

1961



MERCURY

Meteor 600 • Meteor 800 • Monterey • Station Wagons... the better low-price cars





For 1961, Mercury introduces a line of new and better low-price cars . . . featuring the new Mercury Meteor 600 and 800 series *priced right in the heart of the low-price field!*

MERCURY METEOR 600

—Priced right in the middle of the low-price field, with such cars as Chevrolet Bel Air and Plymouth Belvedere

MERCURY METEOR 800

—Priced with the top series in the low-price field, with such cars as Chevrolet Impala and Plymouth Fury

MERCURY MONTEREY

—Finest, most luxurious of all 1961 Mercurys

Mercury in 1961 makes automotive history by introducing a full line of new and better low-price cars: the Meteor 600 and 800 series *priced right in the heart of the low-price field . . .* and the luxurious Monterey series.

The modern new-size 1961 Mercury offers a totally new standard of value. Prices are substantially lower than last year—yet every model has the extra-

value features that have been traditional with Mercury over the years.

One glance at Mercury's sleek new silhouette commands a long second look. Every line—slim, trim, eager—adds up to new beauty you'll be proud to own. Inside, too, Mercury's greater value is evident, with a deluxe interior standard on every model.

You travel in greater comfort, too.

There's more rear head, hip and shoulder room and more front and rear entrance room than last year. And you'll marvel at the smoothness and quietness of Mercury's fine-car ride. The Meteor 800, Monterey and station wagon series feature an exclusive new Cushion-Link suspension that smooths the road like a magic carpet.

You'll find totally new performance

and economy (up to 15% more gas mileage, and on regular fuel, too) with a wide range of power teams. Four advanced transmissions, plus Mercury's first Super-Economy "6" and new V-8's offer outstanding performance versatility. And you save as you drive with Mercury's 7 self-servicing features.

Truly, from every standpoint of value —Mercury is *the better low-price car.*

The New Mercury Meteor 600 Series



METEOR 600 2-DOOR SEDAN in Saxon Green Metallic



METEOR 600 4-DOOR SEDAN in Tawny Beige



*Meteor 600 interior
in Green Metallic Vinyl
and Country Tweed fabric*

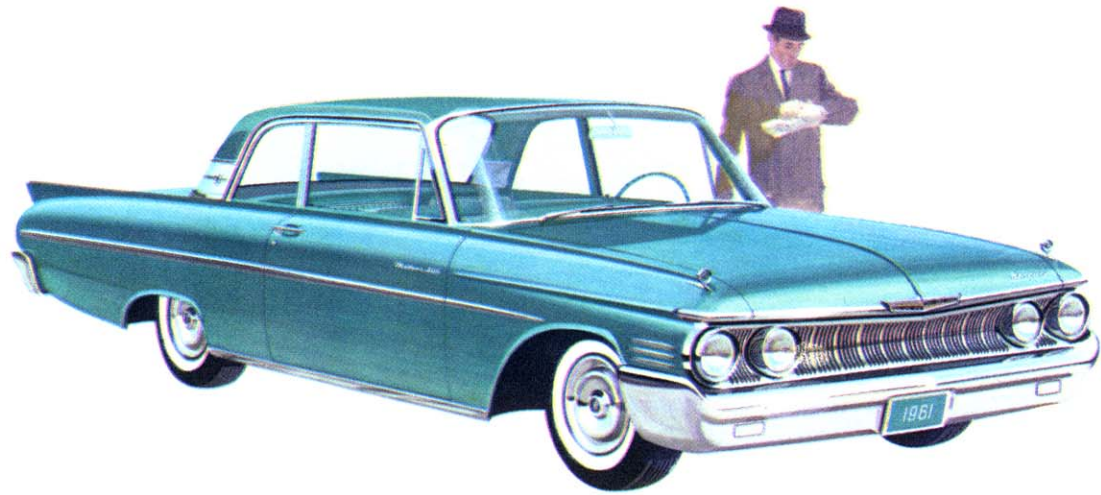
Here are the lowest-cost of all 1961 Mercurys. Each model, 2- and 4-door sedan, offers more than any comparable model in the low-price field. Meteor 600's contoured roof profile and double-curved back window are strongly appealing. You'll find the built-in savings mighty attractive, too. First cost is low . . . right in the heart of the low-price field. Main-

tenance is thrifty . . . with a pre-lubricated chassis that needs no additional lubrication for the first 30,000 miles . . . and oil filter that permits you to drive 4,000 miles between oil changes under normal conditions. Gas goes up to 15% farther, too.

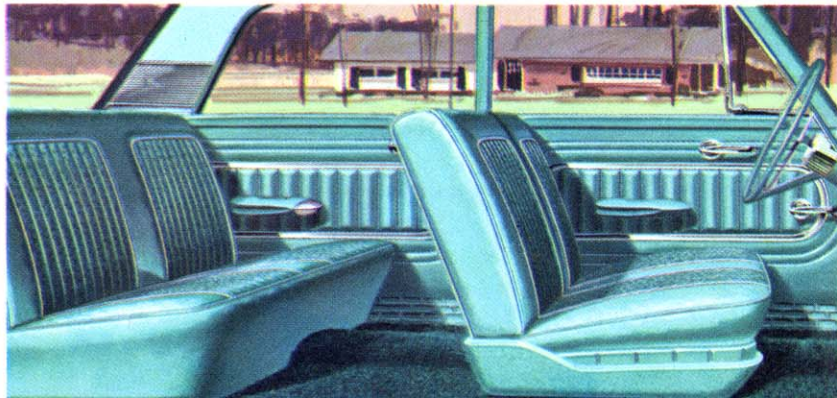
Interiors combine good looks with high resistance to wear and dirt. Meteor 600 enjoys the same spacious dimensions as

other Mercury series, with wide, deeply padded seats, more front and more rear entrance room than last year. The many other standard features will make you look twice at the low price. Dual sun visors . . . directional signals . . . cigarette lighter . . . front and rear ash trays . . . front and rear armrests . . . all are part and parcel of these thin-pillared beauties.

