

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 Mercury for 1961 offers a totally new standard of value to the American motoring public. Prices are substantially lower than last year—yet every model possesses 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 distinctive line—slim, trim, eager—adds up to new beauty you'll be proud to own. Inside, too, the 1961 Mercury's greater value is evident. A de luxe interior, featuring colorful new fabrics and vinyls, is 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.

And 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, including a revolutionary new pre-lubricated chassis that requires no additional lubrication for the first 30,000 miles.

Truly, from every standpoint of value—the 1961 Mercury is the *better low-price car*.

The New Mercury Meteor 600 Series



METEOR 600 2-DOOR SEDAN in Saxon Green Metallic



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



METEOR 600 4-DOOR SEDAN in Tawny Beige

Here are the lowest-cost of all 1961 Mercurys. Each model, 2-door sedan and 4-door sedan, offers more car than any comparable model in the low-price field. As examples of contemporary styling, the 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. Maintenance

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

Interiors are fashioned to combine practical good looks with high resistance to wear and soiling. The 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 features included as standard will make you look twice at the low price. Dual sun visors . . . directional turn signals . . . cigarette lighter . . . front and rear ash trays . . . front and rear armrests . . . de luxe bright metal body trim—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 smooth ride to thin, crisp roof line, every model in Mercury's new Meteor 800 series answers the demand for a better low-price car. The styling is newest, smartest anywhere near the price. And test the superb ride. You relax in new comfort cradled by the industry's first Cushion-Link suspension. And quiet! It's hard to believe any car could equal the hushed silence of this Mercury. Luxury marks in-

terior fabrics and appointments, too, with fine-weave fabrics and leather-soft vinyls in a palette of colors to please your fancy.

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

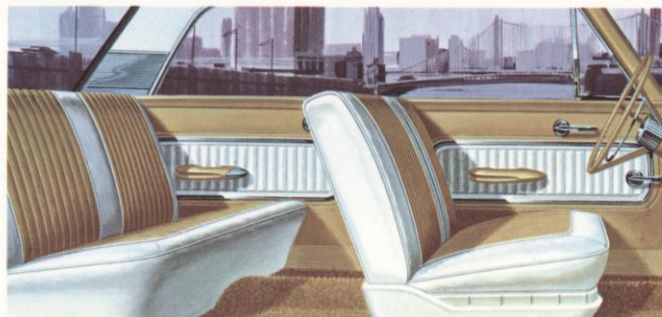
the graceful contour of its hood, there's smooth, responsive performance in a choice of Mercury's four great new engines for 1961.

Just name it. There's more of what you want, for less than you'd expect to pay, in all four models of the new Mercury Meteor 800 series; 2- and 4-door sedans, 2- and 4-door hardtops, 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 interior
in optional White and
Gold Metallic Vinyl



METEOR 800 2-DOOR HARDTOP in Gold Dust Metallic

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, wider-tread front wheels, 60-inch long rear springs, soft-tread

tires, plus Cushion-Link front and rear suspension. Add to all this such other Mercury standard features 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 selec-

tion of materials through the final approval of every car, and this approval comes only after a thorough inspection. Extra-high-strength door frames with internally reinforced doors, double-panel hood and rear deck lid are typical of the quality body construction. There are even special rust-proofing measures which add to your Mercury's life. 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

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

No wonder Mercury is the *better* low-price car! You start saving the day you buy. You continue to save as you drive—on gas, oil and maintenance. And all seven of Mercury's major self-servicing features help keep your car newer longer, protect its future resale value. Gone, for example, is much of the bother and expense of conventional "lube" jobs... the '61 Mercury chassis is pre-lubricated for the first 30,000 miles with sealed joints that are dirt-free, water-tight. 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 the brakes are self-adjusting... you save on periodic adjustments. The anti-rust-treated body protects itself. The 1961 Mercury saves you time and money, too, with self-cleaning spark plugs that conserve gasoline. And its long-lasting Super-Enamel finish never needs wax—yet keeps its showroom beauty longer.

