OWNER'S MANUAL

What you should know about your

1950 MERCURY

You and Your 1950 MERCURY

MERCURY
DIVISION OF
FORD MOTOR
COMPANY
DETROIT, MICHIGAN

PARAGRAPHS*

**For your "ready reference" convenience, contents are listed in Index and Table of Contents by paragraph number instead of page number.*


1950

Getting acquainted with your MERCURY

SECTION *a*

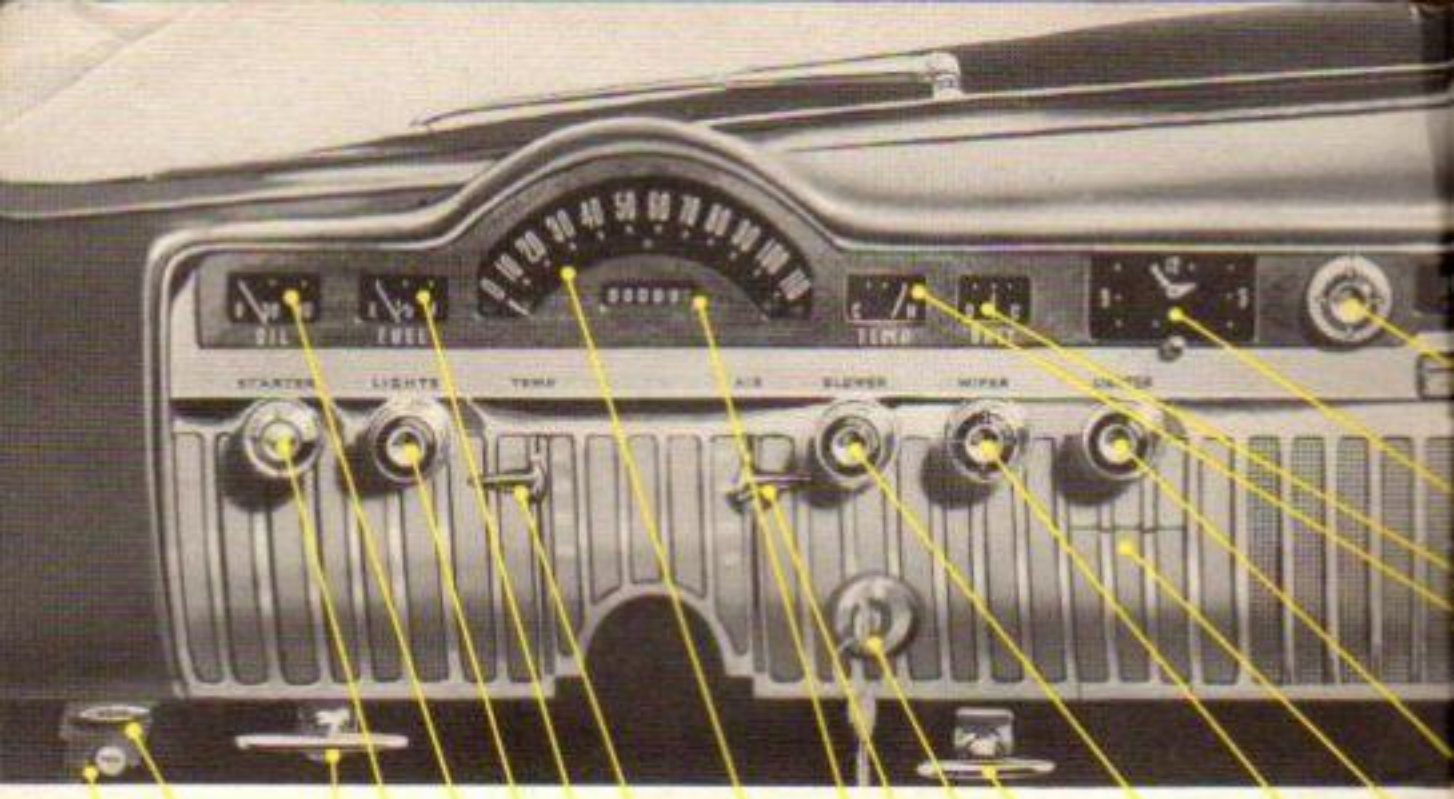
YOUR FIRST THOUSAND MILES

A1. When you drive your sleek, new Mercury for the first time, its highly responsive engine may tempt you to drive at high speeds and you will find it hard to hold down. Your first thousand miles, however, are mighty important to the performance of your car. A little care during this break-in period will mean longer life, greater economy, and more motoring pleasure.

A2. For the first 300 miles, keep the speed under 40. That will give the brand-new, highly machined metal surfaces a chance to acquire a tough protective film of oil.

A3. After 300 miles, the speed can be "stepped up" to 60. It is advisable that the speed be varied. Do not drive at a constant speed (high or low) for an extended length of time. When the mileage indicator turns 1000 and you have had the first free inspection, you can drive with the knowledge that you have given your new car a good break-in.

A4. One more thing—and this is good practice throughout the life of the car—whenever you start out with a cold engine, you can save a lot of wear by keeping the speed under 30 until the engine warms up.



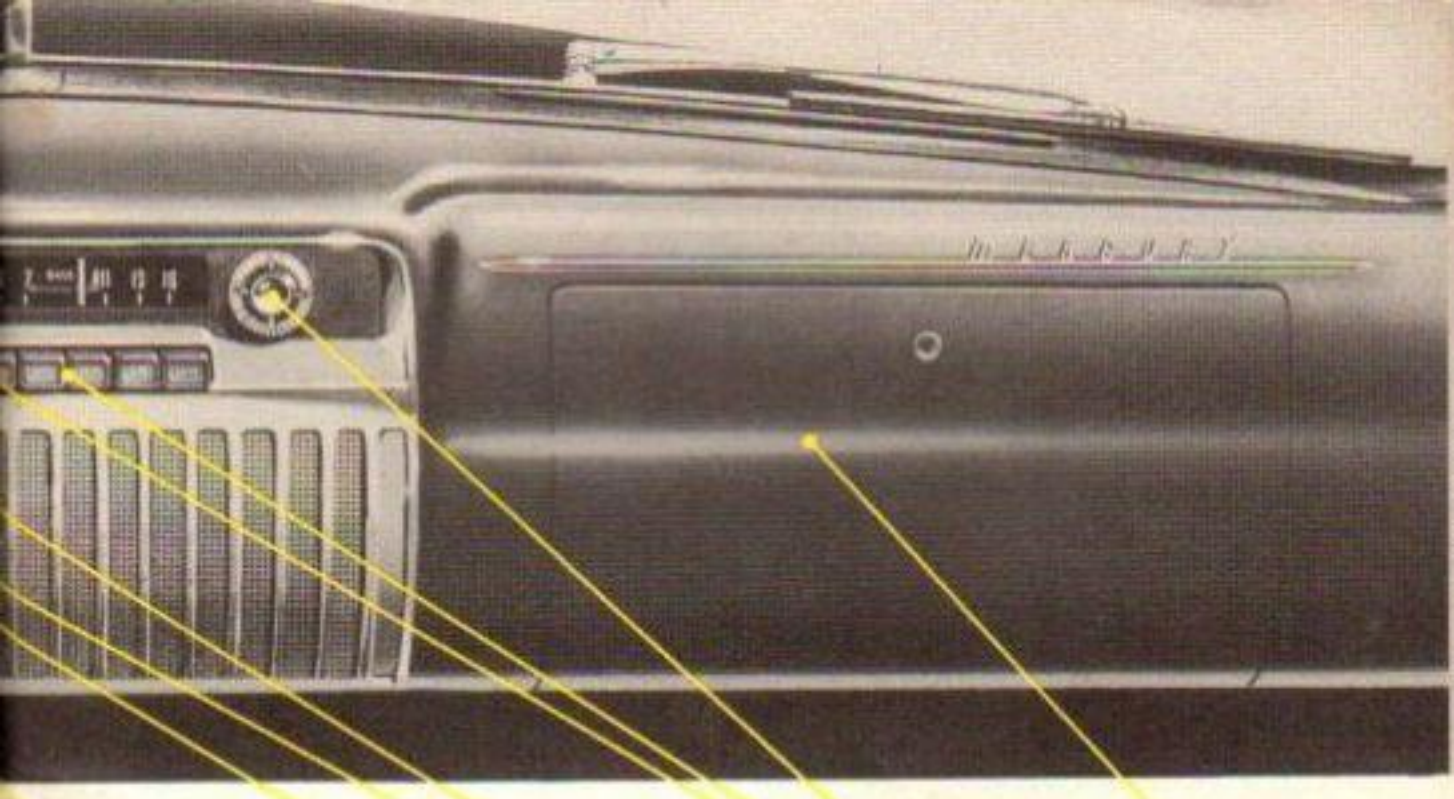
INSTRUMENTS

A5. The Instrument Panel for the 1950 Mercury is illustrated above. Mercury engineers have arranged the instrument panel and controls to help make your driving safe and easy.

A6. Oil Pressure Gauge shows pressure in the oil system when the ignition switch is "on"; **it does not indicate oil quantity.**(See Par. B16.) Normal reading is about "50" except when engine is idling.

A7. Fuel Gauge operates when ignition switch is turned to the left or right.

A8. Speedometer, which registers miles per hour, includes indicators for the directional signal lamps and the driving beam head lamp. The directional signal lamp indicators are located to the right and left on the speedometer face; the driving beam head lamp indicator is at the center, between the numbers 50 and 60.



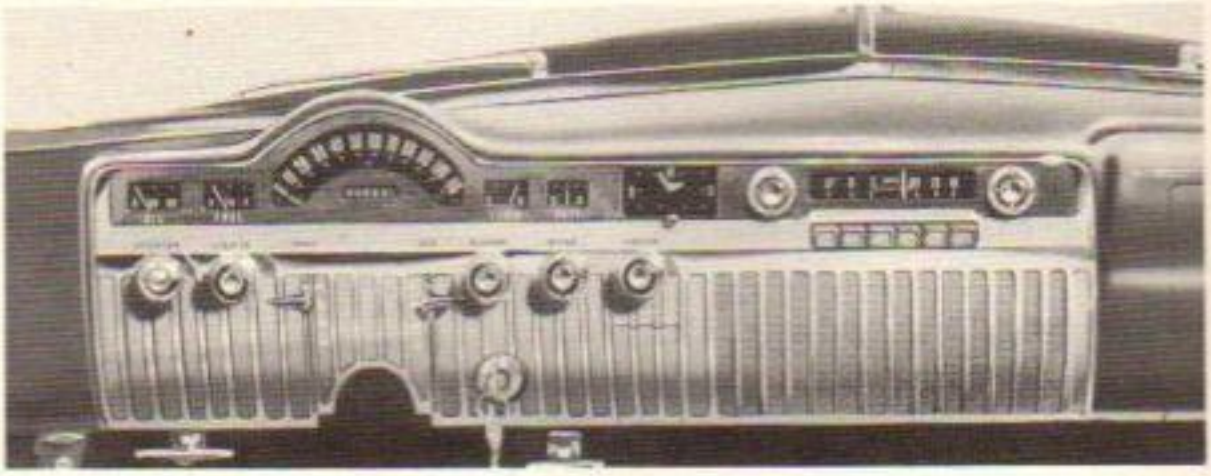
A9. Mileage Indicator is located directly below the speedometer. Total mileage is indicated.

A10. Water Temperature Gauge indicates temperature of water in the cooling system when the ignition switch is "on." (See Section on "Water," Par. B21.) The pointer rests at the "H" end of the dial when the ignition switch is in "off" position.

A11. Battery Charge Indicator pointer leans toward "C" when energy is flowing into the battery from the generator—toward "D" when more energy is being used than being replaced. Normal position of pointer when driving is slightly to the right (toward "C") depending on the use of lights and other electrical equipment.

A12. Clock is electrically wound and has a "Fast" and "Slow" adjustment on the back. Reset knob is at the bottom of the face.

CONTROLS



1950 Mercury Instrument Panel

A13. Ignition Switch controls the operation of the instruments and accessories. When the key is in the center position, the switch is "off." Turning the key to the left operates the instruments and permits use of the accessories such as radio, heater blower, etc. Turning the key to the right operates instruments and accessories plus ignition. For convenience, the ignition key also fits the locks on both front doors. (A separate key is provided for the glove and luggage compartments.)

Key in ignition

A14. Starter Button is located at the left of the instrument panel below the oil gauge. With the ignition switch "on," "clutch in," and accelerator pedal part way down, simply press the button to start engine. (See Section on "Starting," Par. A33-37.)

Press button to start engine

A15. Clutch and Brake Pedals. The Mercury clutch operates with little pedal pressure—an important comfort feature when driving in heavy traffic. Avoid driving with your foot resting on the clutch pedal. It creates abnormal wear on the clutch by causing it to "slip" slightly. The brake pedal, in the conventional location, controls the new

Mercury easy-action, hydraulic brakes. The "Duo-Servo" design uses the car's motion to help apply the brakes, thus reducing pedal pressure.

A16. Accelerator or Foot Throttle is located at the right of the brake pedal for greater driving comfort and ease of control. If your Mercury is equipped with Touch-O-Matic Overdrive, the "Overdrive" Section tells how the accelerator is used to control Overdrive operation.

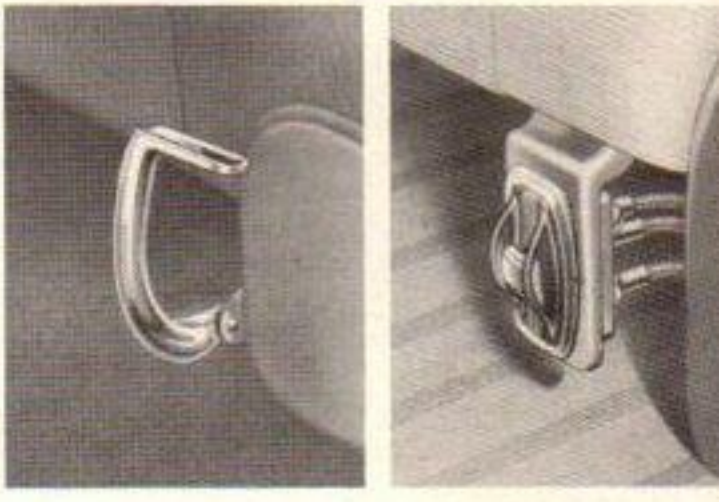
A17. Parking Brake Handle. This large T-shaped handle at the left of the steering column controls the mechanical brakes on the rear wheels. Pull out to set brakes. To release, turn one-quarter turn and push in. The mechanical parking brake control is entirely separate from the hydraulic (foot pedal) brake control—an added safety feature. Parking brake can be operated more easily by pushing foot brake at the same time.

Pull out parking brake to set brakes

A18. Hood Latch Release. To unlatch the hood, pull T-shaped handle located below the instrument panel at the left. A safety catch is provided under the hood in front, which must be pushed back before the hood can be raised. This prevents the hood from flying open should the release lever be pulled out accidentally while the car is in motion. The hood is counterbalanced so it will open easily and safely. To close hood, push down firmly.

A19. Front Seat Adjustment. The front seat is mounted on a new "swinging link" which provides for easy adjustment. The control lever is at the left end of the front seat in easy reach of the driver. Pull control lever upward to release seat for motion in either direction.

If your Mercury is equipped with a hydraulic seat control (optional equipment), the control button will be on the left side of the seat (see illustration). Raise knob upward to move seat forward; push downward to move seat back.



Mechanical front seat control (left)

Hydraulic front seat control (right)

A20. "Light" Switch control knob is located directly below the fuel gauge. It operates in three positions. The first is the "off" position; the second position operates all parking lamps, front and rear, rear license plate and instrument panel lamps; the third position turns on the head lamps, rear lamps, rear license plate and instrument panel lamps.

The intensity of the instrument panel lighting can be varied by rotating the "Light" control knob clockwise to dim or counterclockwise to increase the intensity.

Head Lamp Control

A21. Head Lamp Beam Control. The foot control dimmer switch controls the beam thrown by the head lamps. With the head lamps "on," the control is pressed with the left foot to change the country (upper) to the traffic (lower) beam or vice-versa. The red indicator located at the center of the speedometer face between the numbers 50 and 60 lights up when the upper beam is switched "on." For your own and others safety, make it a rule to lower the beam when meeting other cars. It is important that your head lamps be adjusted by your dealer, as provided in your "Owner's Service Policy."

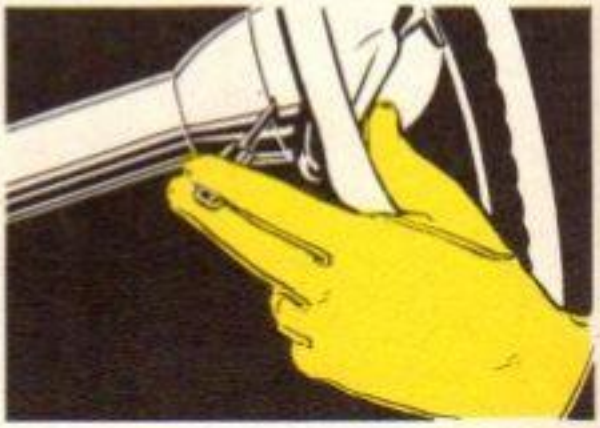
A22. Compartment Lamps. The glove compartment and the luggage compartment have interior lighting. The parking or head lamps must be "on" before the luggage compartment lamp will operate.

A23. Courtesy Lamps are provided for the front doors. The lamps are under the instrument panel at each end; both will light up when either door is opened. The dome lamp operates as a courtesy light when either of the rear doors are open.

A24. Dome Lamp is controlled by a switch on the left hand center pillar as well as by the rear doors.

A25. Rear Turn Signal, Stop, and Rear Lamps are housed together. The switch for the stop lamps is operated by the brake pedal. The rear lamps are controlled by the "Light" switch. The turn signal lamps are operated by movement of the Directional Signal Lever.

A26. Directional Signal Lever is conveniently located on the left side of the steering column. Pushed up, it operates a flashing signal in the right rear lamp and the right front parking lamp. Pushed down, it flashes corresponding signals on the left side. For safer driving you can signal your intentions to both oncoming and following traffic before you start to turn. Right and left indicator lamps in the speedometer dial show which signals are operating. When you have completed the turn, the directional signal lever automatically returns to "off" position.



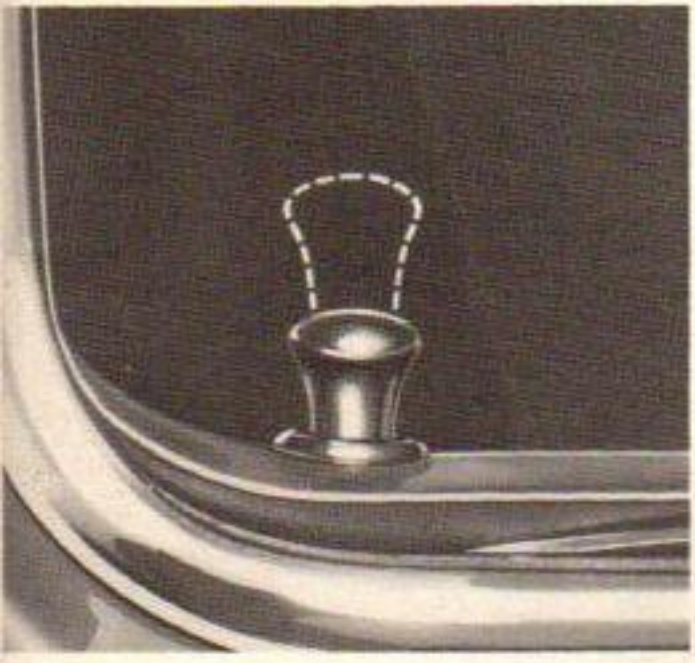
Directional Signal Lever

A27. Wiper Control is located on the instrument panel. Turn wiper knob clockwise to start windshield wipers. The more you turn, the faster the wiper speed. A special vacuum booster pump keeps the wipers operating even when the engine is pulling hard—as on hills. If your Mercury is equipped with a windshield washer (optional), a button provided in center of knob controls the washer operation. Push button in for a

moment, then release and turn clockwise to operate wipers.

A28. Keys. Two sets of keys are supplied. One key operates the ignition and the two front door locks. The other key operates the glove compartment and the luggage compartment locks. By providing a separate key for these storage spaces, they can be locked when the car is parked with the ignition key in place, as in a parking lot or public garage. Each key has a number tag attached. A lost key can be readily replaced by your Dealer, if you know the number. It is a wise precaution to keep the code number tags in a safe place.

A29. Door Locks. Both front doors are equipped with key locks. Either door can be locked from the inside by depressing a small button in the window molding. Whether the door is locked from the inside or outside it can be unlocked with your key. The rear doors have similar inside push button type locks.



Interior door lock

A30. Luggage Compartment Lock will be found by swinging aside the Weather Protecting Cover. Same key fits glove compartment lock.

A31. Horn. The tuned dual horns are controlled by the chrome horn ring on the steering wheel.

A32. Convertible Automatic Top is hydraulically operated. The control handle marked "Top" is located below the "Hood" latch handle. (For care of the "Top" see Par. B48.)

A. To Lower Top

1. Be sure car is standing still.
2. Turn the T-handle over the top of the windshield rearview mirror counterclockwise until the top is free from the metal pins.
3. Push top up about one inch from the windshield to make certain it is free.
4. Pull out sides of the top held in place by clips.
5. Pull out the "Top" control and hold until the top is completely lowered.
6. Install the canvas top cover, first fastening the forward edge of cover at (4) hooks mounted at top edge of rear seat. Then snap on buttons at rear and sides.

