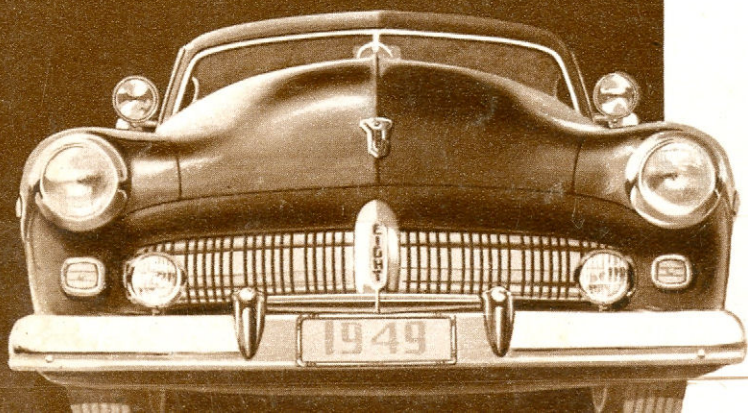



1949



MERCURY  
STYLED  
accessories



TURBIVILLE MOTORS  
3535 S. Main  
Houston 4, Texas



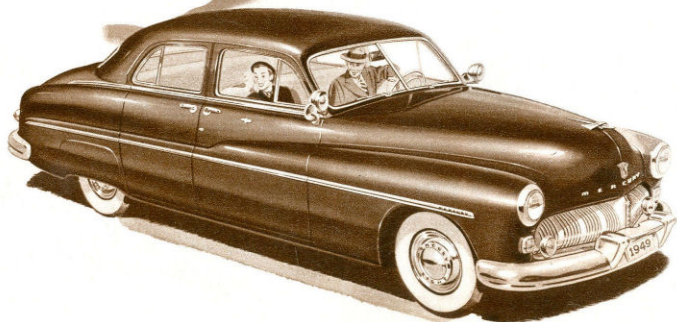
## Conveniences that make you at home on the road . . .

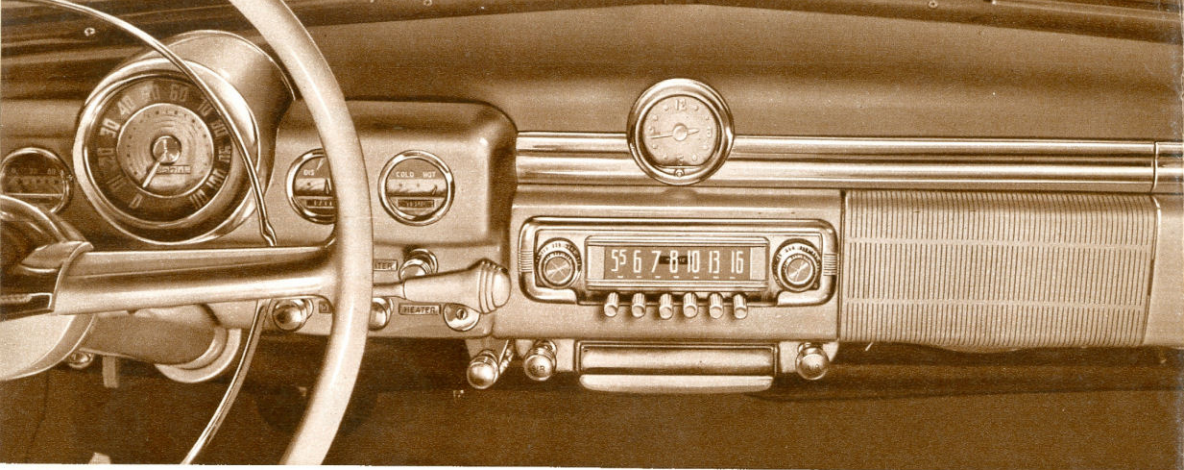
As the owner of a Mercury, you doubtlessly will want to "personalize" your car—add those extra touches which contribute so much to the luxury, safety, comfort, and convenience every Mercury owner enjoys.

Naturally, it is important to select accessories that "go" with your car—that have been designed to look right, fit right, and work perfectly. The articles displayed on the following pages have been developed especially for your Mercury—styled, engineered, tested, and approved to give you lasting satisfaction.

You will notice that many of the accessories have been grouped according to use. They either enhance the beauty of your Mercury, serve as useful contributions to safer and more comfortable driving, or meet other definite needs.

Designed to go together, you save by purchasing by the group. Remember, too, by selecting accessories at the time you purchase your car their cost can be included in the convenient time-payment plan.





# MERCURY Radio

... designed for Mercury owners who want the finest in automobile radio reception. A powerful, ultra-sensitive, 8-tube (including rectifier) superheterodyne radio specially engineered to fit the acoustics of your car.

Styled especially to blend harmoniously with your Mercury, the radio set is mounted in the center of the instrument panel, where controls are convenient to driver or passenger. The speaker is mounted in the instrument panel at the right of the set.

You have *fingertip* control over your five favorite stations. Press the button for the station you want. You get it in *one* operation—sharp, clear, undistorted. A manual tuning control at the right permits additional station selection at any time.

A double control knob at the left regulates volume and tone. The larger outer knob permits the selection of four tone ranges: (1) Speech, (2) Music, (3) Hi-fidelity, and (4) Lo-noise.

The first position cuts out low-frequency rumbles and increases articulation. The music range brings out the mellow tones of the orchestra ... adds richness to the cellos, drums, and woodwinds. The high-fidelity position boosts the "highs" and "lows" even further, for those who like razor-sharp realism. The low-noise setting filters out electrical disturbances for clear reception even in city driving.

The three-section antenna is mounted on the right top cowl. It is manually controlled. An automatic, vacuum-controlled antenna is available at extra cost and is located on the right front fender toward the rear.





Power and range sufficient to reproduce with remarkable realism even the delicate overtones of a symphony orchestra.



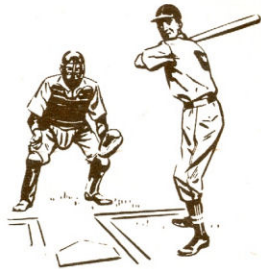
Sharp, crystal-clear voice reception for easier listening in town or country . . . up-to-the-minute information as you drive.

You have  *fingertip*  control over your five favorite stations. Press the button for the station you want. You get it in  *one*  operation—sharp, clear, undistorted. A manual tuning control at the right permits additional station selection at any time.

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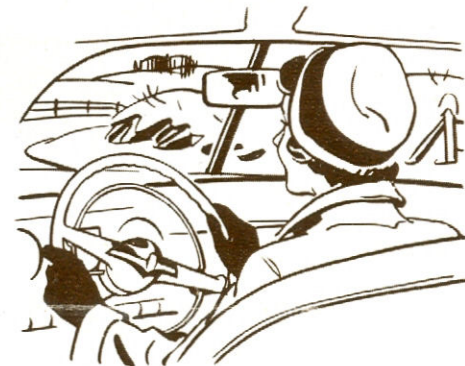
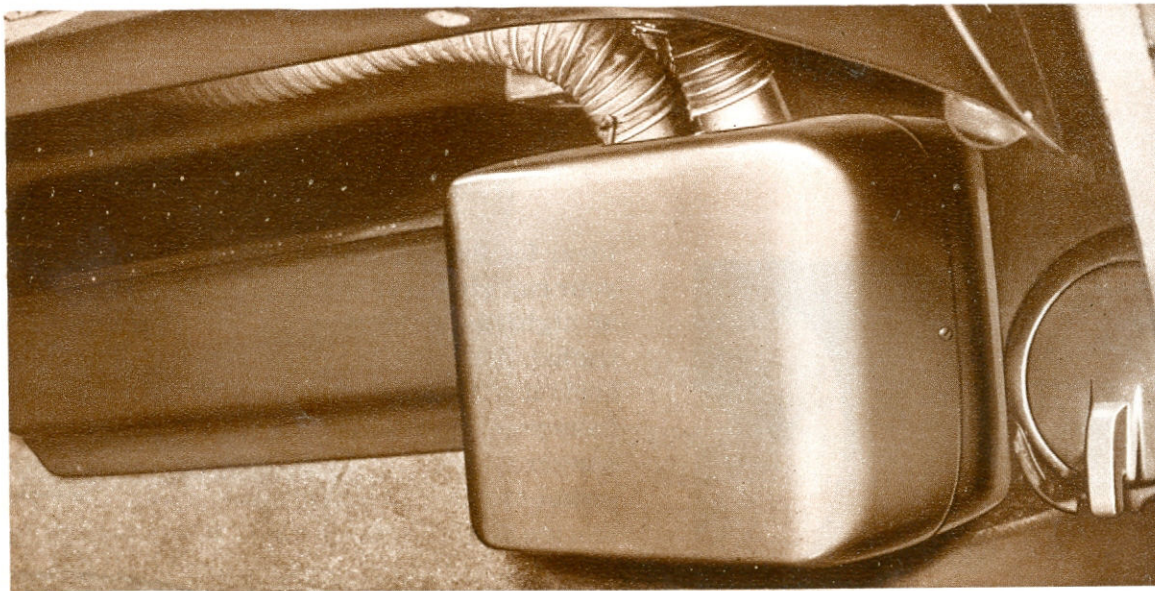
The three-section antenna is mounted on the right top cowl. It is manually controlled. An automatic, vacuum-controlled antenna is available at extra cost and is located on the right front fender toward the rear.



