'll always be in style. Wood panelling is of maple and mahogany. Upholstery is available in tan, green, or red genuine leather for smartness and durability.



the 1949 **MERCURY**  station wagon

All-steel construction. Even the sturdy wooden side panels are backed up by an all-steel underbody. This wagon meets school-bus and other service-code requirements.


all-new beauty...



Perfection of detail. It's the sum of a lot of things that gives the ALL-NEW Mercury its eager, poised-for-flight look. Note the eye-catching stainless steel grille—the arrow-swift fender trim that doubles as a “rub-rail” to protect against scratches—the graceful hood ornament handy as a driving sight—the protective wrap-around bumpers. And there are many more features, all smartly styled, in good taste, combining beauty and usefulness.

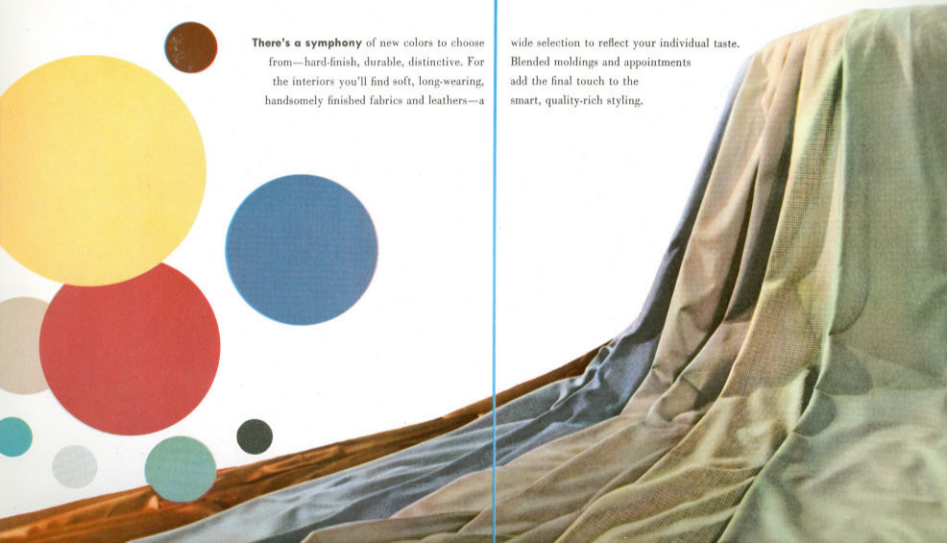
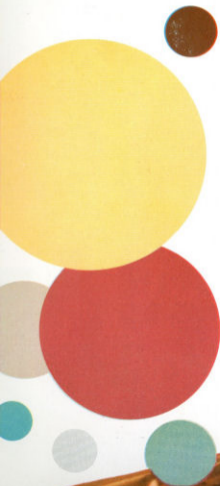


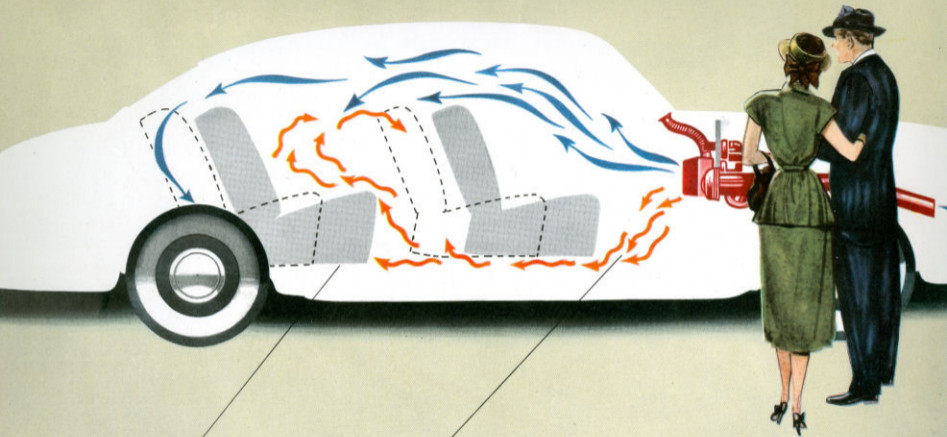
sparkling jewel-like colors... rich luxurious fabrics



There's a symphony of new colors to choose from—hard-finish, durable, distinctive. For the interiors you'll find soft, long-wearing, handsomely finished fabrics and leathers—a

wide selection to reflect your individual taste. Blended moldings and appointments add the final touch to the smart, quality-rich styling.





A "comfort-zone" ride

For greater comfort and head room, seats are well forward in the Mercury, ahead of the rear axle.

... in "personalized" weather

For cooling, fresh air is scooped up by two built-in, screened openings back of the grille. There is no need for a ventilating cowl where rain might get in. The forward motion of the car forces the air through ducts and discharges it at each side of dash. The blower for the heater (optional*) may be used to increase the fresh-air supply at any time. **For heating**, the fresh air passes through the thermostatically controlled heater. On very cold days, for "heat in a hurry," the fresh-air supply can be shut off and the car air recirculated. . . . useful, too, in heavy traffic to keep out exhaust fumes of other cars.

