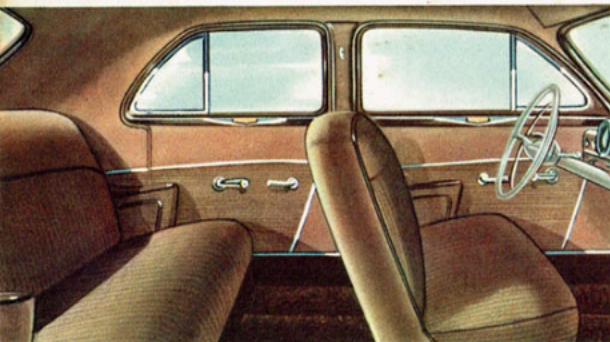


The 1949 **MERCURY!** *New... All-New!*



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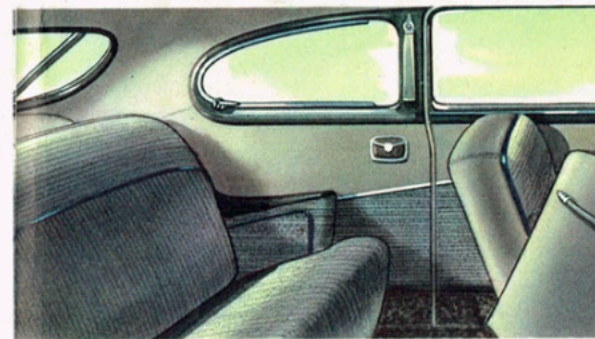
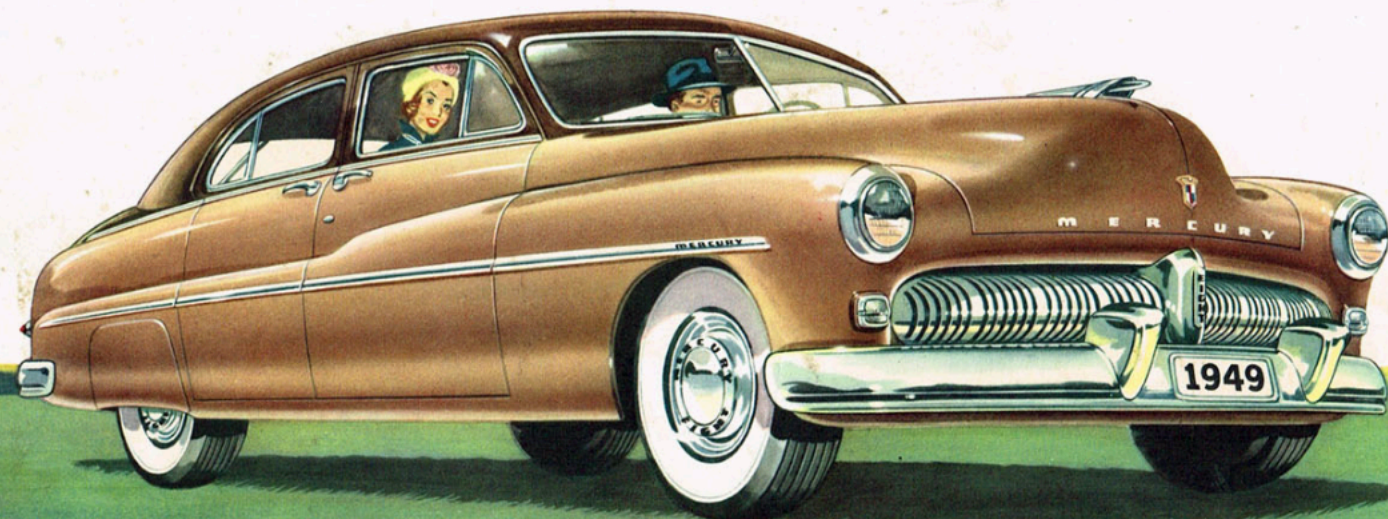
Mercury Sport Sedan

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.