No need to miss a play on the road. Set your tone control on "Speech" and you'll feel nearer to the ball park.

# MERCURY Fresh-Air Heater and Defroster

This fresh-air heater has been especially engineered to take full advantage of the wonderful all-weather ventilating system featured in your new Mercury. Now you can have Fingertip weather control the year round. You can keep cozy in winter, cooler in summer, have a draft-free supply of comfortably fresh air in any season. Windows remain clear, fog-free. There is no ventilating cowl where rain might get in.



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

This powerful, fresh-air heater operates in conjunction with your all-weather ventilating system . . . rapidly spreads "living-room comfort" evenly throughout your car.

Fresh outside air is scooped up by the screened opening in back of the front grille. A two-speed blower forces the air through the thermostatically controlled heater and discharges it into the car.

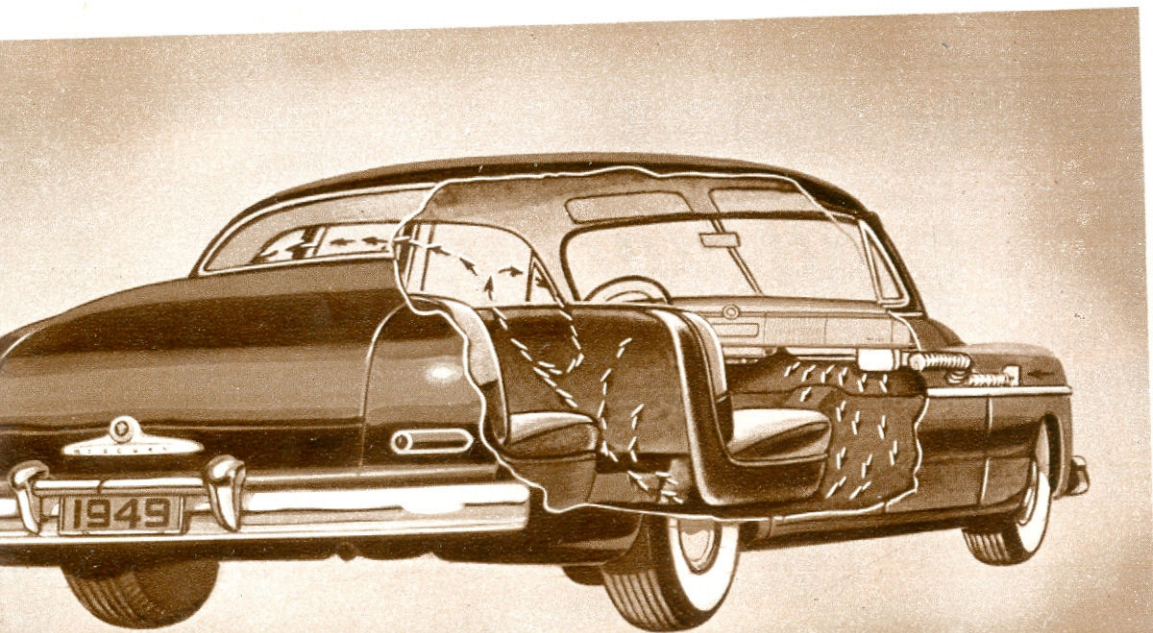
In summer, the blower for the heater can be operated separately to increase the supply of cool, fresh air—especially valuable when driving slowly to increase the air pressure beyond that furnished by the forward motion of the car.



**Frost and ice melt like magic**—Just set the "Defrost," "Temperature," and "Heater" controls. The wide louvers at the bottom of the windshield direct a powerful flow of hot air against the glass.

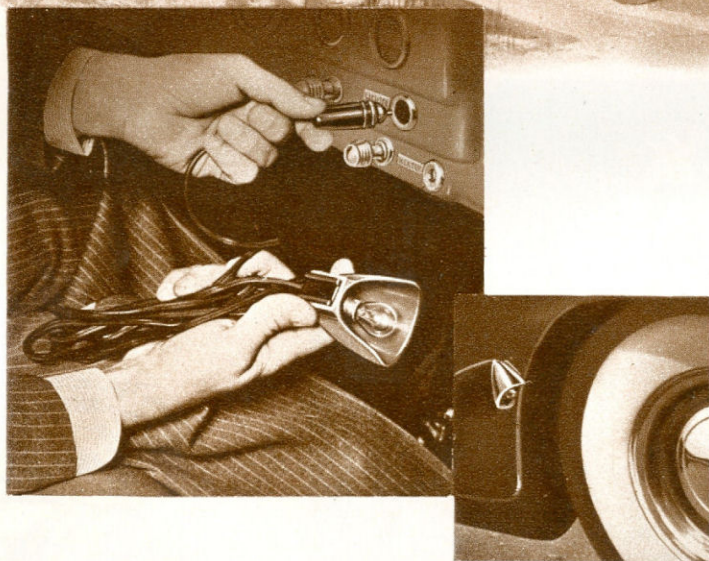
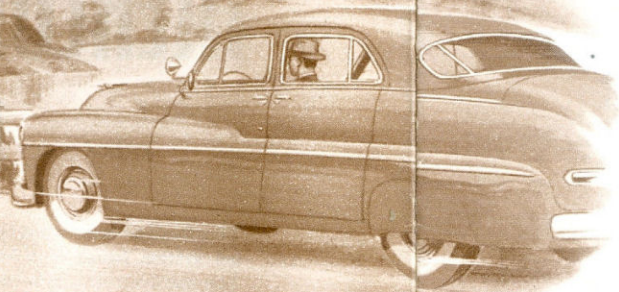


**No smoke, no fumes**—With the Mercury heating and ventilating system, a slight pressure is built up in the car body. Smoke and stale air whisk out the slightly opened ventilating windows; rain or cold air is kept out.



**Fingertip weather control**—With the addition of this heater your ventilating system is complete. From the instrument panel you select the amount of air and heat you want. On very cold days, "for heat in a hurry," the fresh air can be momentarily turned off and the car air recirculated . . . useful, too, in heavy traffic to keep out exhaust fumes of other vehicles.

To fit definite needs

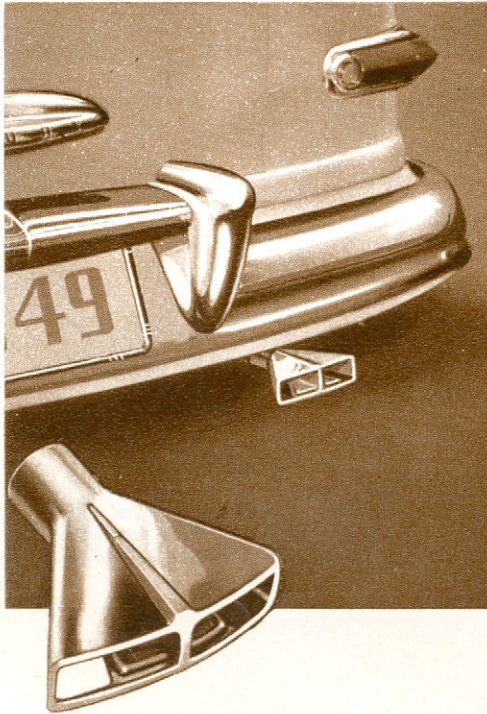
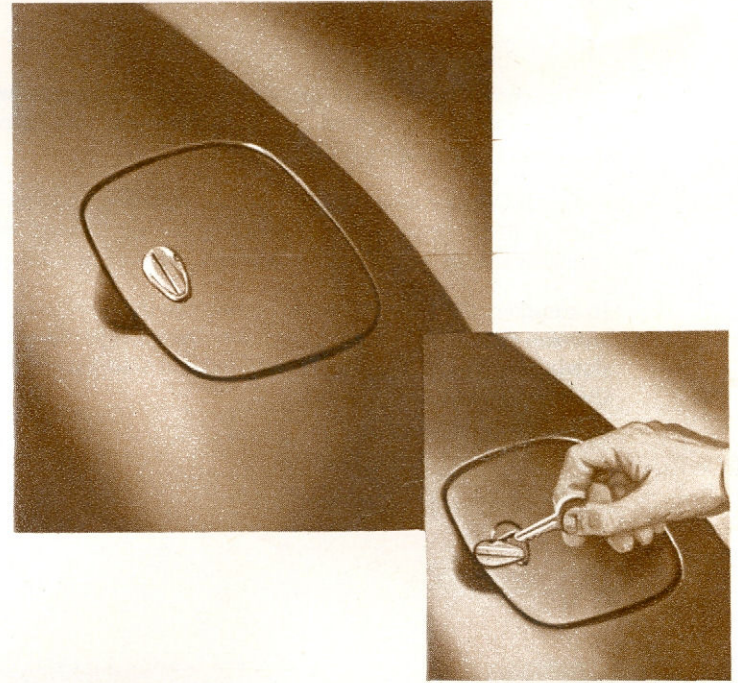


## Utility Lamp

Ideal for lighting out-of-the-way places in and around your car. Handy if you should ever have to change a tire at night, as a red or white warning light to oncoming traffic . . . the list of uses is endless. A magnetized base holds it in position on most of the car's metal surfaces, frees your hands. In addition, a neatly set-in hide-away hanger adds greater utility. Plugs into the cigar-lighter socket on the instrument panel. Long, heavy-rubber extension cord. Handsome, non-glare, plastic light guard.

