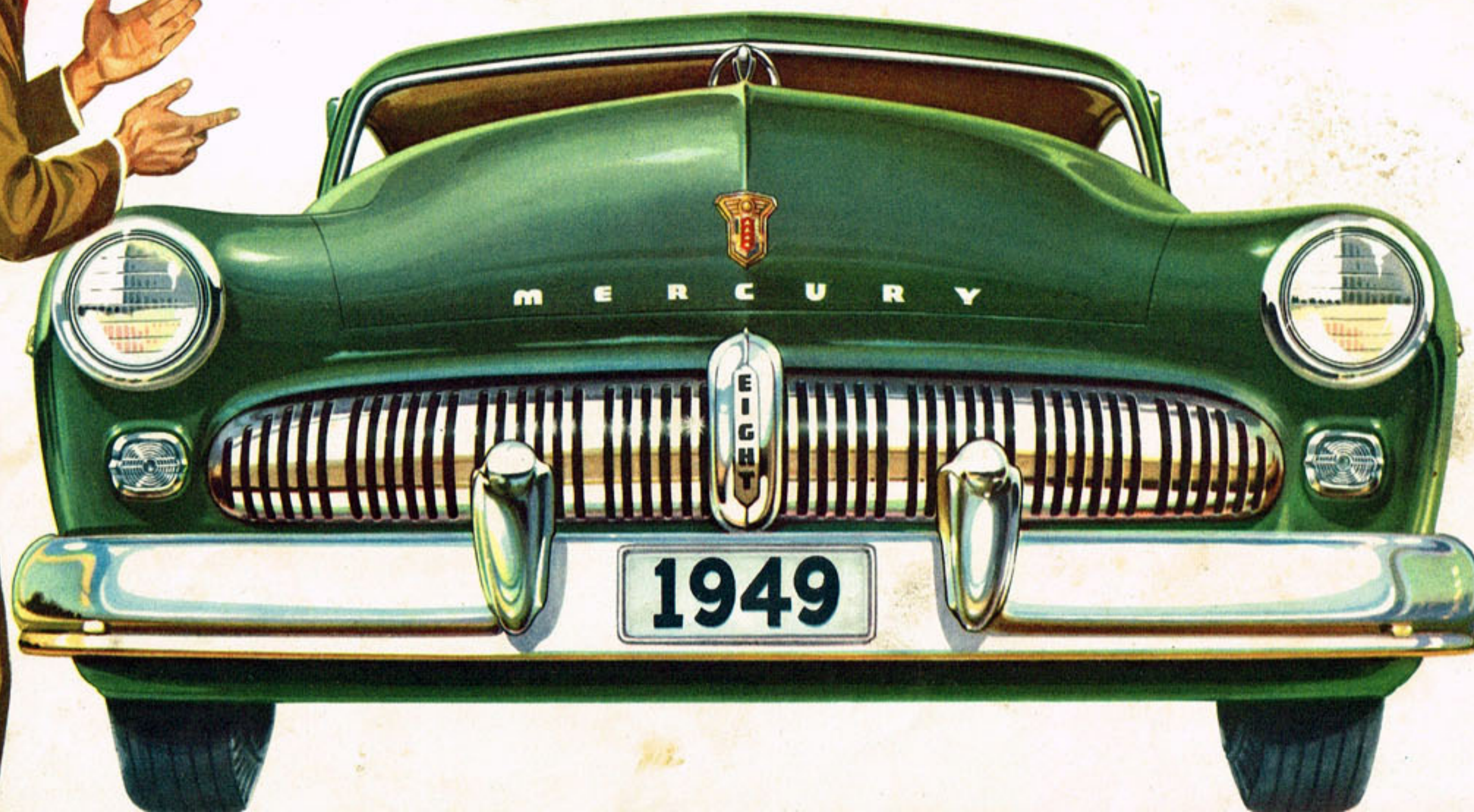


The 1949 **MERCURY!** New... All-New!





