

"Better than ever"



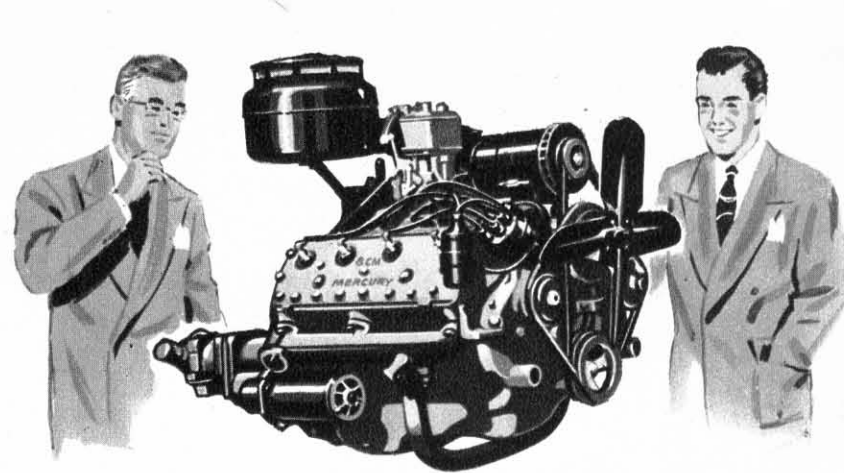
the new 1950

**MERCURY**



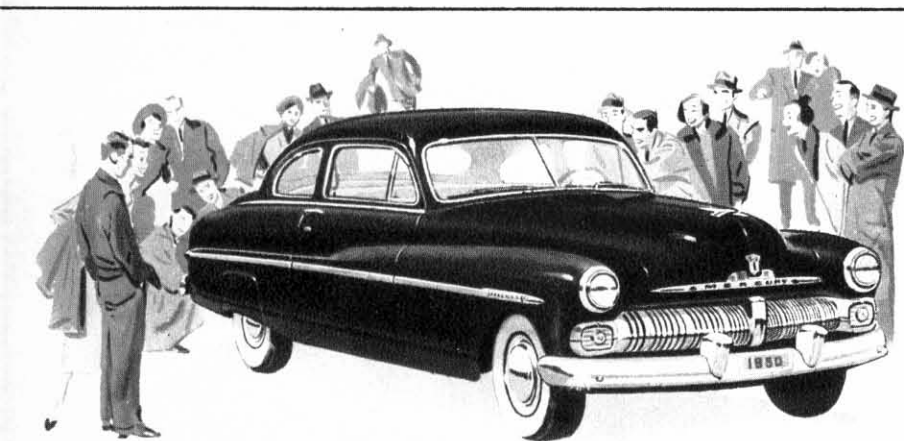
## Better in safety

For velvet-smooth stops—*every time*—you just can't beat the big, super-safe 1950 Mercury brakes. They're easy-acting . . . grip "for sure" at the touch of your foot . . . and their tough linings are built to L-A-S-T!



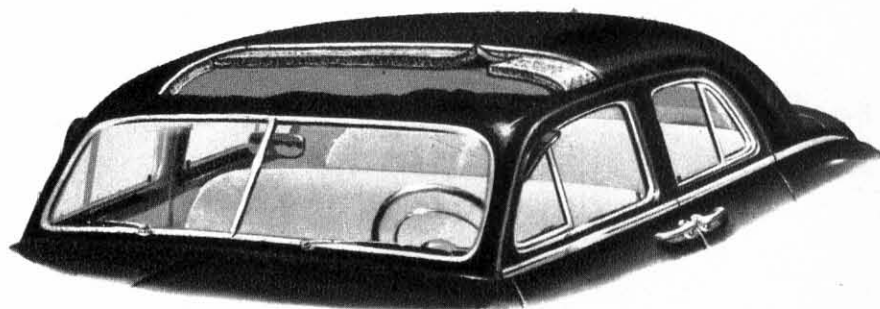
## Better in performance

There's no car like the 1950 Mercury with its improved, new "Split-Second" starting plus "Hi-Power Compression"! And Mercury's livelier 8-cylinder, V-type engine is built to go farther with *less maintenance!*