all-new riding comfort

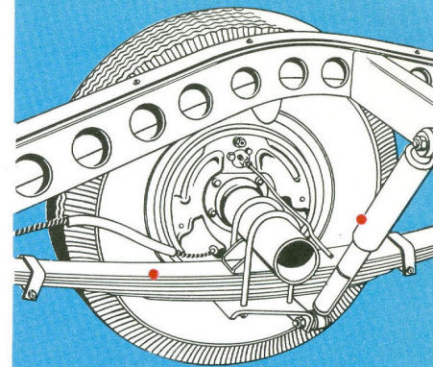
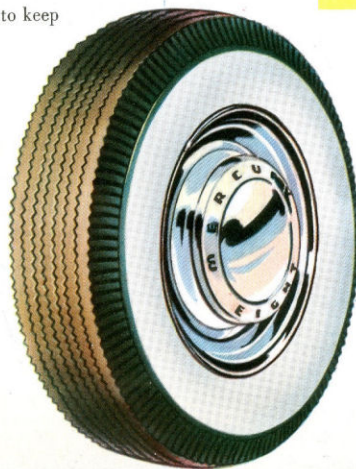
finger-tip weather control

smoother highways

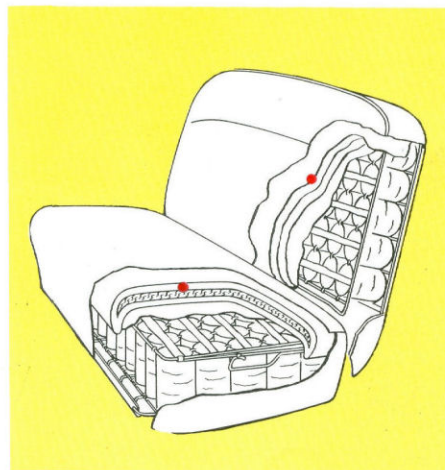
and byways

Here's a ventilating system that helps you do something about the weather. It keeps you cooler in summer, and with the Mercury heater (optional*), warm and cozy in winter . . . provides you with a draft-free supply of comfortably fresh air in any weather. From the instrument panel, you select the amount of air and heat you want. This system builds up a slight pressure in the car. Smoke and stale air whisk out through the slightly opened ventilating windows; cold air and rain can't get in. No need for stuffy, closed-car drowsiness even in the worst weather. The fresh air supply virtually eliminates the possibility of window fogging. A "DEFROST" control makes it possible to keep your windshield clear even in the coldest weather.

New super-balloon, low-pressure tires. Yours for better traction, quicker stopping, easier steering, greater safety, and "glide-ride" comfort.

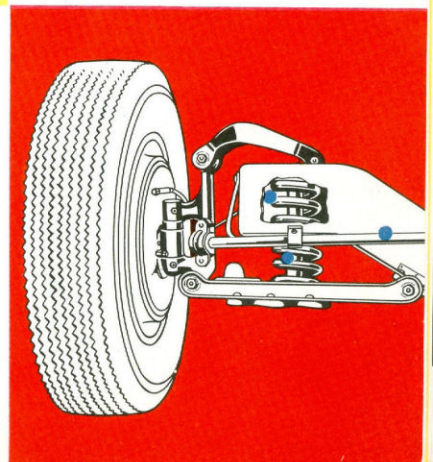


A lullaby ride. The new rear spring suspension and the "sea-leg" shock absorbers are "road-wise" . . . virtually cancel bumps and side-to-side jolts.



Layers of solid comfort. Dozens of small, individually wrapped, soft-coil springs . . . a deep layer of unbelievably soft padding . . . foam rubber cushioning (optional*) . . . luxurious upholstery, construction that holds up, stays comfortable.

Independent front-wheel suspension. The soft-acting coil springs . . . the direct-acting telescopic-type shock absorbers mounted inside . . . the stabilizer bar . . . all join to smooth out the roughest road, reduce sway on curves.



All-new driving ease.. positive control for easy handling...

Picture-window visibility...

Through the deep, wide windshield... you'll find 728 square inches of "see-ability". The front seat is of chair height and well forward; the corner posts are narrow and far back; the hood and fenders are designed for "down-front" visibility... all add to the sweeping vision.

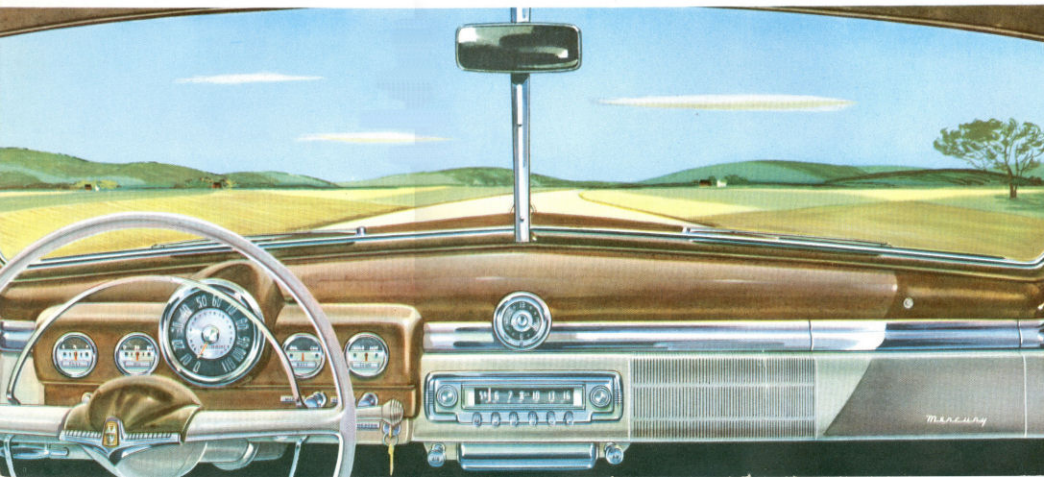
The driving instruments are conveniently grouped in front of the driver—in plain sight through the two-spoke, clear-view steering wheel.



Easy to park...