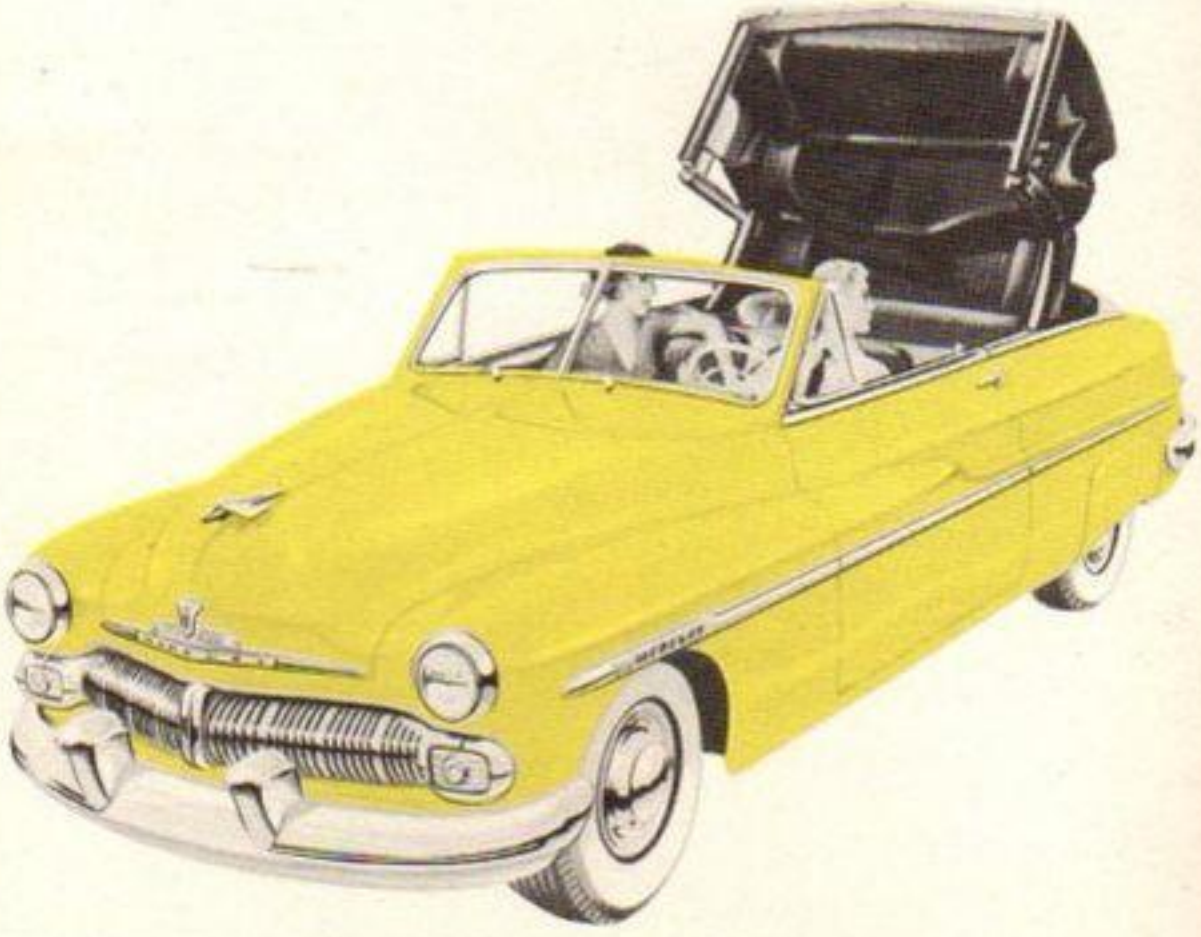
Automatic top control

B. To Raise Top

1. Be sure car is standing still.
2. Remove the canvas-top cover by reversing installation procedure.
3. Push the "Top" handle and hold until front of top is a few inches over windshield.
4. Pull the top down over the metal pins on the windshield and turn T-handle clockwise until it is tight. During the locking process the top header will slowly move down, sealing itself over the windshield frame.
5. Snap sides of top into clips provided on each side of top frame.

Pull out sides

CAUTION: *If the top is wet do not keep it folded as it may mildew.*



STARTING

Press button to start engine

A33. Automatic Choke. In your easy-starting Mercury, the hand choke and hand throttle have been replaced by an automatic choke of advanced design. This device provides the correct fuel-air mixture and controls the "idling" speed of the engine to keep it from stalling when it is cold.

A34. Before You Start. It is a good idea to press the clutch pedal down while starting the engine. This will eliminate the unnecessary "drag" of transmission gears which in turn will be easier on your battery. It also avoids accidents that might result from the car being left in gear. All electrical equipment should be turned off when starting in cold weather to make full battery power available for starting.

A35. To Start the Engine

a. Depress the clutch pedal and place gearshift in neutral position.

b. Turn the ignition key to the right.

c. Depress accelerator part way down and press the starter button (clutch pedal still depressed).

Release starter button as soon as engine starts, which normally should be after one or two revolutions. If the engine does not start immediately, repeat step "c," pressing accelerator pedal slightly further.

A36. Flooding. If the engine does not start, it may be "flooded." To start the engine, push the accelerator to the floor (this prevents the choke from operating) and press the starter button until engine starts.

A37. Warm-Up. It is always advisable to let the engine warm-up before starting to drive in order to obtain thorough and better lubrication.

CAUTION: *Never start your car in a garage with the door closed. Carbon Monoxide gas, present in all automobile exhaust gases, is a deadly killer. It is colorless, odorless, tasteless—but it works fast.*

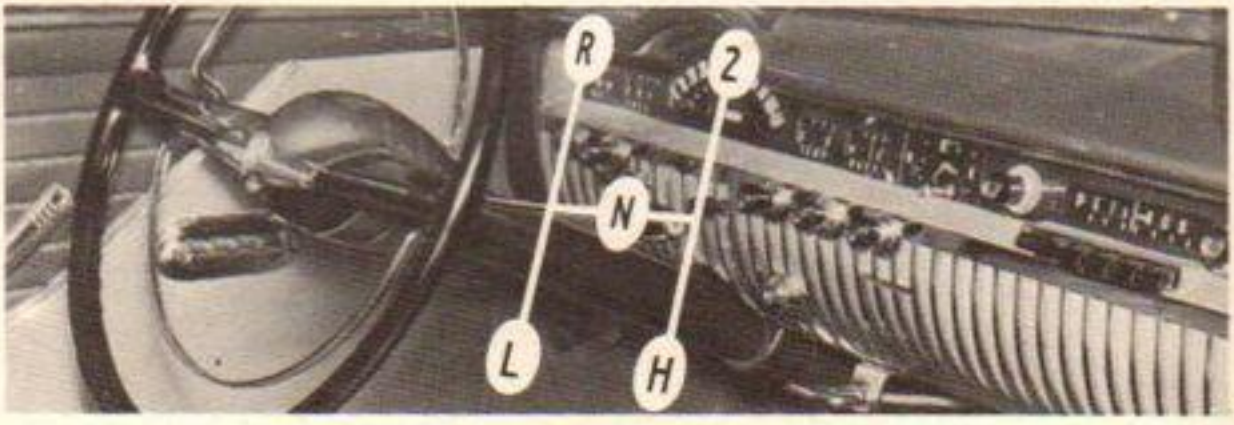
SHIFTING GEARS

A38. The gearshift on your Mercury is the conventional and practical "H" pattern type, with control lever on the steering column. Shifting, accelerating, and use of the clutch, all follow the standard practice with which most people are already familiar.

A39. Shifting Hints.

1. "When should I shift gears?" There is no hard and fast answer. Such things as road surface, weather conditions, traffic, and grade must be considered. However, for normal driving conditions it is a good idea to shift from low to second between 10 and 15 miles per hour, and from second to high around 20. Fast starts in low and second speeds waste fuel, and place extra strain on the transmission, differential gears, and tires. It is a good idea to avoid the practice.
2. Another good shifting habit is that of starting in low gear. It makes your car last longer and gives you smoother, effortless starting. However, in ice or snow, starting in second gear reduces the tendency for wheels to spin.
3. Always stop the forward motion of the car completely before shifting into reverse to avoid placing unnecessary and severe strain on the clutch, transmission, and differential gears.
4. To start up hill, hold the car with the parking brake, depress clutch and shift into low gear, then gradually depress accelerator and at the same time release clutch. As engine "takes hold," release parking brake. Use of the parking brake leaves the feet free for accelerator and clutch. Do not use the clutch to keep the car from rolling backwards on an incline (by partially releasing the clutch pedal). This causes the clutch to "slip" and results in increased wear and shorter clutch life.
5. When going down a steep hill you may want to shift into second gear to use the engine as a brake. With Mercury's constant mesh gears, you can quickly and easily shift from "high" to "second" without clashing of gears while in motion.

Gearshift pattern



TOUCH-O-MATIC OVERDRIVE

(Optional Equipment)

Overdrive control knob

A40. Touch-O-Matic Overdrive provides a fourth or "cruising" speed which allows lower engine speed and wear. The advantages of the Overdrive are:

1. Less engine speed for a given road speed.
2. Longer engine life.
3. Greater fuel economy.
4. Quieter engine operation.

A41. To Operate in Overdrive. Push in the "Overdrive" T-handle located below the instrument panel and to the right of the steering column.

Shift gears as usual. At any speed above approximately 26 miles per hour, release the accelerator momentarily. The Overdrive gears will change automatically.

A42. When passing cars or climbing steep grades where an extra burst of power is required, push the accelerator all the way down to the floor, and hold or release only enough to maintain speed desired.

To return to Overdrive, release the accelerator pedal momentarily. Overdrive return is automatic.

A43. Reverse Gear. When the car is in reverse, the Overdrive does not operate regardless of the position of the "Overdrive" control T-handle.

A44. To Lock Out the Overdrive. If the car is standing still, simply pull out the "Overdrive" T-handle. If car is moving below the Overdrive cut-in speed (approximately 26 miles per hour), slightly accelerate and pull out the "Overdrive" T-handle. When car is moving above Overdrive cut-in speed, push the accelerator all the way down and hold until you feel the change to conventional drive, then pull out the "Overdrive" T-handle.

The Overdrive should be "Locked out" (out position) when driving on slippery roads, descending steep hills, or when having car towed or pushed to start the engine.

Car speed 50 MPH

Engine speed 38 MPH

THE "MERCO-THERM" HEATING AND VENTILATING SYSTEM

Heating and ventilating controls

A45. The "Merco-Therm" heating and ventilating system (heater is an accessory at extra cost) is a highly efficient, yet simple to operate, thermostatically controlled system that provides all year-round comfort. It gives you a car full of fresh outdoor air in a matter of seconds. The constantly changing air gives you refreshing coolness in summer and can be heated for your comfort in winter. The powerful defroster will minimize fogging in humid weather and de-ice your windshield during the coldest days.

This system is extremely easy to control. Familiarity with it will enable you to adjust it to every change in weather.

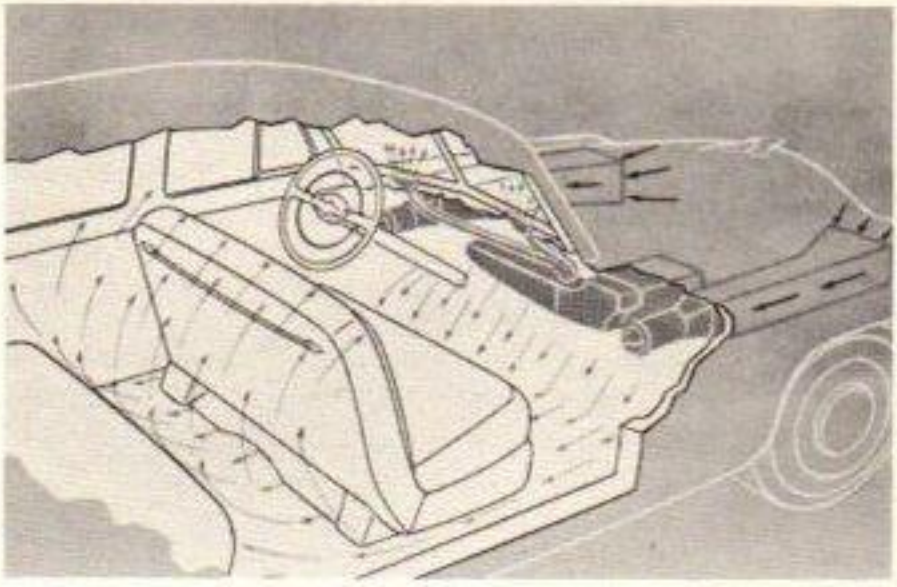
A46. The following chart shows the suggested positions of the controls for the various weather conditions:

	TEMPERATURE CONTROL	AIR CONTROL	BLOWER
WINTER OPERATION For Quick Warm-up	High	Off	Knob Out (all the way)
For Heated Fresh Air	Med. or High	Heat	Knob in*
For Defrosting	Med. or High	Def.	Knob Out (all the way)
SUMMER OPERATION For Normal Cooling	Off	Vent.	Knob in*
For De-fogging	Off	Def.	Knob Out (all the way)

**At low car speeds or when car is standing still, more air circulation may be obtained by pulling knob out. Middle position will give moderate amount of air, all the way out gives large volume of air.*

A47. How System Works

a. **Temperature Control.** This control operates the thermostat, which in turn controls the hot water flow through the heater. You can be sure when you set the temperature control at "HIGH," "MEDIUM," or "LOW" that the thermostat will automatically keep your car at an even temperature.



Mercury Heating and Ventilating System

b. **Air Control.** When the car is in motion, fresh air is picked up by two screened openings back of the front grille and carried through air ducts into the car. Positioning the air control on "VENT," opens valves in the air ducts and allows the full amount of fresh air to enter the car. Placing the air control at "HEAT" causes the valve in the right duct to deflect the incoming air through the heater and into the car through the Plenum Chamber. The Plenum Chamber distributes the air evenly across the full width of the floor. Moving the air control to "DEF" (defrost) causes the air to be deflected from the heater to the windshield. This feature not only can be used to defrost and de-ice the windshield, but also with the "TEMP" control in the "OFF" position, can be used for defogging in humid weather.

c. **Blower Control.** This pull type switch operates the blower located between the right air duct and the heater. At normal driving speeds, a sufficient flow of air can be obtained with the blower control in its normal or "off" position (knob all the way in). When driving at slower speeds or when standing still, the blower can be used to increase air circulation by pulling knob out. (Middle position or 1st stop for moderate blower speed—all the way out or 2nd stop for high blower speed.) It can also blow air to the windshield for defrosting and de-fogging. On very cold days when a quick warm-up is desirable, the fresh air supply can be shut off and the blower will recirculate the car air.

d. **Registers.** The registers located at the end of each duct can be used to deflect the flow of air downward if desired.

A48. Ventilating Windows are provided in the front portion of front door windows. These can be opened by unlocking and turning the small catch at

the lower rear corner and pushing out. Body styles with rear quarter windows have ventilating panes that are pushed out to open. They are locked in the same manner as the front ventilating panes.

A49. Hydraulic Window Control System (optional equipment). All side windows except vents are raised and lowered by hydraulic lifts in the door walls, driven by a master pump near the engine. Window control switches are conveniently located on each door, providing individual control of ventilation. The driver's door carries a complete set of window control switches, allowing the driver to open or close any window. Push switches upward to close windows, down to open them. Windows can be stopped in any position. Fluid in the hydraulic control reservoir should be checked by your dealer every 5,000 miles.

APPOINTMENTS

A50. As you become fully familiar with your new car, you will find that there are a great many other features of great importance—features that have been designed into your Mercury to give you a greater measure of comfort, convenience, and safety.

A51. Radio. Your Mercury Radio (an optional accessory at extra cost) fits smoothly into the opening provided for it in the center of the instrument panel. The large improved speaker below the radio set gives greatly improved reception. (See Par. A57-A59.)

Ash receptacle

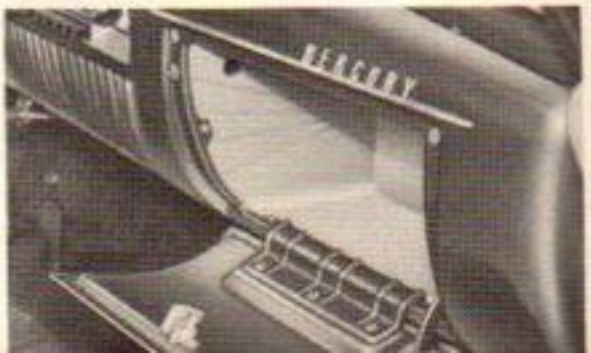
A52. Ash Receptacle. Located below the lighter. It can be readily removed for cleaning by depressing the lever at the rear and pulling the ash receptacle out.

A53. Glove Compartment. Opens by pressing the push button catch. Its large size provides ample room for storing maps, handbooks, etc. Interior lamp goes on automatically when door is opened. Compartment can be locked with luggage compartment key.

A54. Cigar Lighter. To operate, push "Lighter" in. When lighter is hot, it pops out automatically. Do not hold lighter in. This may overheat and burn out the element.

A55. Door Handles. Interior door handles are located for convenience and safety, and are curved inward to practically eliminate catching of clothing. Handles must be pulled upward to open, a safety feature preventing accidental opening by leaning on the handle. Exterior door handles are a combined handle push-button type. Doors may be locked from the inside by depressing the small button in the door window molding. To unlock, pull up. Both front doors are equipped with key locks; the key must be used to lock these doors from the outside.

Glove compartment



MERCURY ACCESSORIES

A56. Mercury accessories are styled to match the beauty and distinctiveness of your new Mercury. They present an opportunity to "personalize" your Mercury to suit your individual taste. Some add greater luxury and beauty to your car; others increase comfort, safety, and driving pleasure. Review the accessories below. Select those that best suit your needs and have your Mercury dealer demonstrate them for you.

THE MERCURY RADIO

A57. This specially-designed radio receiver is of the amplitude modulation, or AM type, having seven tubes (plus a rectifier). It is mounted in the center of the instrument panel, where controls are convenient to driver or passenger. The speaker is mounted below the set.

Mercury radio

A58. Operation. There are six push buttons at the bottom of the radio panel. To turn on, push any one of the five buttons on the right. This selects the station at the same time. Simple instructions furnished with the radio will aid you in setting these buttons to your five favorite stations. Your Mercury dealer will be glad to help you. To turn off, push the button marked "off" on the left end of the panel. At the right side of the dial is a double control knob. The small center knob can be used at any time as a manual control for wider station selection. If your car is equipped with a rear seat speaker, the large outer knob can be used as a volume control.

A59. A double control knob is also at the left side of the dial. The small center knob regulates volume. The large outer knob permits selection of four tone ranges—lo-noise; hi-fidelity; bass; normal. An indicator in the radio dial shows which setting is in operation.

A60. Antenna. The three-piece telescopic antenna is operated manually. It is mounted on the right side of the top cowl.

REAR SEAT SPEAKER

A61. Rear seat passengers can get the same high quality reception as those in front with the new Mercury rear seat speaker. There is no need to turn up the volume to an uncomfortable level so that rear seat passengers can get full enjoyment from radio programs. Pleasing binaural reception may also be obtained with both front and rear seat speakers on.

Two types of rear seat speakers are available. One is the detachable type, the other is the flush-mounted type. The

Detachable rear seat speaker

Flush-mounted rear seat speaker

detachable type can be used inside or outside your Mercury. Inside, it provides clear, even distribution and high quality reception. Outside, its 20 ft. extension makes it ideal for campers. It is housed in a sturdy metal case and has a separate volume control knob.

The flush-mounted type speaker, attached under the rear package shelf, deflects sound waves off the roof of the car for clear, even distribution of sound. It is designed to harmonize with the interior appointments of your Mercury.

Either type speaker can be installed in a matter of minutes. The wiring harness of your Mercury and your Mercury radio is adapted for quick, easy attachment of additional speakers. No special wiring from the rear to the front of the car is required.

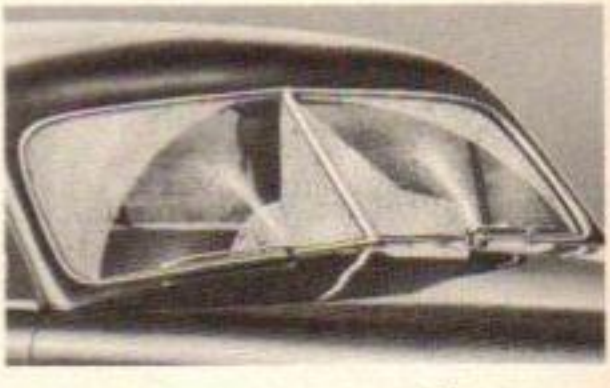
NON-GLARE REARVIEW MIRROR

A62. This is an unusual two-way mirror. In daytime it is an efficient silver-backed mirror. At night, press a lever and the blinding reflected glare from the car behind you is cut 93 per cent although visibility is not sacrificed. This is accomplished by a prismatic-type reflector with two reflecting surfaces, one behind the other. (See "Safety Group," Par. A65.)

Non-glare rearview mirror

AUTOMATIC WINDSHIELD WASHERS

A63. Here's a convenient safety aid to give you a sparkling clean windshield at any time. Press the button, and a fine spray is released from tiny sprayers located in the windshield wiper housing. The wipers then clean away dirt, dust, insects, or mud splash. The reservoir for the washer fluid is located in the engine compartment. (See "Safety Group," Par. A65.)