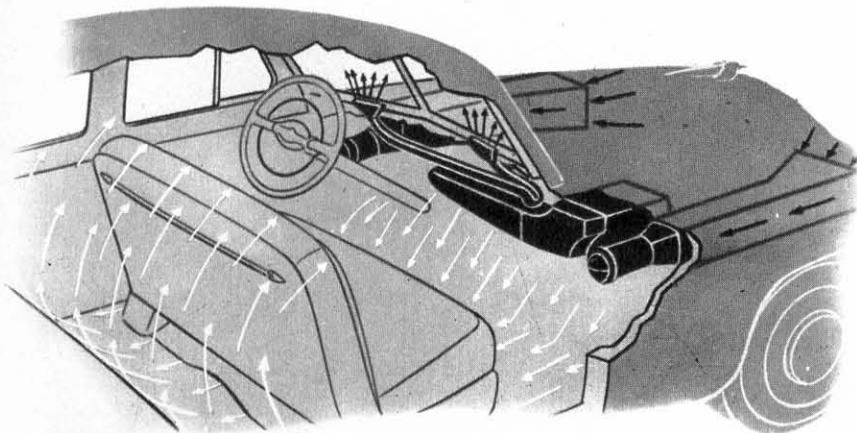
## Better in value

Notice how many more Mercurys you see on the road today? That's because Mercury popularity is growing so fast. Dollar for dollar it's the *new car value* of the day. Mercury *resale value* is better than ever, too.



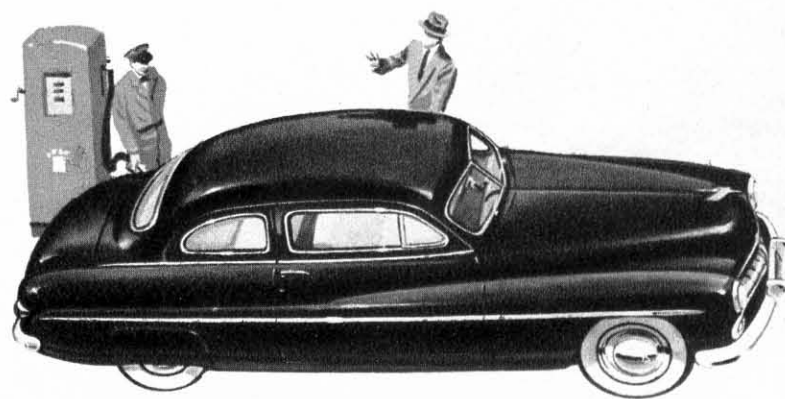
## Better in noise control

For more restful riding, you'll appreciate the new Mercury "Quiet-tone" soundproofing. A noise-deadening layer of Fiberglas completely insulates the roof and dash . . . shuts out distracting wind and road noises . . . gives you a truly relaxed ride.