1961 MERCURY
SELF-LUBRICATING
FRONT BALL JOINTS

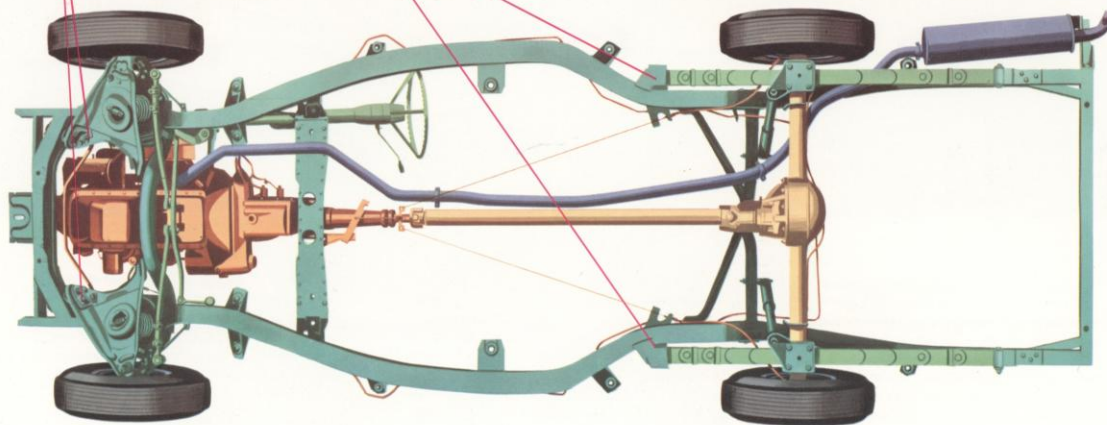


New Cushion-Link suspension gives you the best ride in the low-price field

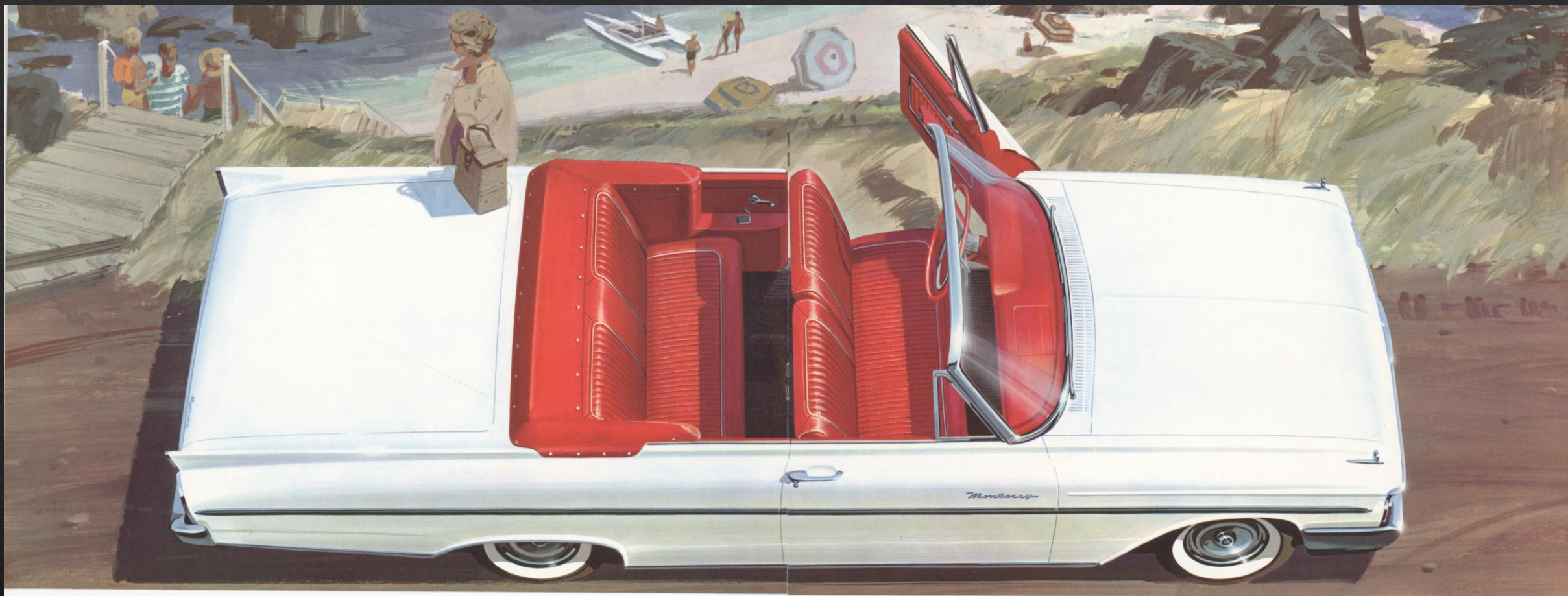


1961 MERCURY SUSPENSION CUSHION-LINKS
FRONT REAR

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... contributes impressively to Mercury's "fine-car feel." The triumph of many years' research, these strategically positioned Cushion-Links, front and rear, allow each wheel to "give" rearward slightly on impact... to smother bumps and road shock so they pass virtually unnoticed by passengers. 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 sure-footed stability and positive ride 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 a Mercury is almost beyond belief, thanks to the super-abundance of 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, jet-liner comfort. In fact, if you want the finest and most luxurious of all 1961 Mercurys, Monterey is for you. Choose yours from a variety of body styles: convertible, 2-door hardtop, 4-door hardtop and 4-door sedan.

