

# Quick Facts

ABOUT THE

"Better than ever"

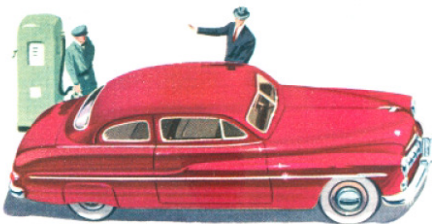
1950

**MERCURY**

NICOLSON - JONES MOTOR CO.  
1013-17 HENDERSON ST.



The "Better than ever" features of the NEW 1950 **MERCURY**



Better  
in  
styling

It's been fashioned for the 'Fifties. The large array of sparkling new body colors . . . the striking new nylon and broadcloth upholsterys . . . the beautiful new front-end design . . . all team up to make the 1950 Mercury "better than ever" — a car that stands out as a style leader in any setting.

Better  
in  
performance

Mercury's V-type, "Hi-power Compression" engine gets every ounce of energy out of every gallon of gas. For climbing the "big ones" . . . for safe, sure passing on the highway . . . for extra power in a pinch—you'll find it one of the sweetest, thriftiest "eights" you've ever handled.



Better  
in  
comfort

There's a wonderful roominess in the 1950 Mercury's new "Customized Interiors." The foam-rubber cushioned "Lounge-Rest" seats provide easy-chair comfort for six BIG adults. "Cushion Coil" front springing is just one of the reasons why even "back roads" seem highway smooth.

Better  
in  
safety

For example, look at the beautiful new "Safe-T-Vue" instrument panel. It's designed for "quick-glance" reading by day or night. And then there's the rugged all-steel body and frame; big, easy-acting hydraulic brakes; and "Hi-Wide" visibility to the front, side, and rear . . . all for your security.



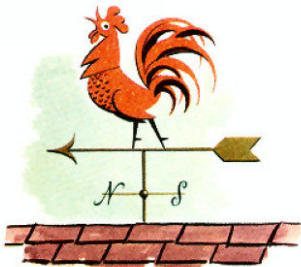
**Better**  
in noise  
control

There's new "Quiet-tone" sound-proofing inside the Mercury. A new Fibreglas roof-pad beneath the all-steel top virtually cancels out wind and road noises. Fibreglas insulates the dash as well. The interior is so quiet, you'll scarcely hear the soft purring of the engine. You can relax in quiet comfort.



**Better**  
in  
economy

Thrifty? You bet it is! Mercury's "Econ-O-Miser" carburetor helps keep fuel costs down . . . mileage up. Then, too, there's Touch-O-Matic Overdrive—the unit that provides an automatic fourth gear, reduces engine speed without affecting car speed, and results in fuel savings as high as 20 per cent. \*(Optional at extra cost.)



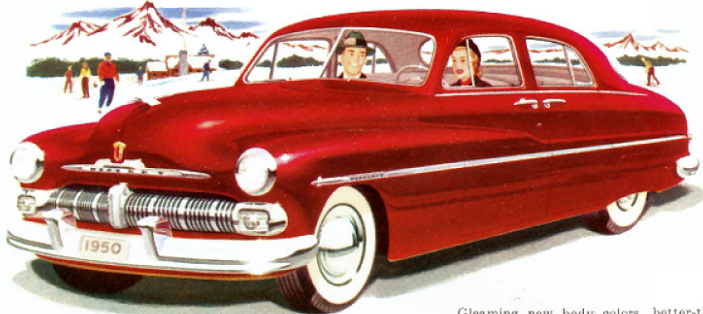
**Better**  
in heating  
and ventilation

The new "Mercro-Therm" heating and ventilating system (heater is optional) gives you a complete change of fresh air in a matter of seconds. And there are only three controls to operate . . . easy to set for "living room comfort" in any weather. No drafts, no window-fogging, no stale air. A powerful defroster completes the system.



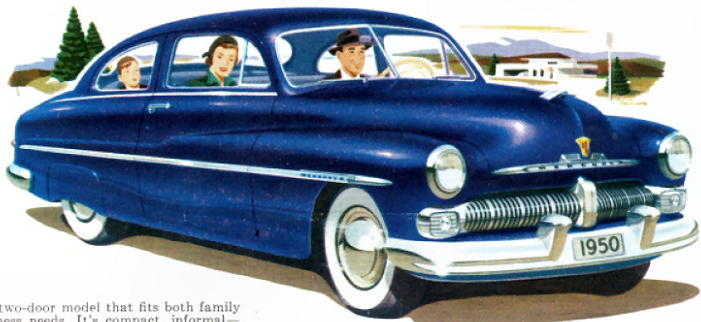
**Better**  
in  
value

Mercury is the "value-wise" car of the year. No matter how you look at it . . . performance, styling, comfort, safety, economy . . . you won't find a better car for your money. Walk around it, get behind the wheel, drive it. You'll discover dozens of "extras" that anticipate your every driving need.



Gleaming new body colors, better-than-ever styling, and glamorous new decorator-type upholsteries put this smart and roomy four-door, six-passenger sedan in a class by itself. Its long, low lines . . . ease of handling . . . exquisite appointments . . . wonderful comfort . . . all spell l-u-x-u-r-y and deluxe travel never found before in the Mercury price class.