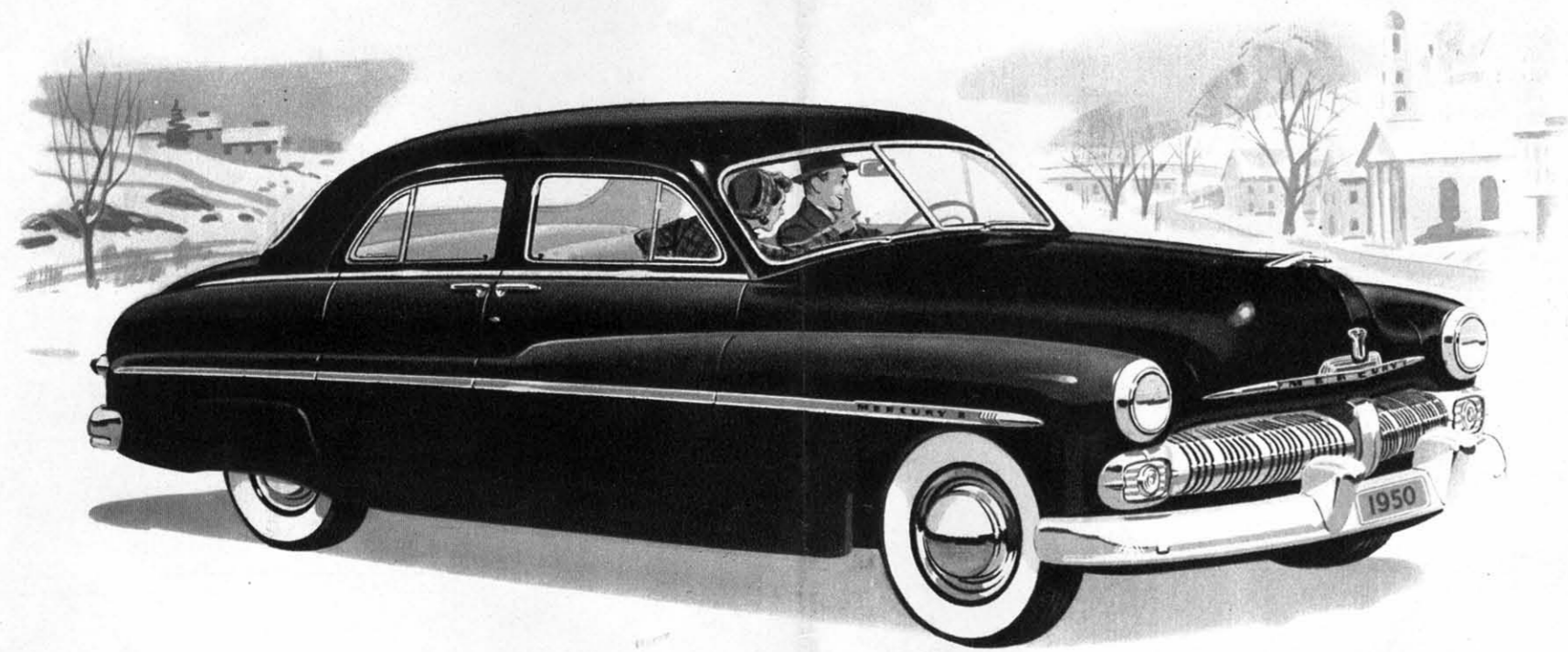
## Better in "air flow"

You get a complete change of air in a matter of seconds! The new "Merco-Therm" ventilating and heating\* system whisks away stale air, provides plenty of heat for even the coldest days, operates with just three control knobs.