# The 1949 **MERCURY!** *New...All-New!*



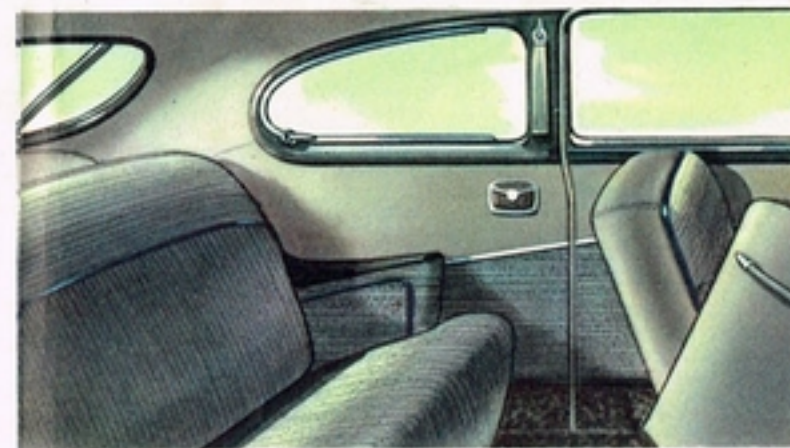
## *Mercury Sport Sedan*

Your first look will tell you that this all-new 1949 Mercury is longer, lower, wider. Its broad-beamed sturdiness is artfully combined with fleetness of line.

*Inside* you'll find luxurious, durable upholstery . . . new colors and fabrics.

Its broad seats accommodate six adults with legroom and headroom to spare.

The graceful rear deck conceals a world of luggage space.