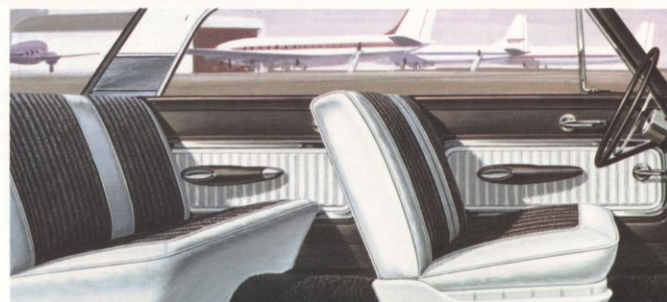
Slide behind the wheel of this graceful Monterey

convertible and drive your cares away. A finger-touch folds the top down almost out of sight. With top down, a tailored boot 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 interior
in White Vinyl
and Black Shadow Weave fabric



MONTEREY 2-DOOR HARDTOP in Sunburst Yellow

There are new dimensions of line and luxury all about in these glamorous 1961 Monterey hardtops. Armrests, front and rear, are tapered design. There's a decorator's selection of all-vinyl upholstery or Shadow Weave fabric and Crinkle-Grain vinyl combination. Padded instrument panel with handsome, non-reflecting vinyl cover matches your choice of interior decor. And underfoot, twisted-loop 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.

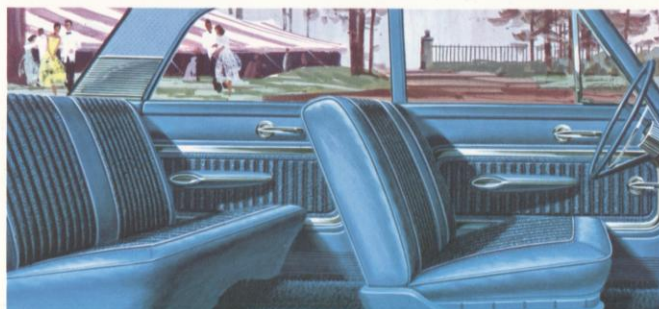
The real test of comfort in a car is the way it rides. And on the road—any road, anywhere—Mercury's easy-going ways outshine them all. Already famous for superior riding qualities, Monterey is even more considerate of your comfort in 1961. Cushion-Links