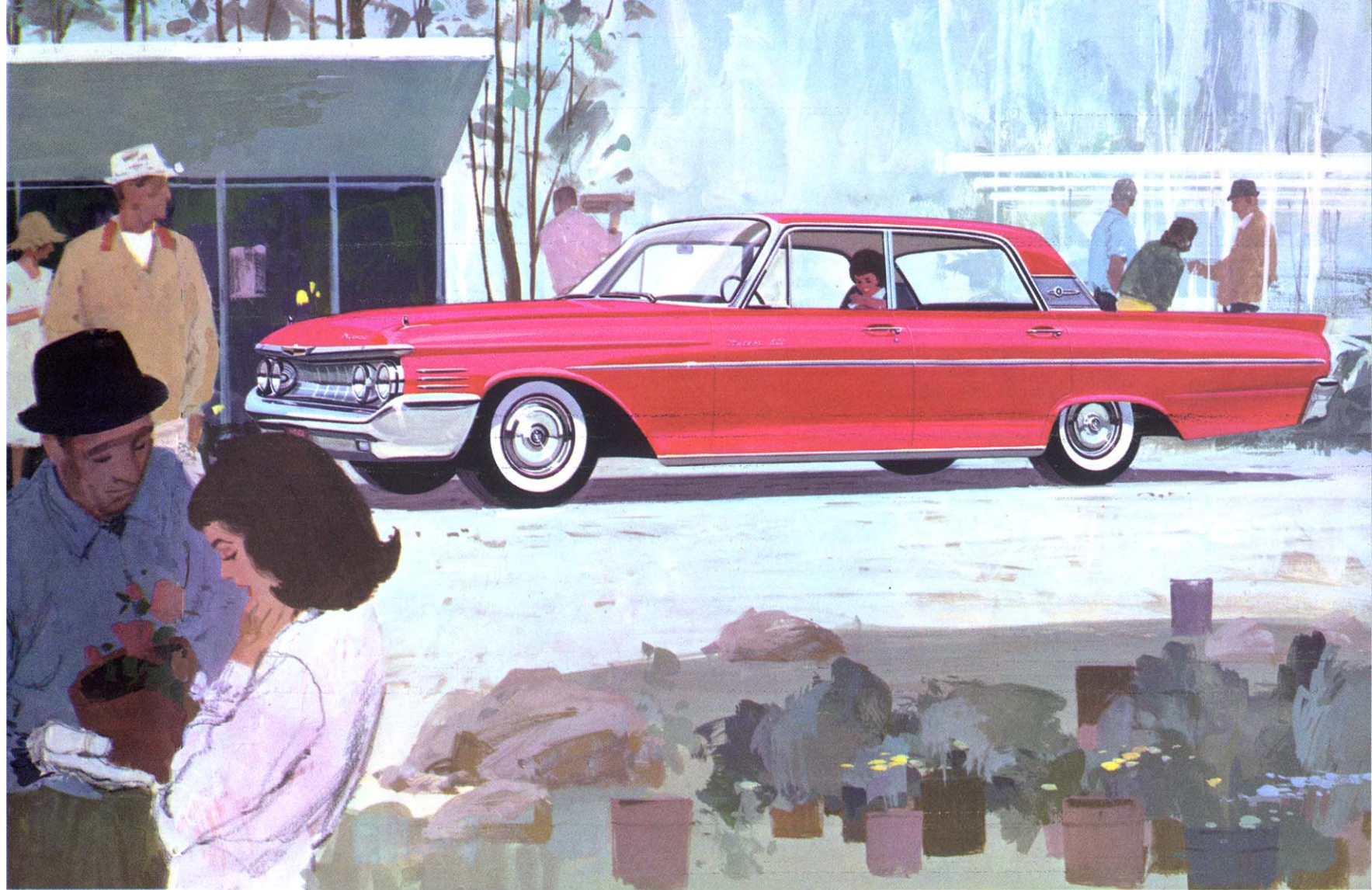
The New Mercury Meteor 800 Series



METEOR 800 2-DOOR SEDAN in Regency Turquoise Metallic



*Meteor 800 interior
in Turquoise Metallic Vinyl
and Luster Weave fabric*



METEOR 800 4-DOOR SEDAN in Signal Red

From ride to roof line, every Meteor 800 model answers the demand for a better low-price car. Styling is newest, smartest anywhere near the price. And test the superb ride. You relax in new comfort, cradled by the industry's only Cushion-Link suspension. And quiet! It's hard to believe any car could equal the hushed silence of this Mercury. Luxury marks

interior fabrics and appointments, too, with fabrics and vinyls in a palette of colors to please your fancy.

Meteor 800's are right for size, as well—shorter over-all for easier handling and parking. But many inside dimensions are larger, with more rear head, hip and shoulder room, more front and rear entrance room than last year. And under

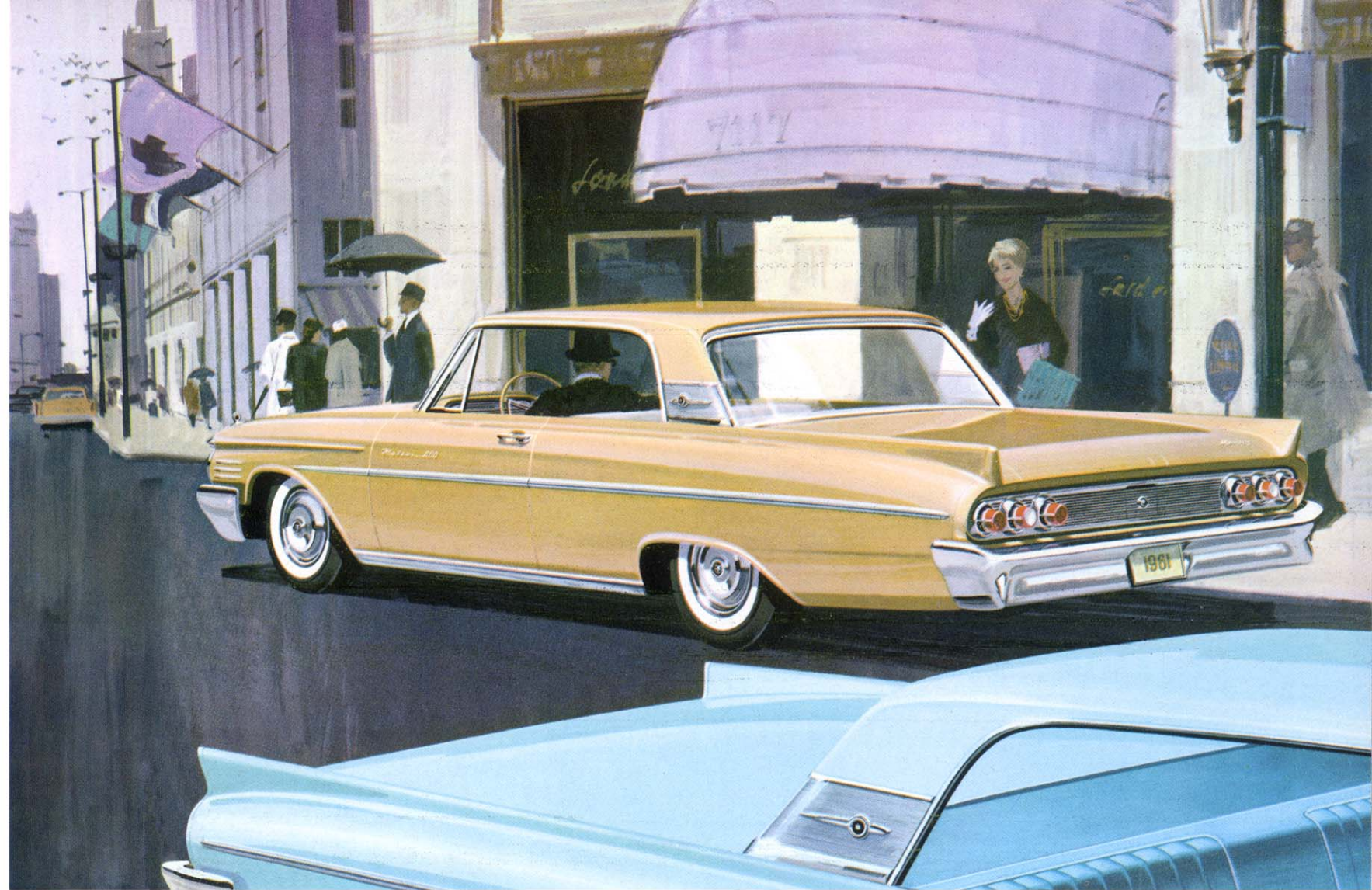
the graceful contour of its hood, there's smooth, responsive performance in a choice of four new engines.