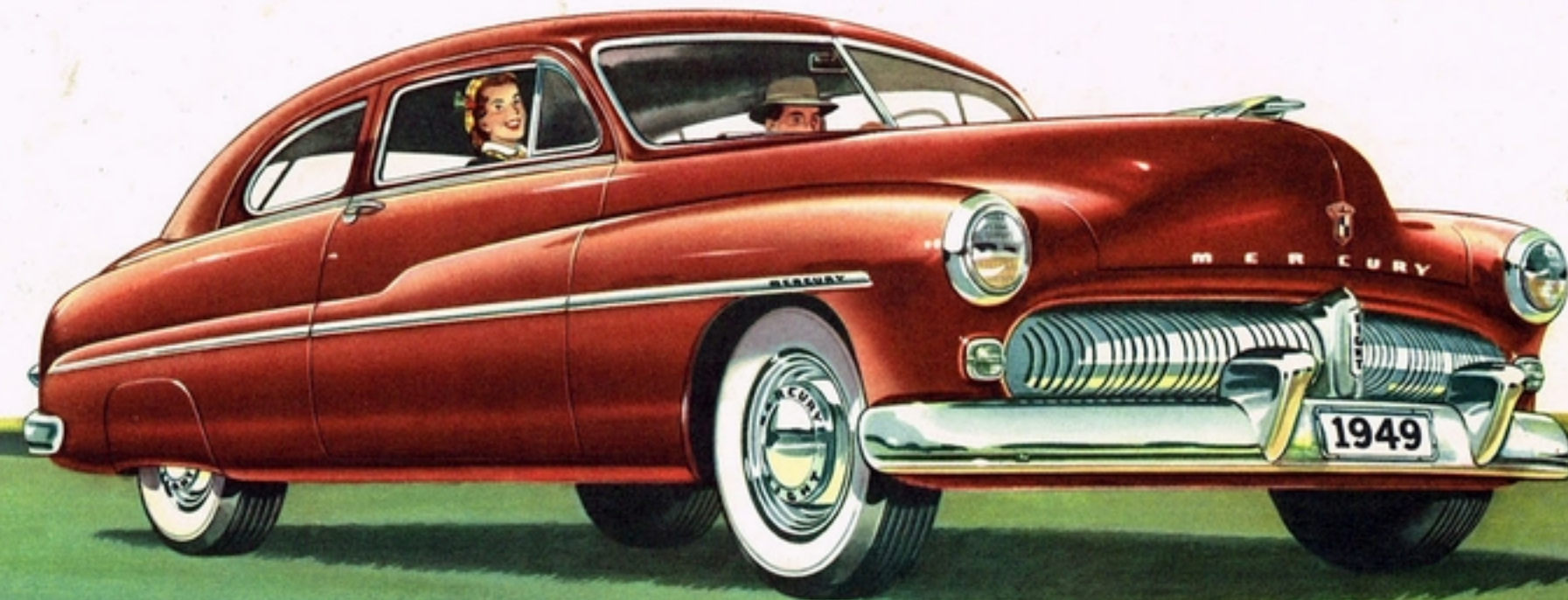
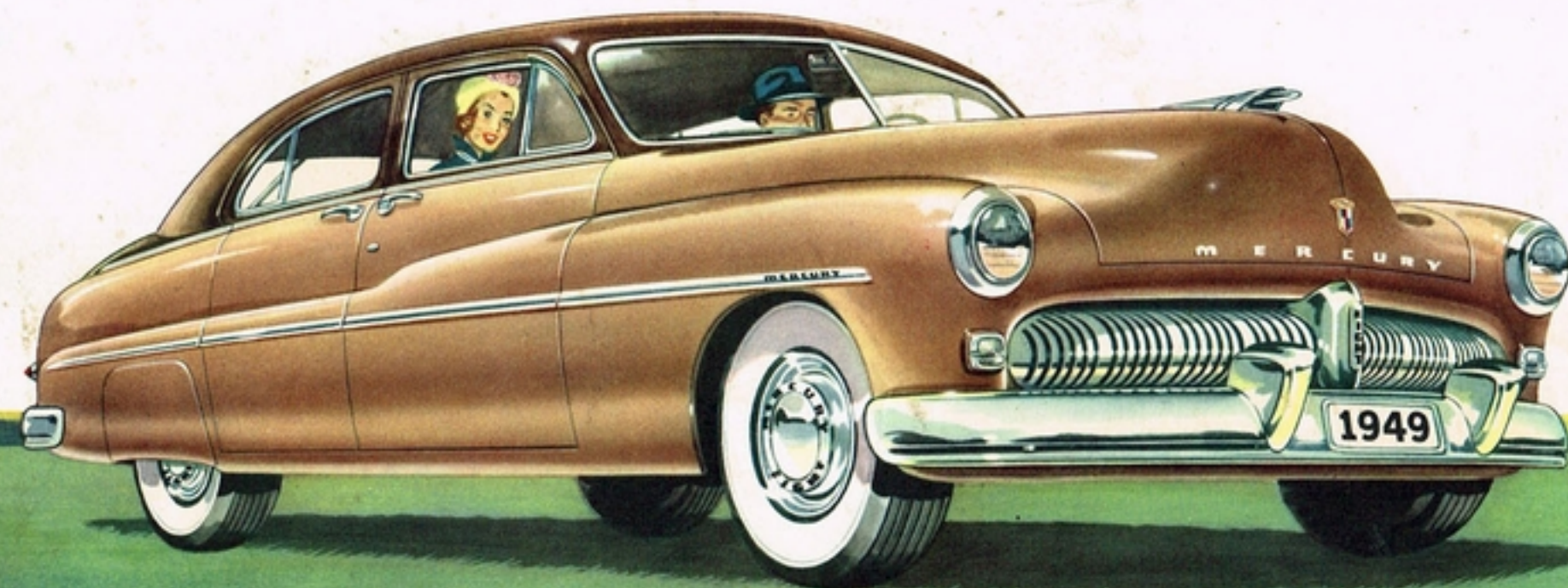
## *Mercury 6-Passenger Coupe*

Here's a combination of big seating capacity and extra-large luggage space in a smartly-styled body that turns glances into gazes. The wide, comfortable seats

hold six "king-size" passengers . . . the broad doors make getting in or out easy.

Mercury's Finger-Tip Weather Control provides year-round comfort.

An ideal car for business or family use . . . with plenty of room for anyone to snooze in the rear seat.



