



presenting the

*"Better than ever"* **1950 MERCURY**

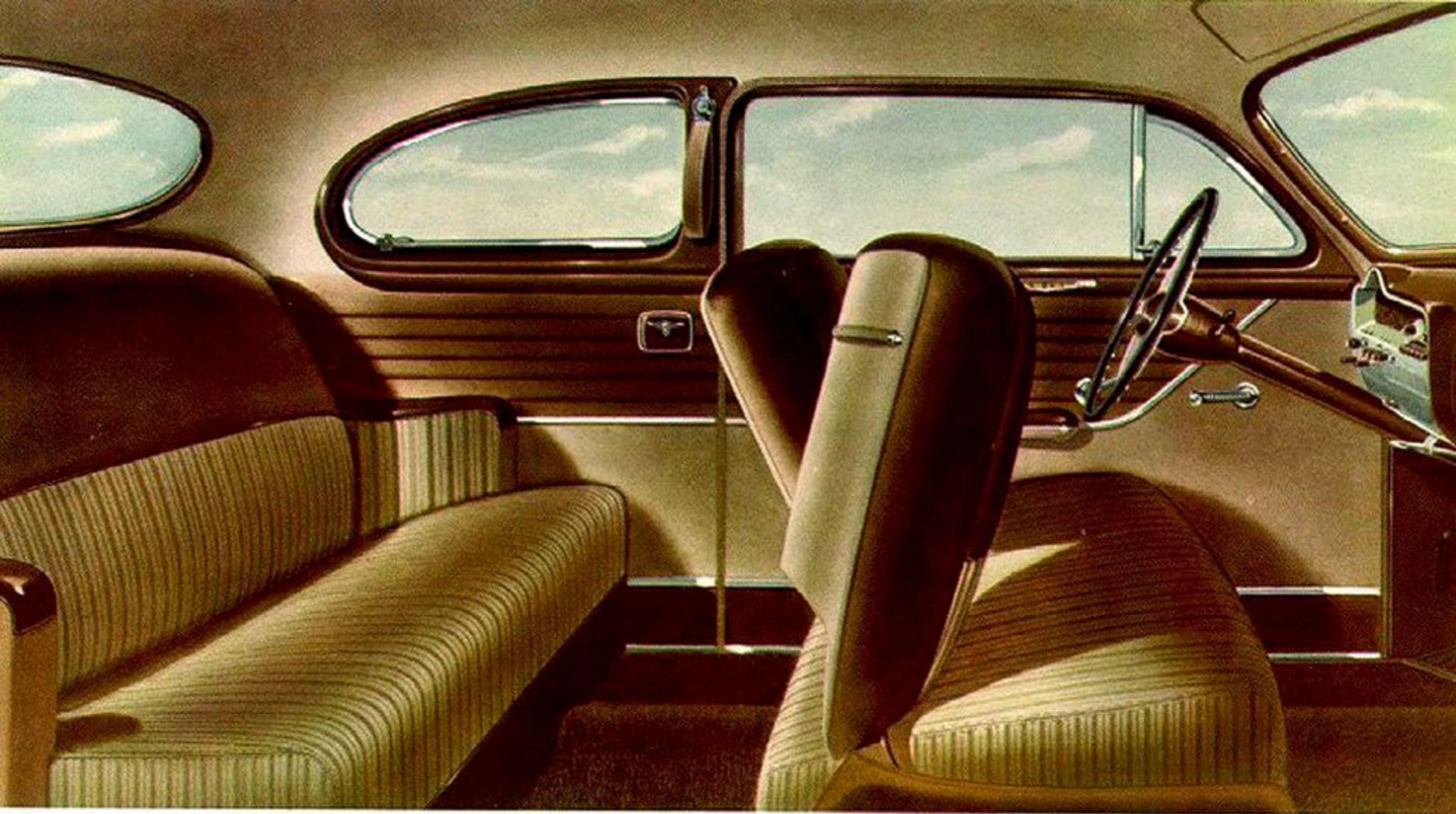


# 1950 **MERCURY** models



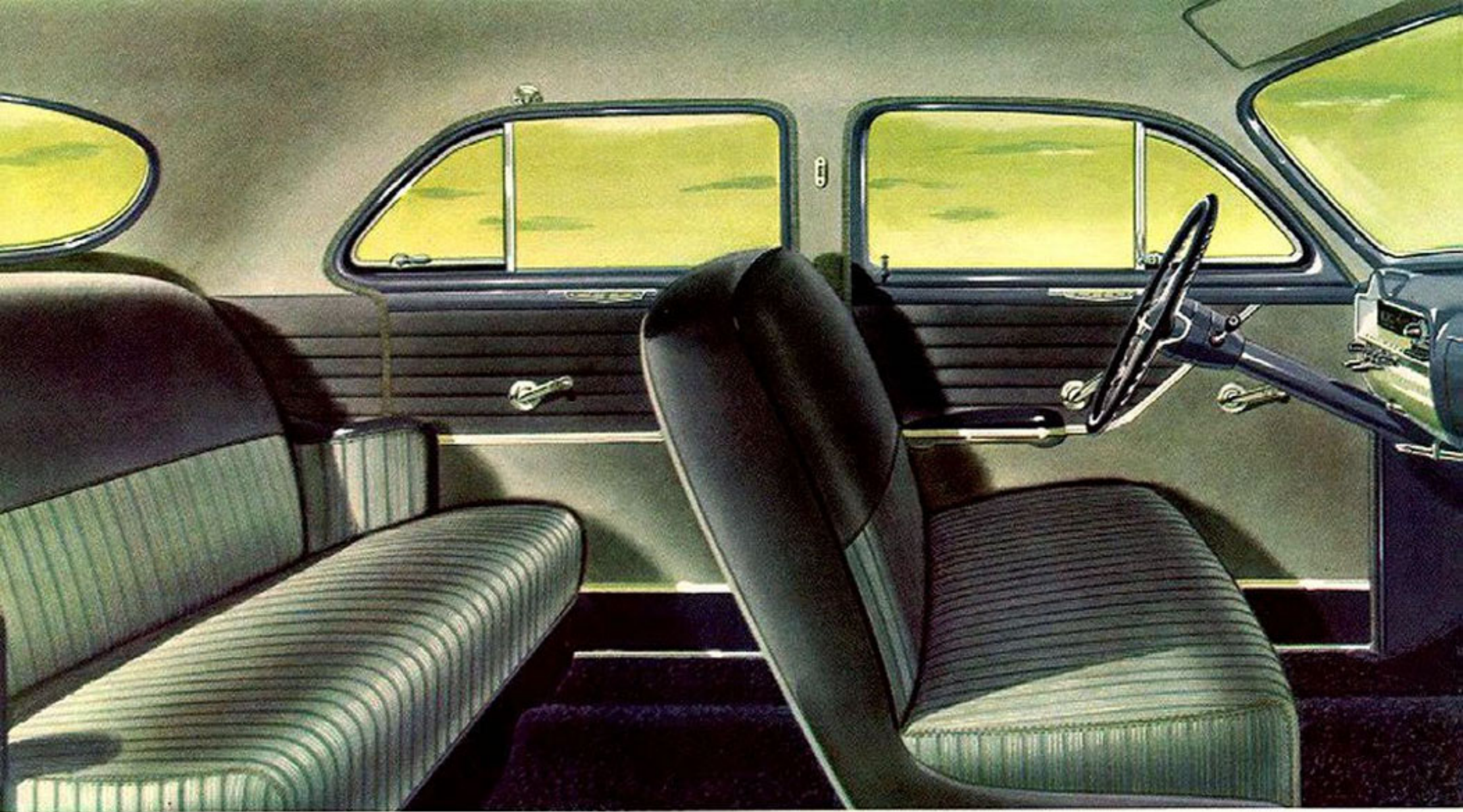
**MERCURY** six-passenger coupe—Do you make frequent business trips . . . frequently take the family out for a drive? In either case you'll want to travel the smart, economical way in the handsome 1950 Mercury Six-Passenger Coupe. Here is a model that combines the compactness of a business car with the "broad-shouldered" roominess of a sedan . . . and gives you the two-door protection you want when traveling with small children.