No fighting the wheel, no sluggishness, no need for jerking or stalling with positive finger-tip control over gear selection. The ALL-NEW Mercury responds to your every command with split-second speed and precision for really smooth, trouble-free going when parking, in heavy traffic, on hills, on curves, or on the open road. The turning radius is less than 22 feet.

Smooth in traffic



Touch-O-Matic Overdrive* for economy and glide-ride smoothness

Touch-O-Matic Overdrive* is, in effect, an extra, more efficient "cruising" speed for cross-country travel and straightaways.

When in use, it reduces engine speed approximately 23 per cent without affecting car speed. You get longer engine life . . . unbelievably quiet, smooth performance . . . and save up to 20 per cent in gasoline, under normal driving conditions.

Operation is simplicity itself. At cruising speeds above 26 miles per hour, merely release the accelerator for an instant . . . the overdrive gears change automatically . . . and you are in Touch-O-Matic Overdrive.

When you need an extra burst of "get-up-and-go" to skim up a steep grade or a sudden surge of "flash-away" power to pass in traffic, just press the accelerator all the way down. The overdrive automatically returns to the powerful third gear. Merely hold or adjust the accelerator for the pickup you want.

To get back to overdrive when you are traveling more than 26 miles per hour, the accelerator is again momentarily released.

The handy control knob on the instrument panel permits you to "lock out" the overdrive when you wish to use only standard gears.

*Optional

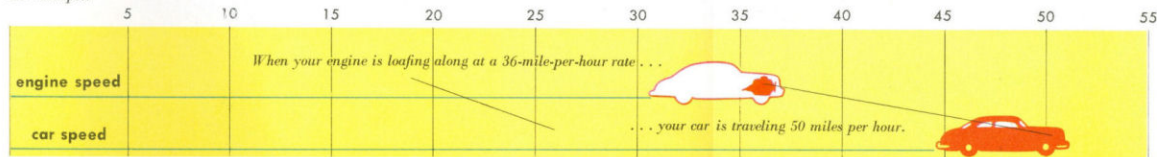


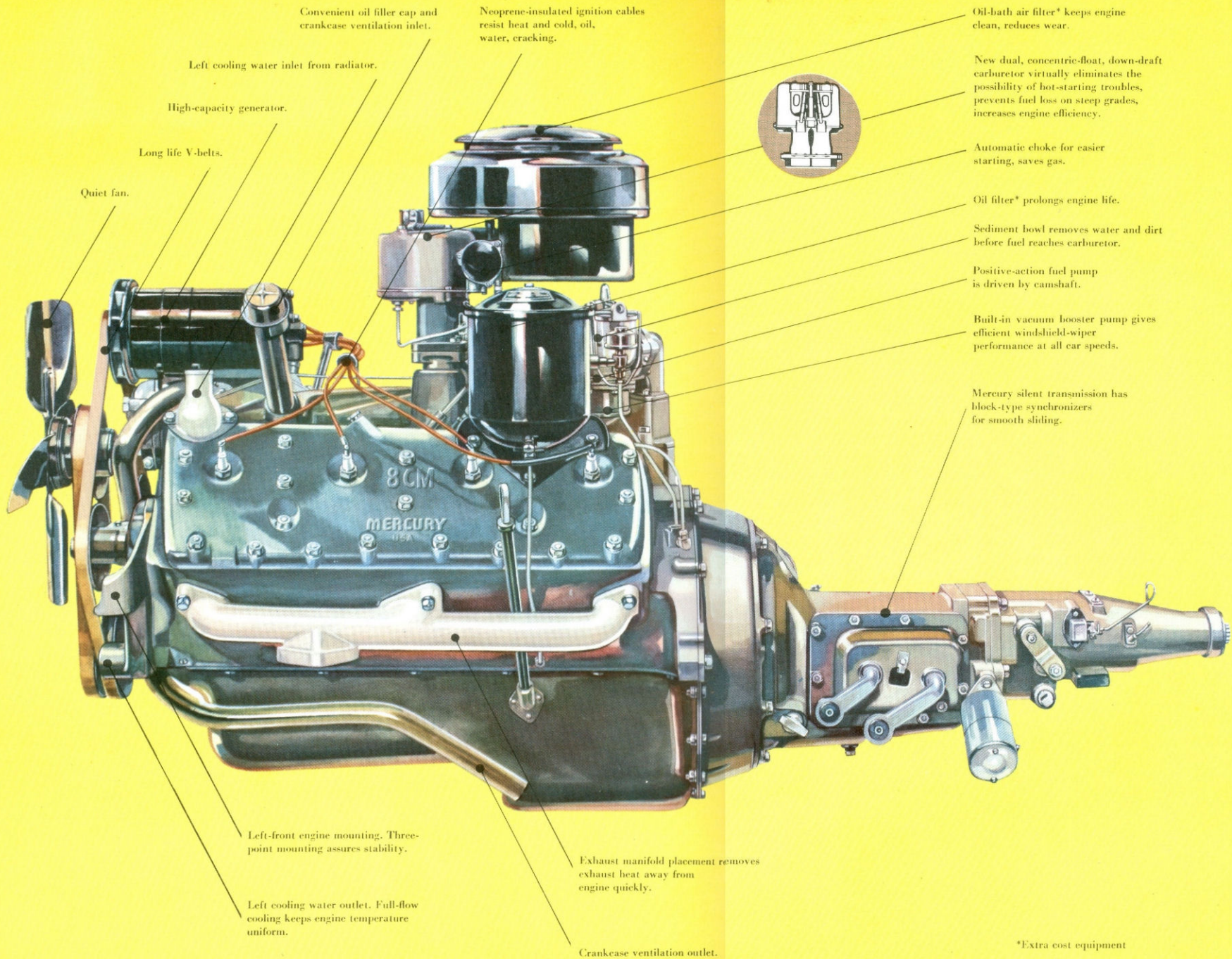
Convenient knob on instrument panel permits overdrive to be locked "in" or "out". When knob is "in", overdrive is in operation.

here's what Overdrive gives you —

economy  and acceleration

For example:





Convenient oil filler cap and
crankcase ventilation inlet.