Just name it. There's more of what you want, for less than you'd expect to pay, in the new Mercury Meteor 800 series: 2- and 4-door sedans, 2- and 4-door hard-tops, priced right down with the top series of Chevrolet and Plymouth.

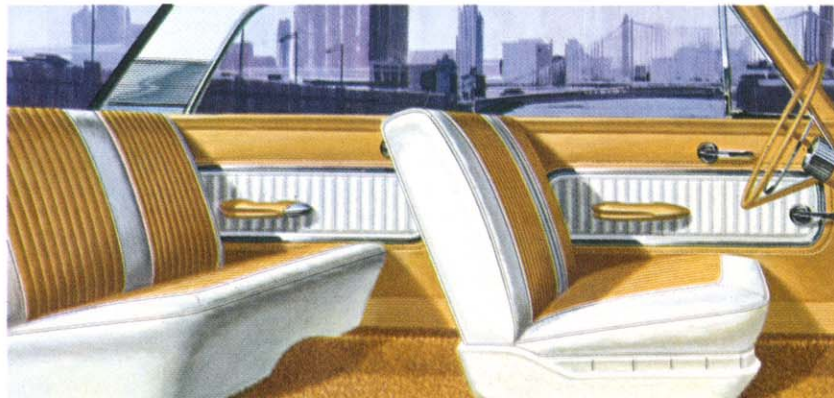
The New Mercury Meteor 800 Series



METEOR 800 4-DOOR HARDTOP in Columbia Blue Metallic



METEOR 800 2-DOOR HARDTOP in Gold Dust Metallic



Meteor 800 interior in optional White and Gold Metallic Vinyl

You'll go a long way to equal the exceptional value that marks every beautiful Meteor 800. And then it's most likely to be another 1961 Mercury. Imagine a chassis that requires no lubrication for the first 30,000 miles! Or a Super-Enamel finish that never needs waxing! Think of the extra-smooth ride you get with full-cushion shock absorbers, 60-inch long rear

springs, soft-tread tires, plus Cushion-Link front and rear suspension. Add to all this such other standard extras as back-up lights, electric clock and wall-to-wall carpeting. You have a small idea of the big value in each Meteor 800.

The quality of the entire Meteor 800 series, as with every 1961 Mercury, is uncompromising. Special attention is

lavished throughout, from initial selection of materials through the final approval of every car and this approval comes only after a thorough inspection. High-strength door frames with internally reinforced doors, double-panel hood and rear deck lid are typical of the quality body construction. It is no wonder smart buyers call Mercury "the better low-price car."

For 1961, Mercury saves as you drive with 7 self-servicing features

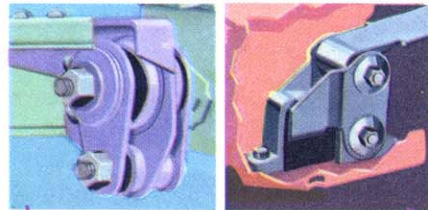
**1961 MERCURY
SELF-LUBRICATING
FRONT BALL JOINTS**



... including a chassis pre-lubricated for the first 30,000 miles!

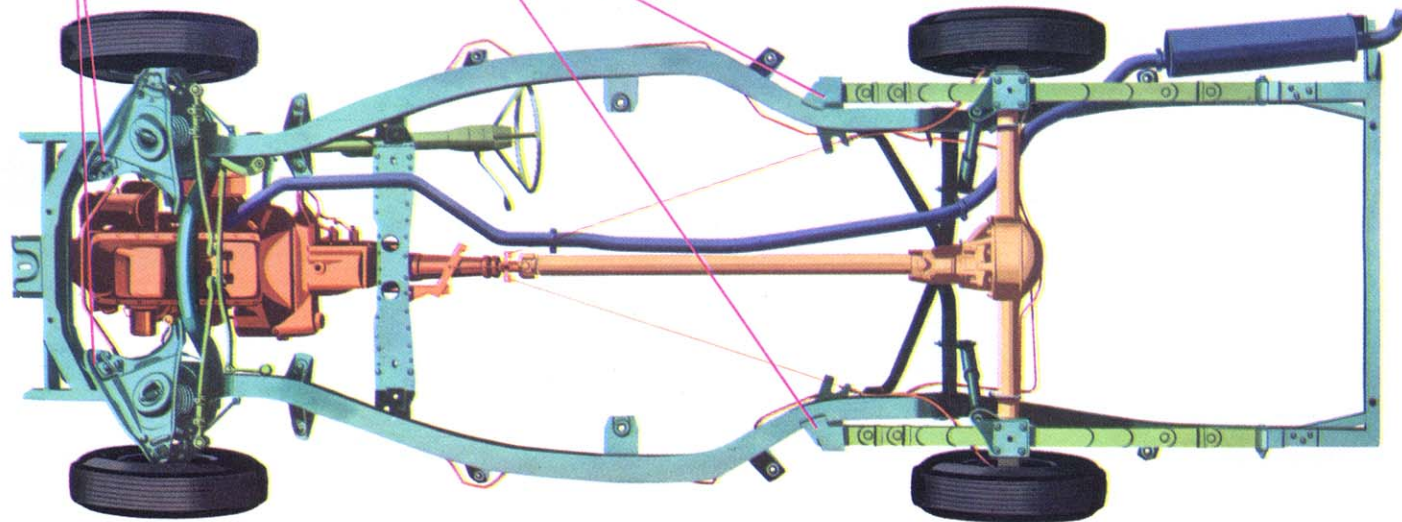
No wonder Mercury is the *better* low-price car! You save when you buy. You save as you drive. And all seven of Mercury's self-servicing features help keep your car newer—longer. Gone is much of the bother of conventional "lube" jobs . . . the '61 Mercury chassis is *pre-lubricated* for the first 30,000 miles. A *full-flow oil filter* lets you drive 4,000 miles between oil changes under normal operating conditions. *Mufflers are aluminized* for double the life. Even *brakes are self-adjusting* . . . you save on periodic adjustments. The *anti-rust-treated body*, including galvanized rocker panels, protects itself. *Self-cleaning spark plugs* conserve gasoline. And its *long-lasting Super-Enamel finish* never needs wax—yet keeps its showroom beauty longer.