## Gas-Tank Lid Lock

An inexpensive safeguard against fuel loss. Key can only be removed when cap is locked. The shield helps keep water, ice, and road dirt out of the lock cylinder. The beautiful "tear-drop" design, finished in chrome, blends gracefully into the contour of the Mercury's rear body lines.



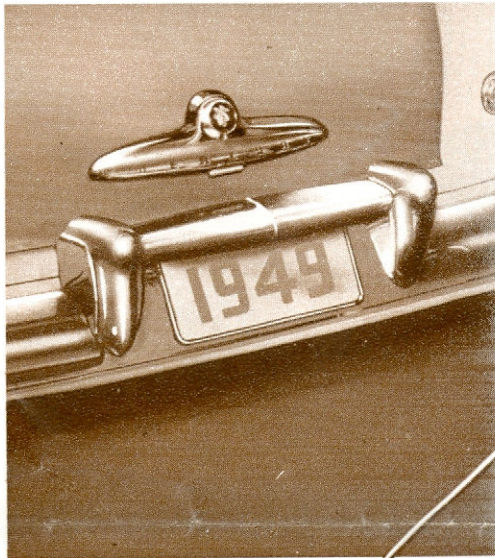
## Exhaust Pipe Extension

Deflects exhaust fumes downwards and beyond your car. Prevents these gases from staining the bumper and rear body. Finished in chrome; imparts a decorative touch to the rear styling.



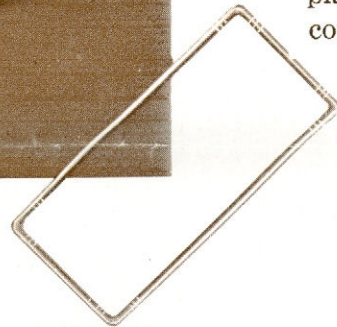
## Visor-Type Vanity Mirror

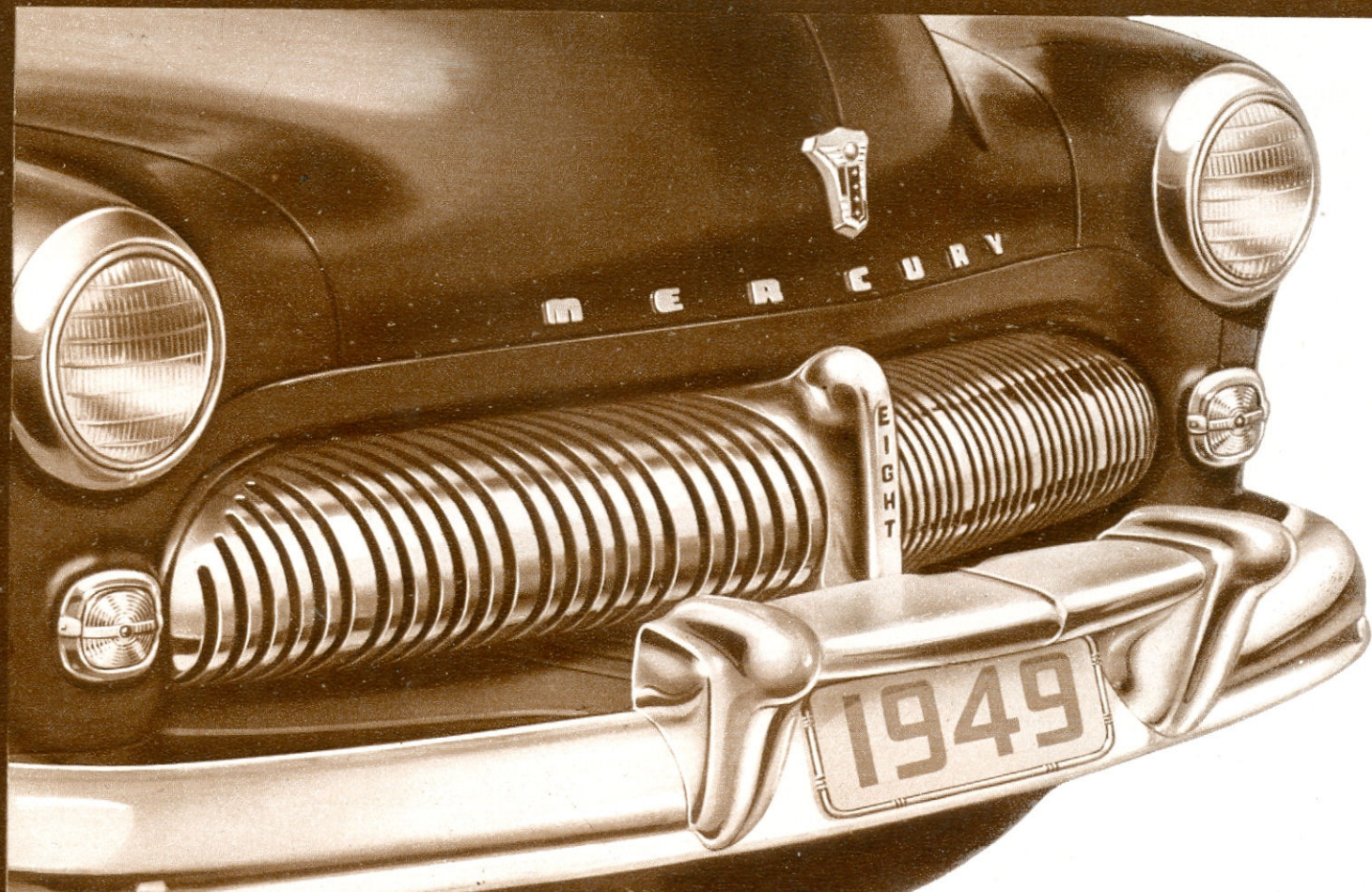
Generous in size (four by eight inches), handsome in appearance. Attaches to either the right or left sun visor with two ornamental screw fasteners. Unusually handy for freshening makeup.



## License Plate Frames

Help to dress up your license plates, prevent the edges from becoming bent. Quickly adjustable to fit most plates; easily installed. They slide into the recess that has been left for plates in front and rear bumpers. Chromium plated, they complement the over-all styling and trim of your Mercury.





## Front Grille Guard

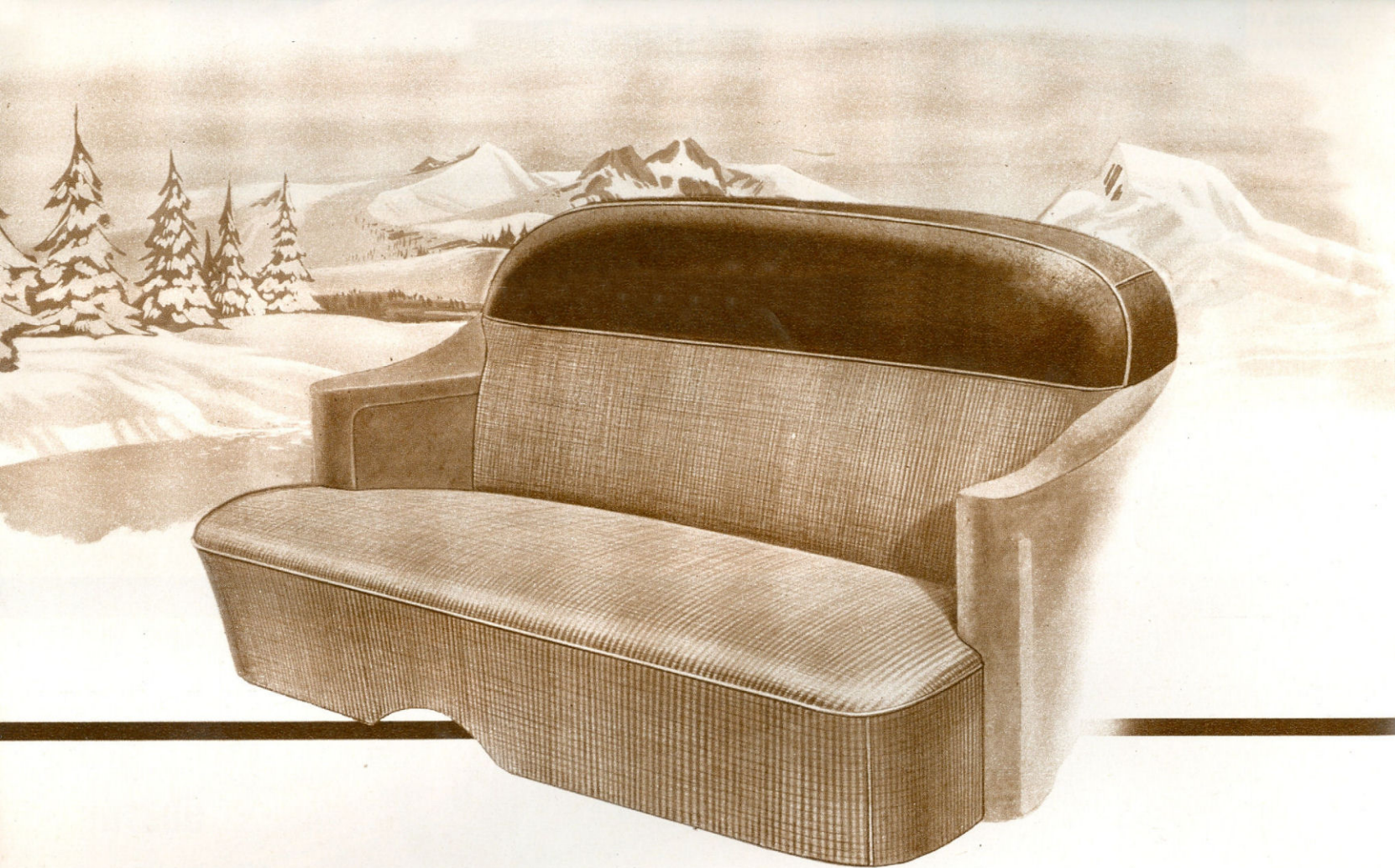
Adds a breathtaking note of strength and beauty to the front of your new Mercury. Useful, too, in that it adds extra protection to your radiator grille. Stamped from heavy steel, smartly finished in gleaming chrome. Easily attached, it becomes a natural, handsome part of your bumper-guard assembly.