Neoprene-insulated ignition cables
resist heat and cold, oil,
water, cracking.

Left cooling water inlet from radiator.

High-capacity generator.

Long life V-belts.

Quiet fan.

Oil-bath air filter* keeps engine
clean, reduces wear.

New dual, concentric-float, down-draft
carburetor virtually eliminates the
possibility of hot-starting troubles,
prevents fuel loss on steep grades,
increases engine efficiency.

Automatic choke for easier
starting, saves gas.

Oil filter* prolongs engine life.

Sediment bowl removes water and dirt
before fuel reaches carburetor.

Positive-action fuel pump
is driven by camshaft.

Built-in vacuum booster pump gives
efficient windshield-wiper
performance at all car speeds.

Mercury silent transmission has
block-type synchronizers
for smooth sliding.

Left-front engine mounting. Three-
point mounting assures stability.

Left cooling water outlet. Full-flow
cooling keeps engine temperature
uniform.

Exhaust manifold placement removes
exhaust heat away from
engine quickly.

Crankcase ventilation outlet.

*Extra cost equipment

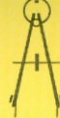
all-new performance ...

fleet

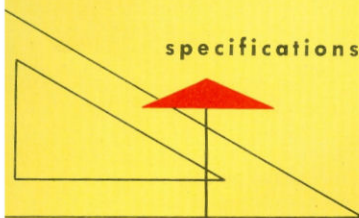
long lasting

power to spare

Here's a nimble, thrifty performer with stamina and snap. It's an eight-cylinder, 110 horsepower engine of the L-head, V-type—unusually compact for greater passenger space, with a high ratio of power to weight. It has been designed so that it runs at relatively low speeds in relation to road speed—for unusually smooth, quiet, low-cost operation and long life. Uniform cooling of the entire engine block is assured by a new full-flow water cooling system, powered by two high-velocity, high-capacity water pumps. Heat transfer is unusually rapid and efficient. A new dual, concentric-bowl, down-draft carburetor assures unusually economical operation, eliminates fuel loss on steep grades, and virtually eliminates the possibility of vapor lock. An automatic choke and an automatic fast-idle control help make quick starting the rule even on the coldest days. A short, rugged crankshaft of a special alloy steel resists torsional vibration; counterbalancing reduces bearing pressure, prolongs engine wear. Eager to start, eager to go, eager to keep going smoothly and quietly; that's the new engine for your ALL-NEW 1949 Mercury.



specifications



Rating—The new Mercury 8-cylinder, V-type, L-head engine develops 110 hp at 3,600 rpm. Maximum torque: 200 foot pounds at 2000 rpm. 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. Aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel intake and exhaust 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.* Sludge traps in crankshaft. 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. Silent fan. Coolant capacity, 22.25 quarts.

Electrical System—Air-cooled, shunt-wound, high-capacity generator; gives 33 amperes at 7 volts. Voltage control. Battery: 17 plate, 100-ampere hour. Loadomatic ignition system.

*Extra cost equipment.



specifications

Body—Rigid, heavily reinforced, all-steel body. Welded-steel floor lends added torsional strength. Insulated against noise, dust, and temperature changes. Hydraulic window lifts and seat adjustment (standard on the 6-passenger convertible) available at extra cost on all models but station wagon. Large, roomy trunk with counterbalanced lid. Doors have double-panels 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-spring. Direct-acting telescopic-type shock absorbers mounted inside front springs. Stabilizer bar to reduce roll.

Rear Suspension has extra-long, longitudinal, semi-elliptic leaf springs, with full-length liners which require no lubrication. Telescopic, "sea-leg" mounted, hydraulic shock absorbers reduce jolts and side-sway.

Wheelbase, 118 inches. Overall length, 206.8 inches (Station wagon 213.53). Tread: front 58.5 inches, rear, 60 inches. Maximum body width 76.4 inches.

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, low-pressure, 7.10 x 15 tires are mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.

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

Transmission—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. Ratio 3.9 to 1. Hub and axle are integral. Rear wheel bearings permanently lubricated. Touch-O-Matic overdrive (optional*) reduces engine speed 23%, saving engine wear, fuel, and oil. Axle ratio for overdrive is 4.27:1.

all-new strength ...

designed
to increase
road stability
and car life ...

Strength to spare in every inch and pound.

You've got a foundation for safety, for driving comfort, for dependability.

Note the husky side rails, the massive bracing, the road-hugging lines. No chance here for side sway, vibration, or wobble!

Notice, too, the individual coil-spring suspension of the front wheels, the super-balloon tires, the way the frame cradles the engine, the over-all simplicity and "rightness" of design.

Here's your assurance of years of safe, pleasurable driving.

Single-dry plate clutch has smooth, positive action at low pedal pressure.

Compact, new, 110-hp eight-cylinder, V-type engine saves space, shortens hood, increases room for passengers.

New steering linkage contributes to effortless control, virtually eliminates road-shock vibration.

New individual front-wheel suspension on coil springs smooths out the roughest road. A unique stabilizer bar helps prevent roll.

Easy-action, "Duo-Servo," self-energizing hydraulic brakes are safe, sure, and gentle.