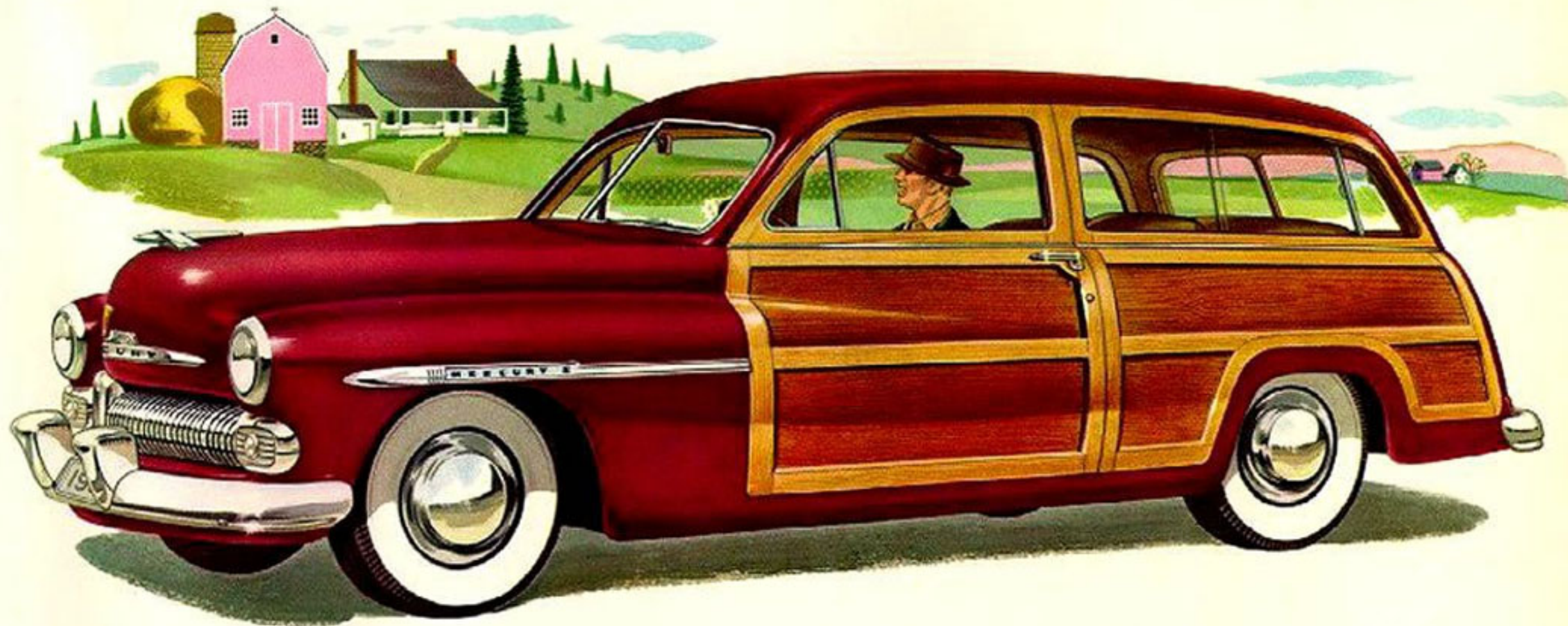
*Look inside any* **1950 MERCURY** and marvel at its roominess. There's plenty of space for six BIG people (eight in the Station Wagon). Notice the many extra-quality features like the new "SAFE-T-VUE" instrument panel, the foam-rubber cushioning in the seats, the rich floor carpeting, and the striking trim details. Throughout, the "better than ever" Mercury is designed for beauty and comfort.





*Smart, spacious, quiet interiors* . . . "better than ever" with lustrous, long-wearing nylon and broadcloth fabrics . . . new Fiberglas soundproofing. You glide along in whisper-quiet luxury and comfort. Annoying wind and road noises are shut out. You are scarcely aware of even the soft purr of the engine. The 1950 Mercury is truly the "conversation piece" of modern car styling.





**MERCURY** station wagon—This all-purpose model is equally at home in town or country . . . built both for pleasure driving *and* "heavy-duty" hauling. The "better than ever" 1950 Mercury Station Wagon has ample room for eight passengers. Or with the two rear seats removed and tailgate down, you have a storage deck measuring over nine feet long! And, in addition, this all-steel Mercury body with its handsome wood-on-steel side panels provides extra safety for family and cargo.