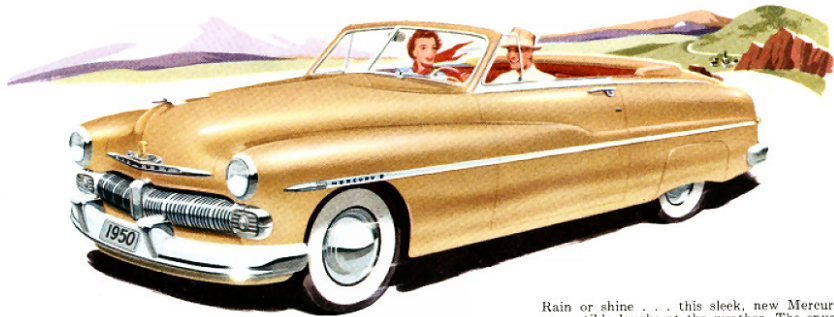
New 1950 **MERCURY** SPORT SEDAN



Here's a two-door model that fits both family and business needs. It's compact, informal—yet has the big six-passenger seating capacity of a sedan. The two-door arrangement makes it an ideal car for families with small children. The spacious trunk compartment provides ample room for all your business-trip or pleasure luggage and equipment.

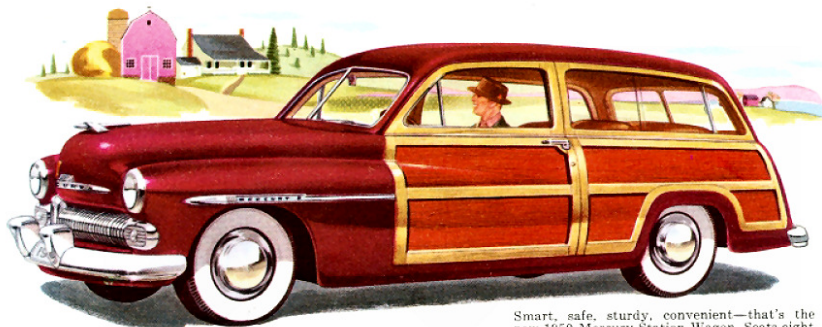
New 1950 **MERCURY** SIX-PASSENGER COUPE





New 1950 **MERCURY** SIX-PASSENGER  
CONVERTIBLE

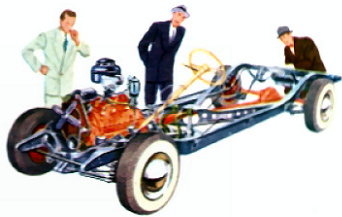
Rain or shine . . . this sleek, new Mercury convertible laughs at the weather. The snug-fitting automatic top, safety-glass windows, and wide front seat are all "push-button" operated. New, smart "fashion-wise" interiors are available with all-leather or leather and nylon upholsteries. And there's a wide choice of beautiful body colors.



New 1950 **MERCURY** STATION  
WAGON

Smart, safe, sturdy, convenient—that's the new 1950 Mercury Station Wagon. Seats eight in 3-2-3 order. Remove the middle and rear seats and you've got 118 cubic feet of storage space for heavy-duty hauling. It's all-steel throughout, even in back of the handsome maple and mahogany panelling. Seats are of real leather in red, tan, or green.

# Specification Highlights of the NEW 1950 **MERCURY**



## ENGINE SPECIFICATIONS

(This engine is backed by the experience of the company that has made more V-type eight-cylinder engines than all other manufacturers combined.)

**RATING:** The 1950 eight-cylinder, V-type, L-head engine, developed and built exclusively for Mercury, develops 110 hp. at 3600 rpm. Maximum torque: 200 foot pounds at 2000 rpm. Taxable hp., 32.5. Bore, 3 $\frac{1}{8}$  in.; stroke, 4 in. Total displacement, 255.4 cu. in. Three-point rubber mounting. Compression ratio, 6.8 to 1. Counter-balanced 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. Pressure type automatic spark control. Single-breaker distributor.

## CHASSIS SPECIFICATIONS

**FRAME:** Heavy steel, cold-riveted and welded. X-member frame with K reinforcement bracing. Wheelbase, 118 in. Over-all length, 207 in.; station wagon, 214 in.

**BODY:** All steel, heavily reinforced, with welded steel floor. Insulated against noise and heat.

**WHEEL SUSPENSION:** Front, independent coil springs, with hydraulic shock absorbers inside. Linkless stabilizer bar to reduce roll. Rear, 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\*. Axle ratio for Overdrive is 4.27 to 1.

**BRAKES:** "Duo-servo" type, four-wheel hydraulic brakes. Cable-type parking brake.

**TIRES:** Super-balloon 7.10 x 15 tires are mounted on pressed-steel wheels with extra-wide rims for safety and riding comfort.

## Touch-O-Matic Overdrive\*



Touch-O-Matic Overdrive\* gives you several free miles on every gallon. It's an automatic fourth gear that permits your engine to loaf while your car skims ahead. Engine wear is reduced. You get a smoother, quieter, more economical ride.

\*Optional equipment illustrated or described in this booklet at extra cost. While side-wall tires and rear wheel shields also available at extra cost.

*Make your next car the*

*"Better than ever"*

**1950 MERCURY**



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, AND PRICES WITHOUT INCURRING OBLIGATION.