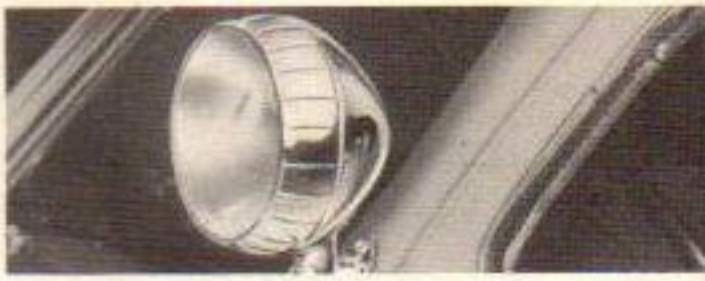


Automatic windshield washers

SPOTLIGHT

A64. This powerful light picks up objects clearly up to a thousand feet away. At night it helps in reading road signs, house numbers, and in lighting hazards. It has heavy chrome finish with a sealed-beam lamp and a pistol-grip handle. Adjusts to almost any angle from inside the car.

Spotlight



A65. To further contribute to your driving pleasure and safety, the following accessories are also available:

Seat Covers
Road Lamps
Rear Window Wiper
Initial Plates
Wheel Trim Rings
Grille Guards
Custom Steering Wheel
Wheel Covers
Battery Corrosion Arrestors
Exterior Visor
Heater (See Par. A45-A47)
Curb Buffer
Fuel Door Guard
Lap Robe
Cigarette Lighter Socket Light
Luggage

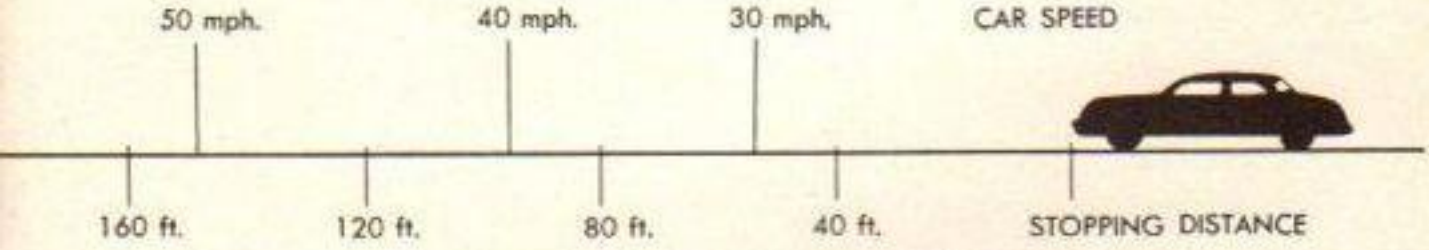
UTILITY GROUP*
Gas Tank Lid Lock
Utility Lamp
Exhaust Pipe Extension
License Plate Frames
Vanity Mirror (Visor-type)

SAFETY GROUP*
Non-Glare Rearview Mirror (See Par. A62)
Automatic Windshield Washers (See Par. A63)
Outside Rearview Mirror
Automatic Back-up Light
Parking Brake Signal

AUXILIARY GROUP*
Map Light
Spare Air Assembly
Engine Compartment Light

**These accessories, when purchased as a group, are offered at a special price.*

GOOD DRIVING PRACTICES



Average stopping distance for average road conditions.

A66. The great driving ease built into your Mercury can be even further increased by good driving habits and practices. Here is a check-list that will pay real dividends in greater safety and economy and longer car life. Chances are that you already know and practice these fine points of expert driving. However, you may be interested in using these suggestions as a yardstick with

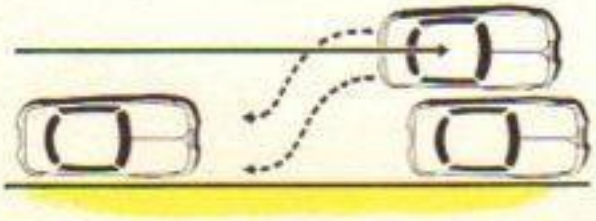
which to measure your own driving habits.*

*If there are beginning drivers in your family, this section can be of particular value to them.

A67. City Driving.

1. One mark of the experienced driver is that he always drives "ahead" of himself. He knows in advance what he is going to do next, and plans for it. And he always makes allowances for the other fellow doing the unexpected. The stopping distance chart gives you a good idea of why this is important.

2. You can easily park parallel to the curb in a space only slightly longer than your car by following these simple steps:
   a. Pull up even with the car ahead.
   b. Turn wheels toward curb and back in slowly. Front of car will swing out.
   c. When rear of car in front is approximately opposite your windshield, turn front wheels to the left and continue backing, bring front end in toward the curb.
   d. Drive ahead into proper parking position, if necessary.



Pull up even with the car ahead

3. Always set the parking brake when leaving your car parked unless it is prohibited by local regulations.

4. When parking on a grade, always turn the front wheels in toward the curb.

Keep wheels toward the curb on a hill

5. For most city night driving conditions, the lower head lamp beam provides plenty of light and will not annoy oncoming drivers.

6. Always signal for turns. (If your car is equipped with directional signals, a flick of the finger will start them operating.)

A68. Country Driving

1. When climbing steep hills, it is advisable to shift into second gear at approximately 15 miles per hour to eliminate any unnecessary strain on the engine.

2. When descending steep hills, where braking is necessary, brakes should be applied intermittently rather than holding continuously. This will eliminate severe brake wear. It is advisable to keep the car in gear at all times.

3. Never pass a car going up a hill or around a curve—you never know what may be coming toward you on the other side. Observe all traffic control signs.

4. Always pull off the highway when parking. You, as well as the other drivers, will be a lot safer if you also signal before stopping.

NEVER pass on a hill

5. Tire blowouts are relatively rare today, but if you have one, do not "slam" on the brakes. Let the car lose speed gradually while holding it on a straight course. Apply brakes gently. The same method should be used if you accidentally run off the edge of the pavement. Wait until car speed drops before turning back, then make the turn quickly.

6. Night driving on the highway calls for the use of the upper head lamp beam, especially when running at high speeds. This beam lights a wide area and extends far down the road. Always shift to the lower beam when meeting oncoming cars or when following another car closely.

7. Vacation tours can be more fun with a little advance planning. Have your car thoroughly lubricated and checked over by your Mercury dealer to be sure everything is in proper operating condition. If your car is still within the period covered by the Owner's Service Policy, be sure to take these papers with you. You can obtain the necessary service inspections and lubrications from any Mercury Dealer. If you plan to leave the main tourist routes, take along a short length board to use in supporting the base of the jack in case you have to change a tire in soft or sandy soil.

A69. Driving in Bad Weather

1. Driving on slippery pavement always calls for caution. Apply brakes gently when stopping. When starting up, use second gear and accelerate slowly—this will prevent spinning of rear wheels.

2. In case of a skid, always steer **in the direction the car is skidding.** Use brakes sparingly.

3. If engine should overheat, for any reason, stop immediately and turn off ignition, allowing engine to cool. **Do not attempt to remove radiator filler cap if radiator is overheated.** Turn the cap part way and allow the water vapor to escape. Never add cold water until engine has cooled.

Drive with caution in bad weather


1950

Taking care of your MERCURY

SECTION *b*

SERVICE CALENDAR FOR YOUR MERCURY

B1. Regular lubrications and inspections of your Mercury will help you get the most enjoyment, the finest performance, and the best economy. The Owner's Service Policy, supplied with your car by your Mercury dealer, entitles you to inspections and service for the first 1,000 and 2,000 miles at no cost (except for engine oil, chassis lubrication, or service operations which result from abnormal usage).

B2. Inspection Service. You are also entitled to have your Mercury inspected, without charge, every 30 days or 1,000 miles throughout the life of the car. Repair and maintenance operations which you authorize will be charged for at the regular list prices for such work.

B3. The Service Calendar on the following page will serve as a handy reminder of the regular care which your Mercury should receive to obtain better performance and greater satisfaction. Your Mercury dealer can provide this service for you at nominal cost. He uses factory approved equipment, methods, and materials, and his skilled staff will

Regular Mercury service means longer car life

assure you of a thorough and competent job. Ask him about his "Lubrication Coupon Book" which provides for twelve lubrication jobs and inspections.

B4. Break-in Period

At 350 to 500 Miles
Change engine oil.

At 1,000 Miles
Use the "1,000 Mile Inspection and Service Coupon" which is attached to the Owner's Service Policy.

At 2,000 Miles
Use the "2,000 Mile Inspection and Service Coupon."

B5. Every Week or Oftener if Traveling

1. Check engine oil level.
2. Check tire pressure (including the spare).
3. Check battery water level.
4. Check radiator water level. In winter, check strength of anti-freeze.

B6. Every 1,000 Miles

1. Check engine oil level.
2. Chassis Lubrication
   a. Lubricate all pressure fittings.
   b. Check transmission—add S.A.E. 80 E.P. or Multi-purpose lube to level of filler plug (all temps.). Capacity: 3½ pints.
   c. Check steering gear—S.A.E. 90 mild E.P. gear oil for all seasons. Capacity: ½ pint.
   d. Check rear axle (Differential)—add hypoid type gear oil or Multi-purpose S.A.E. 90 for temps. above —10° F. For sustained temps. below —10° F. use S.A.E. 80. Capacity: 3 pints.
3. Body Lubrication—use "Lubriplate" 8L-19586.
   a. Door locks and hinges.
   b. Luggage compartment lock and hinges.
   c. Hood lock and hinges.
   d. Gas tank lid hinge.
   e. Front seat movable parts.
   f. Parking brake levers.
4. Use Engine Oil.
   a. Distributor shaft.
   b. Brake clevis pins.
   c. Accelerator pedal hinge and linkage.
5. Fuel Pump—empty sediment bowl, if necessary.
6. Check battery water level and terminals.
7. Check tire wear and pressures.
8. Check air cleaner (clean, if necessary). Fill base with oil to proper level.
   S.A.E. 50–Temps. above +32°F.
   S.A.E. 20–Temps. below +32°F.
9. Check clutch and brake pedal travel.
10. Inspect fan and generator belts.
11. Adjust carburetor idle speed.
12. Check windshield wipers.
13. Check window regulation.
14. Road test car and check transmission operation.

B7. Every 2,000 Miles

1. Perform steps outlined under "Every 1,000 Miles."
2. Crankcase—drain and refill crankcase with proper weight engine oil. More frequent changing may be desirable under certain operating conditions as explained in Par. B20. Capacity: 5 quarts (Refill).

3. Breather Cap and Ventilation Cartridge—wash screen in cleaning fluid, dry, wet with engine oil.

B8. Every 4,000 and 5,000 Miles

1. Perform steps outlined under 1,000 and 2,000 miles.
2. Oil Filter—replace cartridge every 4,000 miles. (Refill 6 qts. —includes 1 qt. for filter.)
3. Fuel Pump—remove and clean edge type filter (5,000 miles).
4. Hydraulic Motor (every 5,000 miles)
   a. Check and refill reservoir to LEVEL MARK with 8L-19545 fluid.
   b. Lubricate top motor bearing with 3 to 5 drops of engine oil.
5. Brake Master Cylinder (every 5,000 miles)—fill reservoir with genuine Mercury brake fluid. (Correct Level—¼" from top.)
6. Inspect and rotate tires—see Par. B33.

   (This should be done every 2,000 to 3,000 miles until 8,000 to 10,000 miles are reached—thereafter, every 5,000 miles.)
7. Engine Tune-up (every 5,000 miles)
   a. Clean and adjust distributor points.
   b. Clean carburetor inlet screen.
   c. Clean and adjust spark plugs.

B9. Every Fall

1. Change to winter oil.
2. Drain and clean cooling system.
3. Tighten hose connections.
4. Add anti-freeze.
5. Complete chassis lubrication.
6. Clean, wax, or Porcelainize body. (See Porcelainize, Par. B43.)
7. Clean and refill Hydraulic Reservoir.

B10. Every Spring

1. Drain and clean cooling system.
2. Add rust inhibitor.
3. Complete chassis lubrication.
4. Have spring engine "tune-up."
5. Clean and wax body. (See Porcelainize, Par. B43.)

B11. Every 10,000 Miles

1. Perform the items listed under 1,000, 2,000, and 5,000 miles.
2. Front Wheel Bearings—clean and repack with wheel bearing lubricant 8L-19535.
3. Rear Axle (Differential)—drain and refill with hypoid type gear oil or Multi-purpose S.A.E. 90 for temperatures above —10°F; S.A.E. 80 for sustained temperatures below —10°F. Capacity: 3 pints.
4. Transmission—drain and refill with S.A.E. 80 E.P. or Multi-purpose Lubricant to level of filler plug (all temps.). Capacity: 3½ pints.
5. Generator Bearing—lubricate with 10 drops of engine oil.

6. Universal Joints—clean, repack and replace seals (20,000 to 30,000 miles).

B12. If you find duplication between the items listed to be done at various mileages and those listed for "Fall" and "Spring" attention, you can, of course, make the necessary changes in your own Service Calendar. These suggestions are intended only as a general guide so that important service operations are not overlooked. Care will keep your Mercury "like new" for a long, long time.

USE OF ENGINE OIL

B13. Regular lubrication will help keep your Mercury "young" and will prevent the inconvenience and expense which often results from lack of lubricant.

In general, engine oil should be changed every 2,000 miles and the car should be lubricated at 1,000 mile intervals after the break-in period. More detailed suggestions on lubrication follow.

B14. Engine Oil

There are three facts to remember about engine oil. There must always be enough to protect the engine; it must be of the proper "weight" (viscosity); it should be clean and of good quality.

B15. Quantity

The Mercury engine holds 5 quarts of oil in the crankcase and 1 quart in the oil filter. Total—6 quarts. Oil level is indicated by a steel rod (dip-stick) which extends down into the oil pan through a guide on the left side of the engine. This dip-stick is marked "Full," "1 Qt.," and "2 Qt." Measurements must be taken with the engine stopped.

Oil level should be checked frequently and should be added only when the level

drops below the "1 Qt." mark. It is a good practice to start long trips with the oil pan "Full." DO NOT OVER-FILL.

B16. Oil Pressure Gauge

The Oil Pressure Gauge on the instrument panel does **not** measure the quantity of oil in the engine. It indicates oil pressure when the engine is running, and should normally read about "50" except when the engine is idling. If the oil pressure fluctuates rapidly, stop at once and check the oil level.

B17. Quality

For ordinary driving, "good" grades of motor oil are entirely satisfactory, but for long trips at high speeds—particularly in hot weather—a "premium" grade is recommended.

Use oils of a recognized brand, purchased from a reputable dealer. Reclaimed oils should not be used, since they may contain foreign matter or chemicals which would be harmful to the engine.

B18. What Is the Proper "Weight" to Use?

The "weight" of any oil varies with its temperature. Cold oil is thicker than hot oil. **In winter,** light weight oil gives better lubrication, because it flows more readily. **In summer,** heavier oil is needed, since it thins out with higher engine temperature.

Oil weight (viscosity) is designated by number as specified by the Society of Automotive Engineers.

In warm weather use S.A.E. No. 20 or 20W in your Mercury.

In below-freezing weather use S.A.E. No. 10 or 10W.

If temperatures below —10° F persist, use 1 pint of kerosene with 4½ quarts of No. 10 or 10W oil.

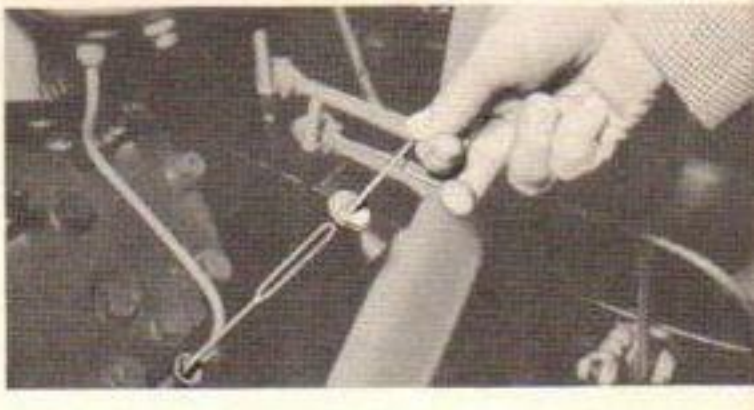
B19. Keeping Oil Clean

Your Mercury is equipped with an oil filter which removes dirt, metal particles, etc., and reduces the need for oil changes. The filter cartridge should be changed every 4,000 miles under normal conditions. If you use your car in a very dusty area, however, it may be necessary to change the cartridge more often. This is good insurance against excessive engine wear—and much cheaper. It also saves oil. Another cause of oil contamination is condensation of water and fuel vapors in the crankcase, especially in cold weather. Gasoline dilution thins the oil and reduces its lubricating value. Water causes "sludging," which thickens the oil, clogs oil passages, interferes with valve operation, and may cause corrosion and rust. Mercury engineers have taken every precaution to reduce condensation by thorough crankcase ventilation, and special "quick warm-up" features. But if it is necessary for you to make many short trips during cold weather, some condensation may take place. Your dealer can advise you if it is necessary to change oil more often than the recommended 2,000 mile interval.

B20. How Often Should Oil Be Changed?

When your Mercury is new, oil should be changed at 350 to 500 miles and every 2,000 miles thereafter.

Check engine oil frequently



If you are driving at high speed, with unusually heavy loads, on long, hard pulls, or through very dusty areas, more frequent changes are recommended.

Darkening or discoloration of oil does not necessarily mean it is unsatisfactory. But evidence of dilution or dirt is a good indication that new oil is needed.

If you should need to store your Mercury for a long period of time, your dealer can give you helpful advice on precautions to take to protect it.

Be sure the engine is warm before draining engine oil—**cold oil does not drain well.**

WATER

B21. Water Temperature Gauge: If the Water Temperature Gauge indicates "HOT," your engine is overheated. Stop, turn the engine off, and allow it to cool down before adding more water. **Never pour cold water into an overheated engine.**

B22. Radiator Pressure Cap: When removing the radiator pressure cap, turn to the "partly open" stop. After the water vapor ceases to escape, remove the cap.

B23. Check water level at frequent intervals. Keep the water level about one inch below the filler neck. Do not operate the engine with only a small amount of water in the system.

B24. Correction of water loss: If the cooling system continually loses water, tighten all connections and replace spongy or cracked rubber hose with new hose. Be sure drain cock is closed. If loss of water continues, see your Mercury dealer.

Turn radiator cap to "partly open" stop

. . . . then remove cap

ANTI-FREEZE

B25. When and what kind to use: The kind of anti-freeze you use is a matter of individual preference. "Permanent" anti-freeze solutions do not evaporate and will protect the cooling system of your car against

freezing and clogging from rust formations for the winter season. The initial cost per gallon is higher than that of alcohol-type anti-freeze. Alcohol-type anti-freeze is subject to evaporation and must be checked frequently, especially if warm spells occur during the winter. It may be necessary to add more anti-freeze in order to maintain the protection desired. Be sure that the anti-freeze you use contains a "rust inhibitor." Alcohol-type anti-freeze should be drained as soon as danger of freezing weather is over.

Always use Mercury or Lincoln Anti-freeze

B26. Check Leaks: Before adding anti-freeze be sure all hose connections are tight and cylinder head studs are properly torqued.

B27. How Much Do You Need? The capacity of the cooling system is 22.25 quarts. Add the quantity according to the desired temperature protection listed below.

Temperature (F.)	Alcohol (Qts.)	"Permanent" Type (Qts.)
10°	6¼	5½
0°	7¾	7¼
—10°	9¼	8½
—20°	10½	9¾

NOTE: If car is equipped with hot water heater, add 1 quart to above quantities.

CAUTION: *Always play safe by using the correct amount of anti-freeze. Freezing can permanently damage the engine.*

B28. Rust Inhibitor will retard the formation of scale and rust in the cooling system. After flushing the cooling system, it is recommended that rust inhibitor be added. Your Mercury dealer can supply you with Special Mercury Rust Inhibitor.

B29. Cleaning the Cooling System. The cooling system should be flushed out twice a year—preferably in the spring and fall when adding or removing anti-freeze solution. Your Mercury dealer will perform this service for you, at nominal cost. If you prefer to do it yourself, the following procedure should be followed:

1. Run the engine until water is warm, then shut it off.
2. Open the drain cock at the lower right corner at rear of radiator, and let the water run out.
3. Close the drain cock, refill the radiator with **hot** water and drain again. Repeat this procedure until drain water is clear.
4. If the scale or rust is too great for this procedure, the Lincoln Cooling System Cleaner Kit is recommended. Your dealer can supply you with this kit. A complete set of instructions accompany the kit.

Drain cooling system twice a year

TIRE CARE

B30. The front wheels of your car have been properly aligned before delivery, which will give you ease of handling and maximum tire life. However, unforeseen conditions such as hitting obstructions, curbs, or holes in the road may affect alignment which will result in poor steering and abnormal tire wear.

B31. The Mercury is equipped with low pressure tires, size 7.10 by 15, 4-ply and mounted on extra-wide rims. (The Mercury Station Wagon uses 6-ply tires.) They provide a larger air cushion at lower pressure, greater traction for starting and stopping, easier steering, and greater safety.

Regular attention will prolong tire life greatly.

B32. Air pressure of all tires—including the spare—should be checked weekly when tires are cool to be sure it is kept as near 24 pounds as possible (30 pounds for Station Wagon). Too much pressure will cause tires to wear too fast in the center of the tread. Too little pressure will cause unnecessary wear of the outer edges of the tread.