## Luxurious Lap Robe

For those who want the best in car appointments. Ideal for back-seat snoozing, football games, picnics . . . name the occasion. Pure virgin wool. Soft, suede-like finish in solid colors with harmonizing checked linings. Reversible. Deep, roomy, set-in pockets. Tuck-in flap holds robe securely. Size 44 by 55 inches. Available in: Apple Blossom Cream with brown and white check, maroon with blue and white check, and light green with brown and white check. A choice of smart monograms is available to add a personal touch.



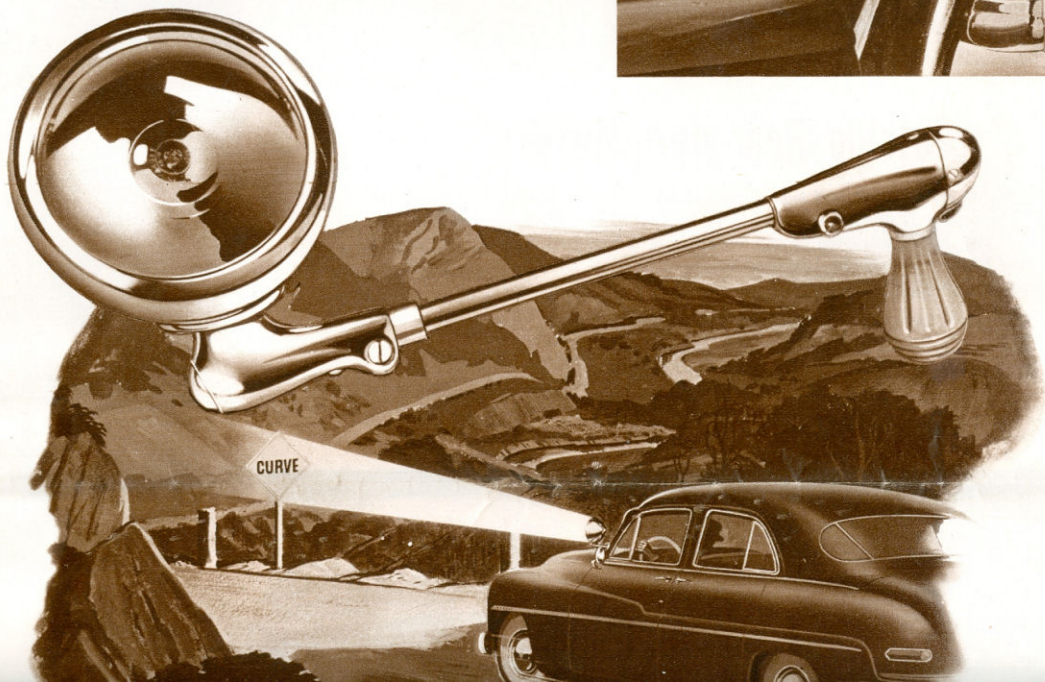


## Rich Fibre Seat Covers

Three eye-catching patterns to choose from . . . selected to harmonize with the interior trim of your new Mercury. Custom-styled to fit perfectly. Durable, exceptionally long lived; smooth, will not snag stockings. Fade-resistant; easily cleaned without removing. Vinyl-coated, leather-grained plastic trim. Here are seat covers that stay beautiful longer; provide maximum comfort and upholstery protection. Colors: Brown—interwoven white, red, and brown. Blue—interwoven white, brown and taupe. Green—interwoven white, brown, and taupe.

## Spotlight

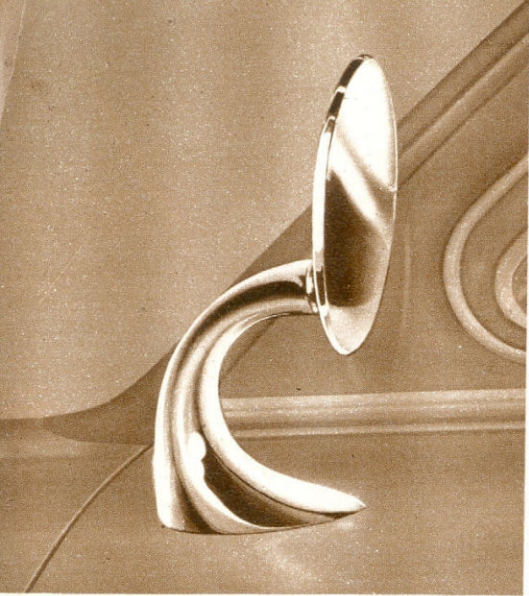
A tremendous help when driving at night—in reading road signs, house numbers, and lighting hazards. Its powerful beam picks up objects a thousand feet away. Mounts through corner post; quickly adjusted to almost any angle from inside the car. Heavy, gleaming chrome finish; pistol-grip handle; sealed-beam lamp.



## Road Lamps

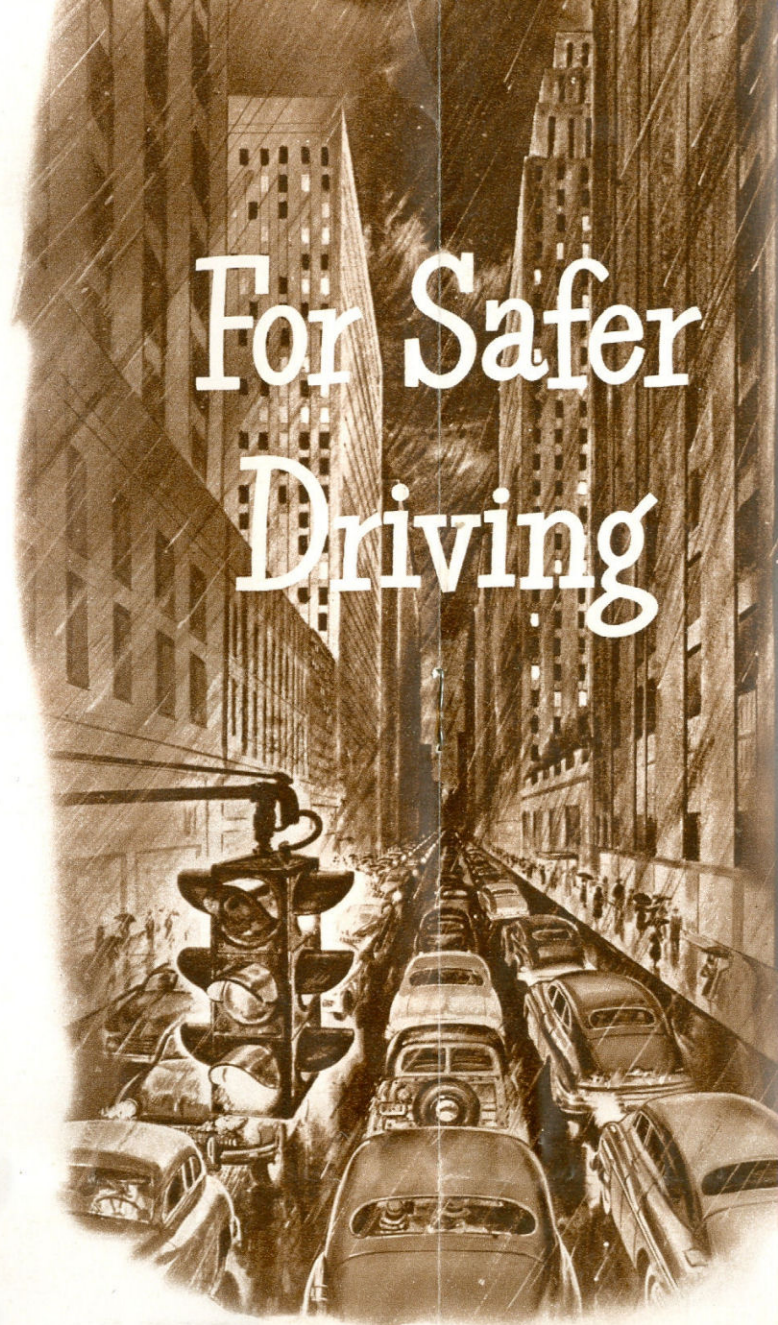
These "road lamps" throw a wide, powerful beam of light close to the road, provide an even greater measure of driving safety in fog and rain. Diffused light beam reduces glare reflection. Sealed-beam lamps for a long, brilliant life; heavy-chrome finish for lasting beauty.