New Cushion-Link suspension gives you the best ride in the low-price field

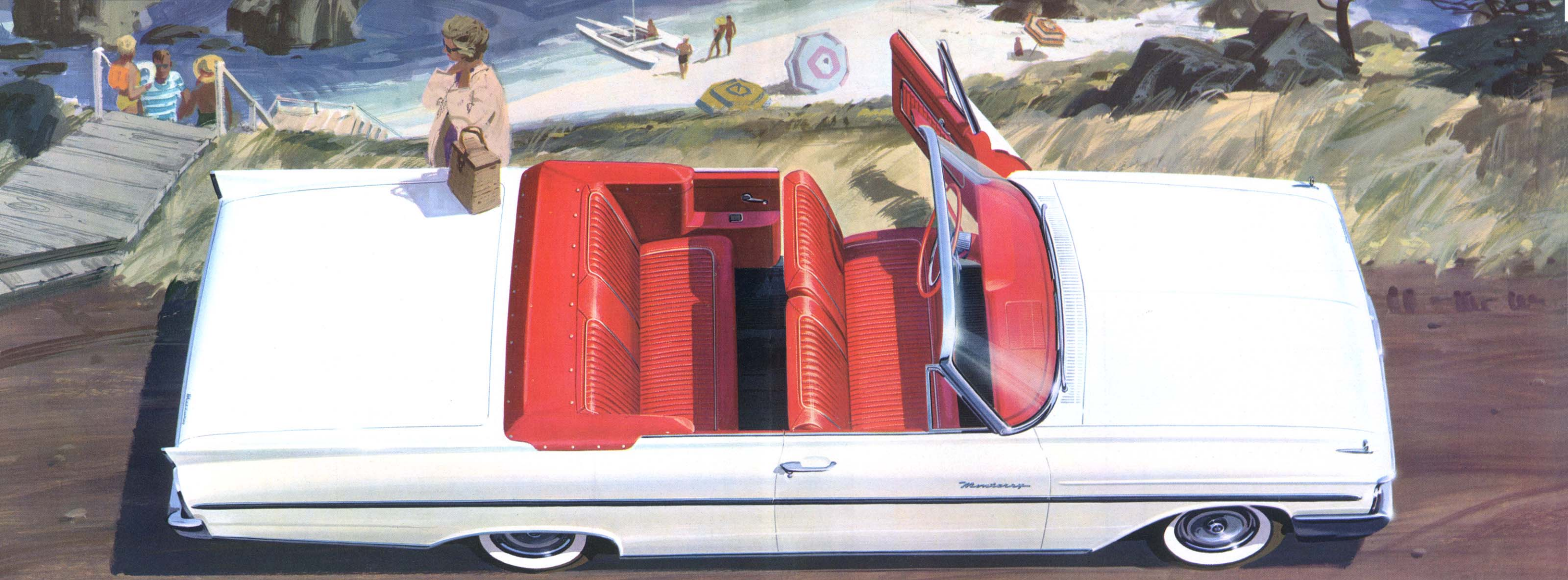


**1961 MERCURY SUSPENSION CUSHION-LINKS
FRONT REAR**

Never before has any car at so low a price been so comfortable as Mercury. Exclusive Cushion-Link* suspension, first and only in the industry, makes the big difference in Mercury's "fine-car feel." The Cushion-Links, *front and rear*, allow each wheel to "give" slightly on impact . . . to smother bumps and road shock. Improved ball-joint, *swept-back front suspension* . . . *60-inch long rear springs* . . . *soft-tread tires* also help Mercury take the roughest roads in stride. For stability and positive control, there's nothing quite like a Mercury—with *wider-tread front wheels*, *recirculating ball-type steering* and *torsional stabilizer bar*. The quiet luxury you enjoy in Mercury is almost beyond belief, thanks to extra body insulation.



*On Meteor 800, Monterey and Station Wagons



MONTEREY CONVERTIBLE in Sultana White with Red Vinyl interior

1961 Mercury Monterey Series

Monterey is the top series in the 1961 Mercury line. Though priced hundreds of dollars below last year's luxury series, it represents the most beautiful expression of Mercury's clean styling. Every body line is new. Note the touches of bright metal, tasteful and restrained. Monterey compares with more costly

cars in generous new size and smooth comfort. In fact, if you want the finest, most luxurious of all 1961 Mercurys, Monterey is for you. Choose from four body styles: convertible, 2-door hardtop, 4-door hardtop and 4-door sedan.

Slide behind the wheel of this graceful Monterey convertible and drive your

cares away. A finger-touch folds the vinyl-coated top down almost out of sight. With top down, a tailored boot in matching interior color accents low, flowing lines of body profile. In "up" position, clear plastic, zipper-fastened back window opens easily. Smooth-contour top is strong 4-bow construction.

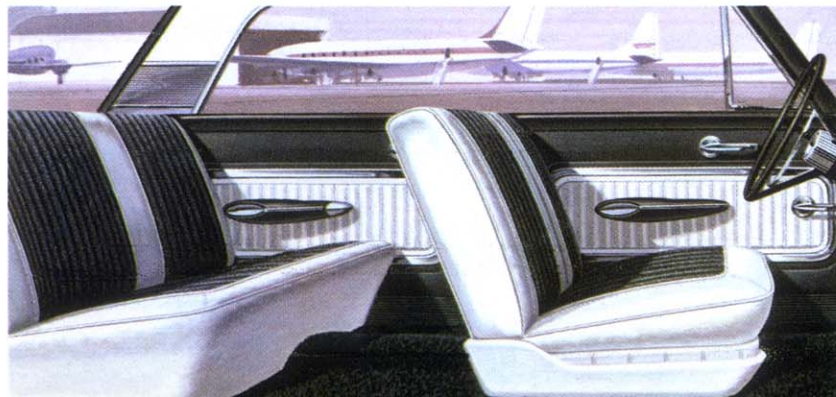
The Mercury Monterey Series



MONTEREY 4-DOOR HARDTOP in Green Frost



MONTEREY 2-DOOR HARDTOP in Sunburst Yellow



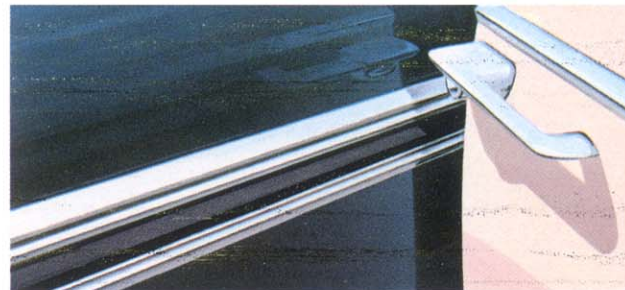
Monterey interior in White Vinyl and Black Shadow Weave fabric