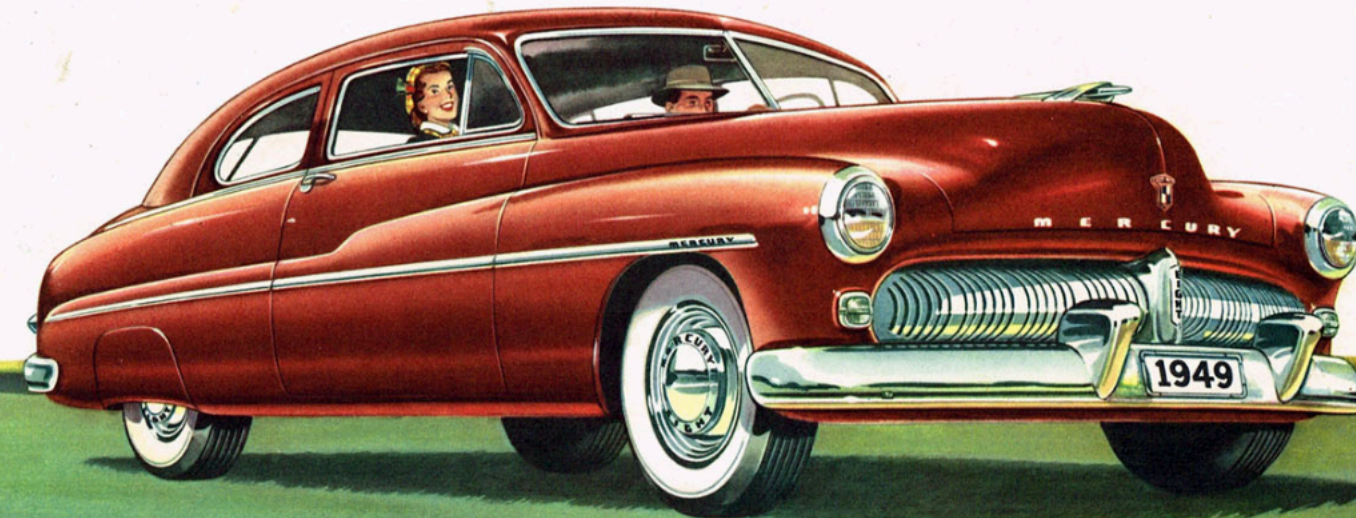
The graceful rear deck conceals a world of luggage space.



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.