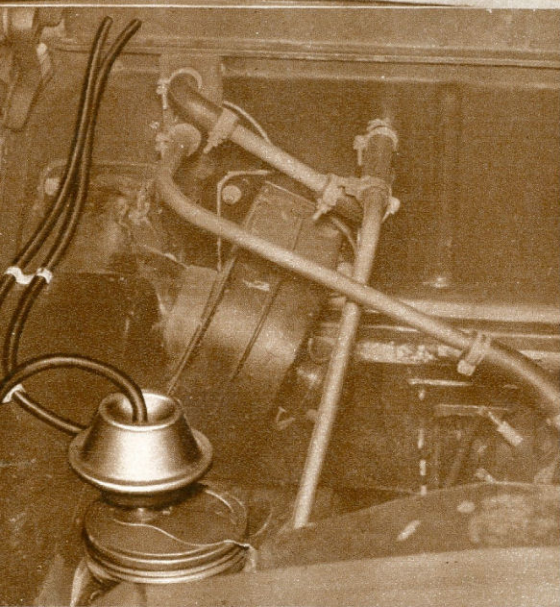
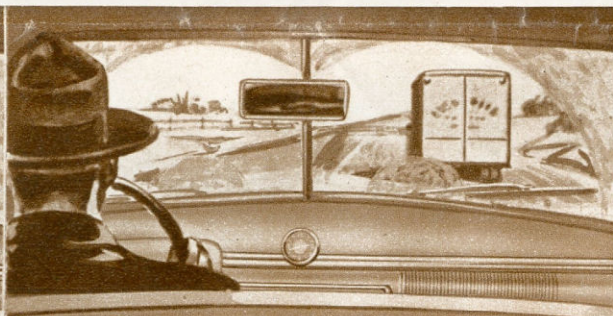
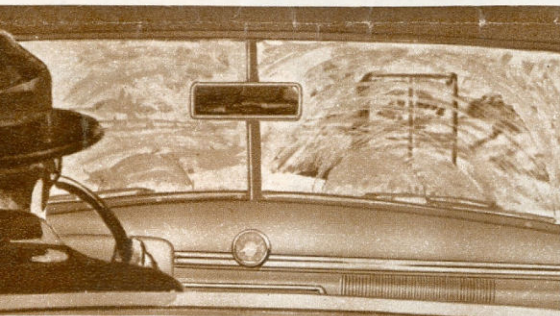


## Outside Rear-view Mirror

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.



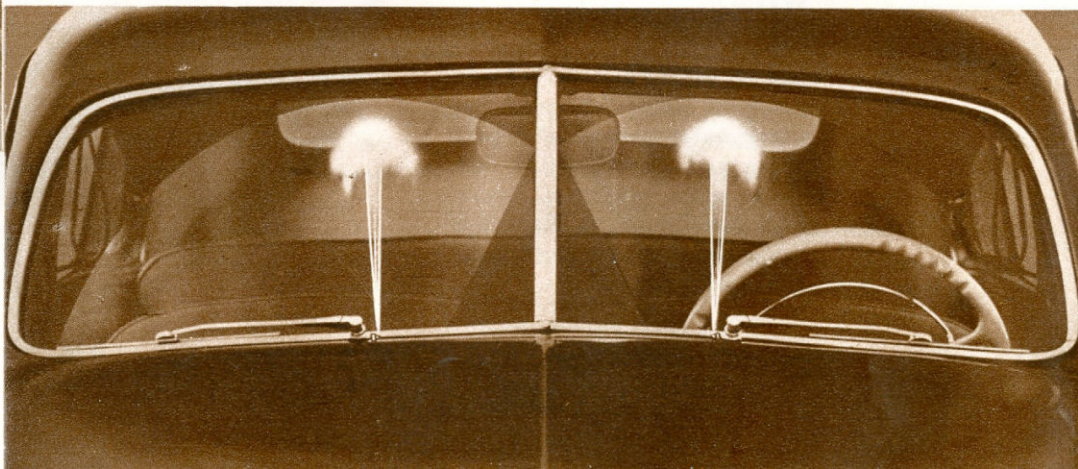
# For Safer Driving



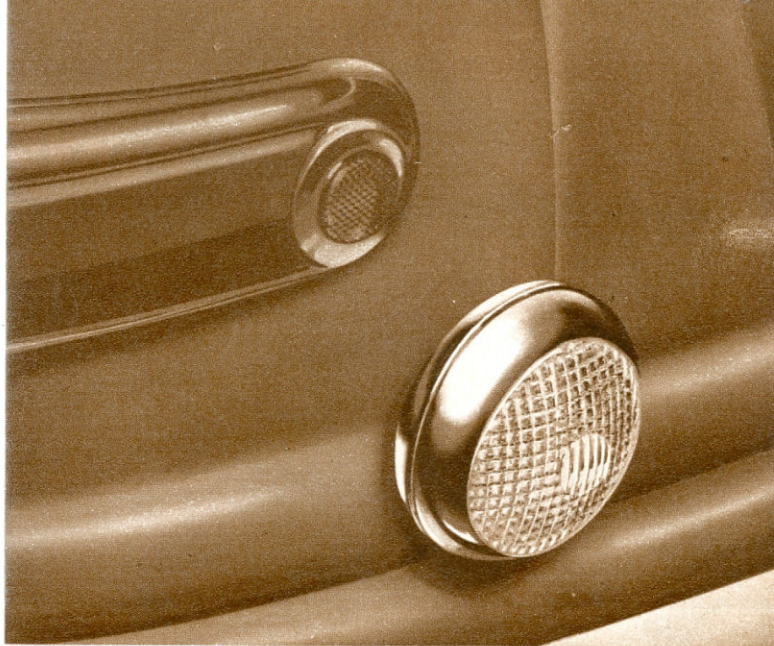
## Automatic Windshield Washers

A convenient, almost indispensable safety aid for a sparkling, clean windshield at all times. No need to stop the car to clean the windshield; just press a button and a fine spray is released from tiny, specially designed sprayers located in the windshield-wiper housing. 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.

\*Although plain water can be used, the addition of Lincoln's All-Season Washer Fluid is recommended for general all-round efficiency.





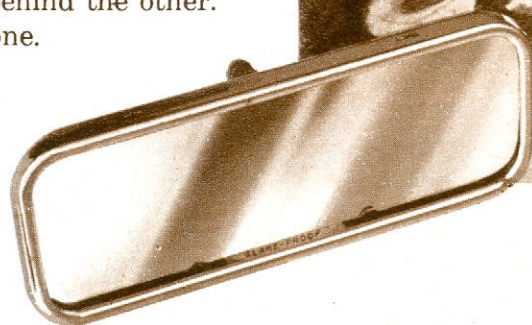


## Indispensable Back-up Light

A real contribution to safety and driving ease. Equipped with a 21-candle-power lamp capable of throwing a wide path of light 20 feet to the rear of the car. Turns on automatically the moment the car is put in reverse . . . serves as a warning to cars or pedestrians that may be behind you . . . invaluable at night when parking, backing out of driveways, or to reveal obstacles. Finished in chrome over a brass base to prevent rusting. Fashioned to blend with the rear styling of your car. You will wonder how you got along without it.

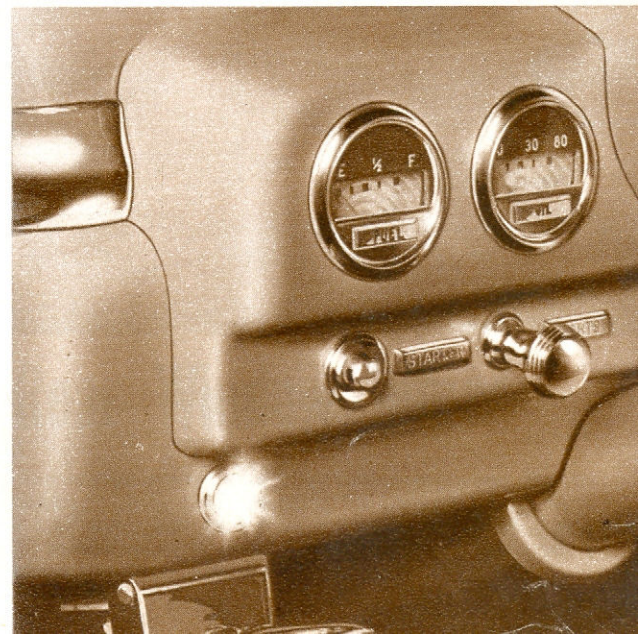
## No-Glare Rear-view Mirror

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. The secret is a prismatic lens with two reflecting surfaces, one behind the other. Once you have tried this mirror you'll never drive without one.

