Automobile Manufacturers Association
Consolidated Specification Questionnaire
For 1949 Models
Mechanical Details

Make of Car MERCURY Model 9CM

Name of Maker FORD MOTOR COMPANY Address DEARBORN, MICHIGAN

Date 7-1-48

NOTE: (1) *Subject to Correction:* It is understood that the following data are subject to correction in the case of cars not in production at the time this compilation was requested.

(2) Only standard equipment included in Factory Delivered price should be included in this questionnaire.

ENGINE

No. of cylinders 8
Valve arrangement "V" L-HEAD
Bore 3-3/16 Stroke 4.00
Cylinder head, cast iron or aluminum C.I.
Cylinder sleeve, Yes - No NO
Piston displacement 255.4
Taxable horsepower 32.5

Horsepower rating—

To be based on actual performance corrected to 60°F. at sea level (barometric pressure 29.92 inches of mercury) with standard fuel. (Octane No. of fuel 70)

—With Bare Engine—

Maximum brake hp. 110 at 3600 R.P.M.

—With Standard Accessories—*

Maximum brake hp. ____ at ____ R.P.M.

*Those standard accessories needed for normal operation including fan, generator, starter, air cleaner, muffler, manifolds, fuel and water pumps.

Maximum torque—
With bare engine, lb. ft. 200 at 2000 R.P.M.
With standard accessories.* lb. ft. ____ at ____ R.P.M.

Compression Ratio—
Standard 6.8 Optional ____

Standard compression pressure —pounds—
At cranking speed 115
At what R.P.M. ____

PISTONS and RINGS

Piston
Make NELSON
Material ALUM ALLOY DIECASTED STEEL STRUT
Features—*split skirt, lower struts, oval, tin-plated, aluminum oxide finish, auto-thermic, V-Bridge, porous chrome plate, etc.* SPLIT SKIRT OVAL TIN PLATED
Weight—ounces—*without rings, pin or bushing* 370 GMS.
Length 2.89
Clearance—
Top land .0215 to .0260
Skirt, *top* .001-.002 *bottom* .0005-.001

PISTONS and RINGS (cont'd)

Piston ring groove depth—
Oil .1563-.1633 Compression #1.1663-.1733 #2.1748-.1818
No. of oil rings used per piston 2
Width of oil rings .186
Width of oil ring gap .008-.020
No. of compression rings used per piston 2
Width of compression rings .0933
Width of compression ring gap .012-.020
Maximum wall thickness of oil rings .142
Maximum wall thickness of compression rings .154
Are ring expanders used, Yes - No NO

RODS and PINS

Wristpin—
Material ALLOY STEEL TUBING
Length 2.847 Diameter .7503
Locked in rod, piston or floating FLOATING
Clearance in piston .0005 T. to .0001 L.
Clearance in rod .0002 L. to .0004 L.

Connecting rod—
Length—*center to center* 7.00
Material HI. CARB. MANG. STEEL FORG. H.T.
Weight—*ounces* 524 GMS.

Crankpin journal—
Diameter 2.1385 Length 1.755

Lower bearing—
Material COPPER-LEAD ALLOY STEEL BACKED
Clearance .0005 L. to .003 L.
End play .006 to .020 (2 RODS
Shim—*solid, laminated or none* NONE
Spun or separate SEPARATE
Rods and pistons removed from above or below ABOVE

CRANKSHAFT

Material CAST ALLOY STEEL
Weight—*stripped* 66
Vibration dampener used—*yes or no* NO
Type -

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CRANKSHAFT (cont'd)

Crankshaft counterweights used, number of 6
Which main bearing takes thrust REAR
Crankshaft end play .002-.006
Main bearing—
Type: Cast-in or - Slip-in X
If slip-in: Removable from below YES
Necessary to align ream NO
Material SPECIAL ALLOY
Clearance * .0000-.0025
Shim—*solid, Laminated or none* NONE
Main bearing journal diameter x length—
No. 1 2.499 x 1.50
No. 2 2.499 x 1.50
No. 3 2.499 x 2.25
No. 4 -
No. 5 -
No. 6 -
No. 7 -
No. 8 -
No. 9 -
Crankshaft gear or sprocket—
Make OWN
Material C.I.