*than ever* features





## MERCURY

### six-passenger convertible

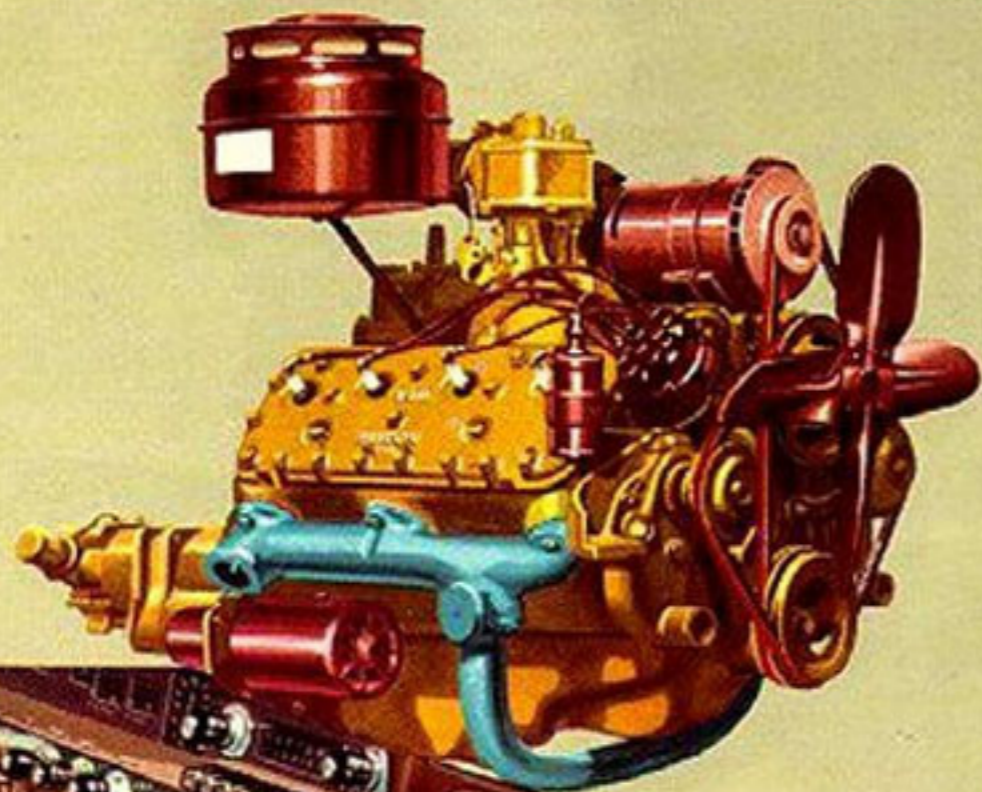
This "all-season" beauty puts you in complete control of the weather with its hydraulically-powered, snug-fitting, automatic top . . . its "Merco-Therm" ventilating and heating\* system . . . its "push-button" operated windows and front seat adjustment.

dozens of **"Better"**





**NEW SAFE-T-VUE INSTRUMENT PANEL**—Beautiful to look at, easy to read. All instruments are scientifically grouped for "quick-glance" checking; all control knobs are located for handy operation. Indirect lighting softly illuminates the panel at night, prevents distracting glare.



**HI-POWER COMPRESSION ENGINE**—Designed and built exclusively for the 1950 Mercury, this 110-horsepower, 8-cylinder, V-type power plant has real pickup and stamina. The "Econ-O-Miser" carburetor makes gas saving automatic. It's unusually compact in design, with a high ratio of power to weight. It's extremely quiet . . . it purrs along the road so softly you're scarcely aware of the "giant" beneath the hood. Remember, too, the Ford Motor Company has produced more 8-cylinder, V-type engines than all other manufacturers combined.