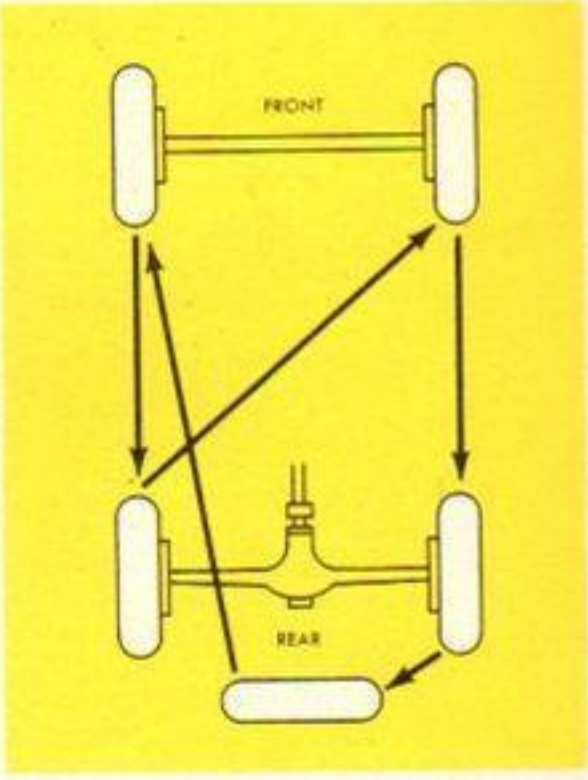
On long trips—particularly in hot weather—tire air pressure may increase. This increased pressure should NOT be bled from tires to reduce the pressure to the recommended 24 pounds. Tire pressures should only be checked when tires are cool.

Check tire pressure weekly

B33. How to Prolong Tire Life: Maintaining correct air pressure is the best assurance of long tire life. However, certain other precautions are helpful.

1. All tires (with wheels)—including the spare—should be rotated as shown in the diagram. This equalizes wear on all tires and should be done every 2,000 to 3,000 miles for the first 8,000 to 10,000 miles and every 4,000 to 5,000 miles thereafter.

Rotate tires often



2. As an extra precaution, ask your Mercury dealer to check front wheel alignment at 5,000 mile intervals. Out-of-line front wheels will cause rapid tire wear.

3. If at any time you find your car has a tendency to pull to one side or the other, stop at the first opportunity to see if you have a soft tire. If all tires are all right, have wheel alignment checked at once.

4. If you discover uneven tire wear of any kind, see your Mercury dealer to determine the cause. A frequent cause of uneven wear is an out-of-balance condition of the wheel and tire assembly. Abnormal wear is not always caused by mis-alignment. Your dealer has the proper equipment to balance the wheels and tires.

B34. How to Change Tires: You need only the Mercury jack and the combination jack handle and wrench which you will find in the luggage compartment of your new Mercury to change tires. Follow the simple directions below, and you will be on your way in a short time.

If you should have a flat tire while driving, stop as quickly as you can. If possible, stop on a firm, flat surface—but keep as far off the highway as you can.

a. Set the parking brake firmly so the car will not roll. Wheel blocks are a good extra precaution.

b. Remove the spare wheel from the luggage compartment and place it next to the wheel to be removed. The wrench end of the jack handle fits the nut which holds the spare wheel bracket in place.

c. If a rear wheel is to be removed, the wheel cover panel can be removed as follows: (Note illustrations.)

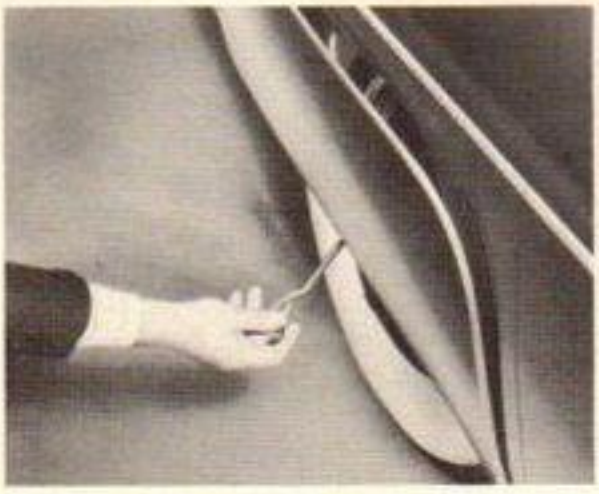
1. Feel under the edge of the wheel cover until you find the locking rod.

2. Push the locking rod toward the wheel slightly, until it is free. Then pull down and outward.

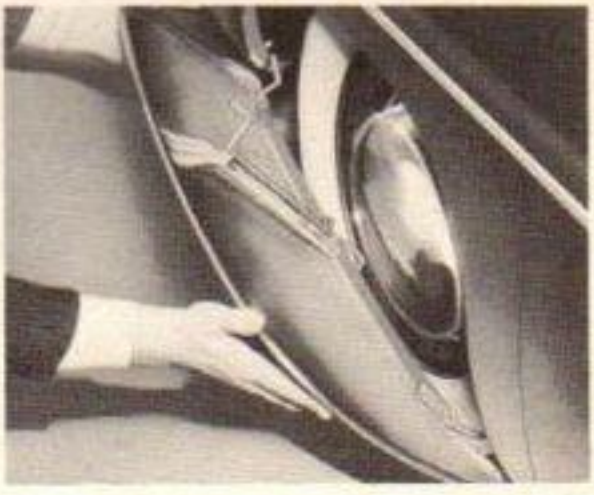
3. Slide the wheel cover toward the front of the car until the rear "guide" rod is free. Then slide the cover toward the back of the car until front "guide" rod is free and cover comes off.

4. To replace wheel cover, put front "guide" rod in place and slide cover forward as far as it will go. Then put rear "guide" rod in place and slide cover back to its normal position. Press wheel cover toward fender until it is flush. Push locking rod upward until end is inside fender. Replace end of locking rod on flange on inside of cover.

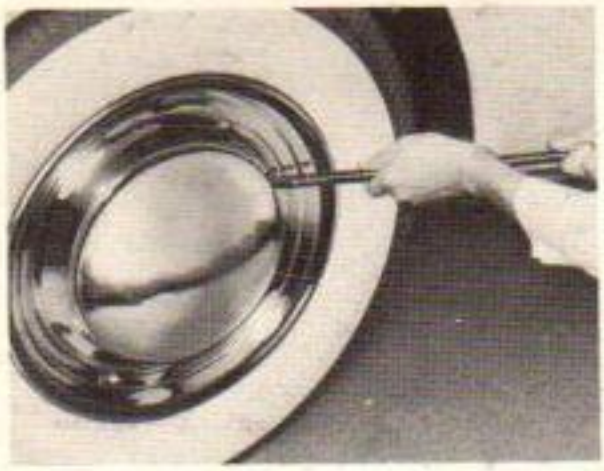
Find locking rod under wheel cover



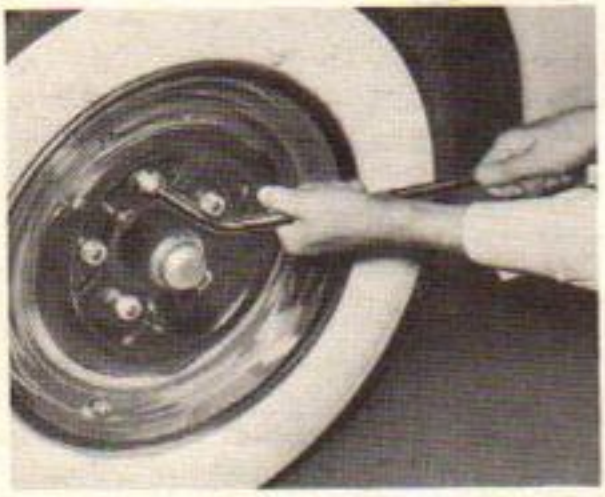
Pull locking rod down and outward



Push wheel cover in to free "guide" rod



Use jack handle to remove hub cap



Use wrench end of jack handle to loosen lugs

d. Remove hub cap from wheel by prying the edge out with the end of the jack handle. Then slightly loosen nuts holding wheel in place with wrench end of jack handle.

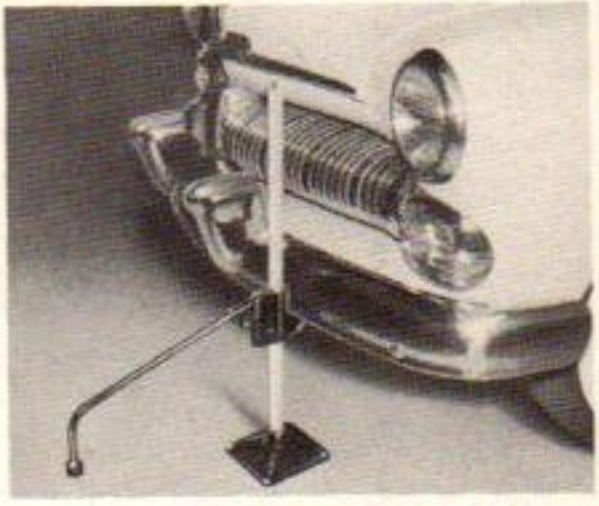
e. Put the square jack base directly under the bumper nearest wheel to be removed—and about a foot from the end of the bumper. Insert the bottom of the post in the base and slide the movable part of the jack up until V-shaped notch is under edge of bumper. The post of the jack should be as near vertical as possible. You will find a small lever under the socket into which the jack handle fits (see illustration). This lever should be in the upper position to raise the car. Put the jack handle in the socket and move it up and down until the wheel is just off the ground.

f. Remove wheel nuts. Pull wheel off and immediately replace it with the spare. Replace nuts but do not tighten them until all nuts have been drawn up ready to tighten.

g. Push the small lever below the jack handle socket all the way down. Let the jack down—keeping a firm grasp on the handle.

h. Then tighten each nut carefully. Replace hub cap, being sure it is snapped into place all the way around. Do not forget to replace wheel cover panel if rear wheel has been removed.

Place jack a foot from end of bumper



Put V-notch under edge of bumper

B35. Replacing Worn Tires. Good tires are one of your greatest safety features. Tires which are worn—or which have been damaged—should be replaced at the earliest possible opportunity. Never drive with a tire when the tread is worn smooth—the chance you take is too great.

Tires should be inspected by your Mercury dealer twice a year, or at 5,000 mile intervals—whichever comes first.

B36. Tire Chains. Tire chains are especially helpful in snow and mud. They should be used on rear wheels only. Your Mercury dealer will recommend suitable chains for your needs and will install them for you. You will find the Mercury bumper jack a great help when installing or removing chains —especially if you are stuck and cannot move the car.

Follow these suggestions for best results:

1. Leave enough slack so the chains can "creep" slightly.
2. Use springs or "equalizers" to keep chains taut, and prevent damage to wheel covers and fenders.
3. Remove chains when driving on hard surface roads.
4. Carry a box of spare open links to make emergency repairs in case a link breaks.

BRAKES

B37. Foot Brakes. Smooth, swift, straight-line stops are provided by Mercury's easy-action hydraulic brakes ("Duo-Servo" type) which use the motion of the car to reduce pedal pressure. Mercury brakes have an ample margin of safety. Brakes are large . . . brake linings are tough and durable . . . brake drums carry away heat quickly.

B38. The following suggestions will help you keep your brakes in first-class condition:

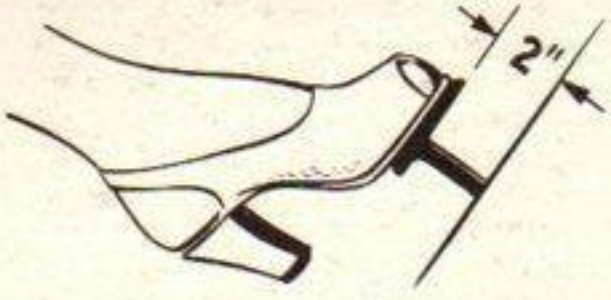
a. If the brake pedal comes within 2" of the floor when you are stopping, see your dealer at once. Brakes may need adjustment or additional brake fluid.

b. If the action of the pedal seems "soft" or "spongy," air may have entered the hydraulic brake system. Have your dealer check this, and if necessary, "bleed" the system and refill it.

c. Ask your dealer to check the brake-fluid level at frequent intervals. Brake linings should be inspected at 10,000 mile intervals, and replaced when necessary to avoid damaging brake drums.

The brake pedal automatically operates the stop lamps, which should be checked occasionally.

B39. Parking Brake. A completely new parking brake mechanism, providing maximum braking with a minimum



See your dealer if brake pedal is less than 2 inches from floor

of effort on your part, has been designed for your 1950 Mercury. It operates on the rear wheels and is controlled by the T-handle at the left and just below the instrument panel. Pull it straight out to put the brake on. Turn the T-handle one-quarter turn to release the brake. The parking brake uses the rear service brake shoes, but controls them independently of the foot brake. You will find it easier to pull out the parking brake lever if you push on the foot brake at the same time.

B40. Brake Accessory. Your Mercury dealer can supply a Parking Brake Indicator Light which flashes when the ignition is turned "on" while the parking brake is on.

HOW TO KEEP YOUR MERCURY LOOKING NEW

B41. Your 1950 Mercury represents an important investment. Protect that investment by maintaining the new-car appearance of its body and interior. It is easy to do, and will well repay you in pride in your Mercury's looks and in greater trade-in value when the time comes for you to get a new Mercury.

B42. Body Finish. The body finish applied to your Mercury is of the finest quality and will give long-lasting service. To retain the original high luster the following suggestions should be followed:

a. Wash the car frequently. Use warm or cold water. Avoid the use of hot water or household soap.

b. From time to time the finish should be cleaned, polished, and waxed. Continued exposure to bright sunlight and weather will tend to make the finish slightly dull and chalky. Lincoln cleaners are specifically designed to remove this dullness without harming the finish. A good coat of Lincoln wax will protect the finish for several months.

c. If tar or road oil gets on the car, it can be removed with gasoline, kerosene, or turpentine. If the tar has remained on the car for a period of time, a commercial tar remover recommended by your dealer can be used.

B43. Porcelainizing. This treatment will give your Mercury body a tough, long lasting finish. It will deepen the lustre of the paint, prevent chalking, and—since it is not a wax or polish—it will not wash off. It is dry and will not pick up dust or scum. Your Mercury dealer can apply this finish for you.

B44. Station Wagon Finish. With a little extra care, the wood panel body of your Mercury Station Wagon will give long trouble-free service. For normal driving conditions, varnish the wood paneling at least once a year. Where more than ordinary amounts of ice, snow, and road salt are encountered, the wood paneling should be varnished twice a year, preferably in the spring and fall. Before revarnishing the surface, make sure wax, dirt, etc., have been completely removed. Ford Spar Varnish M-3720 is recommended. Your Mercury Dealer is fully equipped to do this work for you.

B45. Undercoating. As further protection against rust and corrosion, your dealer can apply a protective undercoating. This also reduces road noise, helps seal the car against traffic fumes, and insulates the floor against winter cold and summer heat. Undercoating is applied to the bottom of the car and under the hood.

B46. Chrome Plated Parts. Salt or calcium chloride (often used to melt snow or ice), can cause damage if allowed to remain on chrome plated parts. These parts should be cleaned with Lincoln Chrome Cleaner. A coat of wax can then be applied for further protection.

B47. White side-wall tires can be made to look like new when cleaned with Lincoln White Side-wall Cleaner. Do not use cleaning fluid, gasoline, or kerosene. Oil derivatives will cause rubber to deteriorate.

B48. Convertible tops can be sponged with warm water and a mild non-caustic soap. Do not saturate. Sponge gently. **Do not fold when wet.**

B49. Upholstery. Only the finest materials are used in the upholstery and rugs of your Mercury. To keep them in good condition, they should be brushed and vacuumed at least once a month.

Stains can be removed in much the same manner used in cleaning your clothes or household furniture. Since volatile-type cleaners are harmful to rubber, those parts where foam-rubber is used (seat cushions, armrests, etc.) should not be soaked with cleaning fluid. The following suggestions may prove useful in removing stains:

Blood Stain—Use a clean cloth dampened with cold water. Never use hot water.

Candy—All candy stains, except chocolate, can be removed using hot water. (Ordinarily, the use of hot water on upholstery should be avoided.) Use Lincoln Spot Remover or carbon tetrachloride for chocolate stains.

Fruit Stains, Ice Cream—Rub stain with clean cloth and hot water. Let dry, then use carbon tetrachloride or Lincoln Spot Remover.

Grease, Oil—For small grease or oil spots, use a clean cloth and carbon tetrachloride. If the fabric is saturated with oil, pour on cleaning fluid and soak up quickly with a white blotter. Then sponge spot with cloth dampened with cleaning solution.

Lipstick—Use cleaning solution and a white blotter.

Milk, Nausea—Wash stain with warm soap suds. Then rub the stain with cold water and a clean cloth. Any remaining stain should be removed using a cloth moistened with Lincoln Spot Remover or carbon tetrachloride.

Water—Sponge the entire panel with a clean cloth moistened with cold water. Sponge spots with cleaning fluid.

B50. Leather Upholstery. Sponge with warm water and mild soap. Sponge over the area again using a soft cloth moistened in clean water. Wipe dry with cheese cloth.

B51. What Cleaners Are Best?

In cleaning the exterior and interior of your car, care should be taken in the selection of cleaning agents. There are many reliable commercial cleaners and polishes. There are also many that may prove detrimental to the car's finish or upholstery. The fabrics and finish of your car will always be safe with the

Protect the interior and exterior of your car

following recommended Lincoln cleaners, which can be obtained from your Mercury dealer.

Lincoln Spot Remover
Lincoln Paste Cleaner
Lincoln Polishing Wax
Lincoln Body Polish
Lincoln Foam Upholstery Cleaner
Lincoln White Side-wall Cleaner
Lincoln Cleaner—Wax—Polish
Lincoln Cleaner and Polish
Lincoln Liquid Cleaner
Lincoln Chrome Cleaner

Detailed cleaning instructions are supplied with all Lincoln cleaners and polishes.

Use Lincoln cleaners for best results

MERCURY WARRANTIES

B52. For your protection and "peace of mind," every part of your Mercury is covered by a warranty. It will pay you to read carefully each warranty (which you received from your dealer at the time you purchased your Mercury) and keep it in a safe and handy place for reference.

Owner's Battery and Car Warranty Certificates

B53. Manufacturer's Warranty. The Ford Motor Company warrants all such parts of new Mercury automobiles and chassis, except tires, for a period of ninety (90) days from the date of original delivery to the purchaser of each new Mercury vehicle or before such vehicle has been driven 4,000 miles, whichever event shall first occur, as shall, under normal use and service, appear to it to have been defective in workmanship or material. This warranty shall be limited to shipment, to the purchaser without charge, except for transportation, of the part or parts intended to replace those acknowledged by the Ford Motor Company to be defective. The Ford Motor Company cannot, however, and does not accept any responsibility in connection with any of its automobiles or chassis when they have been altered outside of its own factories or branch plants. If the purchaser shall use or allow to be used in the automobile or chassis, parts not made or supplied by the Ford Motor Company, then this warranty shall become void. It is agreed that the Ford Motor Company makes no warranty whatsoever regarding pneumatic tires. This warranty is expressly in lieu of all other warranties expressed or implied and all other obligations or liabilities on the part of Ford Motor Company, and no person including any dealer, agent, or representative of the Ford Motor Company is authorized to make any representation or warranty concerning Ford Motor Company products on

behalf of the Company except to refer purchasers to this warranty.

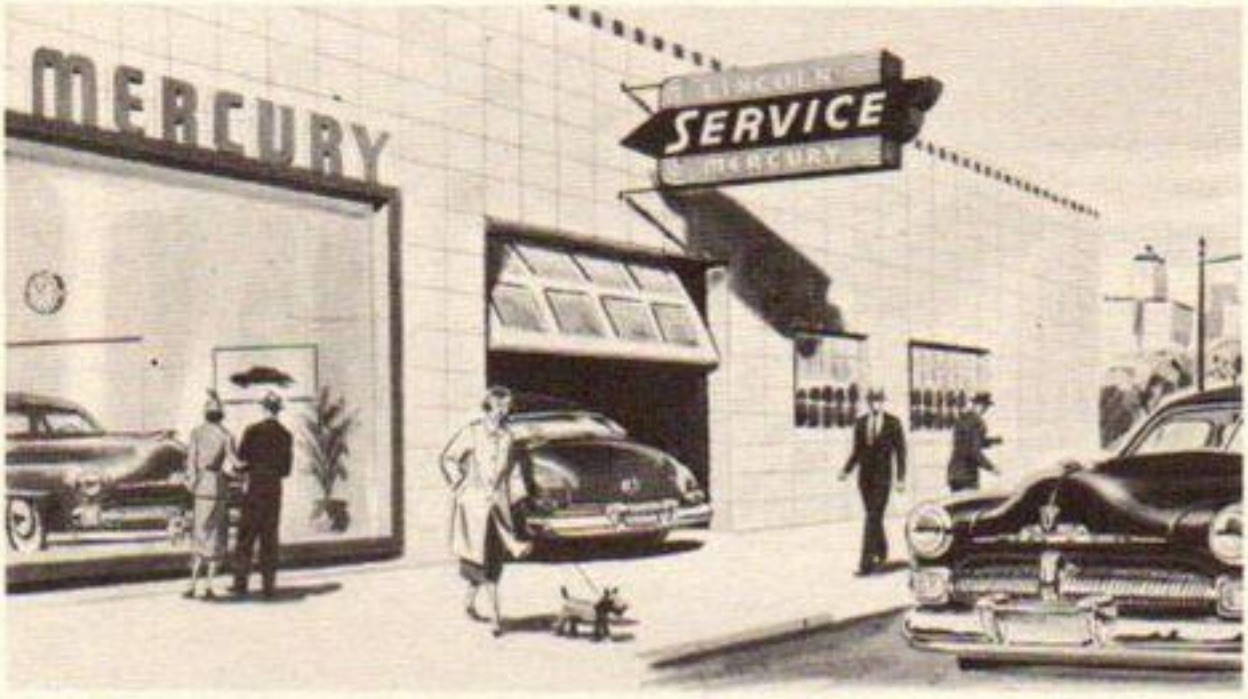
The Ford Motor Company reserves the right to make changes in design and changes or improvements upon its products without imposing any obligation upon itself to install the same upon its products theretofore manufactured.