See the new dimensions of luxury in these glamorous 1961 Monterey hardtops. There's a decorator's selection of all-vinyl upholstery or Shadow Weave fabric and vinyl combination. Padded instrument panel matches your choice of interior decor. And underfoot, wall-to-wall carpeting cushions the floor. Only on the

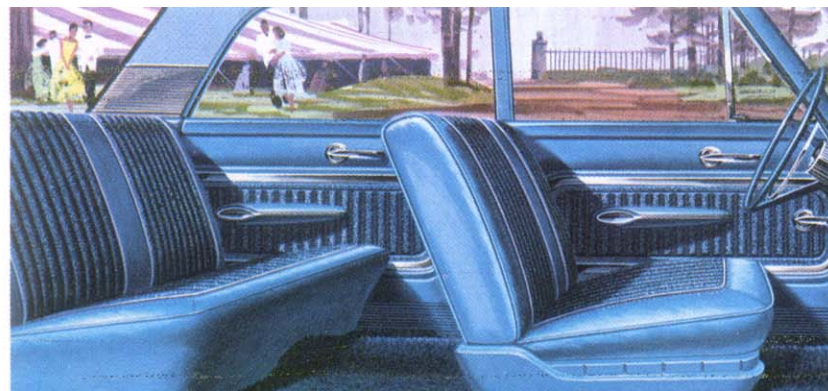
price label is Monterey's low cost apparent . . . and that's a most pleasant surprise. The real test of comfort in a car is the way it rides. And on the road, Mercury's easy-going ways outshine them all. Already famous for superior riding qualities, Monterey is even more considerate of your comfort in 1961. Exclusive Cushion-

Links in both front and rear suspensions absorb every bump, smooth every street. Flexible springs . . . butyl rubber body mounts . . . ball-joint front suspension . . . wider-tread front wheels also contribute to Mercury's fine-car ride. You travel relaxed in new silence, shielded against road noise by extra-thick insulation.

The Mercury Monterey Series



Protection against nicks and scrapes in tight parking spots—unique full-length rubber inserts in the '61 Monterey side moldings guard sides of car against carelessness.



Monterey interior in Blue Metallic Vinyl and Shadow Weave fabric



MONTEREY 4-DOOR SEDAN in Empress Blue Metallic

Mercury has done everything imaginable to bring you a *better* low-price car for 1961. Whatever you're looking for, Mercury has what you want. The Monterey 4-door sedan is an excellent example. You're surrounded with smart style . . . spaciousness . . . an abundance of features that put your safety first. Style is Mercury's beautiful new "formal line" design.

Spaciousness that means more *usable* inside room. Safety features to give full-time protection.

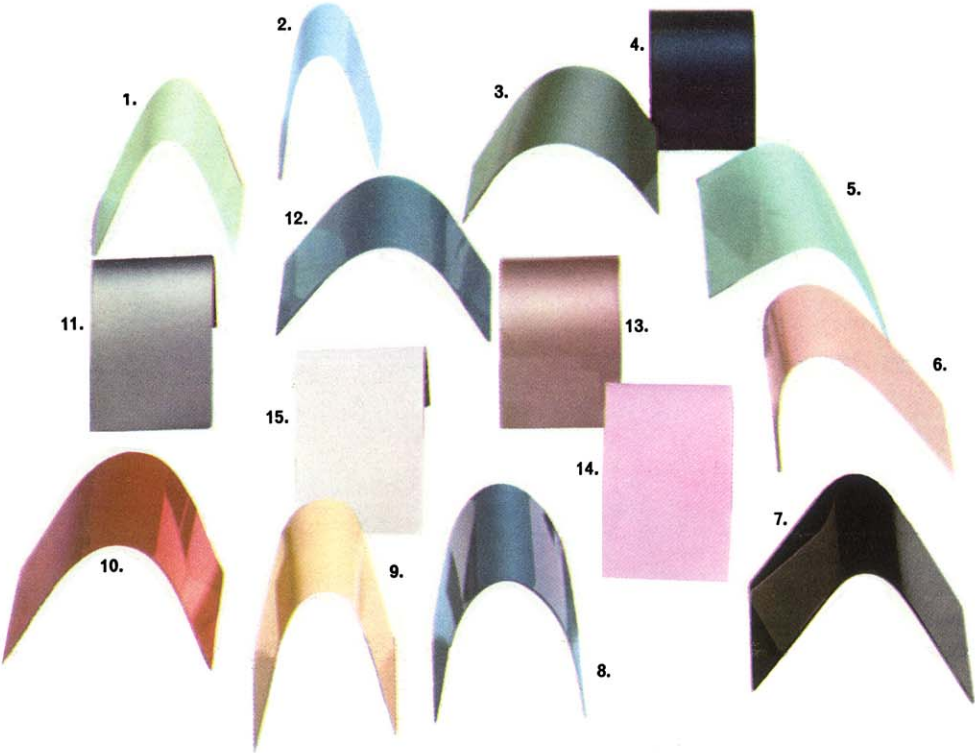
You drive with real peace of mind, as well as pride. Padded dash, safety door locks and new safety steering wheel see to that. Safety is Mercury's watchword in other ways, too. Brakes automatically adjust themselves for wear, stop surer . . .

safer . . . last longer. All-new bodies are of rigidized construction for greater strength, more solid passenger comfort. There's easier handling and positive road control, thanks to ball-action steering and new wider-tread wheels. And wherever you travel, to market or cross-country, you'll appreciate Mercury's 32 cubic feet of trunk space . . . big and mighty convenient.

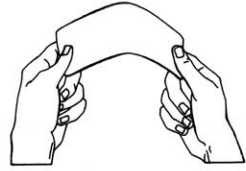
Mercury brings long-lasting beauty and high style to the low-price field

Inside and out, the '61 Mercurys present a look of luxury not found in other low-price cars. There's richness of detail that indelibly marks every Mercury far above the ordinary. Interiors—custom-created, decorator-designed—are a superb blending of new weaves and patterns, fabrics and colors. And this year you can choose from a wide variety of upholstery and color combinations featuring Country Tweed, Luster Weave and Shadow Weave fabrics . . . Crinkle-Grain vinyls. On the outside, there is Mercury's durable Super-Enamel finish that stays new-looking, longer.