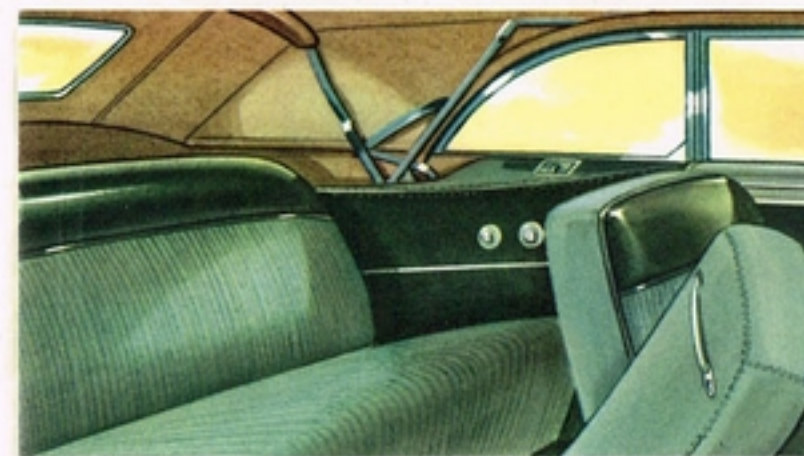


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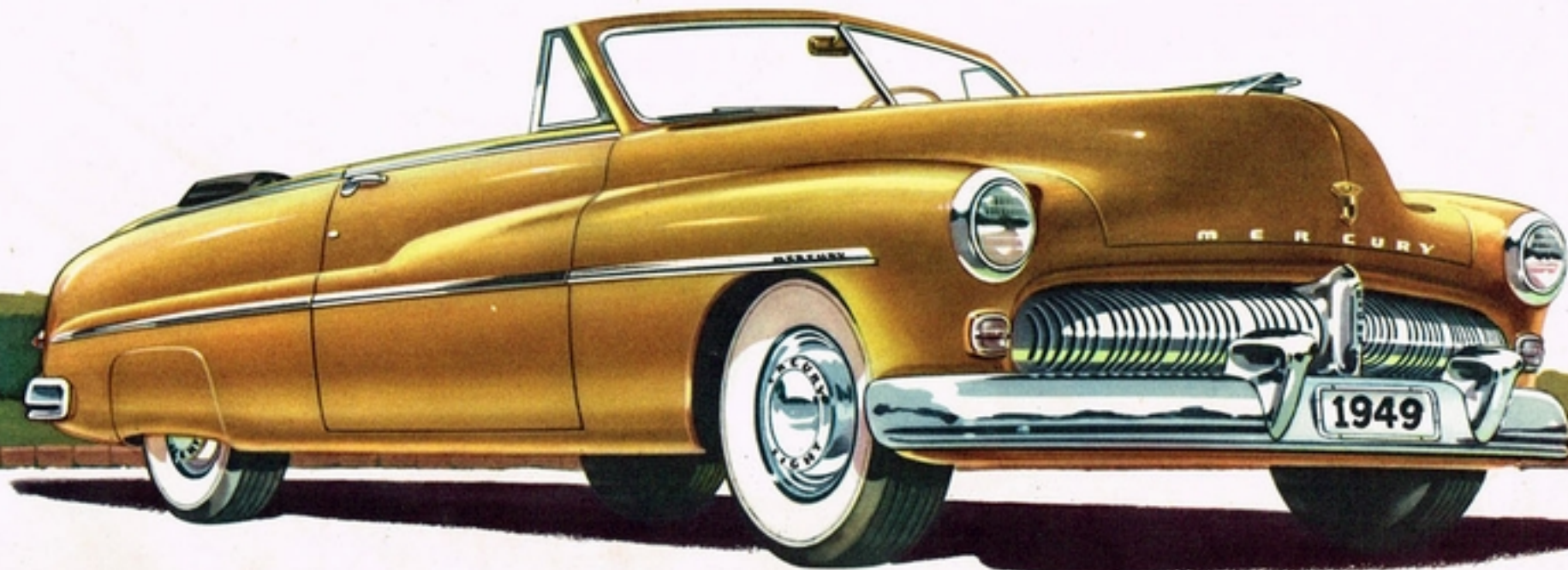
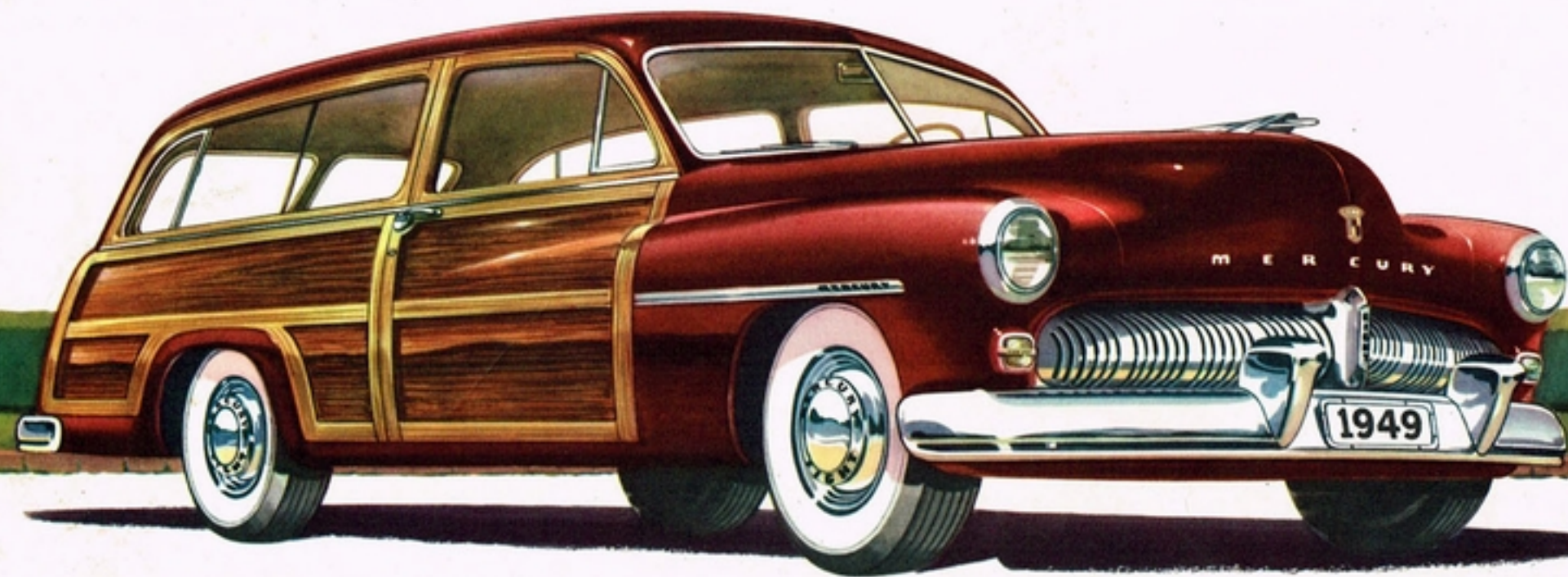
## *Mercury Station Wagon*