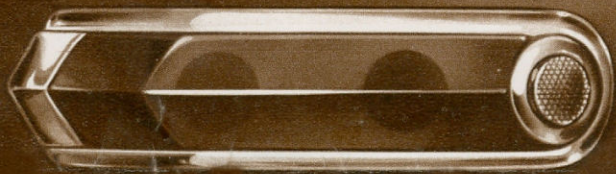
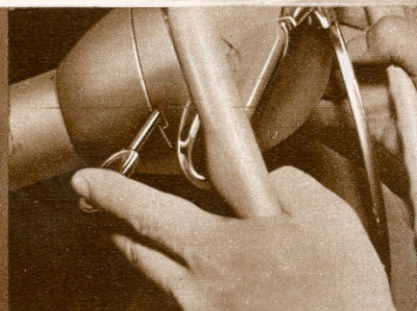
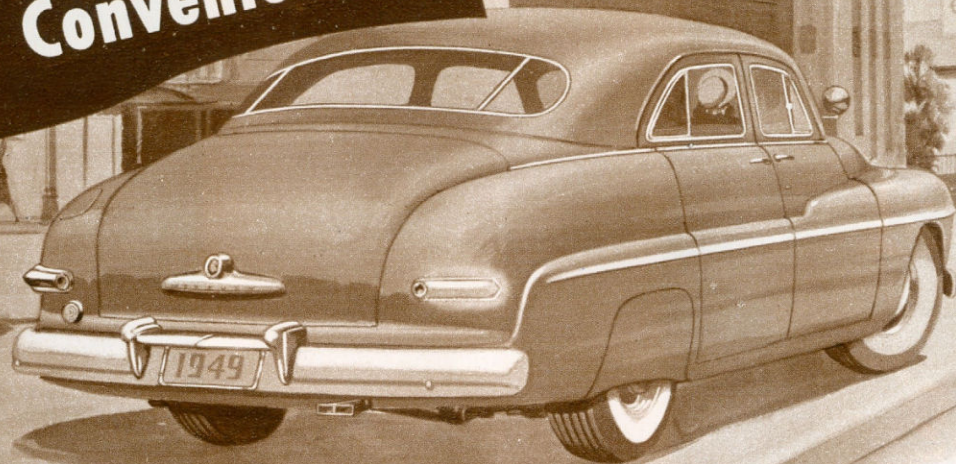


## Hand-brake Signal

A gentle reminder when your hand brake has been left on. It eliminates the possibility of a costly repair bill. A light on your instrument panel flashes at one-half second intervals if the hand brake is still set when the ignition is "on" . . . continues to flash until the brake is released.



**For Greater Convenience**

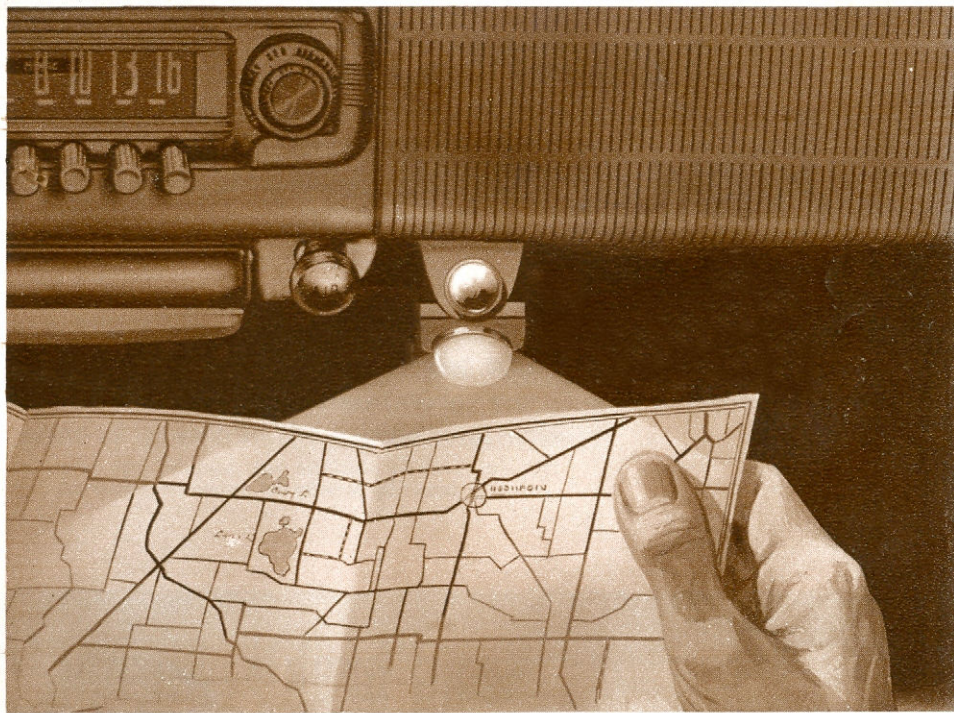


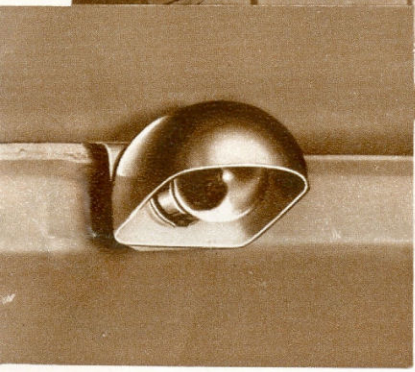
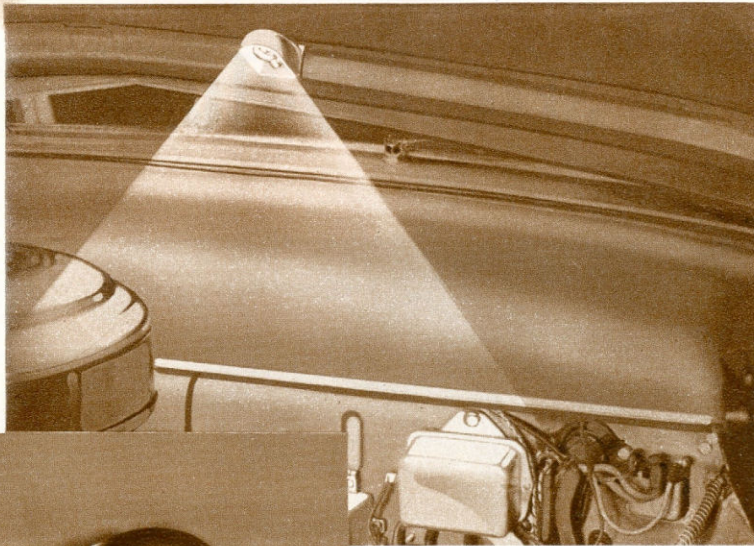
## Directional Turn Indicator

Handy any time; especially convenient in cold or rainy weather; a safety aid. No need to open the window to signal every time you plan to turn. Just flip a lever on the steering column—upward for a right turn, downward for a left turn. The lamps in the right or left tail light and right or left front parking light flash on and off to warn cars. Synchronized arrows on the face of your speedometer serve as a reliable check on operation and show which turn indicator is being used. After you have made a turn and the steering wheel is in its normal position, the indicator lights turn off automatically. A smartly styled plastic control handle blends with the interior trim of your new Mercury.

## Courtesy and Map Light

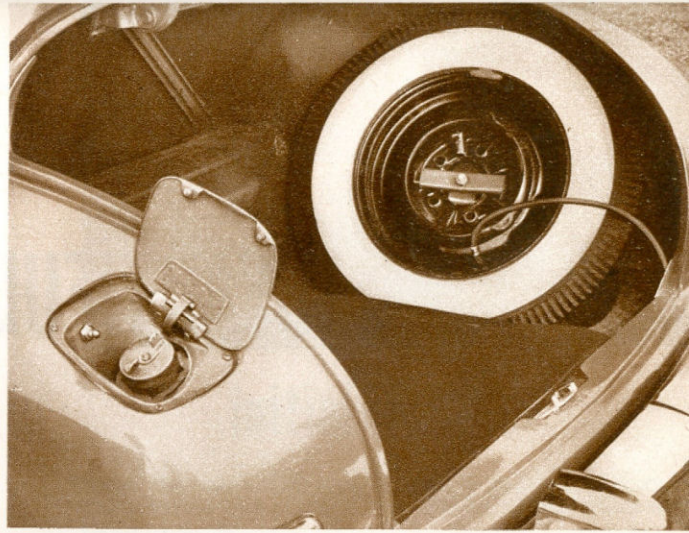
Extremely useful at night for checking your road map or to find articles that have been dropped on the floor. Its rays are directed downward—will not reflect in the windshield and rear-view mirror or otherwise interfere with the driver. Easily installed under the instrument panel.





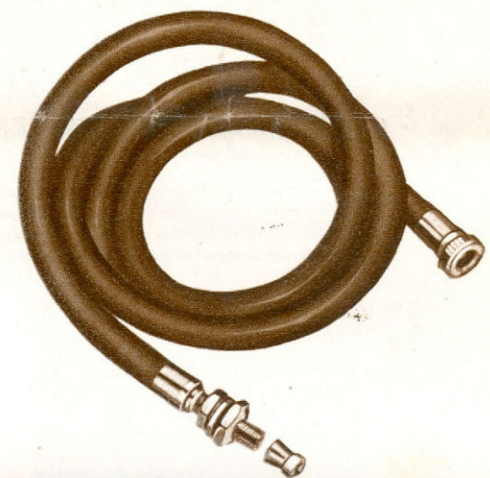
## Engine Compartment Light

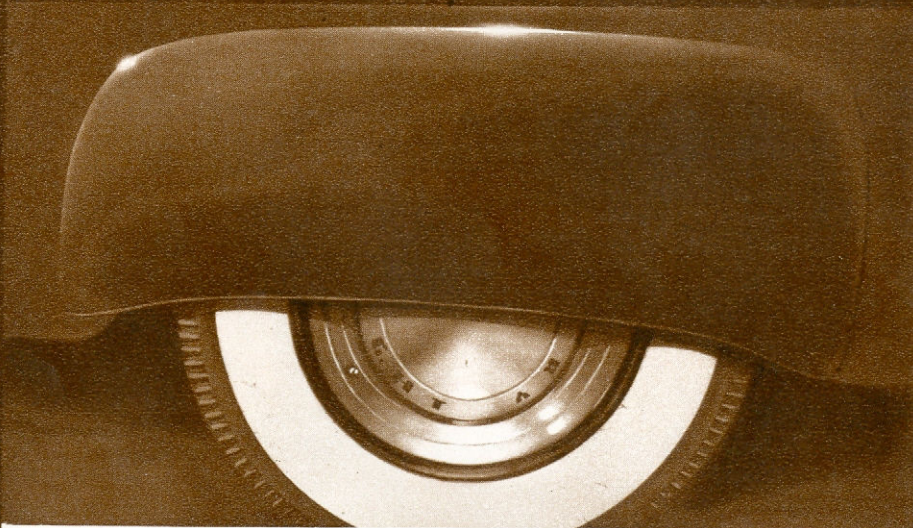
Simplifies underhood inspection or servicing. Just lift the hood and the entire engine compartment is automatically flooded with light. The switch is of the dependable mercury-type. When the hood is raised, the mercury in the socket flows against a wire, making the necessary contact to light the lamp. Conversely, the contact is broken when the hood is lowered. Mounts underneath the hood, at the back, out of the way.