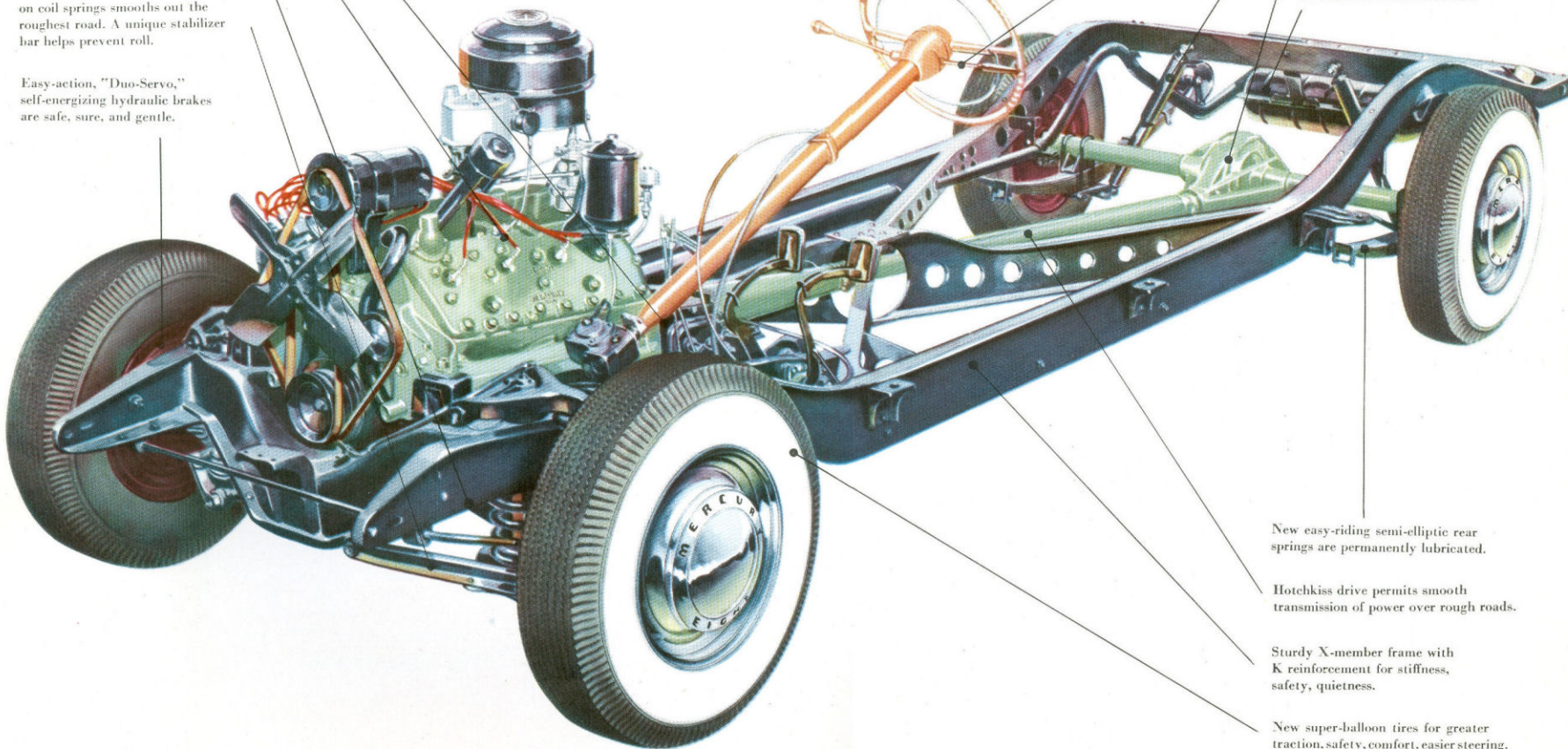
Smartly styled, pleasant-touch steering wheel and finger-tip gear shift. Chrome horn ring.

Directional turn indicator.

New "sea-leg" shock absorbers with "twin-cushioning" effect help prevent side-sway and jolts.

Hypoid differential.

Fuel tank has three-point mounting on chassis to minimize shock.



New easy-riding semi-elliptic rear springs are permanently lubricated.

Hotchkiss drive permits smooth transmission of power over rough roads.

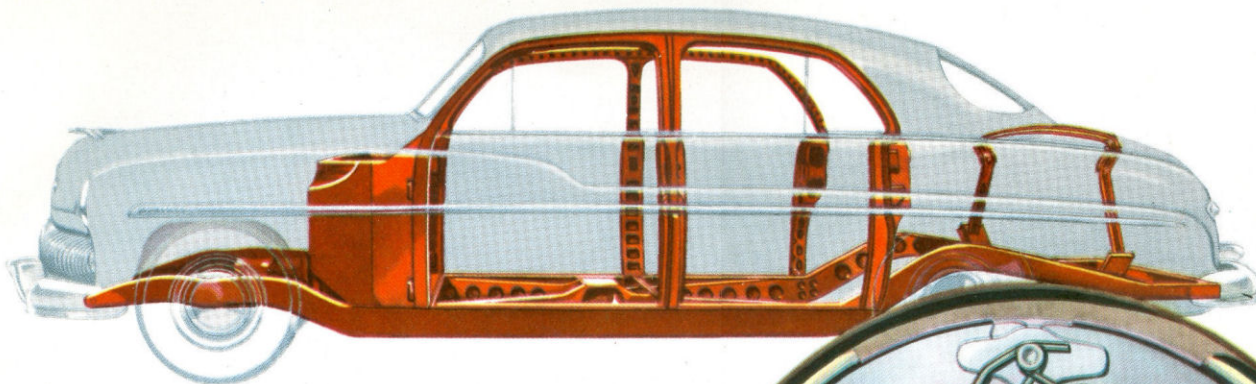
Sturdy X-member frame with K reinforcement for stiffness, safety, quietness.