CAMSHAFT

Camshaft gear or sprocket—
Make OWN
Material CAST IRON
Timing chain—
Make NONE
Number of links -
Width -
Pitch -

VALVES

INTAKE VALVE—
Make WILCOX-RICH & OWN
Material #1 SILCHROME
Overall length 4.8175
Actual overall diameter of head 1.515
Minimum port diameter 1.340
Angle of seat 45°
Is valve seat an insert? YES
Stem diameter .3410
Stem to guide clearance .0011 L. to .0031 L.
Lift .338
Spring pressure and length—
Outer—

* SELECTIVE FIT
CRANK TO TURN FREE

VALVES (cont'd)

With valve closed—*lb.* 37-40 *ins.* 2.13
With valve open—*lb.* 76-80 *ins.* 1.84
Length out of engine—*ins.* 2.41
Inner—
With valve closed—*lb.* - *ins.* -
With valve open—*lb.* - *ins.* -
Length out of engine—*ins.* -

EXHAUST VALVE—
Make WILCOX-RICH & OWN
Material NI CHR. ALLOY
Overall length 4.8140
Actual overall diameter of head 1.515
Minimum port diameter 1.340
Angle of seat 45°
Is valve seat an insert? YES Material MOLY CHROME
Stem diameter .3410
Stem to guide clearance .0011 L. to .0031 L.
Lift .338
Spring pressure and length—
Outer—
With valve closed—*lb.* 37-40 *ins.* 2.13
With valve open—*lb.* 76-80 *ins.* 1.84
Length out of engine—*ins.* 2.41
Inner—
With valve closed—*lb.* - *ins.* -
With valve open—*lb.* - *ins.* -
Length out of engine—*ins.* -
Operating tappet clearance (hot or cold)—*intake* .010-.012
Tappet clearance for valve timing—*intake* .015
Operating tappet clearance (hot or cold)—*exhaust* .014-.016
Tappet clearance for valve timing—*exhaust* .015
Hydraulic valve lifters—*yes or no* NO
Valve timing—
Intake opens 10 *degrees* BUDC *piston travel* - *inches*
Intake closes 50 " ALDC " " - *inches*
Exhaust opens 50 " BLDC " " - *inches*
Exhaust closes 10 " AUDC " " - *inches*
Valve Timing Marks—*on Flywheel, Vibration Damper, Nose* CRANKSHAFT PULLEY

LUBRICATION

Lubricating system type—*pressure or splash* PRESSURE
Oil pressure to—
Main bearings—*yes or no* YES
Connecting rods—*yes or no* YES
Wristpins—*yes or no* NO
Camshaft bearings—*yes or no* YES
Tappets—*yes or no* NO

Make of Car ...... MERCURY ...... Model ...... 9CM ...... Date 7-1-48

LUBRICATION (cont'd)

Timing gear or chain lubrication—pressure or splash .. SPLASH
Oil pump type ...... GEAR
Oil grade recommended—SAE viscosity and temperature range—
SAE 20 OR 20W .... 32° F & UP
SAE 10 OR 10W .... -10° F TO 32° F
SAE 10W + 10% .... LESS THAN -10° F
KEROSENE
Normal oil pressure—lbs. at M.P.H. .... 57 @ 40
Pressure at which relief valve opens ......
Capacity of oil reservoir—quarts, dry .... 6 .... refill 5
Oil pressure gauge make .... OWN
Oil reservoir level gauge type .... DIPSTICK
Floating type oil intake—yes or no .... NO
External oil filter make .... FRAM
Other type of oil cleaner .... -
Oil cooler make .... NONE
Chassis lubrication—Make .... ZERK

FUEL

Gasoline tank—capacity 19½
Fuel feed—
Type—vacuum tank, electric pump, gravity vacuum pump or camshaft pump .... CAMSHAFT PUMP
Make A.C. OR HOLLEY .... Model ....
Carburetor—
Make .... HOLLEY .... Model 885-FFC
Number used 1
Size .... 31/32 Venturi
Type— DUAL CONCENTRIC
Up or down draft .. DOWN .... Single or dual SIDE INLET
Intake manifold heat control—manual, automatic or none ....
Automatic choke, make .... HOLLEY .... Model .. ON CARB.
Air cleaner—intake silencer make .... OAKES
Type—dry, fully oil bath, oil wet type .... & DRY
Heavy Duty type—Make .... - .... Model ....
Muffler make .... VARIOUS
Tail pipe diameter 1 3/4

