



1961 MERCURY



LINCOLN-MERCURY DIVISION

Ford Motor Company

The better
low-price
station
wagons



1961 MERCURY

Station Wagons

Priced right in the heart of the low-price field!

Newest measure of value in the station wagon field. *You save when you buy*—Mercury is now hundreds of dollars lower than last year. *You save as you drive*—with 7 self-servicing features that substantially cut operating costs. And *you travel in the most smartly styled wagons on the road today . . .* Mercury—the better low-price station wagons.



Perfect balance of comfort, convenience and economical performance are yours in every Mercury Station Wagon.

Mercury gives you maximum convenience and versatility with exceptional passenger comfort and generous load-carrying capacity. Front seats are foam-padded. There's more rear shoulder room than ever before—even more head room than last year. Seats convert quickly and easily for carrying cargo, with plenty of easy-to-get-to load space.

Mercury gives you seven self-servicing features to help keep your station wagon newer, longer, cut your operating costs, and protect 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. 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 . . . save on periodic mechanical adjustments. Anti-rust-treated body, including galvanized rocker panels, protects itself. You save 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.

Mercury gives you the best going station wagons anywhere with the industry's first and only Cushion-Link suspension which gives a true "fine-car feel." And, though bigger on the inside where space really counts, the new-size Mercury wagons are wonderfully easy to maneuver in or out of traffic. Quality, dependability and coachwork are at an all-time high. Mercury wagons are offered with a wide range of power teams. You can practically tailor the performance of your new Mercury station wagon the way you want it. Select from among nine power team combinations, including Mercury's first "6" plus new V-8's that deliver up to 15% more gas mileage—and on regular fuel, too! . . . and three transmissions, including famed Merc-O-Matic, Mercury's lowest-priced automatic.

YOU GET EXCEPTIONAL PERFORMANCE IN EVERY MERCURY STATION WAGON:
4 GREAT NEW ENGINES, 3 TRANSMISSIONS, 9 POWER TEAM SELECTIONS . . .

	Multi-Drive Merc-O-Matic	Merc-O- Matic	Standard (Manual)
Super-Economy "6"—135 h.p. (not available on Colony Park)		X	X
Super-Economy V-8—175 h.p. (standard on both series)	X	X	X
Marauder "352"—220 h.p. (optional on all wagons)	X	X	X
Marauder "390"—300 h.p. (optional on all wagons. Premium fuel)	X		

Form M61-106

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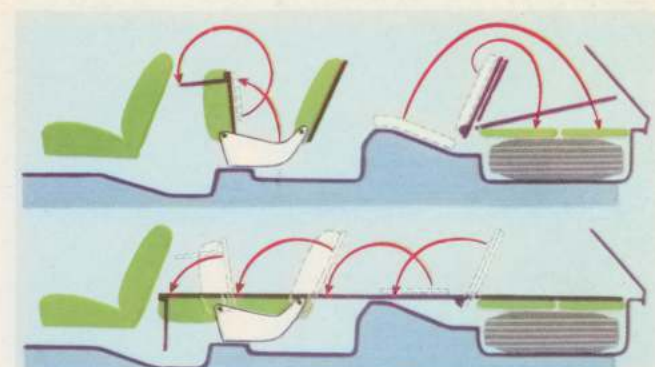
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Roll-down back window lowers into the tailgate, adjusts easily and quickly to any height you wish. Completely replaces inconvenient liftgate; provides continuous, flow-through ventilation for all passengers. Remote-control power operation standard on Colony Park models; operation is manual 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 or rotate cushions of both 2nd seat sections forward, fold seat-backs down into floor.

BASIC DIMENSIONS

Over-all length	214.4"
Over-all height	56.7"
Over-all width	79.9"
Wheelbase	120.0"
Wheel tread (front)	61.0"
Wheel tread (rear)	60.0"
Tailgate extension	23.8"
Rear opening height	26.3"
Rear opening width	50.2"
Tailgate to ground	26.1"
Floor width between wheel housings	44.4"
Rear of front seat to rear	
Tailgate opened	123.7"
Tailgate closed	99.9"
Rear of 2nd seat to rear	
Tailgate opened (6-pass. models)	86.2"
Tailgate opened (9-pass. models)	90.2"
Tailgate closed (6-pass. models)	62.4"
Tailgate closed (9-pass. models)	66.4"
Rear of 3rd seat to rear	
Tailgate opened	55.4"
Tailgate closed	31.8"
Floor to roof	
Behind front seat	33.0"
Floor area behind front seat	
Tailgate closed	40.0 sq. ft.
Total cargo capacity (tailgate closed)	
Behind front seat	93.5 cu. ft.
Behind second seat (6-pass. models)	50.7 cu. ft.
Behind second seat (9-pass. models)	55.3 cu. ft.
Behind third seat	15.2 cu. ft.

THE Colony Park SERIES



Shown in Presidential Black



Colony Park station wagon interior shown in White and Red Crinkle-Grain vinyl—one of four all-vinyl combinations. Three vinyl and Shadow Weave fabric interiors are also available.

MERCURY COLONY PARK 4-DOOR, 6-PASSENGER STATION WAGON

Mercury's most luxurious station wagon for '61—the magnificent Colony Park. Here is the lasting beauty and distinction of mahogany-grained paneling and bold, sweeping lines that stand out smartly in any setting. Rayon yarn carpeting and padded

dash panel add touches of elegance. Like all 1961 Mercurys, the Colony Park reaches an all-time high in quality, dependability and coachwork. Exceptional performance is provided by Mercury's responsive Super-Economy V-8.

MERCURY COLONY PARK 4-DOOR, 9-PASSENGER STATION WAGON

The smartest way for nine people to travel—at anywhere near the price! Passengers in Mercury's foam-padded 3rd seat face forward, away from headlight glare of following cars. And all passengers enter through Mercury's generously wide doors—

not over the tailgate. "Below-deck" mounting of station wagon spare tire conceals it beneath the hinged floor panel, yet it is easily accessible. Standard roll-down rear window is power operated by remote control from the driver's seat.



Shown in Signal Red

THE *Commuter* SERIES



Shown in Sheffield Gray Metallic



Commuter station wagon interior shown in Blue Crinkle-Grain vinyl and Blue Country Tweed fabric—one of three such combinations. Four all-vinyl interiors are optional at slight extra cost.

MERCURY COMMUTER 4-DOOR, 6-PASSENGER STATION WAGON

Mercury's new Commuter station wagons are priced right in the heart of the low-price field and this 6-passenger beauty is the lowest-priced of all! Yet consider how much more you get: foam-padded front seat, dual sun visors, roll-down rear window,

93.5 cubic feet of cargo space the instant you need it —plus the world's first Cushion-Link suspension, both front and rear, and special, extra-thick insulation which make Mercury for 1961 the first low-price wagon with fine-car ride.

MERCURY COMMUTER 4-DOOR, 9-PASSENGER STATION WAGON

Here's the perfect blend of beauty and big capacity for passengers and cargo—and there's nothing like it anywhere near its low price. You can convert from 6- to 9-passenger in a jiffy, or just as quickly adapt it for hauling king-size loads. Economy?

Both Commuter models feature Mercury's new standard Super-Economy "6" that lets you go 15% farther on regular gas. As in all station wagon models, the chassis is pre-lubricated to go 30,000 miles without additional lubrication.



Shown in Empress Blue Metallic