Handsome, practical, and roomy—the all-new Mercury Station Wagon seats 8 in 3-2-3 order. Sturdy steel top and body, with superb wood panelling bonded with stronger-than-wood plastic resins. Two-door design adds to safety as a family car, yet leaves ample room for easy loading. Counterbalanced tail gate. Center and rear seats are removable to leave more than nine feet of cargo space with tail-gate down. Large luggage space behind rear seat. Spare wheel, mounted on the tail-gate, is easily accessible. Meets safety codes for school and institutional use.



## *Mercury 6-Passenger Convertible*

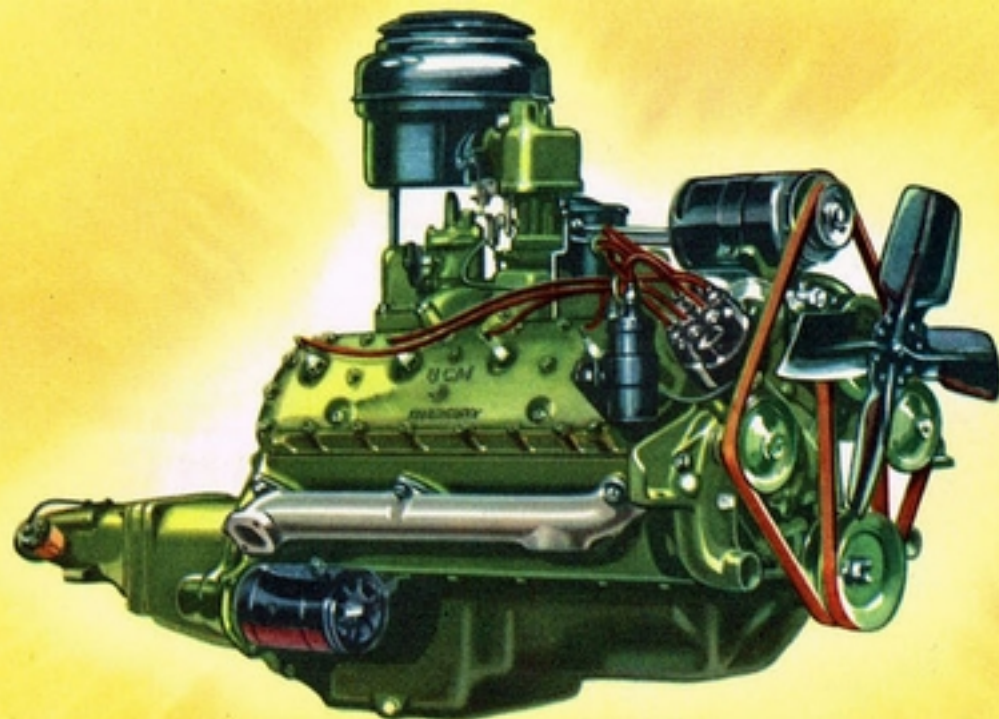
In city or open country—any time of the year—you're master of the weather with the smart Mercury Convertible for six. At a finger's touch, the top goes up or down quickly, effortlessly. Super-strength frame minimizes body strain. Double-sealed doors keep out wind and water. Window lifts and front seat adjustment are hydraulically operated. Control makes this new convertible truly an all-season car in any climate. There's a wide choice of colors for body and top. Upholstery is genuine leather and Bedford cord.



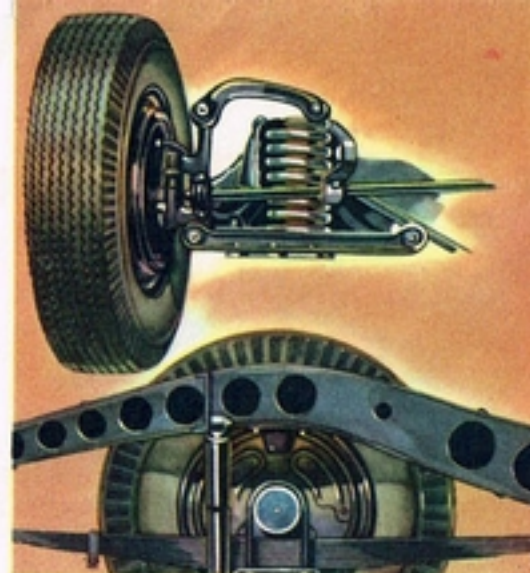


## ENGINE SPECIFICATIONS

- ★ **RATING:** The new Mercury 8 cylinder, V-type L-head engine develops 110 hp at 3600 rpm. Maximum torque: 202 foot pounds at 2000 rpm. Taxable hp, 32.5. Bore, 3 $\frac{1}{4}$  in.; stroke, 4 in. Total displacement, 255.4 cu. in. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counterbalanced crankshaft with 3 wide bearings. Heat-treated aluminum-alloy pistons with steel struts. Two compression and two oil rings. Alloy steel valve inserts for long life. One-piece valve guides.
- ★ **LUBRICATION:** Gear-type oil pump. Force feed to all crankshaft, and camshaft bearings. Heavy-duty oil filter.\* Sludge-traps in crankshaft. Positive crankcase ventilation to reduce moisture condensation. Oil capacity, 5 quarts.
- ★ **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 quarts.
- ★ **FUEL SYSTEM:** Fuel tank capacity, 19 $\frac{1}{2}$  gal. Camshaft driven diaphragm-type fuel pump. Automatic choke. Oil-bath air cleaner.\* New dual-down-draft carburetor, concentric type, checks vapor lock, saves fuel.
- ★ **ELECTRICAL SYSTEM:** Battery, 17 plate, 100-ampere hour. High-capacity generator with automatic voltage control. Automatic spark. Single-breaker distributor.