COOLING

Water pump—
Type .... CENTRIFUGAL B.B. PACKLESS
Drive .... V - BELT
Is pump equipped with packing nut .... NO
Water circulation thermostat make STD. THOMPSON & FULTON
Pressure relief valve—yes or no ....
By-pass for recirculation—yes or no .... YES
Radiator core—
Type .... VERTICAL TUBE AND FIN
Make .... OWN

COOLING (cont'd)

Cooling system—capacity, quarts 22½
Water jackets full length of cylinders—yes or no .... YES
Water all around cylinder—yes or no .... YES
Lower radiator hose—
Inside diameter .... 1 3/4 .... Length 5½
Upper radiator hose—
Inside diameter .... 1 1/4 .... Length 13½
Fan belt—
Make .... GOODYEAR & FIRESTONE
Angle of vee .... 43°
Length, outside 36.20 .... Width, maximum .... .75
Fan—
Make SCHWITZER-CUMMINS .. No. of Blades 4

IGNITION

Ignition unit—
Make .... FORD .... Model 7RA-C
Manual or octane selector, degrees advance .... retard NONE
Maximum centrifugal advance—crankshaft, degrees .... NONE
at .... engine R.P.M.
Inches of Mercury Necessary to operate Vacuum Advance (Plus or minus 1 inch) ....
Maximum Vacuum advance crankshaft, degrees .... 26°
Breaker gap .014-.016 Breaker arm tension 17-20 .... oz.
Cam angle .... 26-30 .... deg.
Timing—breaker points open .... 2° .... degrees crankshaft rotation or .... inches piston travel (after or before) top center with octane selector in the .... position.
Timing mark location—flywheel, vibration dampener or none ....
Firing order 1-5-4-8-6-3-7-2
Amperage draw of ignition coil—
With engine stopped 5
With engine idling 3
Spark plug—
Thread—10 m.m., 14 m.m. or 18 m.m. .. 14 MM
Make .. CHAMPION .... Model .. H-10
Gap .... .029-.032
Ignition cable make .... ESSEX WIRE

BATTERY

Make .. VARIOUS .... Model 8CM
Capacity—ampere hours .... 100 .... @ 20 hour rate
Number of plates per cell 17
Bench charging rate—
Start .... 6-10 .... Finish 4
Which battery terminal is grounded .... POSITIVE
Location of battery .... UNDER HOOD

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STARTING MOTOR

Make OWN Model 7BA
Normal engine cranking speed
Brush spring tension 3-3.5 Lbs.
Lock test—
Amperage draw 550 Amps
Volts 3.25
Torque in pounds feet 15
No load test—
Amperage draw 45-60
Volts 5.6 R.P.M. 5000-8000
Type of drive—*Bendix or sliding gear with overrunning clutch*
Starting device—*Solenoid, manual, etc.* SOLENOID
Starter operation—check items required to start engine
1. Turn on ignition X
2. Depress starter pedal
3. Depress accelerator pedal
4. Depress clutch pedal
5. Operate button on dash X
6. Pull out throttle
Starting motor pinion meshes front or rear REAR
No. of teeth in flywheel 112
Face width of flywheel teeth 3/8"
Gear ratio between starter armature and flywheel 11.2:1

GENERATOR

Make OWN Model 8BA
Type—*third brush, shunt, etc.* SHUNT
Brush spring tension 22 OZ.
Current regulator, voltage regulator or current and voltage control unit VOLT & CURRENT REG.
Maximum controlled charging rate
Temperature 90° F
Amperes 30
Voltage 7.1
R.P.M. 1670
Cutout relay—
Voltage at closing 6.6-7.0 VOLTS (HOT)
Amperes to open, reverse current 6 (MAX.)
Air gap .010
Voltage regulator—
Volts 7.2-7.6
Temperature NORMAL OPERATING
Air gap .035
Current regulator—
Amperes 30-34
Temperature NORMAL OPERATING
Air gap .035
Car speed for maximum charging rate 18.6 M.P.H.
Ammeter or charge indicator make FORD

LAMPS

Lighting switch make R.B.M.
Are tail and dash lights in series NO PARALLEL
Headlights—
Make FORD
Location—*in fender, in grille, on radiator shell*
Parking or fender light make FORD
Tail and stop light make FORD
Horn—
Type—*vibrator or motor* VIBRATOR No. used 2
Make SPARKS-WITHINGTON & AUTOLITE
Amperage draw of each 14