B54. Battery Warranty. Your Mercury battery is covered by a 90-day unconditional replacement warranty and an adjustment policy that allows credit on a pro-rata basis for a period of 18 months. If for any reason your battery should fail, return it to your dealer and he will give it his immediate attention.

B55. Tire Warranty. The tires and tubes on your Mercury carry a standard warranty provided by the tire manufacturer. Such warranties usually guarantee tires and tubes against defective workmanship or material with no time or mileage limitations.

B56. Radio Warranty. If your Mercury is equipped with a radio, it will have a warranty that reads: "Your Mercury Radio is covered by warranty against defects in material and workmanship for a period of 90 days after retail delivery of the unit." At the time of delivery your dealer will fill out a warranty registration card and attach it to the radio. If your radio needs repair during the initial 90-day warranty period, use this card to obtain free service.

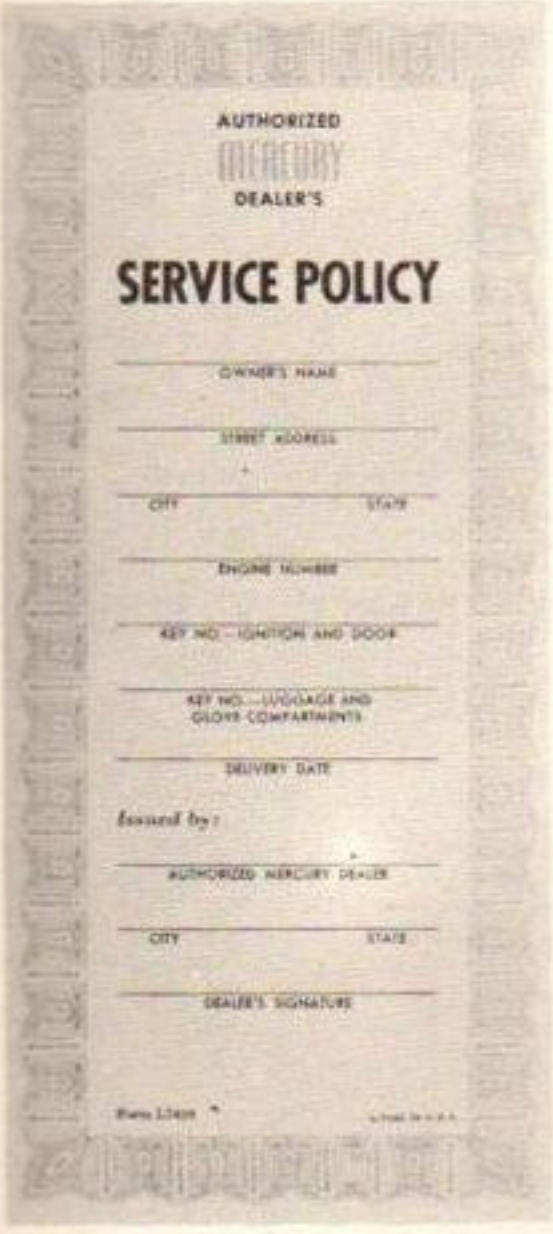
MERCURY SERVICE



Look for the Lincoln-Mercury Service sign

B57. Your Mercury is a precision-engineered product. As such, it will give you many tens of thousands of miles of riding luxury. At home your own Mercury dealer knows your car best. When you travel, a nationwide network of authorized dealers stands ready to provide the high quality of service your Mercury deserves. A list of authorized dealerships, arranged

alphabetically by states and cities, will be found in Par. B62 of this Manual. The primary interest of this group is to see that your Mercury gives you complete satisfaction. It is to their benefit to see that you get the greatest amount of pleasure from your car.


AUTHORIZED

MERCURY

DEALER'S

SERVICE POLICY

OWNER'S NAME

STREET ADDRESS

CITY STATE

ENGINE NUMBER

KEY NO.—IGNITION AND DOOR

KEY NO.—LUGGAGE AND GLOVE COMPARTMENTS

DELIVERY DATE

Issued by:

AUTHORIZED MERCURY DEALER

CITY STATE

DEALER'S SIGNATURE

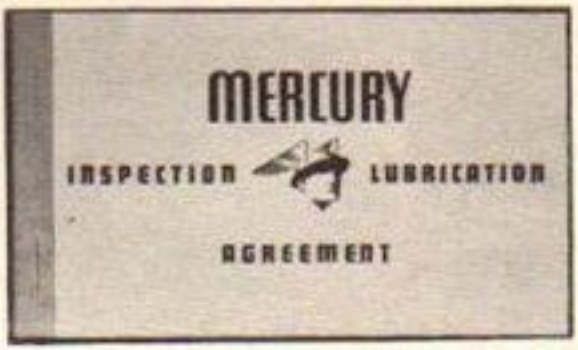
Owner's Service Policy

B58. Mercury service men are factory trained to attend to the needs of the Mercury car. They are kept abreast of the latest techniques and procedures through company bulletins. They use factory-approved modern tools, test fixtures, and methods. These precision instruments are designed specifically for the Mercury car and assure the proper adjustments necessary for its efficient operation.

B59. Genuine Mercury parts are used by your Mercury dealer. These parts are of the same high quality and held to the same rigid tolerances as those originally used in your car.

B60. Owner's Service Policy. With your Mercury you will receive an Owner's Service Policy which entitles you to special services at 1,000 and 2,000 miles, a 90-day or 4,000-mile guarantee (whichever occurs first), and free 30-day inspections for the life of the car. Read it thoroughly—keep it handy.

B61. Lubrication Coupon Book. We suggest you purchase from your Mercury dealer a "Lubrication Coupon Book," which will provide twelve lubrications and inspections. At the time of these lubrication and inspection services, the Service Department will advise you of any adjustments they find necessary, and that might result in your inconvenience at a later date if not attended to promptly.



Mercury Lubrication Book

YOU WILL FIND AUTHORIZED MERCURY SERVICE AT THESE LOCATIONS*

B62.

ALABAMA
Anniston
Birmingham
Decatur
Dothan
Gadsden
Huntsville
Jasper
Mobile
Montgomery
Scottsboro
Selma
Thomasville
Tuscaloosa

ALASKA
Anchorage
Fairbanks
Juneau
Ketchikan
Seward
Sitka

ARIZONA
Casa Grande
Douglas
Flagstaff
Globe
Kingman
Mesa
Phoenix
Prescott
Tucson

ARKANSAS
Blytheville
Camden
El Dorado
Fayetteville
Forrest City
Fort Smith
Hope
Hot Springs
Jonesboro
Little Rock
Pine Bluff

CALIFORNIA
Alameda
Bakersfield
Barstow
Berkeley
Beverly Hills
Bishop
Burbank
Burlingame
Chico
Compton
Delano
El Centro
Escondido
Eureka
Fresno
Fullerton
Glendale
Hanford
Hermosa Beach
Hollister
Hollywood
Huntington
Indio
Inglewood
Laguna Beach
Lodi
Long Beach
Los Angeles
Merced
Modesto
Monterey
Napa
Needles
Newman
North Hollywood
Oakland
Oceanside
Oxnard
Palm Springs
Palo Alto
Pasadena
Petaluma
Pittsburg

**See Classified Section of Local Telephone Directory for Dealer's name and address.*

Placerville
Pomona
Redding
Redwood
Richmond
Riverside
Sacramento
Salinas
San Bernardino
San Diego
San Fernando
San Francisco
San Gabriel
San Jose
San Luis Obispo
San Pedro
San Rafael
Santa Ana
Santa Barbara
Santa Cruz
Santa Maria
Santa Monica
Santa Paula
Santa Rosa
Stockton
Susanville
Taft
Tulare
Ukiah
Vallejo
Van Nuys
Ventura
Victorville
Visalia
Walnut Creek
Wasco
Watsonville
Whittier
Woodland
Yuba City

COLORADO

Alamosa
Boulder
Brush
Burlington
Colorado Springs
Craig
Denver
Durango
Fort Collins
Glenwood
Grand Junction
Greeley
La Junta
Lamar
Pueblo
Sterling
Trinidad
Wray

CONNECTICUT

Bridgeport
Bristol
Danbury
Greenwich
Hartford
Manchester
New Haven
Meriden
Middletown
New Britain
New London
Stamford
Torrington
Waterbury
Willimantic

DELAWARE

Dover
Georgetown
Wilmington

DISTRICT OF COLUMBIA

Washington

FLORIDA

Clearwater
Daytona
Ft. Lauderdale
Ft. Myers
Fort Pierce
Gainesville
Jacksonville
Key West
Lake City
Lakeland
Leesburg
Miami
Miami Beach
Ocala
Orlando
Panama City
Pensacola
Sanford
Sarasota
St. Petersburg
Tallahassee
Tampa
West Palm Beach
Winter Haven

GEORGIA

Albany
Americus
Athens
Atlanta
Augusta
Brunswick
Columbus
Cordele
Decatur
Dublin
Fitzgerald
Gainesville
Griffin
Macon
Milledgeville
Rome
Savannah
Statesboro
Thomaston
Thomasville
Tifton
Valdosta
Waycross

IDAHO

Blackfoot
Boise
Burley
Coeur d'Alene
Emmett
Gooding
Grangeville
Hailey
Idaho Falls
Jerome
Lewiston
Mackay
Montpelier
Mampa
Payette
Pocatello
Preston
Twin Falls
Wallace
Weiser

ILLINOIS

Alton
Belleville
Belvidere
Berwyn
Bloomington
Cairo
Canton
Carmi
Centralia
Champaign
Chicago
Cicero
Danville
Decatur
Dekalb
Dixon
E. St. Louis
Effingham
Elgin
Elmhurst
Evanston
Fairfield
Freeport
Galesburg
Genesco
Granite City
Highland Park
Jacksonville
Joliet
Kankakee
Kewanee
La Grange
Lasalle
Lincoln
Litchfield
Macomb
Mattoon
Morris
Mt. Vernon
Oak Park
Olney
Ottawa
Park Ridge
Paxton
Peoria
Pontiac
Princeton
Quincy
Robinson
Rochelle
Rockford
Rock Island
Springfield
Sterling
Taylorville
Watseka
Waukegan
West Frankfort
Wheaton

INDIANA

Anderson
Bedford
Bloomington
Columbia City
Columbus
Crawfordsville
Decatur
E. Chicago
Evansville
Elkhart
Fort Wayne
Franklin
Gary
Hammond
Indianapolis
Kendallville
Kokomo
Lafayette
LaPorte
Logansport
Marion
Michigan City
Mt. Vernon
Muncie
New Castle
Noblesville
Princeton
Richmond
Shelbyville
South Bend
Terre-Haute
Valparaiso
Vincennes
Wabash

IOWA

Ames
Atlantic
Belmond
Boone
Burlington
Carroll
Cedar Rapids
Centerville
Charles City
Cherokee
Clarinda

Clinton
Council Bluffs
Creston
Davenport
Decorah
Des Moines
Dubuque
Elkader
Estherville
Fairfield
Fort Dodge
Grinnell
Iowa City
Iowa Falls
Jefferson
Keokuk
Knoxville
Lakota
Marshalltown
Mason City
Muscatine
Newton
Oelwein
Osage
Oskaloosa
Ottumwa
Sac City
Sigourney
Sioux City
Spencer
Washington
Waterloo
Waverly

KANSAS
Anthony
Chanute
Clay Center
Coffeyville
Colby
Concordia
Dodge City
Eldorado
Emporia
Garden City
Great Bend
Hays
Hutchinson
Junction City
Kansas City
Lawrence
Leavenworth
Liberal
Manhattan
Marysville
McPherson
Newton
Ottawa
Parsons
Phillipsburg
Pittsburg
Pratt
Salina
Topeka
Wichita
Winfield

KENTUCKY
Ashland
Bowling Green
Danville
Elizabethtown
Frankfort
Harlan
Hazard
Henderson
Hopkinsville
Lexington
Louisville
Maysville
Middlesboro
Newport
Owensboro
Paducah
Pikeville
Prestonsburg
Richmond
St. Matthews
Shelbyville
Somerset

LOUISIANA
Alexandria
Bastrop
Baton Rouge
Bogalusa
Houma
Lafayette
Lake Charles
Leesville
Monroe
Natchitoches
New Iberia
New Orleans
Opelousas
Shreveport

MAINE
Auburn
Augusta
Bangor
Bar Harbor
Biddeford
Brunswick
Calais
Caribou
Dover-Foxcroft
Farmington
Houlton
Machias
Mexico
Portland
Presque Isle
Skowhegan
Southwest Harbor
Waldoboro

MARYLAND
Aberdeen
Annapolis
Baltimore
Bethesda
Chestertown
Cumberland
Easton
Frederick
Grantsville
Hagerstown
Pocomoke City
Rising Sun
Salisbury
Silver Spring

MASSACHUSETTS
Arlington
Boston
Brockton
Cambridge
East Boston
Fall River
Fitchburg
Framingham
Gardner
Greenfield
Haverhill
Holyoke
Hyannis
Jamaica Plains
Lawrence
Lowell
Lynn
Medford
Melrose
Milford
New Bedford
Newton
North Adams
Northampton
North Plymouth
Palmer
Pittsfield
Quincy
Salem
Southbridge
Springfield
Taunton
Waltham
Wellesley
Westwood
Worcester

MICHIGAN
Adrian
Albion
Alma
Alpena
Ann Arbor
Bad Axe
Battle Creek
Bay City
Birmingham
Cadillac
Calumet
Coldwater
Dearborn
Detroit
Ecorse
Escanaba
Flint
Grand Rapids
Greenville
Grosse Pointe
Highland Park
Holland
Iron Mountain
Iron River
Ironwood
Jackson
Kalamazoo
Lansing
Lapeer
Ludington
Marquette
Midland
Monroe
Mt. Clemens
Mt. Pleasant
Muskegon Heights
Owosso
Petoskey
Pontiac
Port Huron
Saginaw
St. Joseph
Sandusky
Sault Ste. Marie
Tawas City
Traverse City
Wayne
Ypsilanti

MINNESOTA
Albert Lea
Alexandria
Anoka
Austin
Bemidji
Brainerd
Cloquet
Crookston
Detroit Lakes
Duluth
Eveleth
Fairmont
Faribault
Fergus Falls
Grand Rapids
Hibbing
Hutchinson
International Falls
Le Sueur
Litchfield
Madison
Mankato
Marshall
Minneapolis
Montevideo
Morris
New Prague
New Ulm
Ortonville
Pine City
Red Wing
Redwood Falls
Rochester
St. Cloud

Saint Paul
Stillwater
Thief River Falls
Two Harbors
Virginia
Waseca
Willmar
Windom
Winona
Worthington
Zumbrota

MISSISSIPPI
Brookhaven
Clarksdale
Cleveland
Columbus
Corinth
Greenville
Greenwood
Gulfport
Hattiesburg
Jackson
Laurel
Meridian
Natchez
Tupelo
Vicksburg
Yazoo City

MISSOURI
Cape Girardeau
Carthage
Chillicothe
Clinton
Columbia
De Soto
Hannibal
Independence
Jefferson City
Joplin
Kansas City
Kennett
Kirksville
Lebanon
Maplewood
Maryville
Mexico
Moberly
Nevada
Poplar Bluff
Rolla
St. Joseph
St. Louis
Sedalia
Sikeston
Springfield
Trenton
Wentzville

MONTANA
Billings
Bozeman
Butte
Cut Bank
Deer Lodge
Dillon
Glasgow
Great Falls
Havre
Helena
Kalispell
Lewistown
Libby
Livingston
Miles City
Missoula
Plentywood
Sidney

NEBRASKA
Alliance
Beatrice
Broken Bow
Chadron
Columbus
Fairbury
Falls City
Fremont
Gordon
Gothenburg
Grand Island
Hastings
Kearney
Lincoln
McCook
Nebraska City
Norfolk
North Platte
Ogallala
Omaha
Scottsbluff
Sidney
Tekamah

NEVADA
Elko
Ely
Las Vegas
Reno

NEW HAMPSHIRE
Berlin
Claremont
Concord
Laconia
Manchester
Nashua
Plymouth
Portsmouth
West Ossipee

NEW JERSEY
Asbury Park
Atlantic City
Camden
Bayonne
Dover
Elizabeth
Inglewood
Hackensack
Jersey City
Lakewood
Maplewood
Montclair
Morristown
Newark
New Brunswick
North Bergen
Ocean City
Paterson
Perth Amboy
Plainfield
Red Bank
Salem
Somerville
South Orange
Summit
Trenton
Vineland
Wildwood

NEW MEXICO
Alamogordo
Albuquerque
Carlsbad
Clovis
Gallup
Hobbs
Las Cruces
Raton
Roswell
Santa Fe
Silver City
Tucumcari

NEW YORK
Albany
Amsterdam
Auburn
Baldwinsville
Batavia
Binghamton
Bolivar
Boonville
Bronx
Brooklyn
Buffalo
Canandaigua
Catskill
Cattaraugus
Corning
Dansville
Dunkirk
Elmira
Endicott
Fairport
Flushing
Glen Falls
Gouverneur
Great Neck
Hamburg
Hempstead
Herkimer
Homer
Hornell
Huntington
Ithaca
Jamaica
Jamestown
Johnstown
Kenmore
Kingston
Liberty
Lockport
Long Island
Lowville
Malone
Massena
Medina
Mount Vernon
Newark
Newburgh
New Rochelle
New York
Niagara Falls
Norwich
Nyack
Olean
Oneonta
Patchogue
Penn Yan
Plattsburg
Port Jervis
Poughkeepsie
Riverhead
Rochester
Rockville Centre
Saranac Lake
Schenectady
Springville
Staten Island
Syracuse
Ticonderoga
Troy
Tupper Lake
Utica
Waterloo
Watertown
Watkins Glen
Wellsville
White Plains
Williamsville
Yonkers

NORTH CAROLINA
Albemarle
Asheboro
Asheville
Burlington
Charlotte
Clinton
Concord
Dunn
Durham
Elizabeth City
Fayetteville
Forest City
Gastonia
Goldsboro
Greensboro
Greenville
Henderson
Hickory
High Point
Kinston
Laurinburg

Lencir
Lexington
Lumberton
Morganton
New Bern
North Wilkesboro
Raleigh
Reidsville
Roanoke Rapids
Rockingham
Rocky Mount
Salisbury
Shelby
Statesville
Wilmington
Winston-Salem

NORTH DAKOTA
Bismarck
Crosby
Devils Lake
Dickinson
Fargo
Grafton
Grand Forks
Jamestown
Mandan
Rugby
Valley City
Wahpeton
Williston

OHIO
Akron
Alliance
Ashtabula
Athens
Barnesville
Bellefontaine
Bowling Green
Cadiz
Chardon
Chillicothe
Cincinnati
Cleveland
Cleveland Heights
Columbus
Coshocton
Dayton
Defiance
Delaware
East Cleveland
East Liverpool
Elyria
Euclid
Findlay
Fremont
Galion
Greenville
Hamilton
Kent
Kinsman
Lancaster
Lima
Lorain
Loudonville
Mansfield
Marietta
Marion
Massillon
Middletown
Mt. Vernon
Newark
New Lexington
New Philadelphia
Newton Falls
Niles
Norwalk
Oberlin
Painesville
Portsmouth
St. Marys
Salem
Sandusky
Sidney
Springfield
Steubenville
Tiffin
Toledo
Van Wert
Wadsworth
Warren
Washington Court House
Wellington
Willoughby
Wooster
Xenia
Youngstown
Zanesville

OKLAHOMA
Ada
Altus
Ardmore
Bartlesville
Chickasha
Claremore
Clinton
El Reno
Enid
Guthrie
Guymon
Lawton
McAlester
Miami
Muskogee
Oklahoma City
Okmulgee
Pauls Valley
Pawhuska
Ponca City
Poteau
Sapulpa
Seminole
Shawnee
Stillwater
Tulsa
Woodward

OREGON
Albany
Astoria
Baker
Bend
Coos Bay
Cottage Grove
Eugene
Grants Pass
Klamath Falls
La Grande
McMinnville
Medford
Newberg
Ontario
Oregon City
Pendleton
Portland
Roseburg
Salem
Tillamook
Toledo