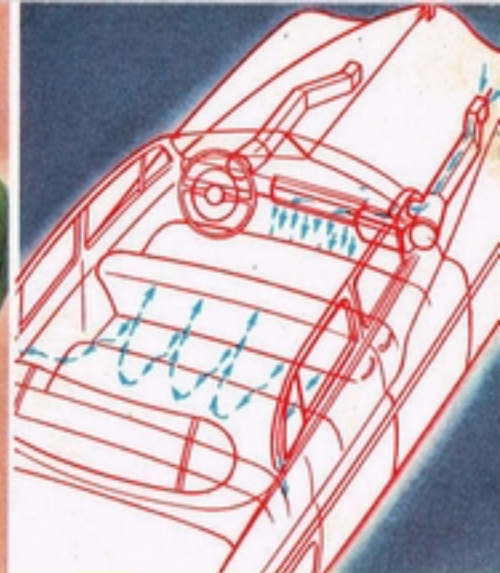
*New  
Riding  
Comfort*



Super-balloon tires give you a soft ride, with no side-sway; more traction for starts and stops; easier steering; and greater safety. All-new coil springs for front wheels, plus long leaf springs in the rear smooth out the bumps.



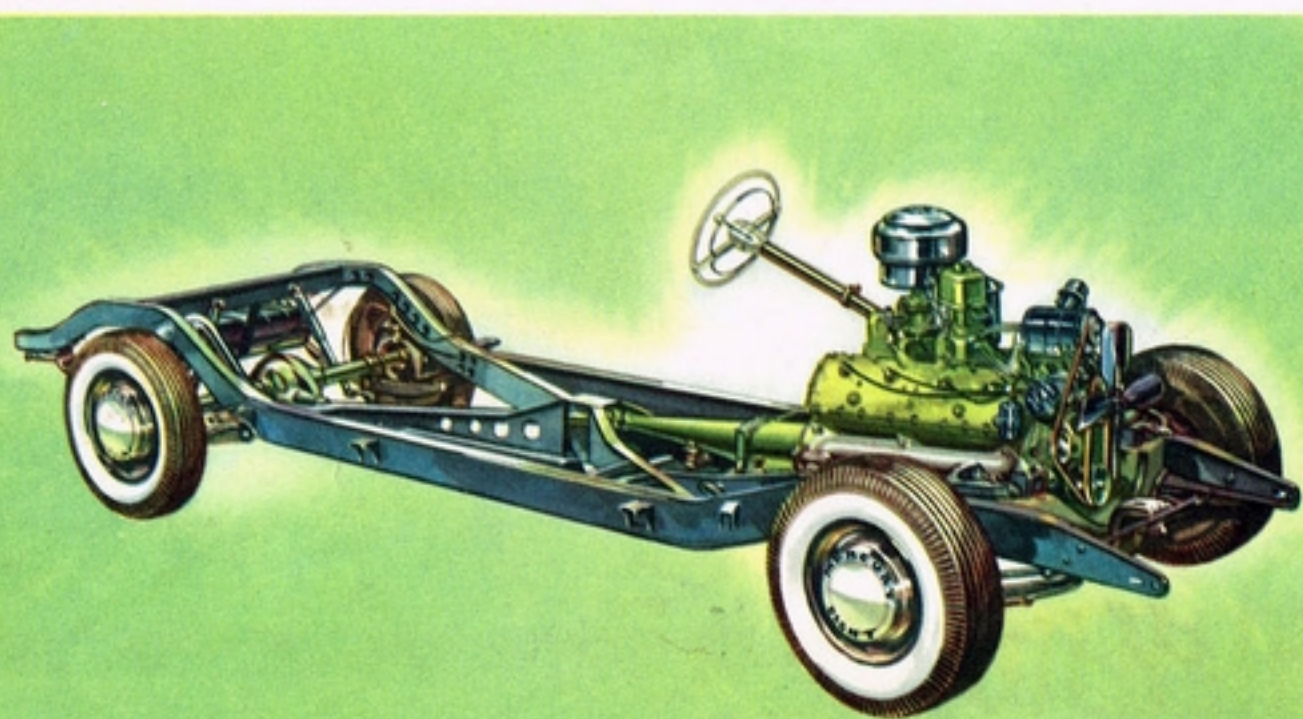
Broad, comfortable seats with dozens of coil springs, thick padding, and foam-rubber cushions (optional\*) give you easy-chair comfort. Rich, durable upholsteries blend with trim and paint for beautiful color effects.