CLUTCH

Make BORG & BECK
Drive type—
Direct to flywheel face DIRECT
Through fluid flywheel NO
Semi-centrifugal NONE
Power operated unit—make
Vibration insulation or neutralizer—*fabric, rubber blocks or springs* SPRINGS
No. of clutch driving discs ONE
No. of clutch driven discs ONE
Clutch facing—
Material—*woven or molded asbestos, cork* WOVEN ASBESTOS
Inside diameter 6.75
Outside diameter 10.0
Thickness .125
No. required 2

TRANSMISSION

Transmission—
Make OWN Model 8M
No. of forward speeds 3
Manual shift—*yes, no* YES
Automatic or auxiliary shifting mechanism—*yes* *no* NO
If yes, Make
Type—*centrifugal, vacuum, electric or hydraulic*
Automatic overdrive—
Make WARNER GEAR (OPTIONAL E.C.)
Oil capacity—*pints* SEE TRANSMISSION OIL
Oil grade recommended—*S.A.E. viscosity*
Summer 80 Winter 80
Gear ratio in high—*standard 5-passenger 4-door sedan* 3.91 (4.27 with O.D.)
Transmission ratio—
In overdrive .70 In second 1.604
In third 1.00 In fourth
In low 2.819 In reverse 3.625

E.C. = EXTRA COST

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TRANSMISSION (cont'd)

Constant mesh gears on second YES
Spur or helical gears—
For second speed
For first speed
For reverse speed
For all speeds HELICAL
Synchronous meshing 2nd and third gears 2 HP YES
Transmission oil—
Capacity—*pints* 3½
Grade recommended—*S.A.E. viscosity*
Summer 80 Winter 80
Universal joints—
Make MECHANICS - 2C
Number used 2
Type—*metal with anti-friction bearing or metal with plain bearing* NEEDLE ROLLERS
Lubricated with UNIVERSAL JOINT GREASE
Drive taken through springs, torque arm, torque tube or radius rods SPRINGS
Torque taken through springs, torque arm, torque tube or radius rods SPRINGS

REAR AXLE

Rear axle—
Make SPICER Model 41
Type—*Semi, full or three-quarter floating* SEMI-FLOATING
Minimum road clearance under center of rear axle—*tires inflated* 7.8"
Rear axle oil—
Capacity—*pints* 3
Grade and type recommended—*S.A.E. viscosity*
Summer 90 E.P. Winter 90E.P.*
Type of gearing—*spiral bevel, worm, hypoid* HYPOID
Gear ratio—*standard 5-passenger 4-door sedan* 3.91:1 ϕ
Optional gear ratios 4.27:1
Number of teeth— 47 11 on 4.27
In ring gear 43 In pinion 11 on 3.91
How is pinion adjusted—*screw or shims* SHIMS
How is pinion bearing adjusted—*screw or shims* SHIMS
Are pinion bearings carried in sleeve NO
Backlash between pinion and ring gear .003 *to* .008
WITH .002 MAX VARIATION IN ANY ONE AXLE

TIRES and WHEELS

Tires—
Make FIRESTONE, GOODRICH, GOODYEAR
Size 7.10 x 15 No. of plies 4

TIRES and WHEELS (Cont'd)

Inflation pressure—Front 24 (COLD) Rear 24 (COLD)
Rim—Diameter 15" Width 5½K

SPRINGS

FRONT SPRING—

Independent or conventional suspension INDEPENDENT
Type—*coil, semi-elliptic, transverse, torsion* COIL
Make EATON
Material SAE 9260
Torsional stabilizer at front YES
If leaf—
Length ---------- Width ----------
Number of leaves—5-passenger, 4-door sedan ----------
Are radius rods used on axle ----------
If coil—
Free length 15.50
Length under curb weight 11.05