## Spare Air Extension

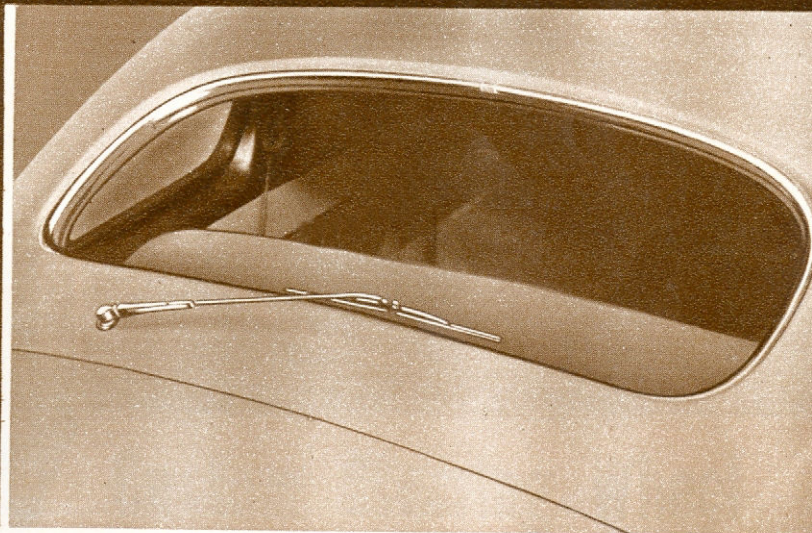
No need to remove the luggage every time you want to check the air pressure in your spare tire. In fact, you do not even have to raise the trunk lid. The installation of one of these handy units in your Mercury permits checking air pressure from a convenient air valve installed at the gas-tank inlet. A rubber tube connects the valve with the spare tire, remains installed until such time as you need to use the tire.





## Fender Shields

They add a well-groomed, finished appearance to the sleek flowing lines of your new Mercury . . . blend in with the fender contour and smart body styling . . . provide extra protection against mud splash. Available in sets of two. A convenient lever under the lower edge makes them easy to remove when you want to change a tire.



## Rear Window Wiper

Whatever the weather, you can take full advantage of the rear, picture-window visibility of your new Mercury. This efficient, high-powered wiper will keep water and snow from accumulating on the sloping window . . . permits safety-clear rear "see-ability" at all times. Easily controlled from your instrument panel.

# MERCURY LUGGAGE

BEAUTIFULLY MATCHED SETS FOR MEN AND WOMEN  
IN SELECTED TOP-GRAIN ANILINE COWHIDE



# LUGGAGE

## BEAUTIFULLY MATCHED SETS FOR MEN AND WOMEN IN SELECTED TOP-GRAIN ANILINE

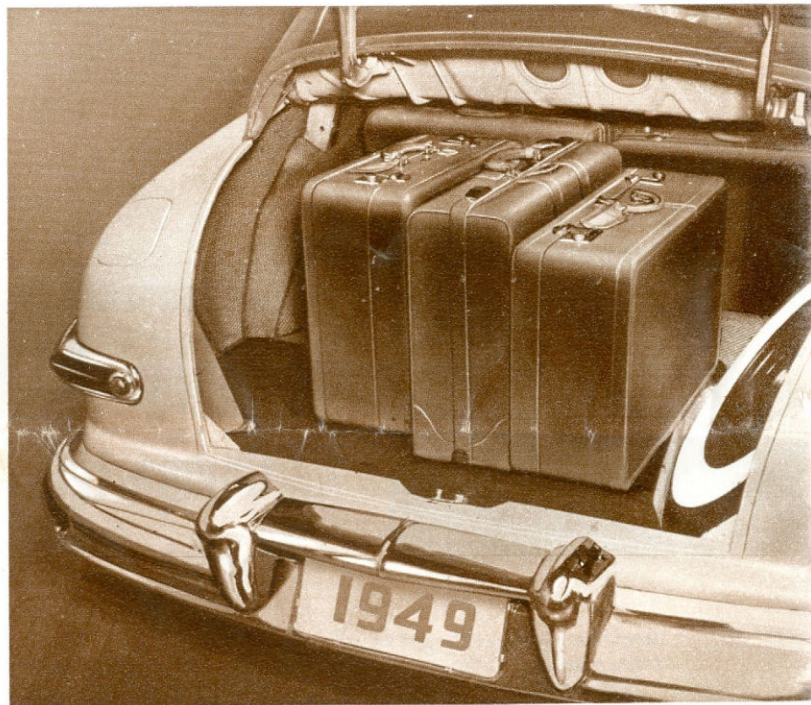
Luxurious, long lasting, beautifully styled to go with your Mercury. Available in two matched sets—one for the men, one for the ladies—specially designed to meet your essential travel requirements. They fit neatly into your trunk compartment with room to spare. Colors: Cherrywood and Ginger.

**For Women:** A luxurious styled ensemble of three basic matched pieces. The Wardrobe Case has provision for hanging four garments in addition to ample packing space. The 21-inch Overnite and the 26-inch Pullman Cases combine to provide ample room for packing. All-wood reinforced veneer cases are light weight, long lasting. Wide, long binding with contrasting stitching—resists hard wear, adds beauty.

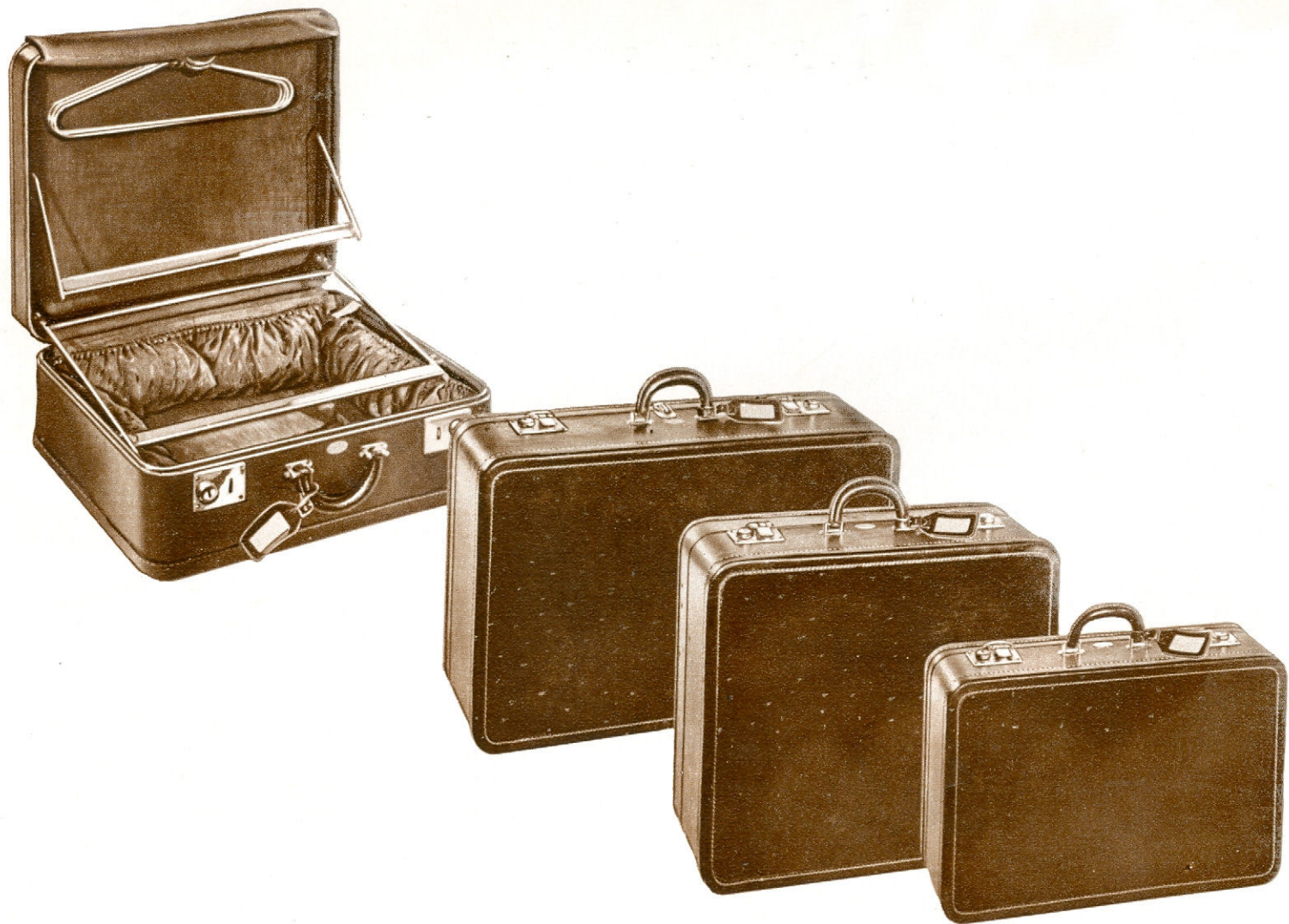
**For Men:** The Convertible 24-inch Two-Suiter has two dividers for dust-proof, wrinkle-free packing. Unusual conveniences include the removable shoe bag with zipper closing, the metal tie-rack, and a shirred utility pocket for socks. The exclusive, removable, two-suiter arrangement quickly converts the two-suiter into an all-purpose packing bag. The roomy 21-inch Companion Case has a dust-proof divider, a utility pocket, and two leather straps for keeping clothes neatly in place. Lightweight overlapping steel frame for lifetime durability. Bootmaker-finish French edges—for hand-crafted appearance.