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

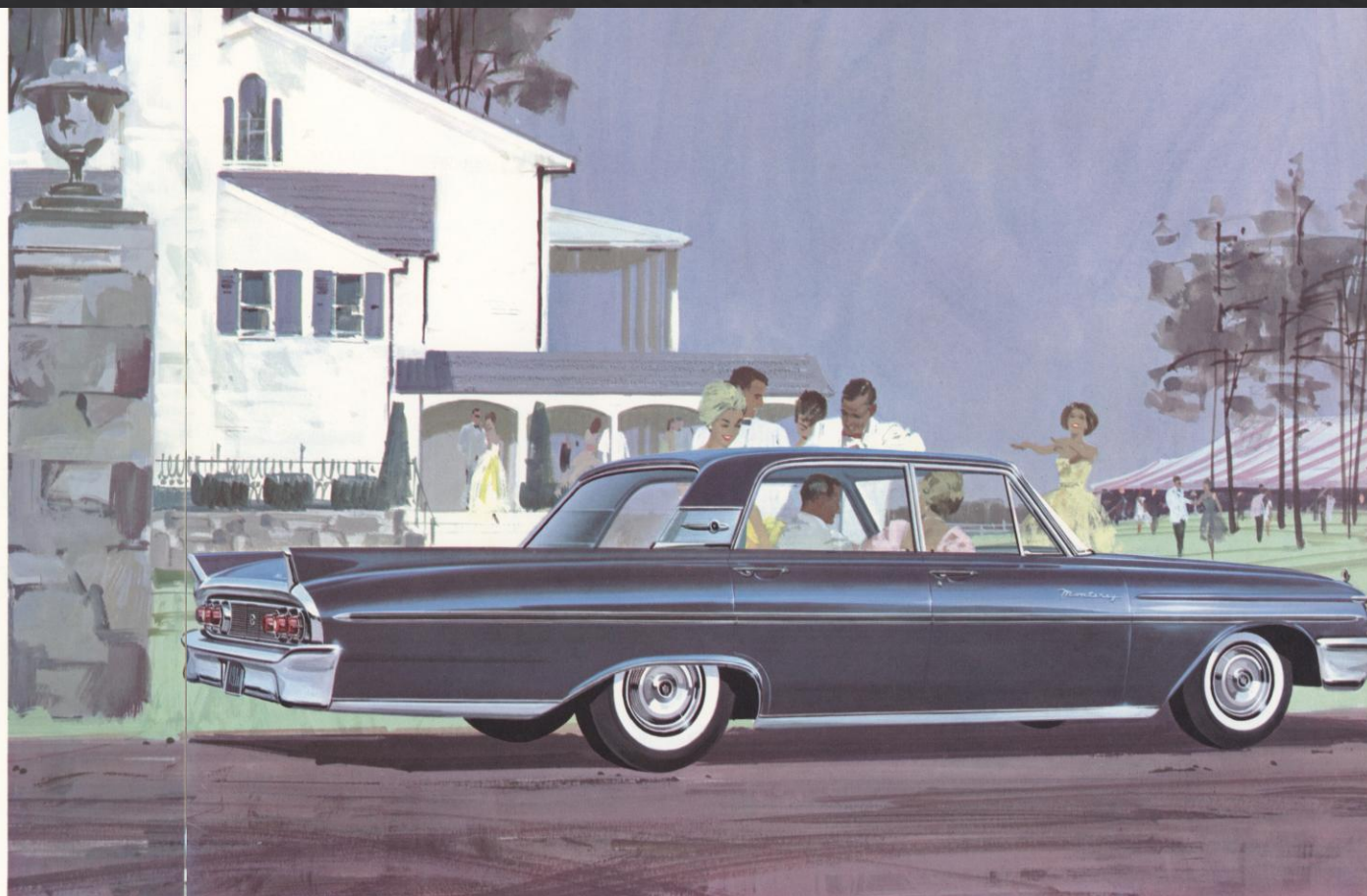
The Mercury Monterey Series



Protection against nicks and scrapes in tight parking spots—unique full-length rubber inserts in the '61 Mercury 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 designers, stylists and engineers have done everything imaginable to bring you a *better* low-price car for 1961. Whatever you're looking for, Mercury has what it takes to please you. 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. Styled with beautiful new "formal line"

design, you hardly notice the slim center pillar. 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 that automatically adjust themselves mechanically for wear, stop surer . . .