REAR SPRING—

Independent or conventional suspension CONVENTIONAL
Type—*coil, semi-elliptic, transverse, torsion* SEMI-ELLIPTIC
Make EATON, MATHER, US SPRG. & BUMPER
Material SAE. 5147 - 4068
Torsional stabilizer at rear NO
If leaf—
Length 53.0 Width 2
Number of leaves—5-passenger, 4-door sedan 8
Spring leaves lubricated with NONE REQ'd
Spring cover, Yes No NONE REQ'D
Spring shackles—
Front—Type RUBBER Make HARRIS
Rear—Type RUBBER Make HARRIS
Spring bolts—
FRT Type SHOULDER TYPE, FLOATS ONE END
rear Type SHOULDER TYPE, FIXED BOTH ENDS
If coil—
Free length ----------
Length under curb weight ----------
Rate for above ---------- *pounds per inch* --
Shock absorbers—
Make MONROE, GABRIEL
Type, one way with lever, two way with lever, or direct acting
Front DIRECT ACTING
Rear DIRECT ACTING
Field capacity (oz.)—front MONROE-4.1 GABRIEL-4.8 rear MONROE - 6.8 GABRIEL - 7.

* Use 80 E.P. for -10° F or lower.
ϕ 3.27:1-------Std. with O.D. Trans.

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STEERING

Steering gear—
Type WORM AND ROLLER
Make GEMMER Model
Ratio 18.2 to 1
Lubricant recommended 90 E.P.
Steering wheel diameter 18"
Drag link longitudinal or transverse TRANSVERSE
Tie rod—one or two TWO
Is intermediate steering arm used IDLER ARM
Number of turns of steering wheel for full left to right swing of wheels 4
Car turning radius—feet—right, left or both 21' 10"
Caster—degrees -½° to +½°
Camber—degrees or inches 0° to + 3/4
Toe-in—inches 3/32 to 5/32
Crowning inclination of kingpin—degrees 5°
Front axle—
Make OWN Model 8CM
Section type—I-beam, tubular or none —
End type—Elliott or reverse Elliott ELLIOTT
Minimum road clearance—tires inflated 7.8"

BRAKES

Foot brake—
Make BENDIX
Type of mechanism, hydraulic or mechanical HYDRAULIC
If vacuum booster is standard, state make
Brake lining moulded, semi-moulded or woven—
Primary shoe MOULDED
Secondary shoe MOULDED
Drum—
Material COMPOSITE Diameter 11"
Lining—
Length per wheel 23.9"
Width 2" Thickness .212
Clearance—toe .010 heel .010
Total foot braking area 179
Percent braking power on rear wheels 44%
Hand lever operates on—transmission, separate rear brakes, rear service brakes or all four service brakes REAR SERVICE
Hand brake, if separate from service brake—
Internal or external
Drum diameter
Lining—
Length per drum
Width Thickness
Clearance

FRAME and OTHER GENERAL DATA

Frame—
Depth—maximum 5½"
Thickness—maximum .105"
Flange width—maximum 2"
Wheelbase 118
Tread—
Front 58½
Rear 60
Weight of standard 5-passenger, four-door sedan—
Shipping 3430
Curb 3594
Price of standard 5-passenger, 4-door sedan
First serial number, this series 9CM-101
Serial number location PLATE ON DASH

Overall length of car—
With bumpers and bumper guards 206.8
Overall width of car 76.9
Overall height, road to roof with no load 64.8

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NOTE—In giving bearing dimensions, kindly use the following order: inside diameter, outside diameter and width. Where cup and cone bearings are used, give both cup and cone numbers.

BEARINGS

Water pump bearing—
Make or type SINGLE ROW SEALED & COMP. BUSHING
Size or number 7BA-8530-B. Ball
Fan bearing— 7BA-8520-B. Composit. Bushing
Make or type IRON CASTING
Size or number .750x2.70
Starting motor commutator end bearing—
Make or type COMP. BRONZE BUSHING
Size or number .625 x .750 x .56
Starting motor drive end bearing—
Make or type COMP. BRONZE BUSHING
Size or number .625 x .750 x 1.151
Starting motor outboard bearing—
Make or type ------
Size or number ------
Generator commutator end bearing—
Make or type BRONZE BUSHING
Size or number .6705 x .7975 x .795
Generator drive end bearing—
Make or type SEALED BALL
Size or number 7BA-10094
Transmission main drive gear front pilot bearing— 6691 x 1.5745 x
Make or type SINGLE ROW ANNULAR SHIELDED .4709
Size or number #203
Clutch throwout bearing—
Make or type AETNA "T" TYPE THRUST
Size or number
Transmission main drive gear rear bearing—
Make or type SINGLE ROW ANNULAR
Size or number #208
Transmission main shaft front pilot bearing—
Make or type STRAIGHT ROLLER
Size or number .750 x 1.125 x 1.44
Transmission main shaft rear bearing—
Make or type SINGLE ROW ANNULAR
Size or number #306
Transmission countershaft front bearing—
Make or type STRAIGHT ROLLER
Size or number .750 x 1.125 x 1.44
Transmission countershaft rear bearing—
Make or type STRAIGHT ROLLER
Size or number .750 x 1.125 x 1.70
Transmission reverse idler bearing—
Make or type BRONZE BUSHING