Choose from 15 brilliant exterior colors



- 1. Green Frost
- 2. Blue Haze
- 3. Saxon Green Metallic
- 4. Empress Blue Metallic
- 5. Turquoise Mist
- 6. Tawny Beige
- 7. Presidential Black
- 8. Columbia Blue Metallic
- 9. Sunburst Yellow
- 10. Signal Red
- 11. Sheffield Gray Metallic
- 12. Regency Turquoise Metallic
- 13. Gold Dust Metallic
- 14. Summer Rose
- 15. Sultana White



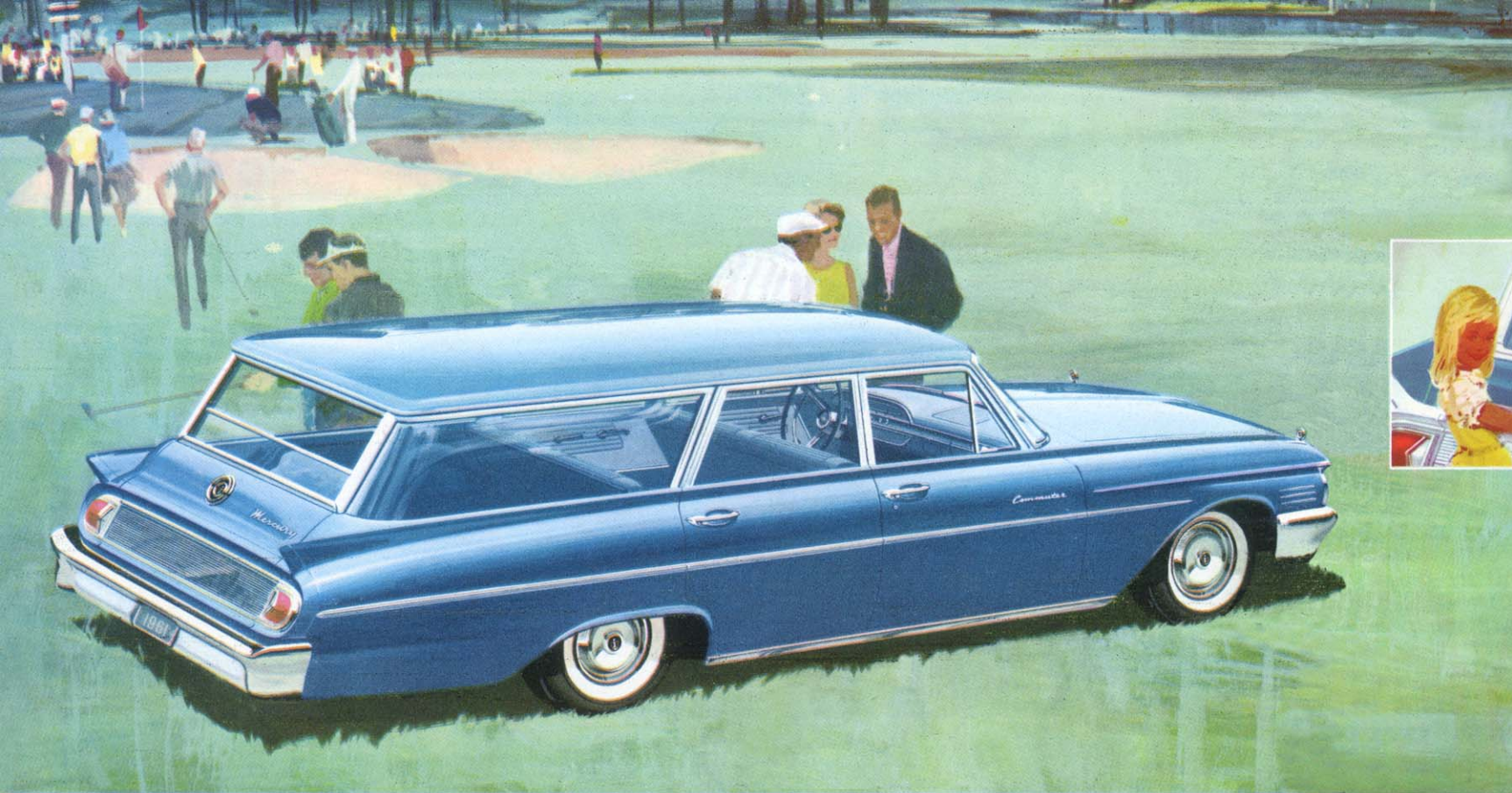
"Tough" is a word aptly applied to Mercury's Super-Enamel finish. One reason is the "epoxy" primer coats. The paint itself is a special baked-on enamel, not merely a rubbed-down lacquer. Even bending will not crack it.



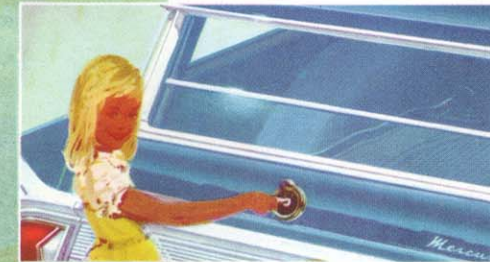
Colorful fabrics and vinyls add exceptional beauty and luxury to every Mercury interior.

Choose from a wide selection, all carefully color-harmonized to exteriors.

The New Mercury Station Wagon Series



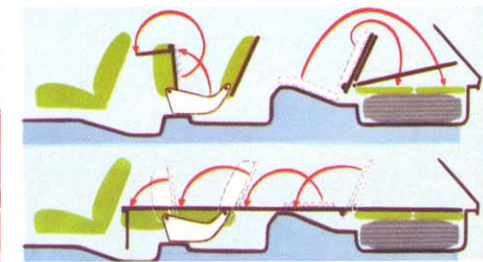
MERCURY COMMUTER 6-passenger Station Wagon in Empress Blue Metallic
(Commuter Station Wagon also available in 9-passenger model)



Roll-down back window adjusts easily to any height you wish. Replaces liftgate; provides flow-through ventilation for all passengers. Remote-control power operation standard on Colony Parks; manual operation on Commuters, with power optional.



Extra-wide cargo opening, makes loading big cargo area easier than ever. Tailgate opens level with floor, for a smooth loading platform to slide cargo in or out. Easily-accessible spare tire is mounted below hinged rear floor panel.



Easy conversion for cargo—Forward-facing 3rd seat (in 9-passenger models) folds down flat in seconds. Remove cushions, release seat latch, fold seat-back forward. For full cargo area, fold 2nd seat cushions forward, lower seat-backs to floor.