safer . . . last longer. All-new bodies are of rigidized construction for greater body-frame 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 colorful 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, in a wide selection of solid and two-tone colors.

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.



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

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

The new 1961 Mercury station wagons are offered in two distinctive series—the popular, low-cost Commuter and the distinguished new Colony Park, both available 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.

Both series are styled with sleek, flowing lines that set them 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 Commuter series offers exceptional economy with a low initial price and superior mileage, thanks to Mercury's new Super-Economy "6" engine. Mercury's three all-new V-8's are available for both the Colony Park and the Commuter.

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.

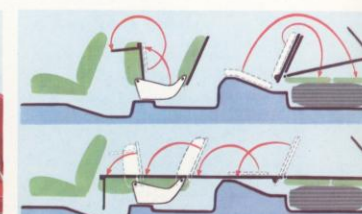
The New Mercury Station Wagon Series



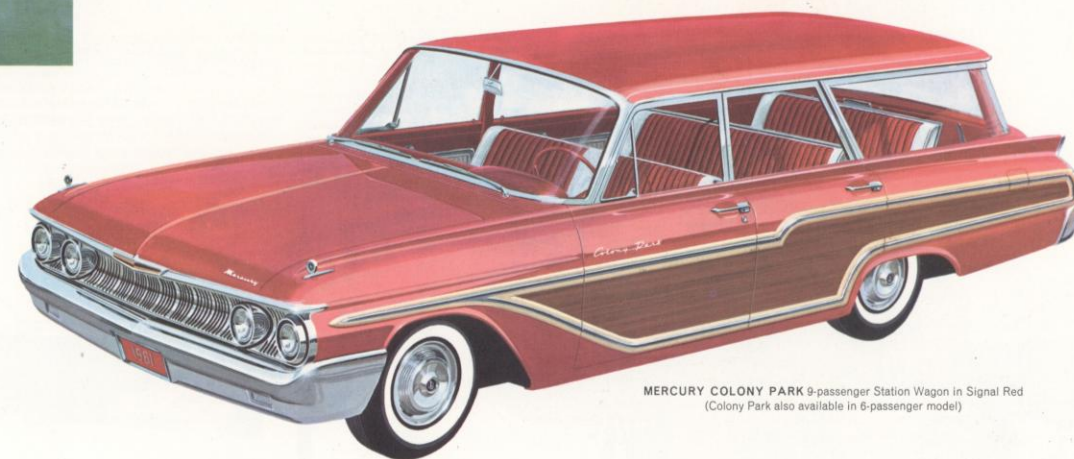
Roll-down back window lowers into the tailgate, adjusts easily and quickly to any height you wish. Completely replaces inconvenient liftgate; provides continuous, flow-through ventilation for all passengers. Remote-control power operation standard on Colony Park models; manual operation on Commuter models, with power optional.



Extra-wide cargo opening, nearly two inches wider for '61, makes loading big cargo area easier than ever. Tailgate opens level with interior floor, giving you a smooth loading platform to slide cargo in or out. Easily accessible spare tire is mounted out of the way, below hinged rear floor panel.



Easy conversion to cargo carrier—Forward-facing 3rd seat (in 9-passenger models) folds down flat in seconds. Simply remove cushions, release seat latch, fold seat-back forward to complete the floor. For full cargo area, fold cushions of both 2nd seat sections forward, lower seat-backs to floor.