PENNSYLVANIA
Abington
Allentown
Altoona
Ambridge
Athens
Bedford
Bellefonte
Bellevue
Bethlehem
Blairsville
Bloomsburg
Bradford
Brookville
Brownsville
Butler
Carbondale
Carlisle
Chambersburg
Charleroi
Chester
Clarion
Connellsville
Corry
Doylestown
Dubois
Dushore
Easton
Elkland
Emporium
Erie
Etna
Gettysburg
Greensburg
Greenville
Grove City
Harrisburg
Hazleton
Homestead
Indiana
Johnstown
Kane
Kingston
Kittanning
Lancaster
Lebanon
Lewistown
Lock Haven
McKeesport
Headville
Minersville
Montrose
Mt. Union
New Brighton
New Castle
New Holland
New Kensington
Norristown
Oil City
Philadelphia
Pittsburgh
Pottstown
Pottsville
Punxsutawney
Reading
Rimersburg
St. Marys
Scranton
Sewickley
Shamokin
Sharon
Somerset
State College
Stroudsburg
Sunbury
Tamaqua
Towanda
Turtle Creek
Uniontown
Vandergrift
Warren
Washington
Waynesburg
Wellsboro
West Chester
Wilkinsburg
Williamsport
Wyalusing
Wynnewood
York

RHODE ISLAND
East Greenwich
Newport
Pawtucket
Providence
Westerly
Woonsocket

SOUTH CAROLINA
Aiken
Anderson
Beaufort
Charleston
Columbia
Florence
Greenville
Orangeburg
Rock Hill
Spartanburg
Sumter
Walterboro

SOUTH DAKOTA
Aberdeen
Brookings
Huron
Madison
Milbank
Mitchell
Mobridge
Pierre
Rapid City
Sioux Falls
Watertown
Yankton

TENNESSEE
Athens
Chattanooga
Clarksville
Cleveland
Columbia
Cookeville
Crossville
Dyersburg
Harriman
Jackson
Johnson City
Kingsport
Knoxville
Memphis
Morristown
Murfreesboro
Nashville
Union City

TEXAS
Abilene
Alice
Amarillo
Atlanta
Austin
Bay City
Baytown
Beaumont
Big Spring
Borger
Brownsville
Brownwood
Bryan
Childress
Clarkville
Clifton
Colorado City
Comanche
Conroe
Corpus Christi
Corsicana
Dalhart
Dallas
Del Rio
Denton
El Paso
Fort Stockton
Fort Worth
Freeport
Gainsville
Galveston
Graham
Greenville
Harlingen
Haskell
Henderson
Hereford
Hillsboro
Houston
Huntsville
Jacksonville
Kermit
Kerrville
Kilgore
Lamesa
Lampasas
Laredo
Littlefield
Longview
Lubbock
Lufkin
Marshall
McAllen
Mexia
Midland
Mineral Wells
Monahans
New Braunfels
Nocona
Odessa
Orange
Ozona
Paducah
Palestine
Pampa
Paris
Pecos
Perryton
Plainview
Port Arthur
Rosenberg
San Angelo
San Antonio
San Saba
Sherman
Stamford
Sweetwater
Taylor
Temple
Texarkana
Tyler
Uvalde
Vernon
Victoria
Waco
Waxahachie
Weatherford
Wichita Falls

UTAH
Cedar City
Fillmore
Gunnison
Logan
Nephi
Ogden
Price
Provo
Richfield
Saint George
Salt Lake City
Vernal

VERMONT
Barre
Burlington
Mancester Center
Newport
Rutland
St. Johnsbury
Junction

VIRGINIA
Arlington
Bristol
Charlottesville
Covington
Danville
Farmville
Fredericksburg
Hampton
Harrisonburg
Luray
Lynchburg
Martinsville
Newport News
Norfolk
Petersburg
Portsmouth
Pulaski
Richmond
Roanoke
South Boston
Staunton
Triangle
Warrenton
Winchester

WASHINGTON
Aberdeen
Bellevue
Bellingham
Bremerton
Chehalis
Kennewick
Longview
Mount Vernon
Olympia
Port Angeles
Renton
Seattle
Snohomish
Spokane
Sunnyside
Tacoma
Vancouver
Walla Walla
Wenatchee
Yakima

WEST VIRGINIA
Beckley
Bluefield
Buckhannon
Charleston
Charles Town
Clarksburg
Elkins
Fairmont
Huntington
Logan
Martinsburg
Moorefield
Morgantown
Parkersburg
Parsons
Sistersville
Webster Springs
Welch
Weston
Wheeling

WISCONSIN
Appleton
Antigo
Ashland
Baraboo
Beaver Dam
Beloit
Burlington
Chippewa Falls
Eau Claire
Elkhorn
Fond du Lac
Fort Atkinson
Green Bay
Kenosha
La Crosse
Madison
Marshfield
Mauston
Menomonie
Milwaukee
Monroe
Oshkosh
Portage
Racine
Rhinelander
Rice Lake
Richland Center
Sheboygan
Stevens Point
Sturgeon Bay
Superior
Watertown
Waupaca
Wausau
Whitewater
Wisconsin Rapids

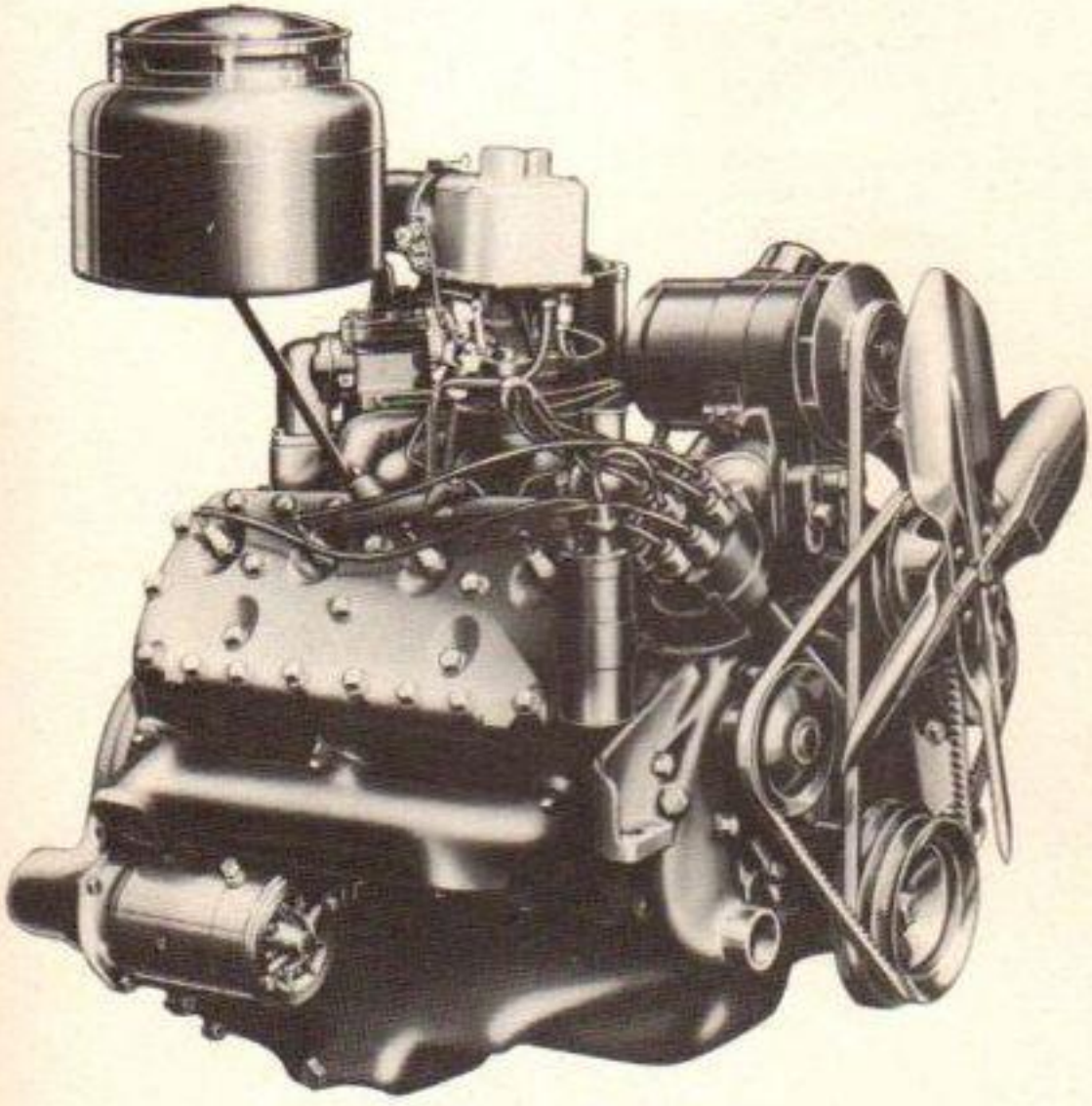
WYOMING
Afton
Casper
Cheyenne
Cody
Evanston
Kemmerer
Lander
Laramie
Lusk
Rock Springs
Sheridan
Wheatland


1950

How your MERCURY works

SECTION C

THE 1950 MERCURY ENGINE



This section, descriptive of the great 1950 Mercury engine, is somewhat more technical than other parts of this manual. But because this Mercury engine incorporates a number of outstanding and unique advancements, it is believed you will find much of interest and value in these pages.

ENGINE

C1. The "Hi-Powered" eight-cylinder, V-type engine used exclusively in your new 1950 Mercury has been designed, built, tested, and road proven by the company that has made more V-type engines than all other manufacturers combined.

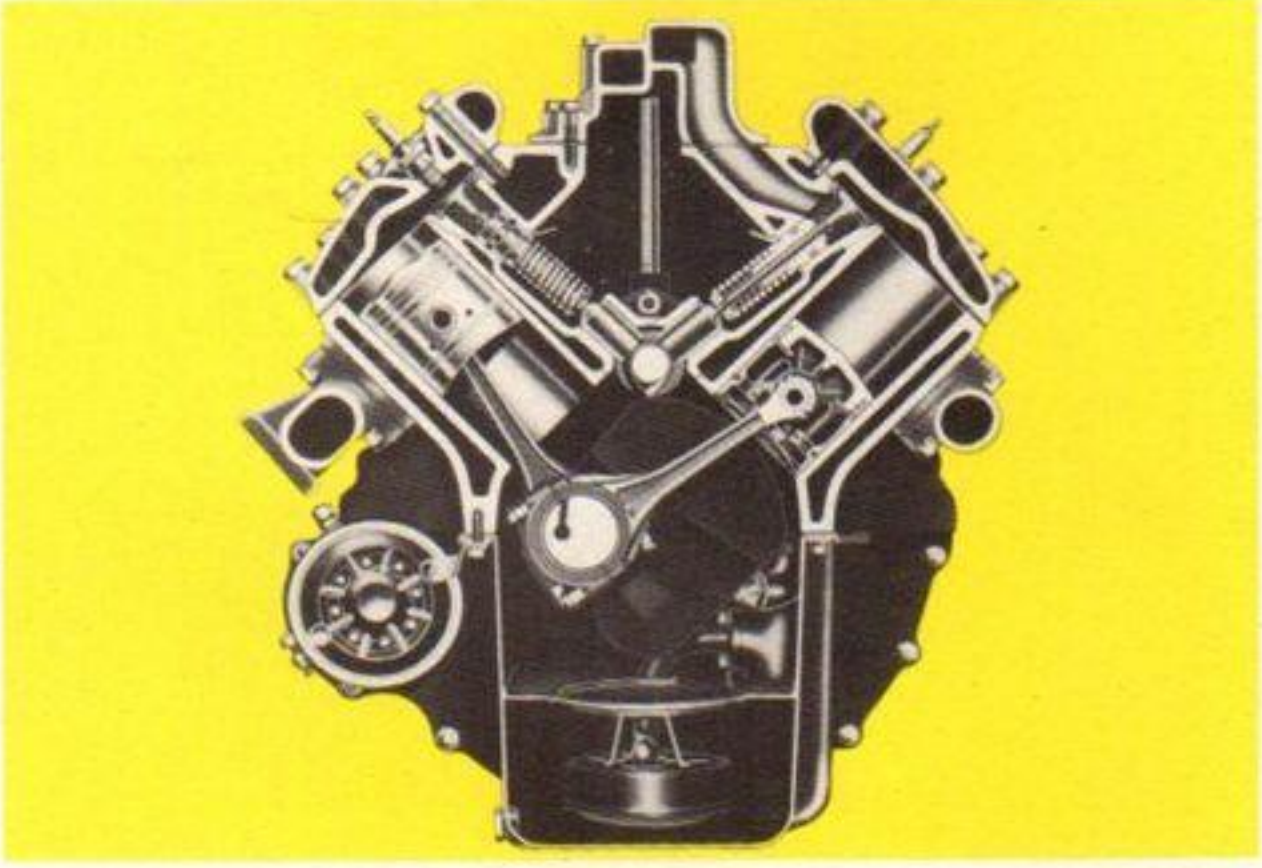
This engine is a responsive, thrifty performer which has been designed to operate efficiently on non-premium fuels thus saving Mercury owners the expense of using the more expensive premium priced gasolines.

C2. Design. This eight-cylinder Mercury engine develops 110 horsepower at 3600 rpm. Maximum torque rating is 200 lb.-ft. at 2000 rpm. Compression ratio is 6.8 to 1. The cylinders are arranged in two banks at a 90° angle. This type of engine has long been recognized as delivering exceptionally smooth, reliable, and efficient performance, together with high power output and accessibility.

The crankshaft in any internal combustion engine is subjected to heavy bending and twisting forces. In the Mercury V design the crankshaft is short and heavy and, accordingly, more resistant to these forces than a longer shaft.

Another built-in advantage of V design is its improved lubrication. Oil passages in cylinder block and crankshaft are shorter, less apt to become clogged. The three extra-wide crankshaft bearings retain oil better than narrower bearings usually used in in-line engines.

The great compactness of the Mercury engine permits more length inside the car body in proportion to the overall body length, as well as allowing the use of a shorter hood to increase visibility.



Engine cross-section

C3. Cylinder Block. A cylinder block of high grade iron is cast in one piece, which results in great uniformity, freedom from distortion, and exceptionally long life. Full length water jackets and uniform water passages give equalized cooling.

C4. Cylinder Bore Finish. Controlled quality finish of the cylinder bore surfaces increases service life. Metal surfaces requiring lubrication have a Mercury "Controlled Quality Finish." This surface will hold a uniform lubricating film. The result is continuous lubrication, less wear, longer engine life, and lower oil consumption.

C5. Cylinder Heads. Special Mercury-designed combustion chambers cast in the cylinder heads complete the mixing of the fuel and air delivered by the carburetor. This produces uniform combustion and smooth power. High compression is achieved without detonation or "knocking" with non-premium fuels.

C6. Pistons. The pistons are made of light-weight, heat-treated aluminum alloy, with "thermal-controlled" clearance. Controlled expansion is achieved by an imbedded steel strut in each side of the piston skirt, and by a special grinding process.

Each piston is provided with four piston rings, three above and one below the piston pin. The first two rings are compression sealing rings; the other two are slotted oil control rings, giving a double wiping action against the cylinder wall to leave just the right amount of oil necessary for proper cylinder lubrication.

C7. Connecting Rods. The connecting rods are high quality drop-forged steel, heat treated to relieve internal strains. The upper end of each rod is fitted with a special bronze bushing, pressed, burnished, and precision bored in place. The lower end contains a replaceable copper-lead, steel-backed precision bearing. Squirt holes are incorporated in the connecting rods to provide adequate cylinder wall lubrication.

C8. Crankshaft. The crankshaft is a high-carbon steel casting, with six counter-weights cast as part of the shaft. Its shortness gives great resistance to twisting and bending forces, and minimizes tendency to vibrate or "whip."

Main bearings are extra-wide, steel-backed precision type. The bearing material is triple-layer copper-lead alloy, noted for its long-wearing qualities and excellent heat conductivity.

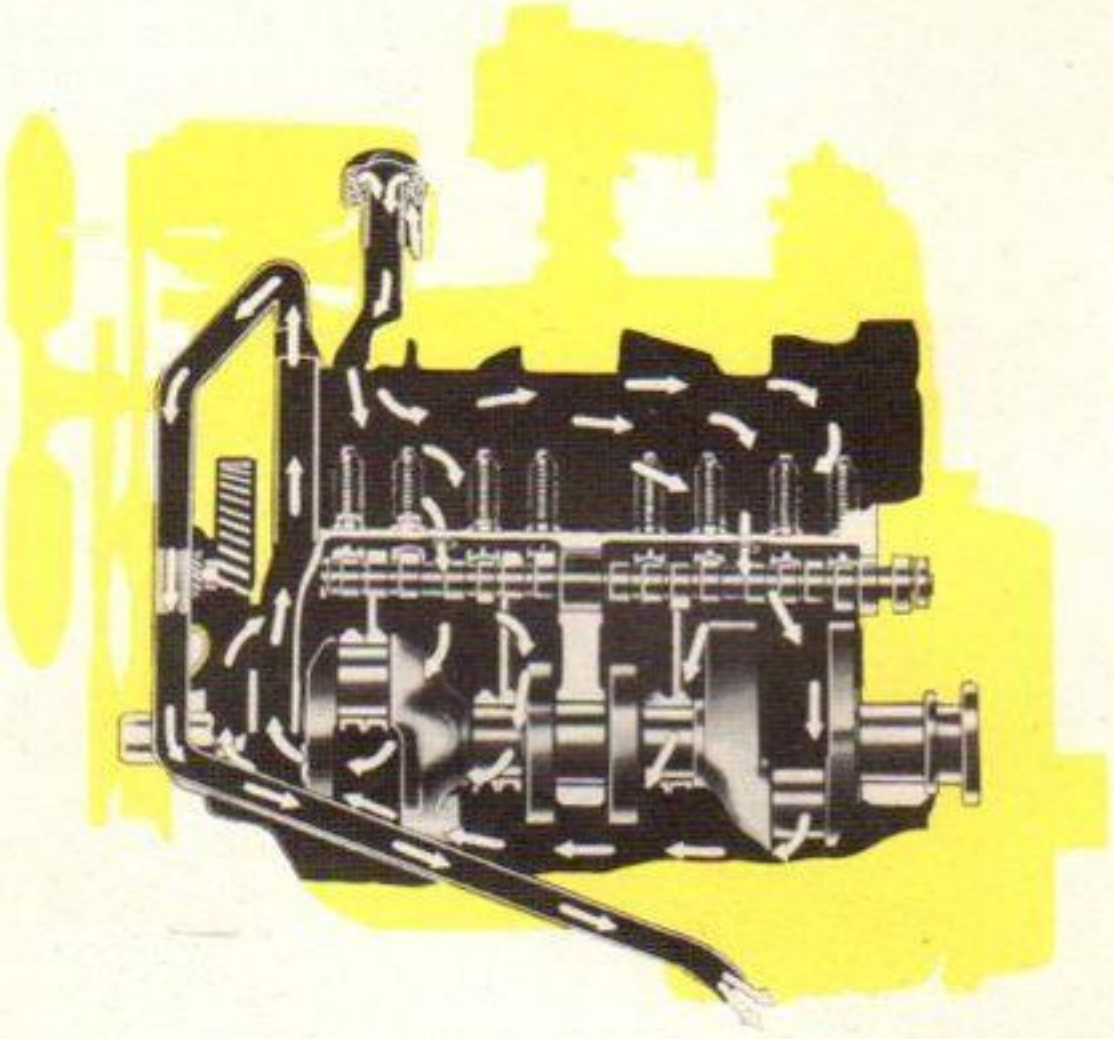
C9. Crankcase Ventilation. The combustion of gasoline forms water vapors and gases that are highly corrosive to iron and steel. A certain amount of condensed gasoline also finds its way to the crankcase. It is, therefore, very important that these gases be carried away before they can cause harm. Your Mercury crankcase ventilation system is designed to draw off vapors and gases as they are formed.

The ventilation system is simple but efficient. The forward motion of the car creates a vacuum in a tail pipe connected to the crankcase. Fresh air is then drawn through a screened opening around the oil filler cap and passes through the crankcase and out the tail pipe. There is, therefore, a continual circulation of air through the crankcase which eliminates vapors and harmful gases.

C10. Camshaft. The short, rigid camshaft is chill cast alloy iron. Cam surfaces are extra-hard and long-wearing. Camshaft drive is through a wide, silent, lamenated phenolic, impregnated fabric gear, bolted to the front end of the camshaft and meshing with a gear on the crankshaft.

C11. Valves. Mercury engines are equipped with one piece hardened valves that resist burning, pitting, and corrosion. One piece valve guides are

used. The intake valve guides are provided with neoprene seals which prevent lubricating oil losses through the induction system. Both the intake and exhaust valve seats are hardened steel alloy inserts that resist corrosion and burning. The intake valves are factory set for a clearance of .010 to .012 inch and the exhaust valves for a clearance of .014 to .016 inch.