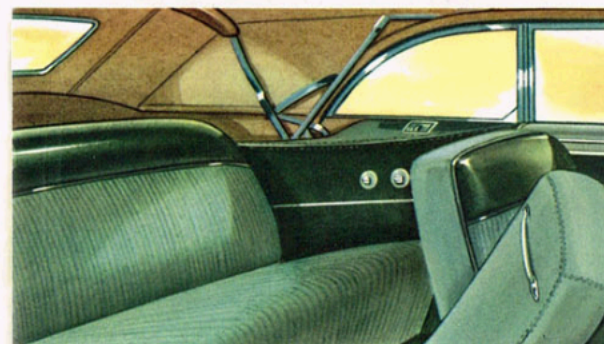


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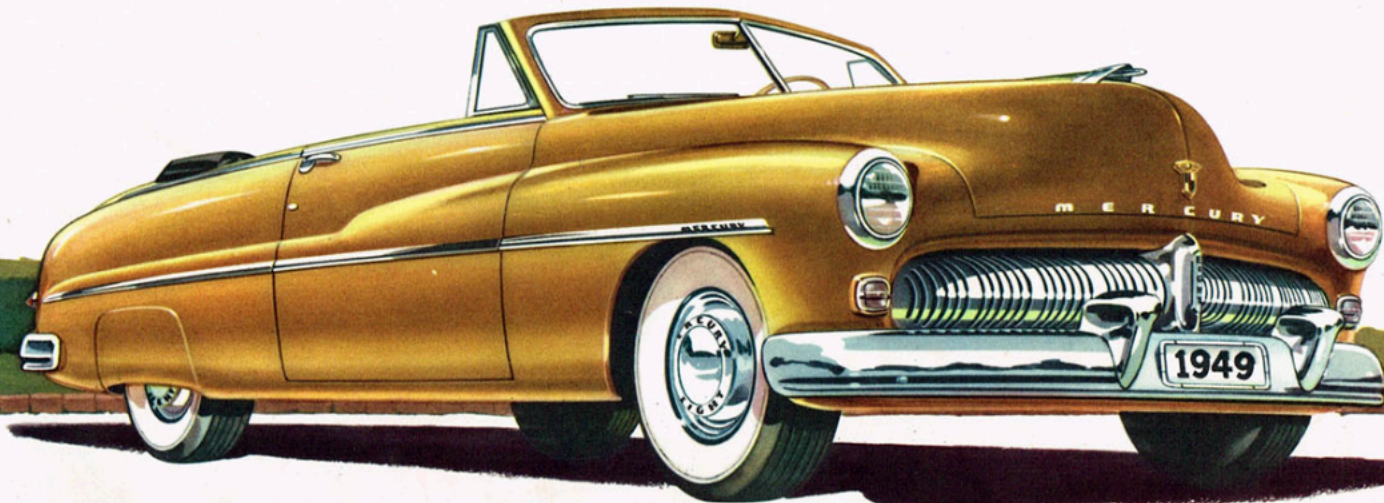
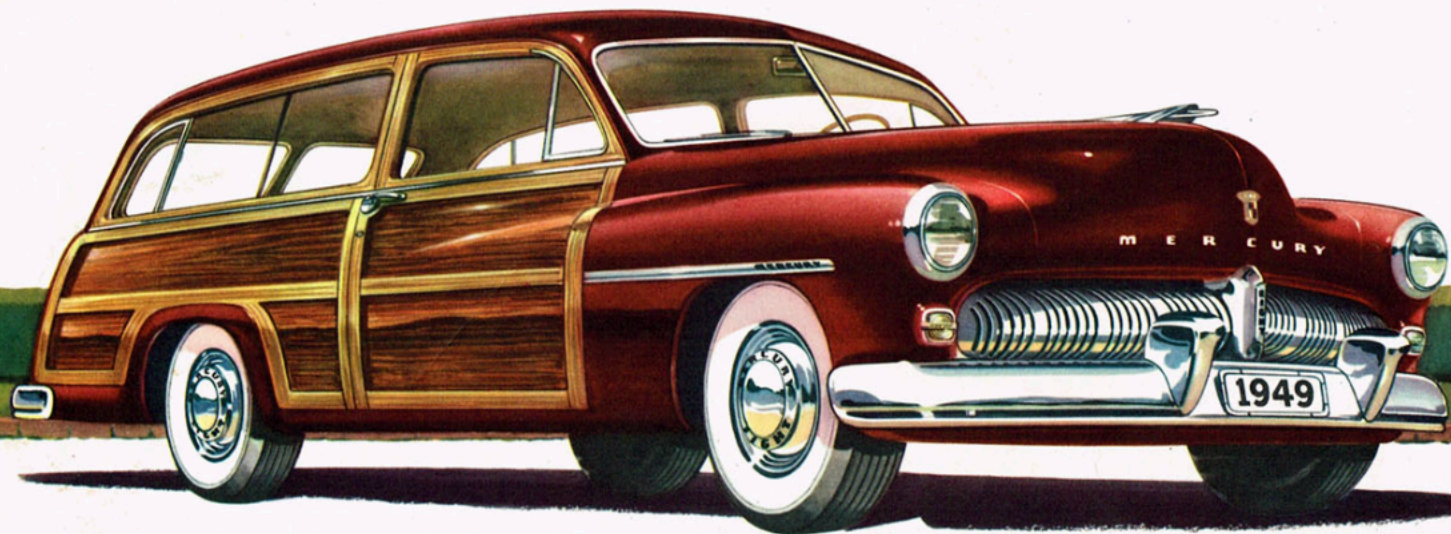
Mercury Station Wagon

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.



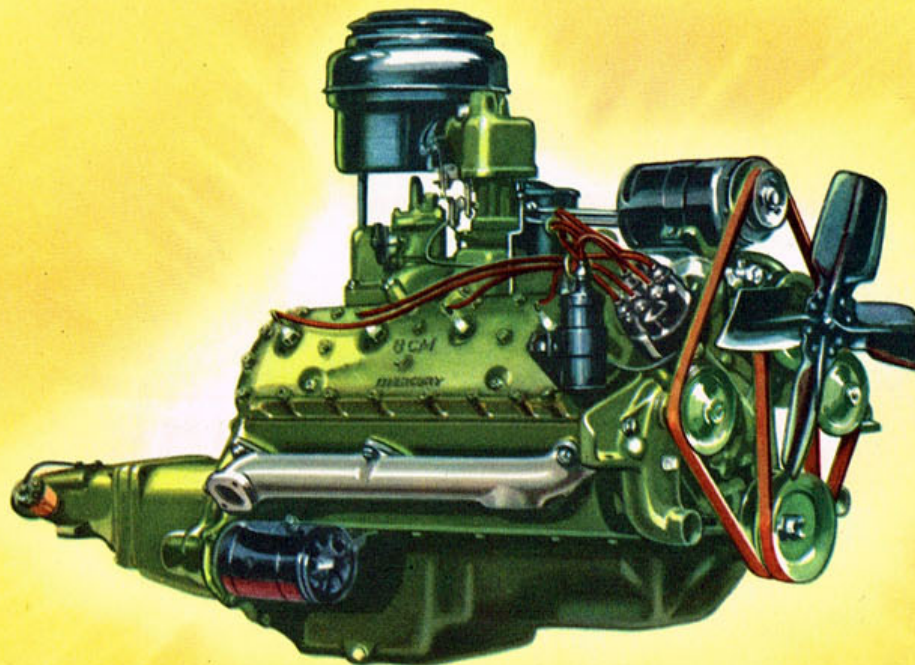
Mercury 6-Passenger Convertible

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.