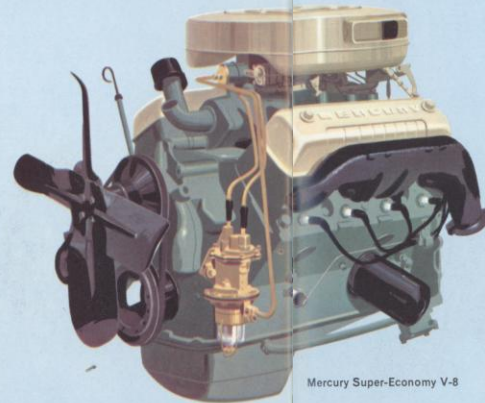


MERCURY COLONY PARK 9-passenger Station Wagon in Signal Red
(Colony Park also available in 6-passenger model)

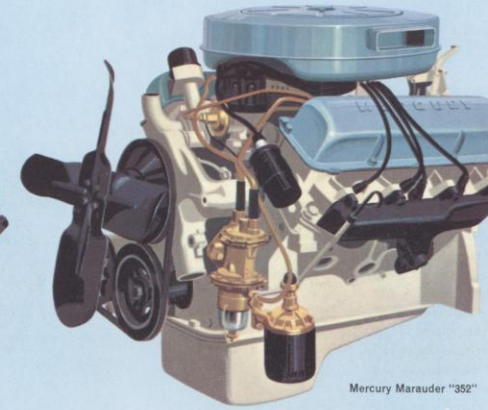
Choose performance and economy, as you like it, from a wide range of Mercury power teams

Now you can practically tailor the performance of 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 con-

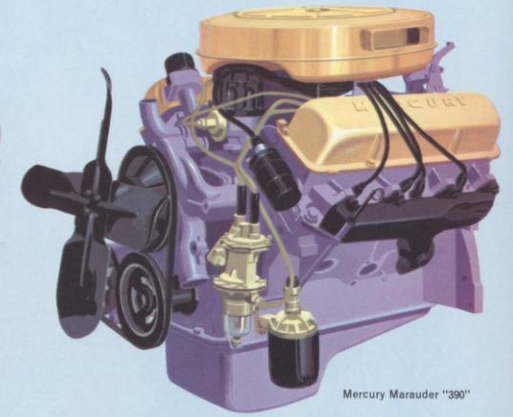
struction and overhead valves. Full-flow oil filter that extends oil change interval to 4,000 miles under normal operating conditions . . . carburetor air filter . . . and disposable fuel filter good for 12,000 miles before replacement—all standard—add to long, dependable engine life. Mercury's first 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"

1961 marks the introduction of another "first" for Mercury—the 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 from every drop of regular gas. Super-Economy "6" is available on Meteor 600, Meteor 800 and Com-

muter 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—Thoroughly proved for performance and economy. Features gas-saving 2-barrel carburetor . . . thermostatically controlled automatic choke . . . weatherized distributor. 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. Big over-square dimensions . . . 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 smooth-

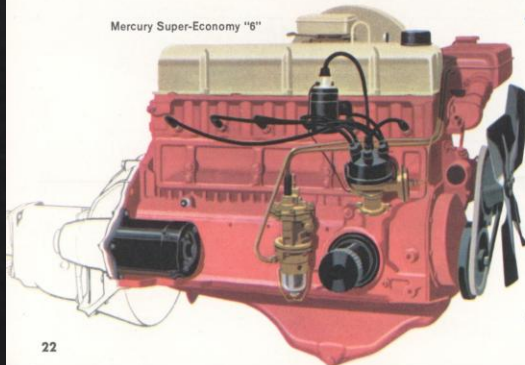
est, quietest shifting . . . eliminates throttle adjustments. **Merc-O-Matic**, ideal for every normal driving situation; offers maximum durability and economy, with less weight. Lowest-priced automatic in the Mercury line-up. **Overdrive** gives you more versatility than a 4-speed transmission, yet 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

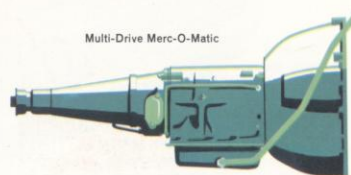
	Multi-Drive Merc-O- Matic	Merc-O- Matic	Over- drive*	Standard Trans- mission
Super-Economy "6"		X	X	X
Super-Economy V-8	X	X	X	X
Marauder "352"	X	X		X
Marauder "390"	X			

*Available on Meteor 600.