Crankcase ventilation system

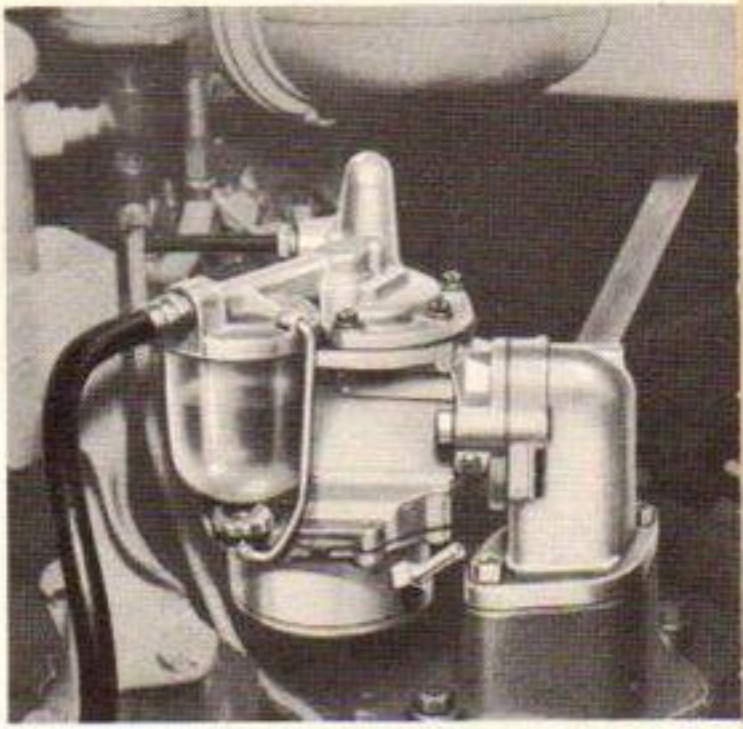
FUEL SYSTEM

C12. Fuel Tank is mounted at the rear of the frame under the body with a three-point mounting. In the bottom of the tank is a sump where any water or sediment in the fuel collects. This sump is provided with a drain plug. If you have trouble due to watered or dirty gasoline, the fuel lines should be blown out with compressed air, the drain plug removed, and the tank flushed.

C13. Fuel Tank Capacity of the Mercury is 19½ gallons.

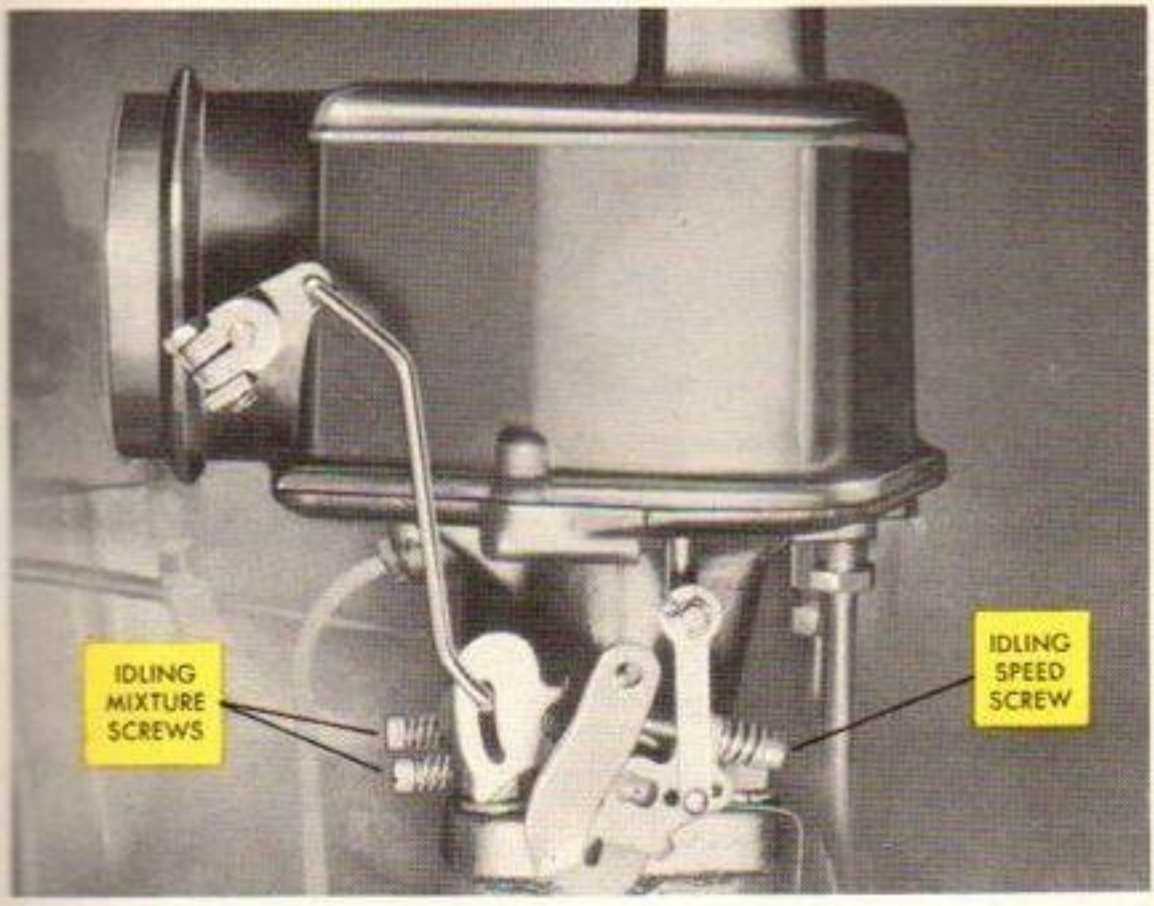
C14. A Diaphragm Fuel Pump is mounted on the engine at the rear. The fuel pump is driven by a push rod activated by an eccentric at the rear of the camshaft. A removable glass sediment bowl is easy to inspect and clean. The bowl should be cleaned whenever you can see a substantial amount of sediment. A filter mounted at the top of the sediment bowl should be cleaned with compressed air at the same time.

C15. Vacuum Booster Pump. A diaphragm-type vacuum pump incorporated in the fuel pump is operated by the same push rod. This booster pump keeps the windshield wipers operating at a constant speed when the engine accelerates or is under a heavy load.



Fuel and booster pumps

"ECON-O-MISER"



Carburetor and adjusting screws

C16. The Mercury "Econ-O-Miser" Carburetor assures quick starting and smooth economical operation under all conditions. It is a dual concentric carburetor of the plain tube, balanced, downdraft type.

It may be considered as two carburetors in one since each side has its own venturi tube, throttle plate, idling system, main metering system, and accelerating jet. One fuel chamber and one air passage feed the twin mixing chambers. The main air supply circulates completely around and cools the fuel chamber, minimizing hot-starting difficulties (vapor-lock).

The accelerating pump and jets provide increased power for rapid acceleration or heavy pulling. The concentric fuel bowl with a specially designed float maintains fuel level correctly at all operating angles. The overall design allows exceptionally easy servicing.

C17. Idling Speed is adjusted by turning the screw located on the top of the throttle arm on the right side of the carburetor. The fuel-air mixture for idling speeds is regulated by adjusting screws on the back of the carburetor. One full turn of each fuel-air mixture screw away from the stop position is approximately correct.*

*CAUTION: *Any carburetor is essentially a precision instrument. Many of its parts are extremely small; most of them are fitted to close tolerances. Unless you are experienced in carburetor adjustment, the safest rule to follow is "let your* **dealer** *do it."*

C18. The Automatic Choke, built into the carburetor, controls fuel-air mixture according to engine exhaust temperature and throttle opening. The choke is held partly open when the accelerator pedal is all the way down.

C19. The Automatic Fast Idle Control is operated by the automatic choke. During starting and warm-up periods, the throttle is held slightly open giving greater idle speed at the start, and gradually decreasing to normal as the engine warms up. It is not necessary to hold the accelerator down to keep the engine running after a cold start.

C20. The Oil Bath Air Cleaner (extra cost equipment) removes virtually 100% of the foreign matter from the incoming air. See lubrication section for instructions on cleaning and oil renewal.

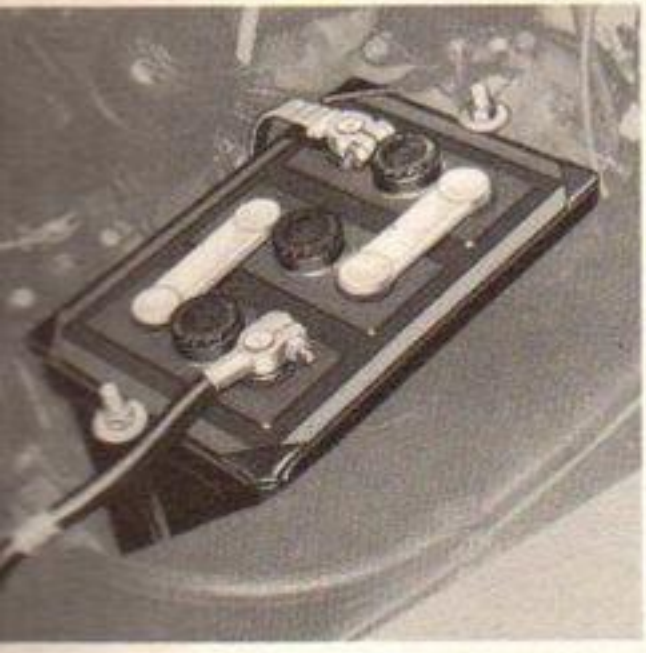
C21. The Dual Intake Manifold and the cover for the valve chamber are combined in a single casting, a feature exclusive with the V-type design. All manifold passages are extra-short and of equal length, contributing to uniform fuel distribution. A special isolated heat chamber in the intake manifold just below the carburetor is served by an automatic valve in the exhaust system. This deflects hot exhaust gases through the chamber during warm-up periods and in cold weather. These hot gases rapidly heat the manifold, preventing condensation of fuel vapors and evaporating any raw gasoline that may escape from the carburetor. With this device, engine warm-up time is reduced, combustion improved, and a major cause of crankcase oil dilution eliminated.

ELECTRICAL SYSTEM

C22. The electrical system of your 1950 Mercury offers many refinements.

C23. The Battery is conveniently located under the hood at the front left-hand corner. It has 17 plates per cell and its 100 ampere-hour capacity gives ample reserve for operation of acces-

sories. Water level in the battery should be checked every week; more often in



Mercury battery

extreme hot weather. Use distilled water available at all Mercury dealers.

C24. The Generator is of new design, with a high-charging capacity which will take care of accessory requirements under normal driving conditions. It is mounted above the engine at the front and is driven by a wedge belt. Maximum charging rate is 35 amperes at a generator speed of 1700 rpm or approximately 16 mph car speed.

C25. A Generator Regulator controls the output of the generator and is mounted on the fender apron in a dustproof cover. The three units of the regulator are (1) a voltage-limiter that maintains constant voltage of a predetermined value while the engine is running; (2) a current-limiter that prevents overloading and overheating of the generator; (3) a cut-out relay that automatically disconnects the battery from the generator when the engine is stopped or, in general, when the generator voltage is of lower value than the battery voltage. It is not necessary to turn on the lights when driving long distances to protect the battery from overcharging during daylight driving. The automatic controls protect the battery for you.

C26. The Starter Motor, located on the lower rear right hand side of the engine, provides the power needed for quick, easy starting at all times. No lubrication is required.

C27. The Starter Solenoid operated by the "Starter" push-button on the instrument panel is located on the left fender apron in front of the battery in order to keep the heavy cable between the battery and solenoid as short as possible.

Mercury Generator

C28. The Distributor and Ignition Coil are mounted at the front right side of the engine, readily accessible for inspection and/or adjustment. The distributor shaft is driven by a spiral gear on the camshaft. (See lubrication section for distributor lubrication instructions.)

The distributor has a single high speed type breaker arm, is equipped with pressure type automatic spark

control, which adjusts spark timing for variations in speed and engine load.

Ignition coil and distributor

C29. The Spark Plugs installed in your Mercury are 14 mm. size. They should be cleaned and adjusted every 5,000 miles—or each spring and fall—and replaced if necessary, in order to keep the engine at peak efficiency. The proper setting for the spark gap is .028 to .032 inches. It is essential that the correct heat-range spark plugs be used at all times. These may be obtained from any authorized Mercury dealer.

C30. Fuses. Electric circuits are protected by either fuses or circuit breakers. The chart shown below lists the circuits, the type of protective devices used, and their locations.

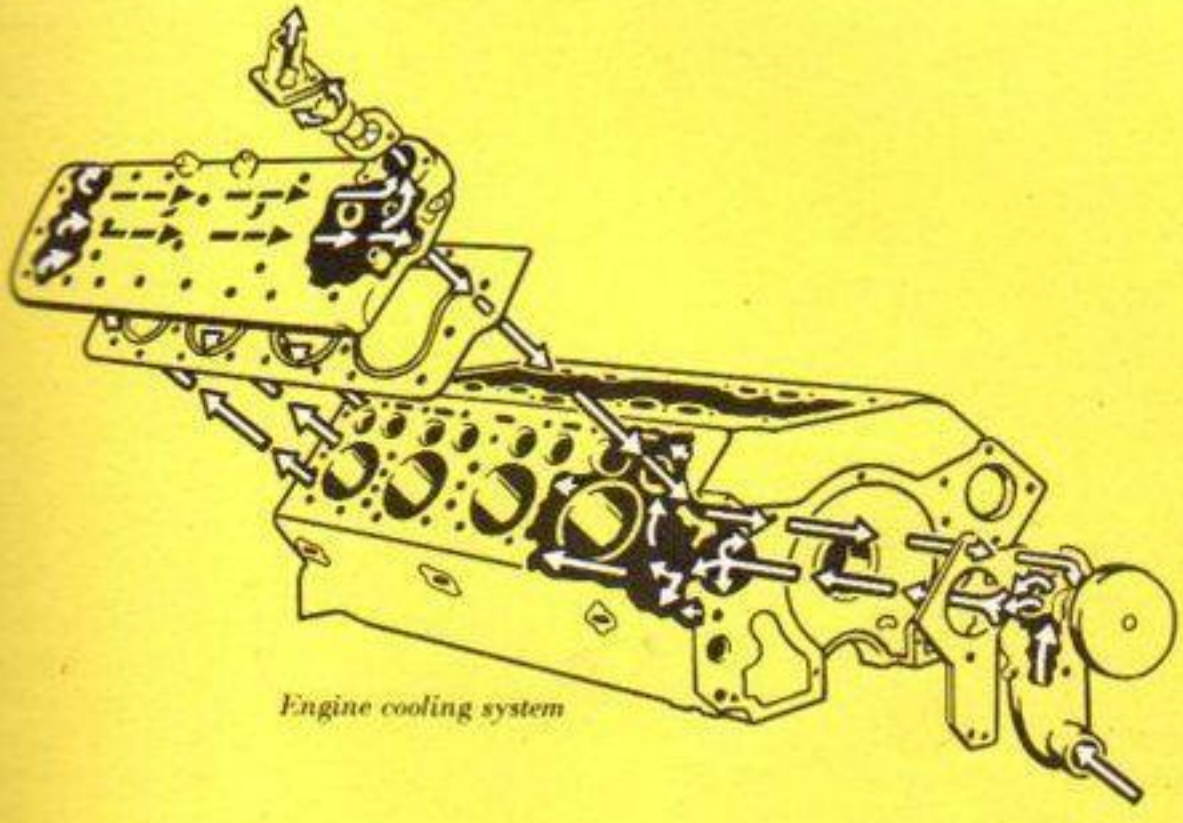
All circuit breakers are the automatic reset type. They will close within a few seconds after breaking the circuit. If overload or short-circuit persists, the breaker will continue to open and close until the trouble is corrected.

Those circuits protected by fuses will stop working when the fuse burns out. The burned out fuse must then be replaced with a new one, of the same capacity. It is a good idea to learn the locations of the fuses and to carry a few extras in the glove compartment. You can get them from your Mercury dealer.

CIRCUIT FUSE CHART

CIRCUIT	PROTECTIVE DEVICE	LOCATION
Headlamps (only)	30-ampere bi-metal circuit breaker	Back of instrument panel, left side
Auxiliary lamps (all except headlamps, turn signal, dome and courtesy lamps)	15-ampere circuit breaker	Back of instrument panel, left side
Turn signal	14-ampere fuse	Back of instrument panel, left side
Dome and courtesy lamps	14-ampere fuse	Back of instrument panel, left side
Hydraulic window and seat control	15-ampere circuit breaker	Back of instrument panel, left side
Convertible top hydraulic control	(Same circuit breaker as for window lifts)	Back of instrument panel, left side
Overdrive	30-ampere fuse	On engine side of dash, center (mounted on Overdrive relay)
Heater blower	20-ampere fuse	In feed wire to heater switch
Radio	14-ampere fuse	In feed wire to radio
Clock	3-ampere fuse	In feed wire to clock

COOLING SYSTEM



Engine cooling system

C31. The highly effective Mercury cooling system contributes to engine smoothness and efficiency by keeping all parts of the engine at the best operating temperature both summer and winter.

C32. Full-Flow Cooling in the Mercury engine circulates the flow of cooling water through the engine block and cylinder heads. Thus, all cylinders operate at the same temperature and deliver an even flow of power.

C33. Water Pumps. A high capacity water pump at the front of each bank of cylinders circulates the cooling water through the engine several times per minute. When your Mercury is having a periodic checkup, the tension of the wedge-belts should be adjusted by moving the generator and fan on their sliding mounts.

C34. Thermostats. When the engine is cold, heat-operated valves (thermostats) at the front of each bank of cylinders cause the cooling water to be recirculated in the engine until it reaches the correct operating temperature. These thermostats then pass enough water through the radiator to maintain proper engine temperatures. This helps the engine warm up quickly, and provides a quick source of hot water for the heater.

C35. Pressure Cap. The cooling system is sealed with a "pressure cap," which checks the escape of water or anti-freeze by keeping vapors in.

C36. Removing Pressure Cap. Because the cooling system operates under pressure, the radiator cap should be removed in two operations:

1. Turn it counterclockwise to the first "notch" and wait until vapor has escaped. (If the engine is overheated, this may take a few seconds. Care should be taken to avoid steam burns in case of overheating.)

2. Turn it counterclockwise until it is free.

C37. Water-Temperature Gauge. An electrically operated water-temperature gauge is located on the instrument panel. The dial indicates the operating temperature of the engine.

C38. The Fan draws fresh air through the radiator and forces it around the engine to increase cooling efficiency. Tension of the wedge-belt drive is adjusted by moving the fan bracket which is bolted to the engine. Fan blades are irregularly spaced to reduce the noise due to periodic air vibration. No lubrication is necessary with this fan.

C39. Cooling System Capacity: 22.25 quarts.

NOTE: *For care of the cooling system, see sections on Water and Anti-freeze.*

THE "POWER TRAIN"

C40. The flow of power in your Mercury, from engine to the rear wheels, is shown in the diagram. You will note that when the energy leaves the crankshaft it passes through the clutch and transmission, then through a universal joint, the propeller or driveshaft, another universal joint, then the pinion and ring gear, and into the rear axle shafts to the wheels. The units from clutch to wheels are called the "power train."

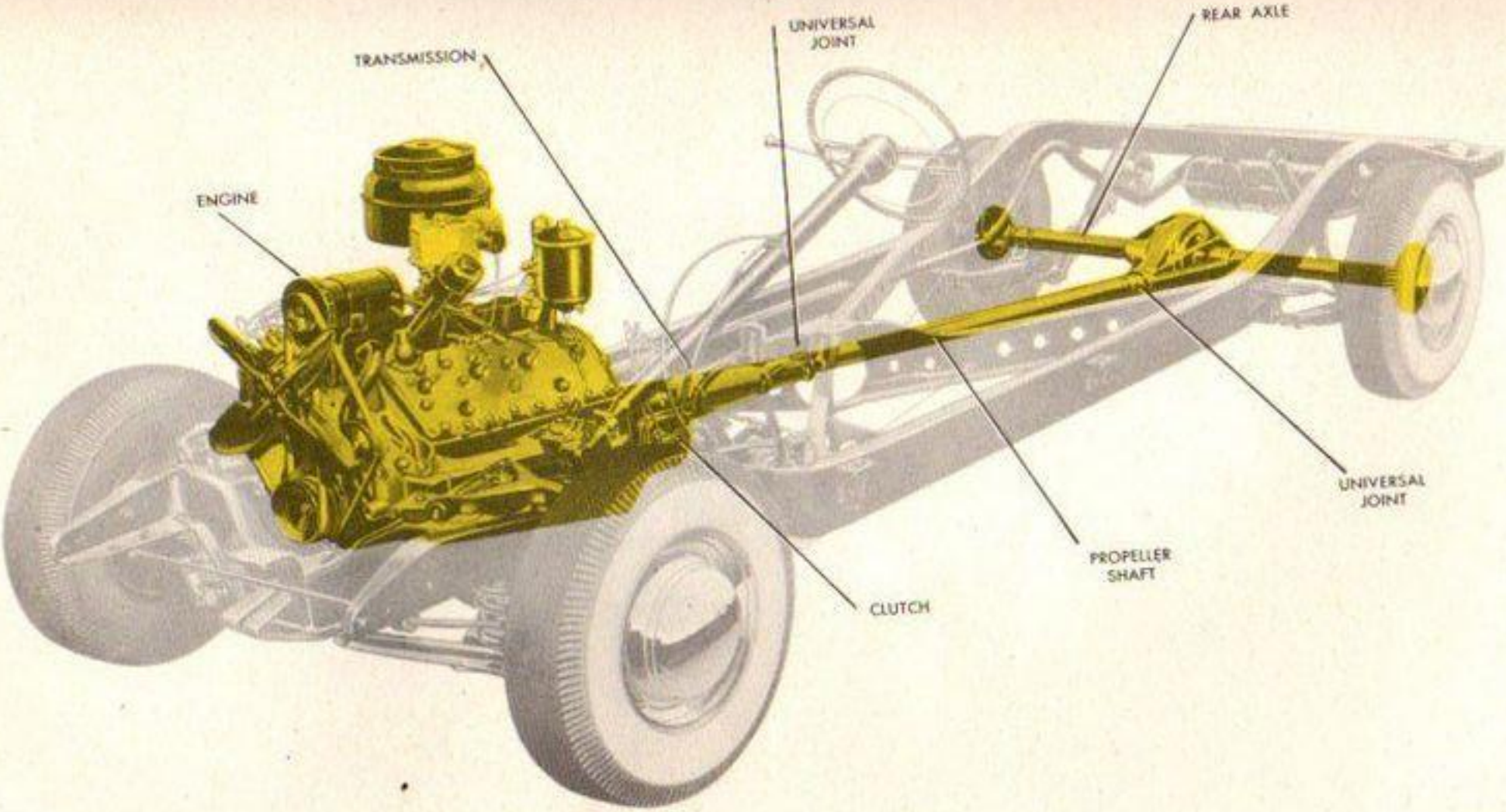
C41. The Clutch. The Mercury clutch is of the single dry plate construction consisting of spring steel segments between the clutch facings, together with damper springs and hub. Pedal action is easy, operation is positive and smooth—without grabbing, vibration, or chatter. **The clutch throw out and pilot bearings are permanently lubricated.** They do not require servicing. The **linkage** between the pedal and the clutch arm keeps engine movement from reaching the clutch pedal. The clutch pedal free travel should be about one inch.