New super-balloon tires for greater traction, safety, comfort, easier steering.

all-new safety...
security and
visibility unlimited

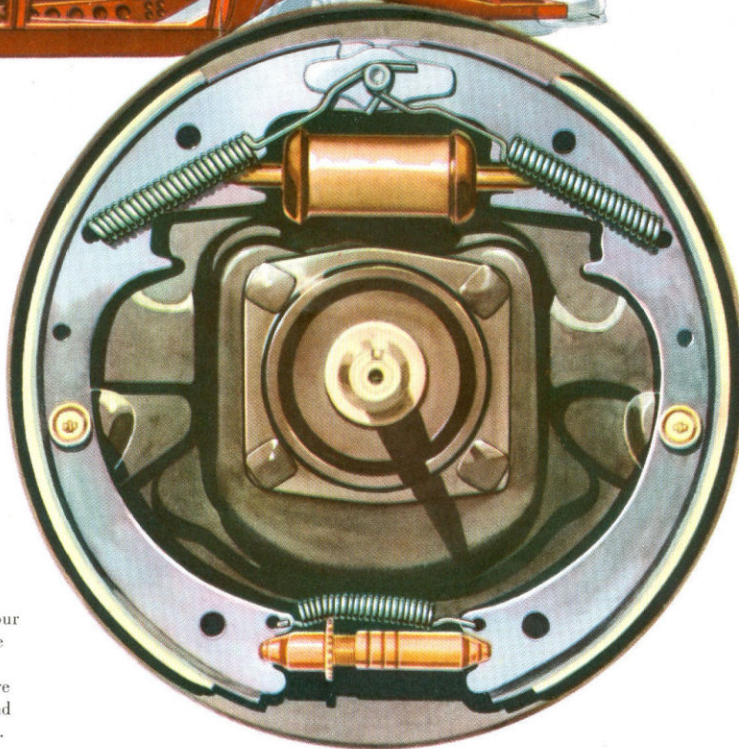
You get "all-around" road coverage and safety in your *all-new* 1949 Mercury. You can see more out the front, out the back, on the right, and on the left. Safety plate glass is used throughout. The body and frame are all steel—strong, quiet-riding, safe. The brakes are large, powerful—ready to bring you to straight-line stops fast, smoothly, at a touch from your toe. The sealed-beam headlights provide more light, stay bright, last longer. The ventilating system prevents closed-car drowsiness. These, and many other things, all contribute to safer, carefree motoring for you.





All-steel body and frame surround you with protection. As a unit, they are highly resistant to twisting stress and vibration. No needless weight, yet strength to spare. You have more room inside; your gasoline goes farther; you get a quieter, road-hugging ride.

"Duo-servo" hydraulic brakes are used on all four wheels. Self-energizing, the forward motion of the wheels is used to provide extra braking pressure. You get velvety STOP with little effort. Brakes are large and powerful . . . brake linings are tough and durable . . . brake drums carry heat away quickly.



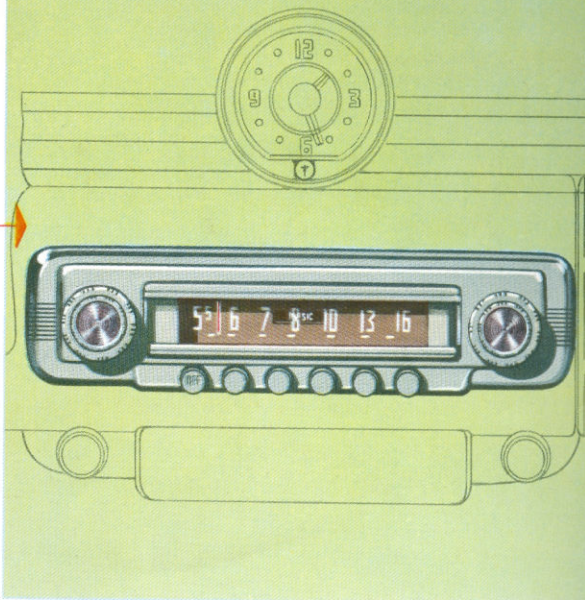
Bright light, where you need it, all round. Careful designing and engineering provide maximum visibility and warning at night with minimum glare.



The Mercury Radio—Designed for Mercury owners who want the finest in automobile radio reception. It's a powerful, ultra-sensitive, 8-tube (including rectifier) superheterodyne radio, specially engineered to fit the acoustics of your car.

Press a button for the station you want, and the program comes in instantly, *in one operation*. Push-buttons for your five favorite stations; a manual control permits additional station selection at any time.

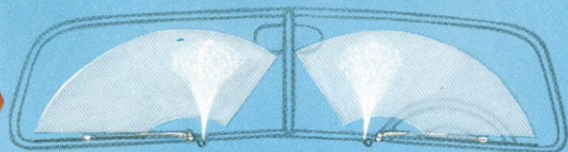
With a unique, four-position tone control—1. Speech, 2. Music, 3. Hi-fidelity, 4. Lo-noise—reception can be adjusted to fit road conditions... to satisfy the taste of the most critical.