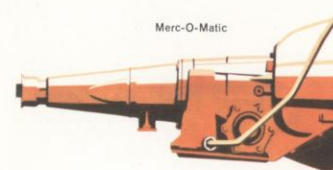
Mercury Super-Economy "6"



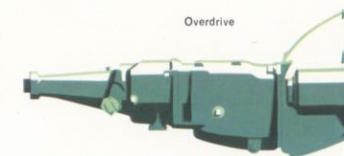
Multi-Drive Merc-O-Matic



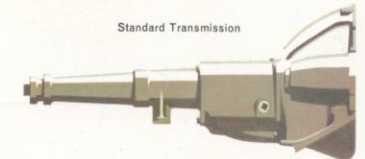
Merc-O-Matic



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

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

SPECIFICATIONS

Body Features—High-strength rigidized construction: welded steel with full-width floor panel cross-braces. Full-length roof panel with wide center reinforcement bow. Double-panel rear-hinged hood. Double-panel rear deck lid. Double-panel doors with interior reinforcements. Safety plate glass compound-curved windshield. Vacuum-powered windshield wipers with variable-speed control. Cool-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. Interiors—closed cars: Meteor 600 series—Country Tweed fabric and vinyl combination. Meteor 800 series—Luster Weave fabric and vinyl combination. Also optional all-vinyl upholstery for hardtop models. Monterey series—Shadow Weave fabric and vinyl combinations plus all-vinyl upholstery for hardtops. Interiors—convertible: all-vinyl upholstery. Interior—station wagon: Commuter—Country Tweed and vinyl combination or optional all-vinyl. Colony Park—Shadow Weave fabric and vinyl combination, or all-vinyl. Floor covering: Meteor 600—vinyl-coated carpet-texture rubber

mat. Meteor 800 and Monterey—twisted loop carpet, 100% bright-finish rayon yarn. Commuter station wagons—vinyl-coated carpet-texture rubber mat. Colony Park station wagons—twisted loop carpet, 100% bright-finish rayon yarn.

Power Train—Engines: In-line overhead valve 6-cylinder engine with single venturi 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-cubic-inch engines have gas-saving 5-bbl. carburetors; 390-cubic-inch engine has 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-cubic-inch engines. Flat-top pistons on 292- and 352-cubic-inch engines; slipper-type pistons on 390-cubic-inch engines. Capacities: oil (V-8's)—6 quarts with filter change, ("6")—5 quarts with filter change; fuel—20 gallons; coolant (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 control. 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: Sweep-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 steering ratios—30 to 1 manual; 23 to 1 with power steering. Rear suspension: Semi-elliptic leaf-type rear springs—60" long and 2 1/4" wide. All models have 5-leaf springs except Meteor 600 (4) and station wagons (6). Diagonally-mounted hydraulic shock absorbers. Hatchback drive. Cushion-Link on

Meteor 800, Monterey, and station wagon models only. Self-adjusting brakes; self-energizing, hydraulic, 11-inch brake drums, labyrinth double-seal, with integral-cooling ribs. Brake width—29 1/2" (I & V), 33" front for station wagons. Total brake lining area—212.5 sq. in. (234 sq. in. in station wagons). Tires: Tysac cord tubeless—Sizes: 7.50x14, 8.00x14. Specifications shown herein were in effect at the time this book was approved for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligation. White sidewall tires, accessories and any other equipment that is not standard are optional at extra cost.

LINCOLN-MERCURY DIVISION

Ford Motor Company

Form No. M61-101

Litho in U.S.A. 9-60