C42. The Transmission is the selective sliding gear type with three forward speeds and one reverse speed. Silent helical gears with extra wide teeth are used for quiet shifting. All gear teeth are deep surface-hardened to make them long wearing. Second and third gears have a block-type synchronizer to eliminate clashing.

C43. The Driveshaft (propeller shaft), linking transmission and rear axle, is tubular, combining maximum strength with minimum weight.

C44. Universal Joints at the ends of the shaft have four needle bearings which are sealed against dirt and moisture. The front universal joint is connected to the main shaft of the transmission (or Overdrive, when installed). It allows movement of the propeller shaft as the rear axle moves up and down. This connection is lubricated from the transmission or Overdrive. A spring seal keeps lubricant in, and dirt and moisture out.

C45. The Rear Axle is the semi-floating type, with hypoid-type ring gear and pinion, two-pinion differential, and a one-piece housing. Use of this type of rear axle lowers the "tunnel" in the floor—an important factor in the low, streamlined design that provides the road stability of your Mercury.



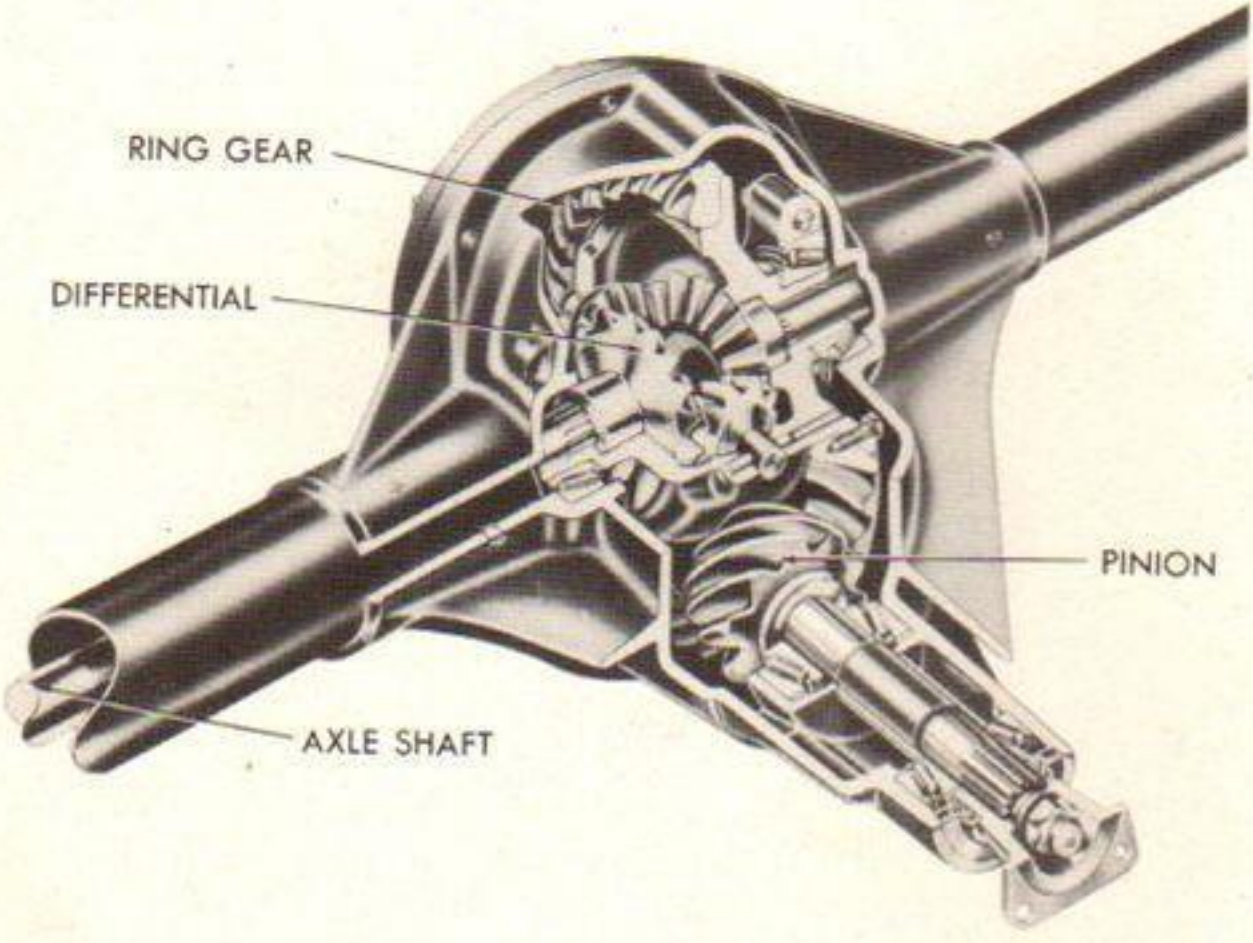
Mercury Power Train

Hypoid gears have the advantage of large contact area between gear teeth, resulting in long gear life.

Mercury's new one-piece housing combines a rugged, malleable iron casting for the differential housing proper with extra-long, light-weight steel axle tubes pressed and key-welded into its ends. The complete unit is exceptionally strong and compact, with highly accurate alignment of the axle shafts assured by the rigid positioning of the axle tubes.

C46. Axle Shafts are made of high-grade alloy steel. Outer ends are supported in the axle tubes by **permanently lubricated and sealed** single-row ball bearings. Axle shafts can be easily removed and replaced.

Cut-away of rear axle



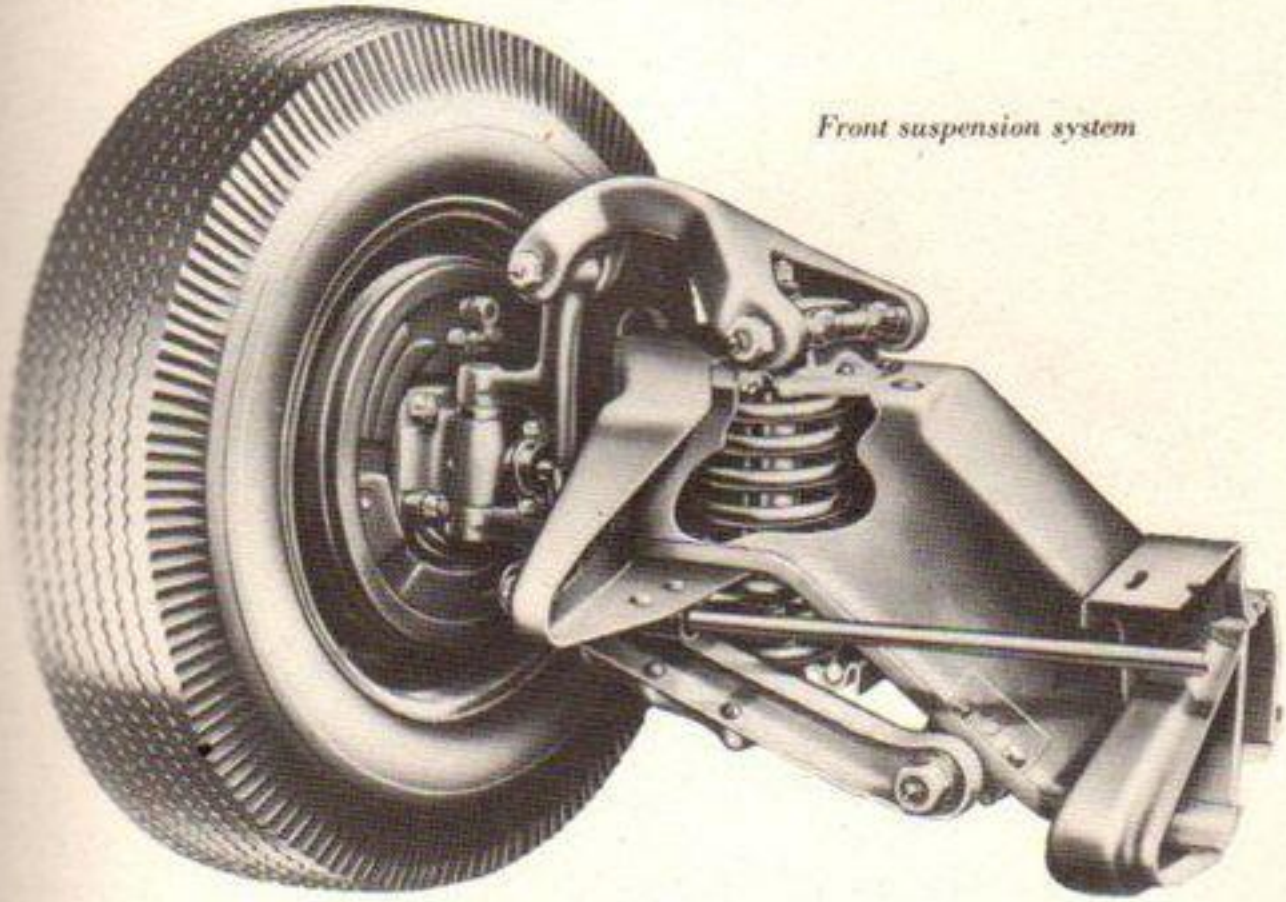
WHEEL SUSPENSION

C47. The extraordinary riding qualities of your Mercury are in large part due to its advanced design of spring suspension, both front and rear. Here is maximum riding comfort and smoothness, with all the advantages of great stability, steering ease, and minimum servicing requirements.

C48. Independent Front Suspension. The Mercury front-wheel suspension combines extreme simplicity with exceptional strength and durability. Each wheel is supported independently, so that either one may move up and down over bumps without affecting the other. The diagram shows the simple arrangement of upper and lower control arms, with the heavy coil spring between them and the wheel spindle support. Arrangement and positioning of the control arms maintains correct wheel alignment as they move up and down and controls the "lean" of the wheels on turns. The front wheels return smoothly and automatically to the straight-ahead position for easy steering.

These same control arms carry all braking and steering forces so the springs have only to cushion road shocks. Mercury front springs do not require any lubrication.

C49. Direct-Acting Telescopic Shock Absorbers, mounted inside the front springs, are protected from damage, and work when the wheels move either up or down. They have no bearings or links to wear and rattle and respond quickly and effectively to road shocks.



Front suspension system

C50. A Torsional Stabilizer Bar is connected between the front wheel spindle supports and the chassis frame to modify spring action for proper roll control.

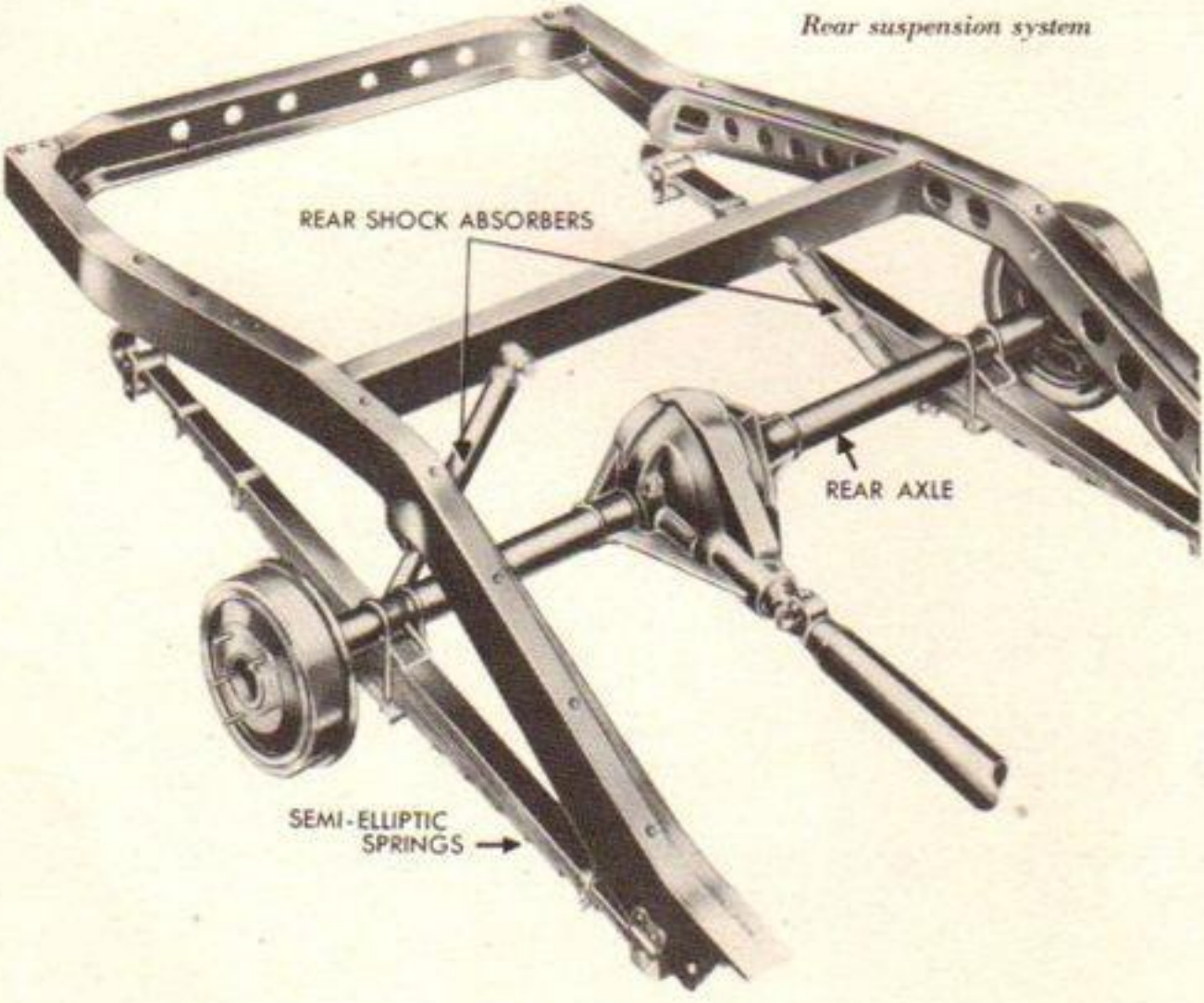
C51. Wheel Alignment. One of the greatest causes of excessive front tire wear is improper wheel alignment. Simple independent adjustments of the elements affecting wheel alignment are provided. The "symptoms" of misalignment, which should not be confused with improper tire balance, are uneven tire wear, hard steering, and a tendency for the car to pull to the side of the road. Improper wheel alignment should be corrected by your Mercury dealer as soon as it is discovered.

It is a good idea to have your tires inspected for an indication of faulty wheel alignment or improper tire balance at 5,000 mile (or 6-month) intervals.

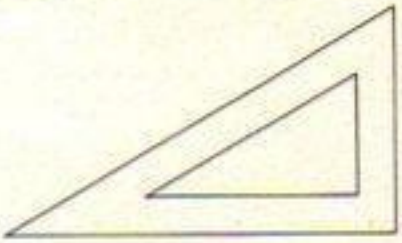
C52. Extra-long, semi-elliptic rear springs are provided on your new Mercury. Impregnated liners control friction between spring leaves, contributing to smooth, easy spring action. It is a simple operation to service the liner tips. Bracket and shackle bolts are equipped with compression-type rubber bushings. **Springs, brackets, and shackle bolts require no lubrication.**

C53. Rear Shock Absorbers are telescopic hydraulic type. They are mounted in an inverted "V" position and have a "sea-leg" action to check sidesway.

Rear suspension system



1950 MERCURY
SPECIFICATIONS



C54. Chassis Dimensions

Wheelbase	118 in.
Over-all length	
Standard car	206.8 in.
Station wagon	213.88 in.
Over-all width	
Standard car	76.9 in.
Station wagon	76.6 in.
Tread:	
Front	58.5 in.
Rear	60.0 in.

C55. Capacities

Fuel tank	19½ gal.
Cooling system	22.25 qts.
Engine oil	5 qts. Refill
Transmission	3½ pts.
Rear axle (differential)	3 lbs.
Air filter (oil bath)	1 pint

C56. Tires

Type	Super-balloon
Size	7.10 x 15
Pressure:	
Standard (4 ply)	24 pounds
Station wagon (6 ply)	30 pounds

C57. Engine

Cylinders	8
Type	90 degree V-type
Horsepower	110 at 3600 rpm
Taxable horsepower	32.5
Bore	3 3/16 in.
Stroke	4 in.
Piston displacement	255.4 cu. in.
Torque	200 lbs. ft. at 2000 rpm
Compression ratio	6.8 to 1

C58. Fuel System

Carburetor:	
Type, Dual downdraft concentric bowl	
Fuel Pump:	
Type	Diaphragm
Drive	Mechanical from camshaft
Pressure	3.5 to 4.5 p.s.i.

C59. Ignition System

Distributor:	
Firing order	1-5-4-8-6-3-7-2
Drive	Gear on camshaft
Breaker contacts	1 set
Breaker contact spacing	.014 to .016 inches
Breaker arm tension	17 to 20 ozs.
Spark plugs:	
Size	14 mm.
Gap	.028 to .032 in.

C60. Cooling System

Radiator cap	Pressure type
Operating pressure	3.5 to 4 p.s.i.

Water pumps (two):
- Type: Centrifugal
- Drive: Wedge-belt

Fan:
- Type: 4-blade
- Drive: Wedge-belt

Thermostats (two):
- Type: Bellows balanced
- Start to open at: 148° to 153° F.
- Fully open at: 168° to 173° F.

C61. Electrical System

Generator:
- Type: Shunt wound
- Drive: Wedge-belt
- Rating: 35 amperes at 7.1 volts
- Lubrication: Every 10,000 miles

Generator regulator:
- Type: 3 unit
- Cutout closing voltage: 6.0 to 6.6 volts
- Voltage regulation (stabilized operation at 70° to 80° F. ambient): 7.2 to 7.6 volts
- Current limit: 34 to 38 amperes

Battery:
- Type: Lead 3-cell
- Voltage: 6 volts
- Number of plates (each cell): 17
- Capacity in ampere-hours: 100
- Terminal grounded: Positive

Starting Motor:
- Type: 6 volt
- Drive: Automatic engagement
- Lubrication: Permanent

BULB CHART FOR 1950 MERCURY

Lamp Description	No. Bulbs Required	Candle Power or Wattage	Trade No.	Mercury Release Number
Head Lamps — Hi Beam	2	45 Watts	4030	09A-13007
Head Lamps — Lo Beam		35 Watts		
Front Parking Lamps and Turn Indicator	2	3 C.P. 21 C.P.	1154	11A-13465
Rear Turn Signal and Stop and Rear Lamp	2	3 C. P. 21 C. P.	1154	11A-13465
Dome Lamp	1	6 C. P.	82	8A-13464
Luggage Compartment Lamp	1	6 C. P.	81	40-13730
License Plate Lamp	1	3 C. P.	63	B-13466
Hi Beam Indicator Lamps	1	1 C. P.	51	48-15021
Instrument Panel				
Instrument Panel Lamps	3	2 C. P.	55	78-13466
Speedometer	2	2 C. P.	55	78-13466
Ignition Lock	1	1 C. P.	51	48-15021
Glove Compartment	1	2 C. P.	55	78-13466
Courtesy Lamp	2	6 C. P.	82	8A-13464
Radio	2	2 C. P.	55	78-13466
Turn Indicator	2	1 C. P.	51	48-15021

C62. Transmission

Type: Selective sliding gear
Speeds: 3 forward and 1 reverse

C63. Clutch

Type: Dry single disc
Clutch pedal free travel: 1 to 1¼ inch

C64. Foot Brake

Type: Four-wheel, "Duo-servo," hydraulic
Total brake area: 159 sq. inches

Parking Brake
Type: Mechanical cable-operated on rear wheels

INDEX

CAUTION

Exhaust gases contain a certain percentage of carbon monoxide which by itself is a poisonous gas that is tasteless, colorless, and odorless. Normally a strong odor of exhaust gas should give a warning of the presence of carbon monoxide, however, exhaust gases from some vehicles may not be so noticeable under certain conditions.

To keep out offensive odors and exhaust gases when driving in congested traffic or when parking behind a car with its engine running, adjust your "Air Control Lever" to "OFF" position. This will cut off outside air from entering the car through the air ducts.

Never start or run an engine in a closed or partially closed garage.

Avoid inhaling exhaust gases when any concentration is present in the air, that is in a garage or other enclosure whether building or vehicle.

NOTES

9803.3 – 13.2 - Full - 7-27-63


1950