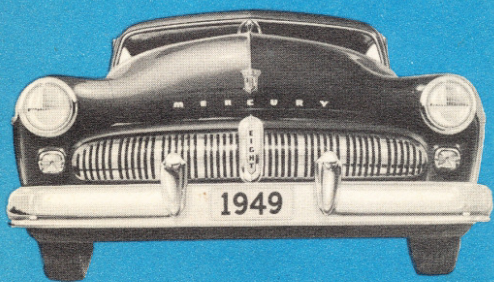


Quick Facts  
about the

*Road-Proven*

1949

MERCURY



# Road-Proven Features of the New 1949 MERCURY

## PROVEN STYLING

Low, long, beautiful—the Road-Proven Mercury artfully combines sturdiness and fleetness of line. Massive stainless steel grille, tasteful trim, and eye-catching smartness make Mercury the hit of the highway.

## PROVEN BEAUTY

Color? A selection of beautiful 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.

## PROVEN COMFORT

Added interior space provides ample room for six big adults. Soft seats have coil-spring cushions. Seats are cradled in the "comfort zone" well forward of the rear axle. New springs and shock-absorbers, plus super-balloon tires, iron out bumps like magic. Low center of gravity and ride stabilizer take curves easily.

## PROVEN "FINGER-TIP 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.

## PROVEN 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.

## PROVEN DRIVING EASE

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

## PROVEN VISIBILITY

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

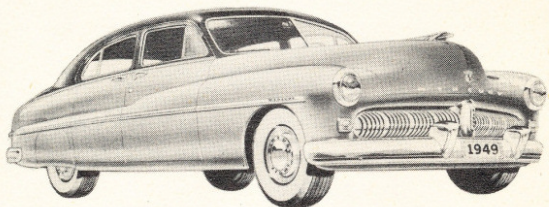
## PROVEN SAFETY

Rugged frame; extra heavy-gauge steel body; safety glass; reserve power; super-sure easy action brakes; super-balloon tires; road-hugging stability; fresh-air ventilation—add up to real safety.

## PROVEN ECONOMY

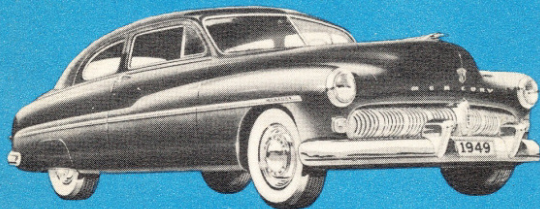
The powerful, new 8-cylinder, V-type engine has surprising economy—17 . . . 18 . . . 19 miles per gallon and up (and even more with optional\* overdrive).

# Big, Beautiful Body Styles



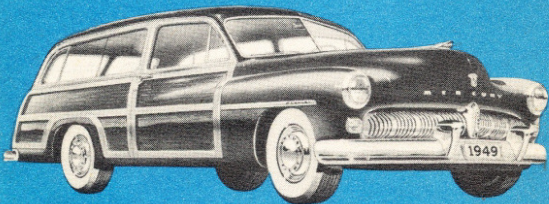
## MERCURY SPORT SEDAN

*A stunning four-door sedan for six "grown ups," it's home wherever you may travel.*



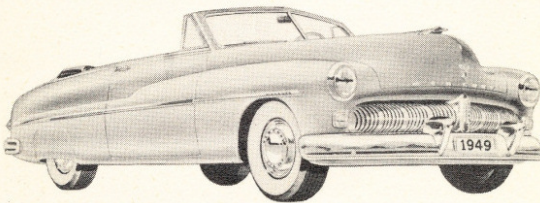
## MERCURY SIX-PASSENGER COUPE

*This two-door model has plenty of room for six adults with "cross-country" luggage space.*



## MERCURY STATION WAGON

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



## MERCURY SIX-PASSENGER CONVERTIBLE

*An all-season car with "push-button" operated top, front seat, and windows.*

It's the 1949 **MERCURY** -and it's *Road-Proven!*

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

## **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 2,000 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. 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, 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, extra heavy-gauge, all-steel body. Welded-steel floor lends added torsional strength. Insulated against noise, dust, heat, and cold. Power-operated windows optional\* on all closed 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 sidesway.

**WHEELBASE**—118 inches. Overall length: 206.76 inches (Station Wagon: 213.9). Tread: front 58.5 inches; rear, 60 inches. Maximum body width: 76.9 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 24%, saving engine wear, fuel, and oil. Axle ratio for overdrive is 4.27 to 1.

The 1949  
**MERCURY**

*Road-Proven*

by thousands of owners  
for millions of miles!

\*OPTIONAL EQUIPMENT. WHITE SIDE-WALL TIRES AND REAR WHEEL SHIELDS AVAILABLE AT EXTRA COST.

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.