BEARINGS (cont'd)

Size or number .750 x .884 x 1.180
Overdrive shaft rear bearing—
Make or type BABBIT BUSHING
Size or number 1.500 x 1.625 x 1.50
Overdrive shaft pilot bearing—
Make or type SINGLE ROW ANNULAR
Size or number #306
Main shaft extension bearing—
Make or type BABBIT BUSHING
Size or number 1.500 x 1.625 x 1.50
Rear axle pinion shaft front bearing—
Make or type TAPERED ROLLER
Size or number CONE -02872
CUP -02820
Rear axle pinion shaft rear bearing—
Make or type TAPERED ROLLER
Size or number CONE -31593
CUP - 31520
Differential right bearing—
Make or type TAPERED ROLLER
Size or number CONE - 25577
CUP - 25523
Differential left bearing—
Make or type TAPERED ROLLER
Size or number CONE - 25577
CUP - 25523
Rear wheel inner bearing—
Make or type PRELUBRICATED-SEALED-SINGLE ROW
Size or number 88128
~~Rear wheel outer bearing—~~
~~Make or type~~
~~Size or number~~
Front wheel inner bearing—
Make or type TAPERED ROLLER
Size or number CUP 14275 CONE 14130
Front wheel outer bearing—
Make or type TAPERED ROLLER
Size or number CUP 12520 CONE 12580
Kingpin upper bearing—
Make or type STEEL BACK BRONZE
Size or number 15/16 Dia. x 1¼ Long
Kingpin lower bearing—
Make or type STEEL BACK BRONZE
Size or number 15/16 Dia. x 1¼ Long
Kingpin thrust bearing—
Make or type BALL OR TAPERED ROLLER
Size or number NICE 6564 TIMKEN T92

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NOTE: (1) List only that equipment which is included in the factory delivered price. Special equipment which is fitted, but not included in the factory delivered price should be listed with its additional price.
(2) Enter on top line your own model name or series mark corresponding to Standard, DeLuxe or Custom.

EQUIPMENT	Models — Standard	DeLuxe	Custom
Catalog Designation of Model	9C4		
Lacquer make	------		
Body finish, *lacquer or synthetic enamel*	BAKED ENAMEL		
Fender finish, *lacquer or synthetic enamel*	BAKED ENAMEL		
Hardware make	VARIOUS		
Speedometer make	STEWART-WARNER		
Gasoline gauge make	FORD & KING-S		
Thermometer make	FORD & KING-STEELY		
Car lock make	BRIGGS & STRATTON OR UNITED SPEC.		
Car lock operates on *ignition or ignition and steering*	IGNITION		
Clock make *mechanical or electrical*	BORG		
Cigar lighter make	CASCO OR CINO		
Safety glass make	PITTSBURG GLASS AND OWN		
Safety glass type, *Laminated or tempered*			
In windshield	LAMINATED		
In side windows	LAMINATED		
In rear window			
Bumper make	TEMPERED-STD. STEEL		
Bumper guard make	HOUDAILLE HERSEY		
Car heater make EATON Type FRESH AIR			
Direction signal make			
Front—*yes or no* Rear—*yes or no*	OWN		
No. of tail lights included	2		
No. of visors included	2		
No. of horns included	2		
No. of windshield wipers included	2		
No. of spare tires included	1		