Mercury Station Wagons ... in two handsome series ... priced right in the heart of the low-price field!

New 1961 Mercury station wagons are offered in two distinctive series—the popular Commuter and the distinguished Colony Park, both with 6- or 9-passenger seating capacity. They are priced right in the heart of the low-price field, yet their value far exceeds the others.

The style of each series sets it apart from ordinary station wagons. Both offer

four-door convenience and the versatility of quick, easy conversion from a comfortable passenger vehicle to a spacious cargo carrier.

The low-cost Commuter series offers exceptional mileage, thanks to Mercury's new Super-Economy "6" engine. Mercury's three all-new V-8's are available for both series. With Mercury's exclusive

new Cushion-Link suspension, you ride in supreme, quiet comfort—completely unlike anything you've ever experienced in a wagon so modestly priced.

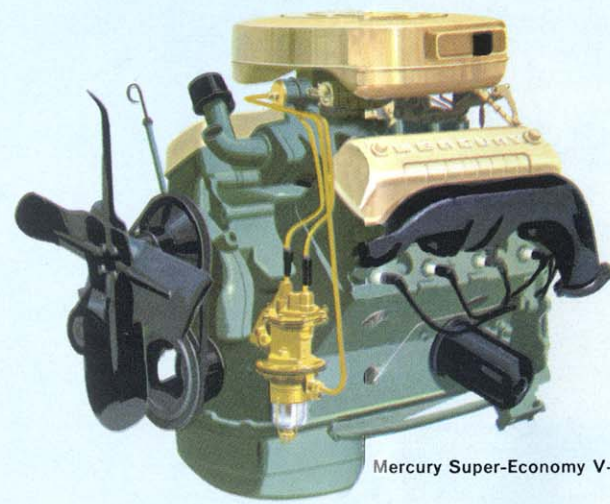
Whether this is your first or your fifth station wagon, you'll discover that Mercury rates as the newest measure of value in the station wagon field—your wisest choice in 1961.



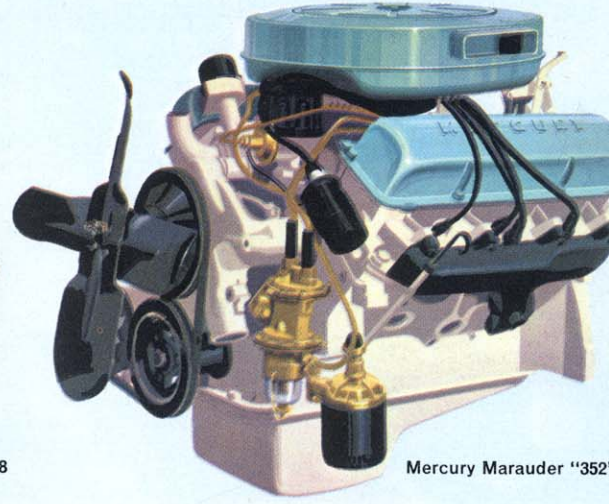
MERCURY COLONY PARK 9-passenger Station Wagon in Signal Red
(Colony Park also available in 6-passenger model)

Choose performance and economy, as you like it, from a wide range of Mercury power teams

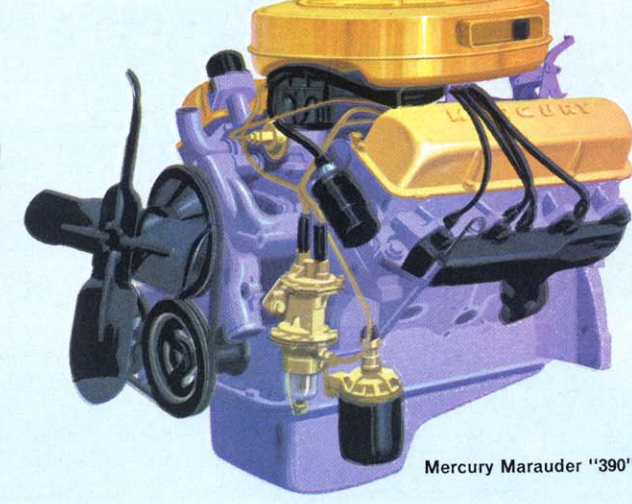
Now you can practically tailor your 1961 Mercury the way *you* want it, with a wide choice of engines and transmissions. You can select from among 11 power team combinations—three completely new V-8's . . . the first 6-cylinder engine in Mercury's 22 years . . . and four transmissions including two Merc-O-Matics. Every engine is designed to deliver the utmost in fuel economy and smooth, efficient performance, with wedge-shaped combustion chambers, deep-block construction and overhead valves. Full-flow oil filter that extends oil change interval to 4,000 miles under normal operating conditions . . . carburetor air filter . . . and disposable fuel filter good for 12,000 miles before replacement—all standard—add to long, dependable engine life. Mercury's power-transfer rear axle, an option for all '61 Mercury models, gives equal driving force to both rear wheels. With either rear wheel on a slippery surface such as snow or ice, sand or mud, the one with traction gets the power.



Mercury Super-Economy V-8



Mercury Marauder "352"



Mercury Marauder "390"

Three All-New V-8's

NEW SUPER-ECONOMY "6"

This advanced engine is short-stroke, low-friction in design for money-saving efficiency. Full-vacuum distributor regulates ignition for maximum economy. Econ-O-Miser carburetor, specifically designed for this engine, squeezes up to 15% more mileage on regular gas. Super-Economy "6" is available on Meteor 600, Meteor 800 and Com-uter Station Wagon series. Displacement: 223

cu. in. Compression ratio: 8.4 to 1. Horsepower 135.

THREE ALL-NEW V-8's

Mercury Super-Economy V-8—Features gas-saving 2-barrel carburetor . . . thermostatically controlled automatic choke. Delivers up to 15% more mileage on regular fuel. Available on all models. Displacement: 292 cu. in. Compression ratio: 8.8 to 1. Horsepower 175.

Mercury Marauder "352"—Mightier power to whet

the appetite of any driving enthusiast, yet requires only regular gas to give up to 15% better mileage. 2-barrel carburetor . . . automatic choke system . . . hydraulic valve lifters. Available on all models. Displacement: 352 cu. in. Compression ratio: 8.9 to 1. Horsepower 220.

Mercury Marauder "390"—For top performance, this is it! Largest, most powerful Mercury engine, optional with Multi-Drive Merc-O-Matic. 4-barrel

carburetor. This engine not available in Meteor 600 series. Displacement: 390 cu. in. Compression ratio 9.6 to 1. Horsepower 300.

PLUS FOUR TRANSMISSIONS

Multi-Drive Merc-O-Matic, Mercury's finest automatic transmission with dual drive ranges, is further improved for '61. New vacuum throttle control feature gives the smoothest, quietest shifting . . . eliminates throttle adjustments.