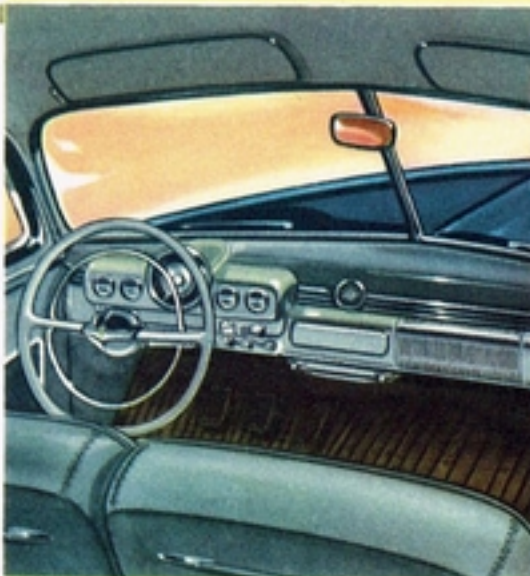
Finger-Tip Weather Control brings in controlled, draftless fresh air. Used with the new Mercury heater (optional\*), it lets you select the exact amount of heat and fresh air you want. Prevents window fogging, too.

## CHASSIS SPECIFICATIONS

- ★ **FRAME:** Heavy steel, cold-riveted and welded. X-member frame with K reinforcement bracing. Frame for convertible reinforced to provide greater rigidity and strength. Wheelbase, 118 inches. Overall length, 207 inches; station wagon, 214 inches.
- ★ **BODY:** All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat. Roomy luggage compartments with counterbalanced lids.
- ★ **WHEEL SUSPENSION:** Front, independent coil springs, with hydraulic shock absorbers inside. Stabilizer bar to reduce roll. Rear, extra-long longitudinal semi-elliptic leaf springs, with full-length liners which require no lubrication. Telescopic shock absorbers mounted "sea-leg" fashion to reduce vertical shocks and side-sway.
- ★ **DRIVE:** Single dry-plate clutch with low pedal pressure. Standard 3/1-speed silent transmission with synchronizers to provide quiet shifting. Hotchkiss rear drive with semi-floating rear axle and hypoid-type ring gear and pinion. Gear ratio, 3.9 to 1. Integral hub and axle. 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.
- ★ **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 7.10 x 15 tires are mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.



*New  
Driving  
Ease*



Visibility hits a new high in your all-new Mercury. Big safety-glass windows, small corner posts, make riding safer, driving more fun than ever. Instruments and controls are conveniently placed, plainly marked.



Five-foot three from road to roof, Mercury hugs the road, doesn't "wind-wander". The powerful new engine handles with amazing ease. Easy-action self-energizing hydraulic brakes (duo-servo type) stop you quickly, gently.



Luggage compartments in the all-new Mercury are big and convenient. Spare tire is located at side so it can be easily removed. Counterbalanced lid can be easily raised or lowered, even by a child. New lock defies weather.

\*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 IMPROVEMENT, RESERVES THE RIGHT TO CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN AND PRICES WITHOUT INCURRING OBLIGATION.



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