### *Additional Features that mean years of lasting beauty and satisfaction*

- ★ The finest top-grain aniline cowhide—for long life and distinctive appearance
- ★ Solid brass, hand-polished hardware—tamper- and weather-proof
- ★ Stitched leather handles in solid brass posts—for carrying comfort
- ★ Luxurious linings, full pockets, padded bottoms—for beauty and convenience





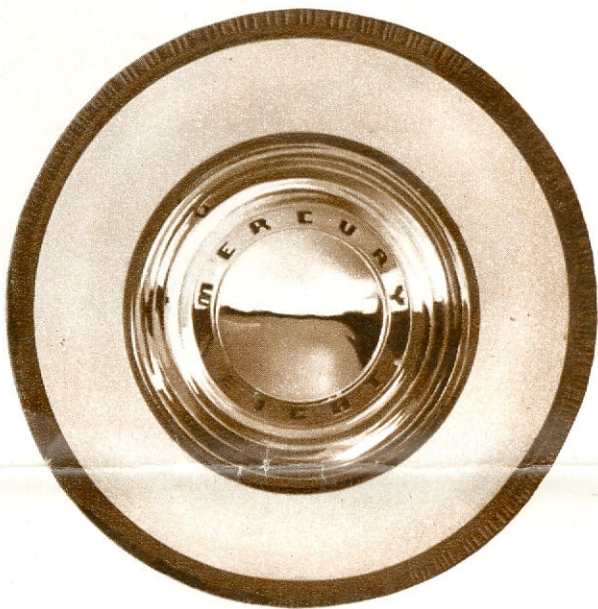






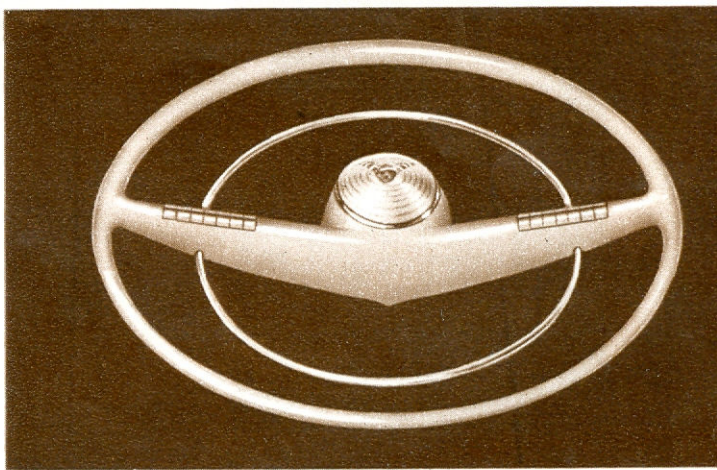
## Initial Plates

Smart, they add a truly personal touch to your new Mercury. The letters are made of plastic; they slide into a trim, chromium-plated holder for mounting on either the front or rear door, instrument panel, or rear deck.



## Wheel Trim Rings

Give the effect of a beautiful solid-chrome wheel. Fit from the outer edge of the hub cap to the outer edge of the wheel rim. Made of stainless steel to eliminate the possibility of rusting; they keep their smart lustre. Fit snugly—no noise, no vibration. They add a note of neatness and sparkling distinction to your car.



## Custom Steering Wheel

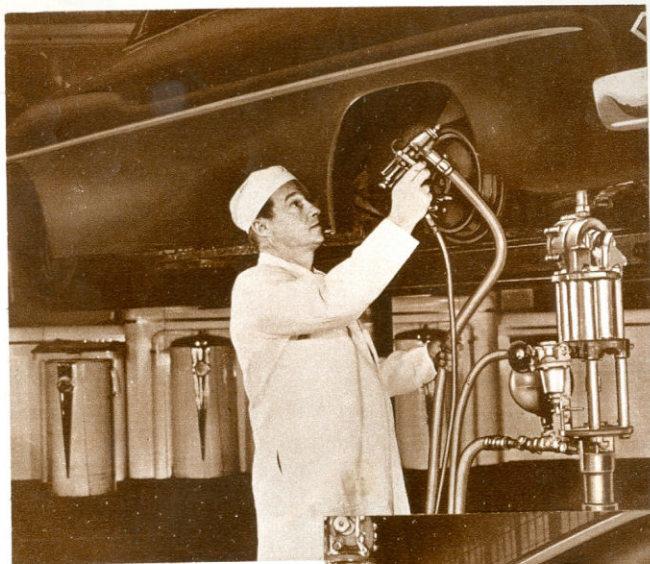
Truly a masterpiece of craftsmanship. Pleasant to the touch. Provides a clear, unobstructed view of your instrument panel. Colorful plastic with flashing chrome. A luxurious addition to the attractive interior of your new Mercury.

# Mercury Recommends:



## PORCELAINIZING

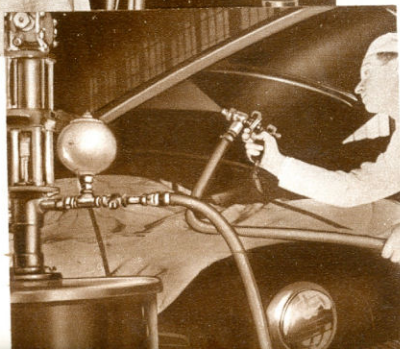
We recommend this car-body treatment to protect and enrich the beauty of your new Mercury. It is not a wax, not a mere polish but a unique, patented preparation that your Mercury dealer is equipped to apply to produce a brilliant beauty to the car finish. It brings out the rich lustre of the paint. It is dry—highly resistant to dust and road scum. It is long-lasting—rarely requires attention. This is the beauty treatment that is given to the world-famous Lincoln Continentals before they leave the factory.



# UNDERCOATING

Here's an investment that will pay for itself many times over. It helps prevent rust and corrosion . . . reduces road roar, and the noise of gravel and stones thrown up by the tires . . . helps prevent dust and fumes from getting into your car . . . insulates the floor against winter cold and summer heat. One application lasts the lifetime of the car.

Your Mercury dealer is equipped to apply this undercoating. You will always be glad you made this investment.



# KEEP YOUR MERCURY LIKE NEW



These polishes, cleaners, and maintenance materials have been specially selected, tested, and approved for use on Mercury or Lincoln automobiles. You can use them with perfect confidence; you will be assured of a perfect job.

**SPOT REMOVER**—Ideal for removing small stains from upholstery, carpets, clothes, etc. Non-explosive; non-inflammable.

**PASTE CLEANER**—For removing dull film, dirt, grease, etc., from the car's finish. Mild in its action, it will not injure the finish. For use prior to waxing.

**POLISHING WAX**—Ideal for protecting your car's finish. Produces a beautiful, long-lasting lustre. Recommended for use after cleaning with Lincoln's Paste Cleaner.

**BODY POLISH**—A quick, easy-to-use polish that will add new sparkle to your car.

**FOAM UPHOLSTERY CLEANER**—For removing dirt, gum, adhesives, perspiration stains, etc., from upholstery, leather, silk, cloth, etc. Liquid works up into a rich, quick-acting foam. Non-explosive; non-inflammable.

**LIQUID CLEANER**—Removes road film, dirt, old wax, etc., from the surface of the car. Can be used repeatedly without harming finish. Not a polish.

**CLEANER-WAX-POLISH**—An efficient all-in-one preparation for a good polishing job in less time.

**CLEANER AND POLISH**—A waxless preparation that cleans and polishes in one, easy, quick operation.

**CHROME CLEANER**—Keeps your car sparkling; protects the chrome surfaces from the weather.

**RUST INHIBITOR**—For use in your car's cooling system to prevent excessive corrosion, costly repair bills.

**COOLING-SYSTEM CLEANSER KIT**—For cleaning cooling systems that have become rusted, corroded, or clogged. Improves cooling efficiency.

**SEALING COMPOUND**—A reliable preparation for sealing hose connections, gaskets, etc.