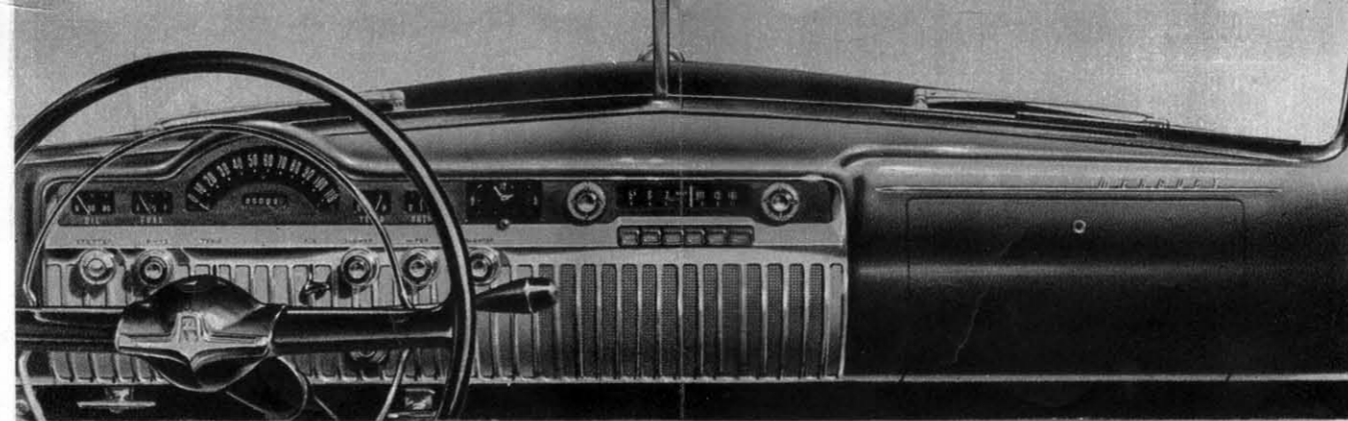


## Better in economy

Mercury engineers have worked to make the 1950 Mercury better than ever in economy—with improvements in Mercury's gas-saving "Econ-O-Miser" carburetor! Touch-O-Matic Overdrive\* adds more miles per gallon.



1950 **MERCURY** SPORT SEDAN



*Better in styling and comfort*

The new 1950 Mercury is sleek, massive, low to the road—with clean, flowing lines accented by gleaming new trim. A handsomely designed new "Safe-T-Vue" instrument panel and beautifully "customized" new upholsteries make Mercury better than ever in interior styling. The 1950 Mercury ride is smoother than ever, too—thanks to improved "Cushion-Coil" front springing—new "Lounge-Rest" foam-rubber seat cushions.



1950 **MERCURY** STATION WAGON



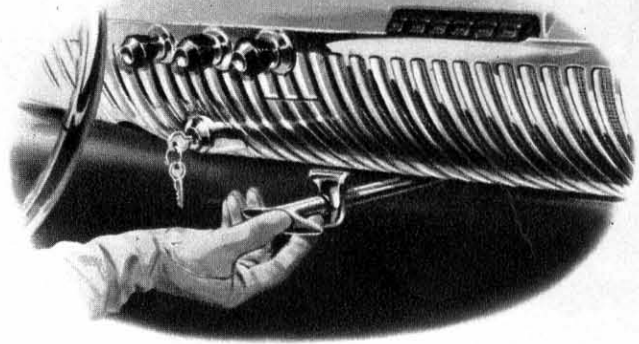
1950 **MERCURY** SIX-PASSENGER COUPE



1950 **MERCURY** SIX-PASSENGER CONVERTIBLE

## Touch-O-Matic Overdrive\*

Get up to two *free* gallons in every 10! At any speed above 26 miles per hour, engine revolutions are cut 24% without affecting car speed. You may save up to 20% on gas consumption on long trips . . . increase engine life.



## 1950 MERCURY SPECIFICATIONS

### ENGINE SPECIFICATIONS

**RATING:** The 1950 Mercury 8-cylinder, V-type, L-head engine develops 110 hp. at 3600 rpm. Maximum torque: 200 foot pounds at 2000 rpm. Taxable hp., 32.5. Bore,  $3\frac{3}{16}$  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:** 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. New advanced design silent fan. Coolant capacity, 22.25 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-downdraft carburetor, concentric type, checks vapor lock, saves fuel.

**ELECTRICAL SYSTEM:** Battery, 17-plate, 100-ampere hour. High capacity generator with automatic voltage control. New advanced design automatic spark. Single-breaker distributor.

### 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. Over-all length, 207 inches; station wagon, 214 inches.

**BODY:** All steel, heavily reinforced with welded steel floor. Insulated against noise and heat. Roomy luggage compartment with counterbalanced lid.

**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 sidesway.

**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\* reduces engine speed 24%, 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.

*\*Optional equipment at extra cost. White side-wall tires and rear wheel shields also available at extra cost.*

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# Ask for a free demonstration today!