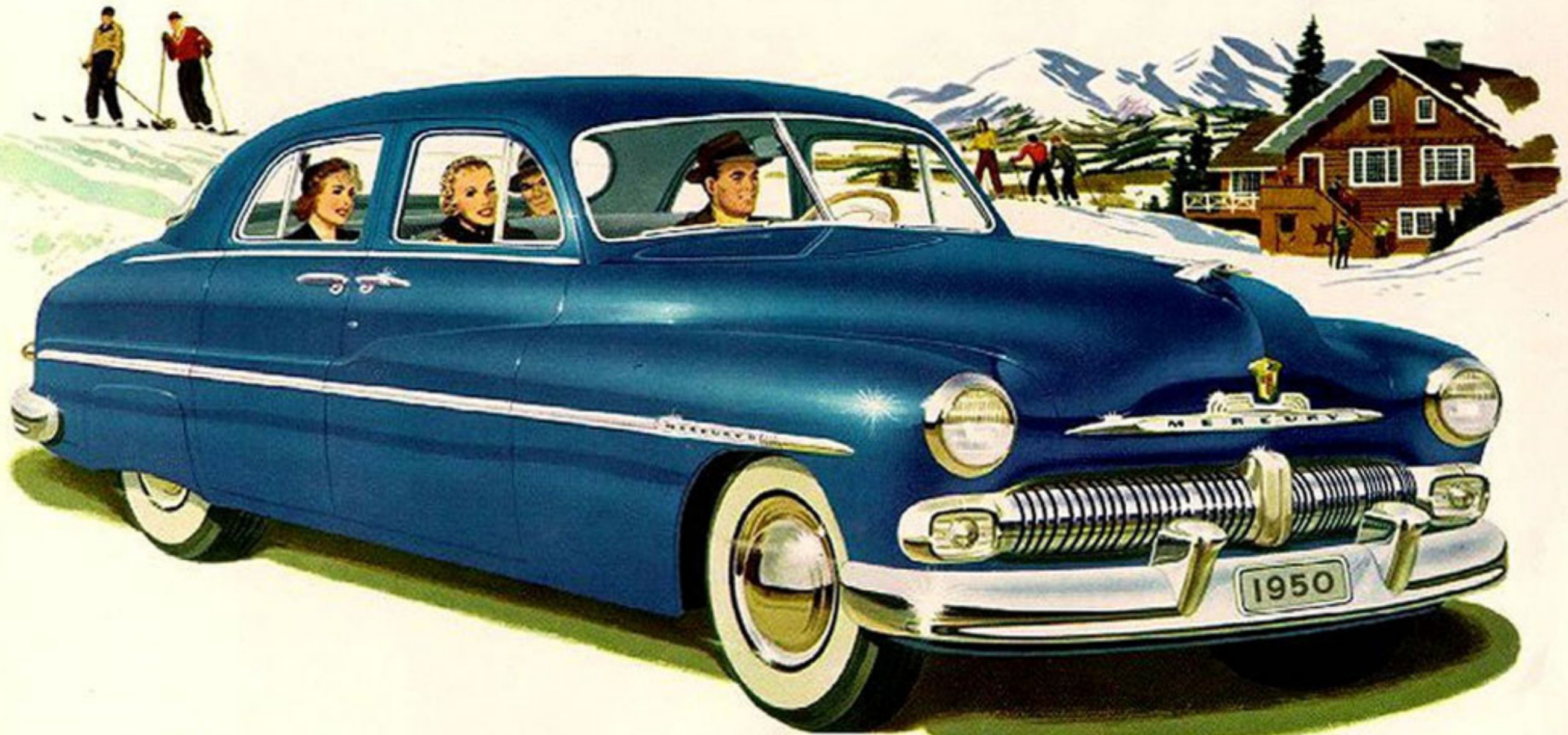


**SAVE ON GAS** and increase engine life with Touch-O-Matic Overdrive\*. At any speed over 26 miles per hour, it acts as an automatic "fourth" gear which reduces engine revolutions per mile approximately 24% without affecting car speed. You can save up to 20 per cent on gas consumption on long drives . . . get as much as two free gallons in every 10!





the "Better than ever"



**MERCURY** sport sedan—Those smooth, sleek lines make the six-passenger 1950 Mercury Sport Sedan a car to be admired at first sight. And your first drive will make you admire its down-to-earth roadability. Long, broad, sturdy . . . the "better than ever" 1950 Mercury Sport Sedan is sure to be a hit with style-wise people wherever it's seen.



# 1950 MERCURY



## SPECIFICATIONS

### ENGINE SPECIFICATIONS

**RATING:** The 1950 Mercury 8-cylinder, V-type, I-head engine develops 110 hp at 3600 rpm. Maximum torque: 200 foot pounds at 2000 rpm. Taxable hp., 32.5. Bore, 3 $\frac{3}{8}$  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 main 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. Forced 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. 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-down-draft "Econ-O-Miser" 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 even 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 counter-balanced 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 shock and sideways.

**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. Rear 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. Auto-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 available also at extra cost.*

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It's "Better than ever" to make your next car **MERCURY**