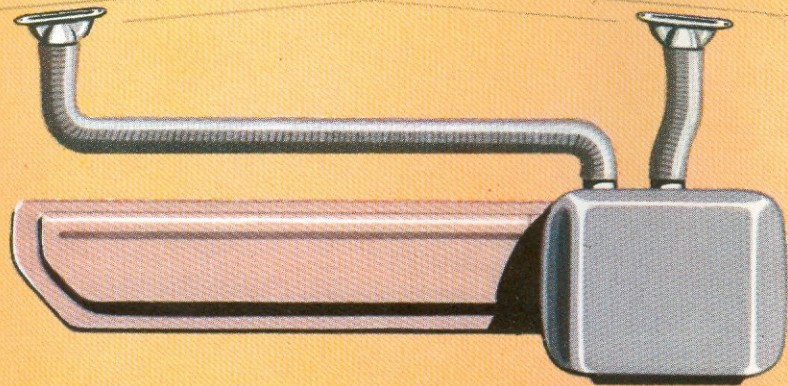
all-new conveniences ...

special equipment
to make you
at home on the road

Automatic Windshield Washers—A convenient, almost indispensable safety aid for a sparkling, clean windshield at all times. To clean the windshield, just press a button and a fine spray is released from tiny, specially designed sprayers located in the windshield-wiper housings. The wipers do the rest. Dirt, dust, insects or mud splash disappear like magic. The reservoir for the washer fluid has a place of its own in the engine compartment. Plain water can be used for the fluid; however, Lincoln-Mercury's All-Season Windshield Washer Fluid is recommended for general all-round efficiency.

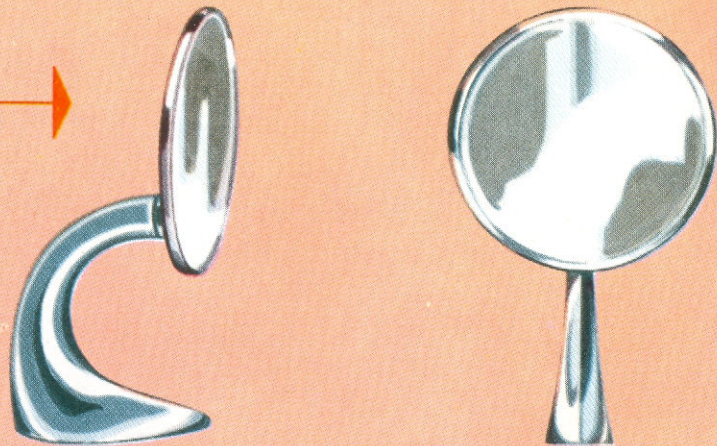


Beautiful Fibre Seat Covers—Three eye-catching patterns to choose from . . . selected to harmonize with the interior trim of your new Mercury. Custom-styled to fit perfectly. Smooth, will not snag stockings. Fade-resistant; easily cleaned without removing. Vinyl-coated, leather-grained plastic trim.

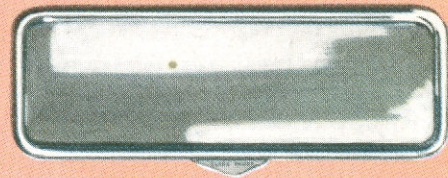


Finger-tip Weather-Control Heater—This is a powerful, fresh-air heater that has been specially designed to take full advantage of Mercury's new heating and ventilating system described on previous pages. It warms your car fast even on the coldest days . . . has the capacity needed to defrost or de-ice your windshield in jig-time. Thermostatically controlled to make winter motoring a pleasure.

Outside Rear-View Mirror—For extra vision at the back and sides; beautifully styled to harmonize with your Mercury. The mirror is quickly adaptable for mounting on either the right or left door of your car. Easily adjusted to any desired angle. Finished in heavy chrome on a brass base to prevent rusting. Installed singly or in pairs, they increase safety . . . add a touch of sparkling smartness.

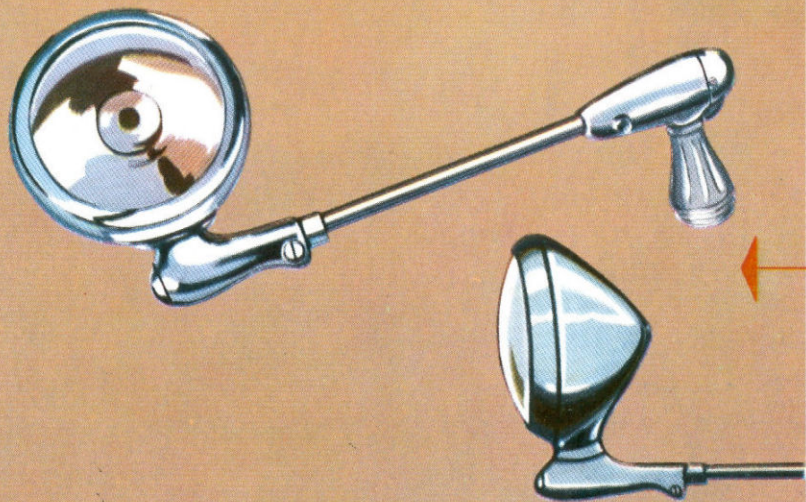


Non-glare, Rear-view Mirror—Truly unique. In daytime, an elegant, silver-backed mirror. At night, press a lever and the blinding reflected glare from the car behind you is cut 93 per cent . . . the view is still there but becomes soothingly visible for safety.





Road Lamps—These road lamps throw a wide, powerful beam of light close to the road, provide an even greater measure of driving safety in fog and rain. Diffused light beam reduces glare reflection. They look built in.



Spotlight—A tremendous help when driving at night—in reading road signs, house numbers, etc. Its powerful beam picks up objects a thousand feet away. Heavy, gleaming chrome finish; pistol-grip handle; sealed-beam lamp.