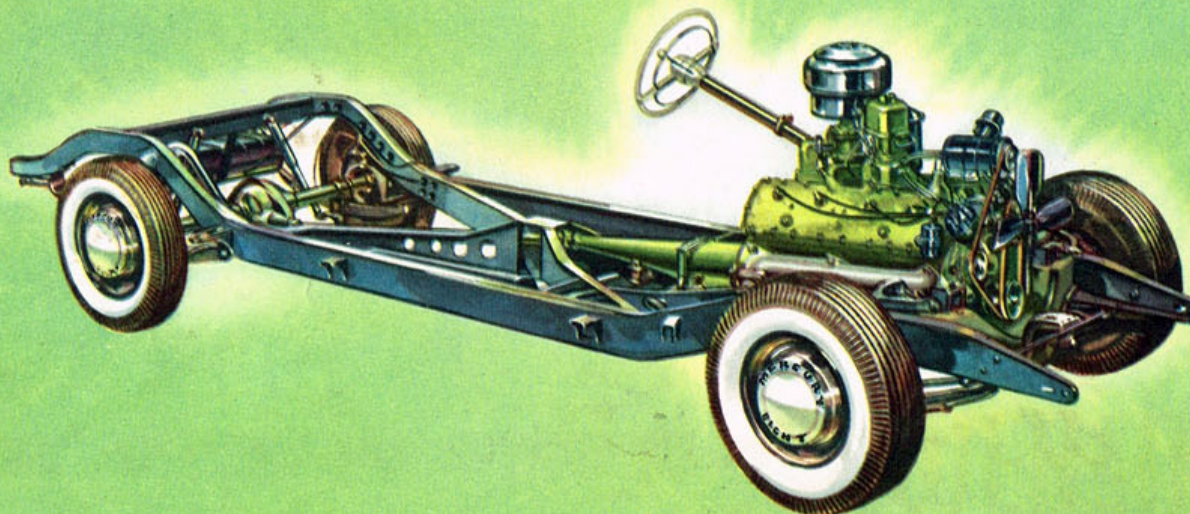
ENGINE SPECIFICATIONS

- ★ **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, $3\frac{3}{16}$ 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:** 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.



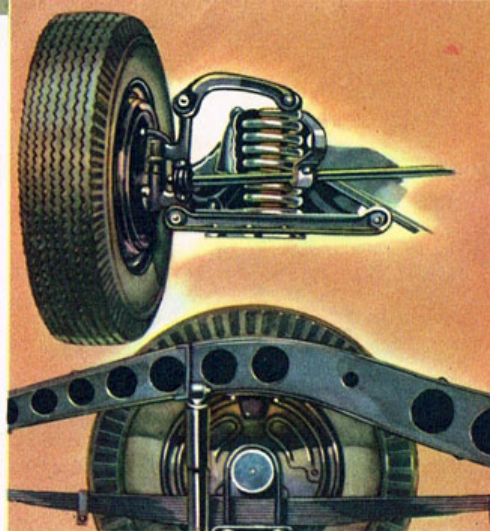
CHASSIS SPECIFICATIONS

- ★ **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.

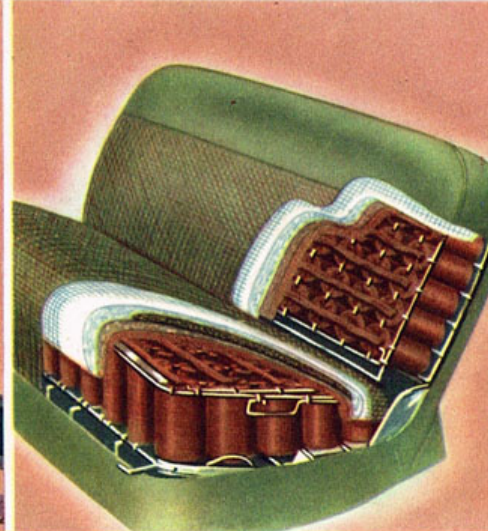


*OPTIONAL EQUIPMENT. WHITE SIDEWALL TIRES AND REAR FENDER SHIELDS AVAILABLE AT EXTRA COST. LINCOLN-MERCURY DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF IMPROVEMENT, RESERVES THE RIGHT TO CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN AND PRICES WITHOUT INCURRING OBLIGATION.