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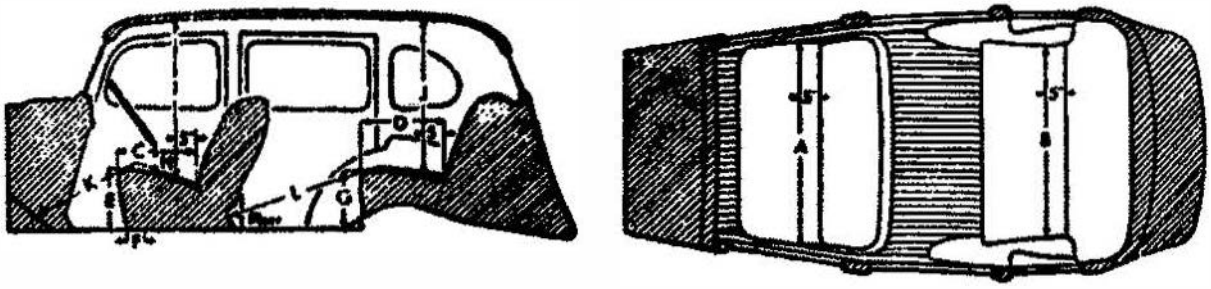
BODY DIMENSIONS (Five-Passenger, Four-Door Sedan)



INTERIOR

All interior body dimensions taken with front seat in its rear position

Width of front seat cushion, measured 5 inches from back (A)	59.0
Width of rear seat cushion, measured 5 inches from back (B)	50.0
Depth of front seat cushion (C)	18.25
Depth of rear seat cushion (D)	18.50
Height of front seat cushion measured 12½ inches from center line of body (E)	13.12
Front seat horizontal adjustment, inches (F)	4
Front seat vertical adjustment, inches	
Height of rear cushion measured 12½ inches from center line of body (G)	12.5
Vertical distance steering wheel and seat cushion (H)	5.2
Head room at front seat, measured 5 inches from back (I)	36.5
Head room at rear seat, measured 5 inches from back (J)	36.25
Leg room in front seat, measured from 6 inches up on toe board, following contour of seat cushion (K)	43.5
*Leg room in rear seat, measured [redacted] following contour of seat cushion (L)	44.00
Trunk capacity, cubic feet (Spare Tire Removed, Spare Tire Attached)	26.8, 24.1
Width of left front pillar on diagonal with door closed	4.0

* No foot rest, measured 4" from toe point.

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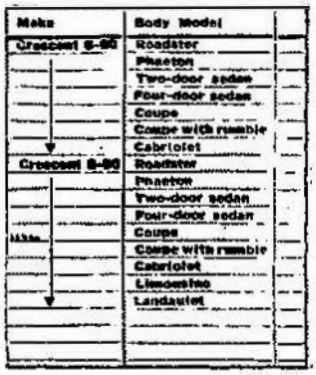
BODY DETAIL AND EQUIPMENT FORMS

DIRECTIONS

Only standard equipment included in the Factory Delivered price shown in column 3 should be listed on this sheet. Please arrange body types in an ascending price scale with the lowest priced type at the top and the highest priced type at the bottom.

IMPORTANT—To save your time, where an item is common to several types, use arrows to indicate the fact as shown in diagrams.

Standard abbreviations may be used where space limitations make this necessary. Where sub-headings such as those shown in column for Body Make are identified with numerals, these numerals may be used in filling in form.



MAKE AND MODEL	BODY TYPE List Types on Ascending Price Scale Beginning with the Lowest Price	Factory Delivered Price Including Federal Tax and Handling Charge	Number of Passengers	Wheelbase	Shipping Weight	Seating Arrangement Number See Below	Body Make
MERCURY 9CM-72	Coupe (2 Dr.)		6	118	3375	3	[illegible]
MERCURY 9CM-74	Sport Sedan (4Dr.)		6	118	3430	3	[illegible]
MERCURY 9CM-76	Convertible (2Dr.)		6	118	3650	3	[illegible]
MERCURY 9CM-79	Station Wagon (2Dr.)		8	116	3715	10	[illegible]

SEATING ARRANGEMENT NUMBERS

10-2 Door car with 3-2-3 Seating

1—Two-door car with no rear seat.
2—Two-door car with rumble seat.
3—Two-door car with conventional rear cushion.
4—Four-door car with cushions front and rear.
5—Four-door car with cushions front and rear plus two auxiliary seats folding into front seat back.
6—Two-door car with two opera seats folding into sides of body.
7—Two-door car with two opera seats folding into rear of body.
8—Two-door car with one opera seat folding into rear of body and other seat stationary.
9—Two-door car with rear stationary seat for one passenger.