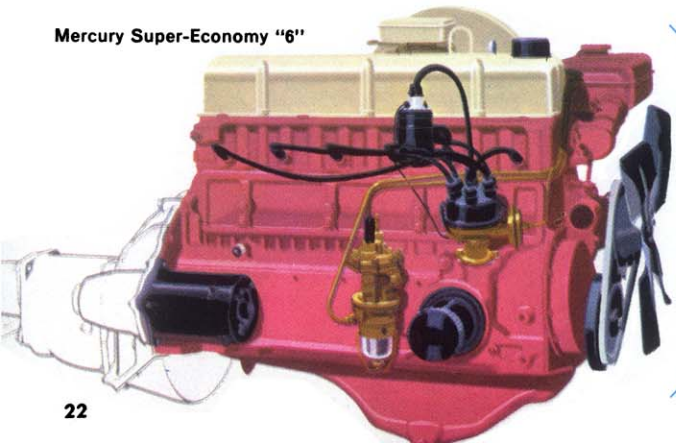
Merc-O-Matic, ideal for every normal driving situation; offers maximum durability and economy, with less weight. Lowest-priced automatic in the Mercury line-up. **Overdrive** gives you more versatility than a 4-speed transmission, yet more than pays for itself in gas savings and reduced engine wear. **Standard transmission**, for those who like the "feel" of shifting plus economy, is as easy-going and dependable a manual transmission as you'll find.

CHOOSE FROM 11 POWER TEAM COMBINATIONS

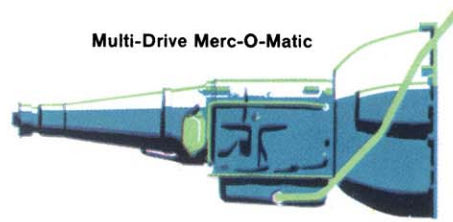
	Multi-Drive Merc-O-Matic	Merc-O-Matic	Over-drive*	Standard Transmission
Super-Economy "6"		X	X	X
Super-Economy V-8	X	X	X	X
Marauder "352"	X	X		X
Marauder "390"	X			

*Available on Meteor 600.

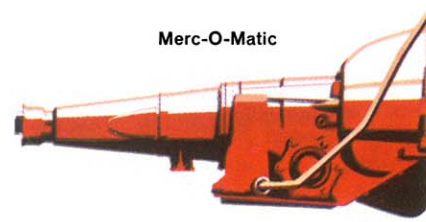
Mercury Super-Economy "6"



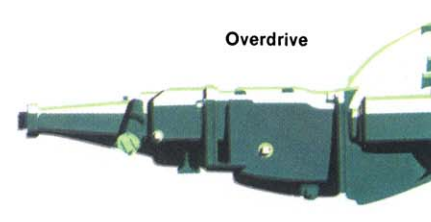
Multi-Drive Merc-O-Matic



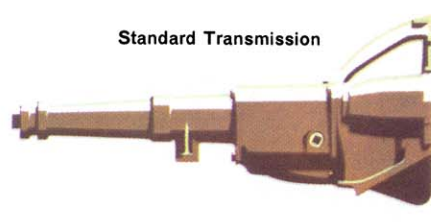
Merc-O-Matic



Overdrive



Standard Transmission



1961



MERCURY

Meteor 600 • Meteor 800 • Monterey • Station Wagons . . . the better low-price cars



A COMPLETE SELECTION OF POWER EQUIPMENT TO ADD EXTRA PLEASURE—EXTRA VALUE TO YOUR '61 MERCURY

Body Features—High-strength rigidized construction. Safety plate glass compound-curved windshield. Vacuum-powered windshield wipers with variable-speed control. Cowl-level fresh air intake. 3-spoke safety steering wheel. Exterior finish: Baked Super-Enamel in choice of 15 solid colors and 28 two-color combinations.

Power Train—Engines: In-line overhead valve 6-cylinder; single carburetor. Overhead valve V-8 engines in three sizes. 12-volt electrical system. Combination vacuum-centrifugal spark control. Full-flow oil filter. Full-pressure lubrication, 292 and 352 C.I.D. engines, 2-bbl. carburetors; 390 C.I.D. engine, 4-bbl. carburetor. Self-cleaning 18-mm spark plugs. Deep-block, wedge-shaped combustion chambers. Pressurized cross-flow cooling system. Exhaust-heated intake manifold. Hydraulic valve lifters on 352 and 390 C.I.D. engines. Capacities: oil (V-8's)—6 quarts with filter change; ('6")—5 quarts with filter change; fuel—20 gallons; coolant

Power steering • Electric windshield wipers • Power seats • Air conditioner • Speed and cruise control • Vacuum-powered litter disposer • Power windows • Power brakes • Power-transfer rear axle • Remote-control trunk lock release • Remote-control outside rearview mirror

(V-8's)—19 quarts (20 with heater), ('6")—15 quarts (16 with heater). Multi-Drive Merc-O-Matic Transmission: Dual drive ranges with 6-position selector lever. Merc-O-Matic: combination of fluid torque converter and 2-speed planetary gear train. 5-position selector lever. Standard Transmission: Selective gear-type with 3 forward speeds, one reverse. Overdrive: 3-speed selective gear, combined with automatic 4th-speed gear. Rear axles: 3.56 to 1 or 3.89 to 1 with standard and overdrive transmissions. 2.91 to 1, 3.10 to 1 or 3.56 to 1 with Merc-O-Matic and Multi-Drive Merc-O-Matic.

Chassis Features—Full-length ladder-type frame with bowed box-girder side-rails. X-type reinforcement for convertible frame. Front suspension: Swept-back ball-joint design. Helical coil springs. 3-phase hydraulic shock absorbers. Link-type front torsion bar stabilizer. Cushion-Links, with 3 rubber cushions and shackle-type link, exclusive on Meteor 800, Monterey and station wagon models. Steering:

Symmetrical linkage-type with recirculating ball-and-nut type steering gear. Over-all ratios—30 to 1 manual; 23 to 1 with power steering. Rear suspension: Semi-elliptic leaf-type rear springs—60" long and 2½" wide. Hydraulic shock absorbers. Hotchkiss drive. Cushion-Links on Meteor 800, Monterey, and station wagons only. Self-adjusting brakes: Self-energizing, hydraulic. 11-inch brake drums, labyrinth double-seal, with integral cooling ribs. Brake width—2½" (f & r), (3" front for station wagons). Total brake lining area—212.5 sq. in. (234 sq. in. in station wagons). Tires: Tyrex cord tubeless—Sizes: 7.50 x 14, 8.00 x 14.

LINCOLN-MERCURY DIVISION

Ford Motor Company

Form No. M61—103

Litho in U.S.A.