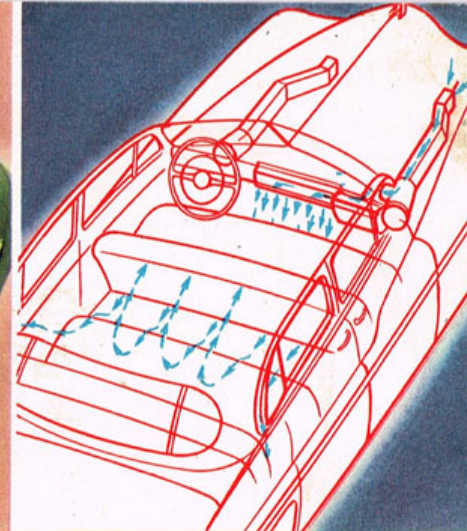
New Riding Comfort



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.

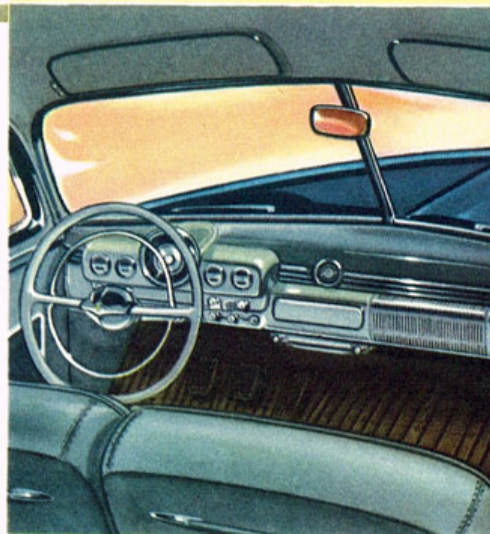


Broad, comfortable seats with dozens of coil springs, thick padding, and foam-rubber cushions (optional*) give you easy-chair comfort. Rich, durable upholsteries blend with trim and paint for beautiful color effects.

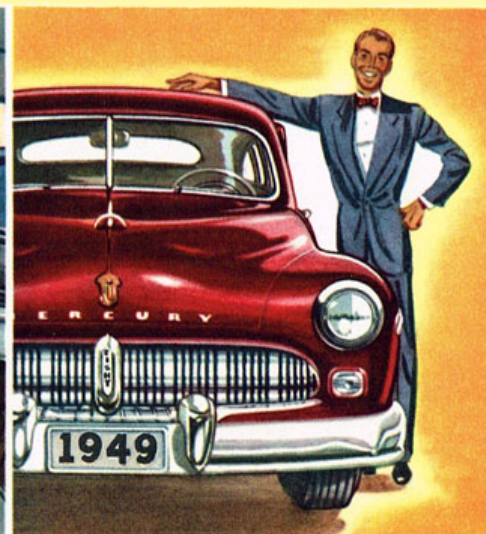


Finger-Tip Weather Control brings in controlled, draftless fresh air. Used with the new Mercury heater (optional*), it lets you select the exact amount of heat and fresh air you want. Prevents window fogging, too.

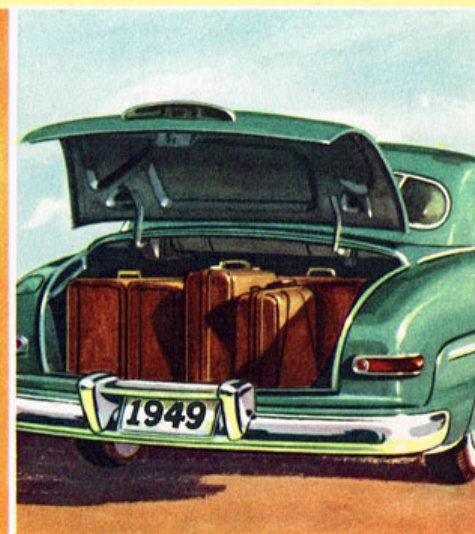
New Driving Ease



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-feet 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. Counter-balanced lid can be easily raised or lowered, even by a child. New lock defies weather.

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