AUTHORIZED
MERCURY
 DEALER'S
SERVICE POLICY

OWNER'S NAME _____

1,000 MILE INSPECTION AND SERVICE

The following inspection and service will be made at 1,000 miles of operation upon presentation of this coupon:

- | | |
|--|---|
| (1) Lubricate car (regular 1,000-mile lubrication). | (9) Check lights, horn and windshield wiper operation. |
| (2) Tighten cylinder heads and manifolds. | (10) Align headlights, if required. |
| (3) Adjust carburetor, idle speed and fuel mixture; make sure choke is operating properly. | (11) Tighten wire terminals at ignition switch, circuit breaker, and instruments. |
| (4) Check distributor contact spacing, reset if necessary. | (12) Check tire wear and adjust toe-in, if necessary. |
| (5) Clean spark plugs and reset gap, if necessary. | (13) Check clutch and brake pedal for proper clearance; adjust as required. |
| (6) Tighten all water hose connections. | (14) Check operation of instruments, radio, heater, and other accessories. |
| (7) Tighten battery connections as required and replenish battery water. | (15) Road test car with owner. |
| (8) Check cut-out closing voltage, | |

This coupon naturally does not cover service operations needed as a result of abnormal usage.

2,000 MILE INSPECTION AND SERVICE

The following inspection and service will be made at 2,000 miles of operation upon presentation of this coupon:

- | | |
|--|---|
| (1) Lubricate car (regular 2,000-mile lubrication). | (9) Check lights, horn and windshield wiper operation. |
| (2) Tighten cylinder heads and manifolds. | (10) Align headlights, if required. |
| (3) Adjust carburetor, idle speed and fuel mixture; make sure choke is operating properly. | (11) Tighten wire terminals at ignition switch, circuit breaker, and instruments. |
| (4) Check distributor contact spacing, reset if necessary. | (12) Check tire wear and adjust toe-in, if necessary. |
| (5) Clean spark plugs and reset gap, if necessary. | (13) Check clutch and brake pedal for proper clearance; adjust as required. |
| (6) Tighten all water hose connections. | (14) Check operation of instruments, radio, heater, and other accessories. |
| (7) Tighten battery connections as required and replenish battery water. | (15) Road test car with owner. |
| (8) Check cut-out closing voltage, | |

This coupon naturally does not cover service operations needed as a result of abnormal usage.

your "owner's service policy"
 contributes to carefree car care

Your continued satisfaction with your all-new 1949 Mercury is as important to us as your original purchase. With this new car you will receive an "Owner's Manual" to better acquaint you with the advanced operational features. Also included is a Service Policy which protects your car for a period of 90 days or 4000 miles (whichever occurs first) against parts or workmanship found by company examination to be defective. Free inspections and service are given at the first 1000 and 2000 miles and a free inspection every 30 days or 1000 miles thereafter, *during the life of your car*. A "Lubrication Coupon Booklet" is available to the owner at a small cost. It entitles you to ten 1000-mile car lubrications and inspections and special lubrication and inspection services at 5000 and 10,000 miles. Regular preventive maintenance by men who *know* your Mercury will assure you of the best possible performance. When your Mercury requires service of any kind, remember that your Lincoln and Mercury dealer can serve you best. He uses factory approved methods, parts and equipment. His factory trained mechanics are kept informed on up-to-date servicing methods through the medium of the "Lincoln-Mercury Overhaul Manual," "Lincoln-Mercury Service News," "Service Letters" and strategically located service training schools. So keep in touch with your Lincoln and Mercury dealer—you will always find him willing and ready to serve you.

all-new...all-proved...
for your lasting satisfaction

The ALL-NEW Mercury has been tested for years to bring
you a great car with brilliant performance and a long and useful life.

Around and around a great test track, thousands upon thousands of scorching miles,
24 hours a day . . . grueling bump tests on specially constructed cobble-stone "roads" . . .
exhausting miles at a special proving ground in Arizona . . .

cross-country road tests in search of the worst possible driving conditions . . .

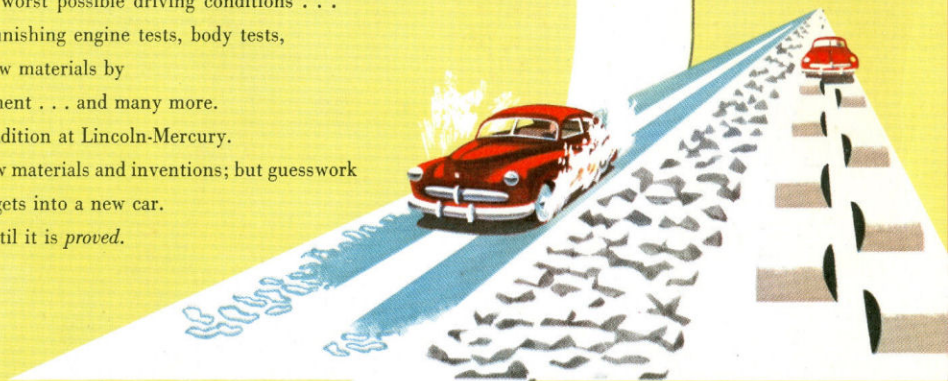
brake tests at hurricane speeds . . . punishing engine tests, body tests,
tests on parts and raw materials by

great banks of precision equipment . . . and many more.

Such care is part of our great tradition at Lincoln-Mercury.

Pioneers, yes, in the development and use of new materials and inventions; but guesswork
is one ingredient that never gets into a new car.

Nothing is *approved* until it is *proved*.



LINCOLN-MERCURY DIVISION • FORD MOTOR COMPANY • DETROIT 32, MICHIGAN

Lincoln-Mercury Division of 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.

*Optional equipment, white sidewall tires and rear fender shields available at extra cost.

You'll be happy too, with an

All-New **MERCURY**

