

marquis
mercury monterey
mercury montego mx

PASSWORDS FOR STATION WAGON LIVING IN THE '70'S



The schooner Lucia Simpson, prototype of the shallow-draft lumber carriers that plied the Great Lakes in the 19th century. Fitted with centerboards and square sails on long arm and foremast, this type of sailing ship was common until the advent of steam.



Optional Twin Comfort Lounge Seats, individually adjustable and each with its own armrest, may be ordered for Colony Park.



This handsome interior in cloth-and-vinyl Black Watch plaid (also Dark Red plaid), is optional in Colony Park and Marquis.



Rich, supple vinyl adds elegance in this handsome interior, standard in both Marquis Colony Park and Marquis station wagons.

MARQUIS COLONY PARK AND MARQUIS

Station wagon living takes on an exciting new meaning for the '70's—in action-styled wagons from Lincoln-Mercury! Let's say it's luxury that turns you on . . . then Marquis Colony Park's the one, the kind of wagon Lincoln Continental would build if Lincoln Continental built a wagon. Among its many standard features: concealed dual headlamps, rich yacht deck paneling on sides and tailgate, bright highlights on body sides and tailgate, electric

clock, power rear window and famous Dual-Action tailgate (it swings wide like a door for passengers, down like a tailgate for cargo). The high-powered 429 2V V-8 and Select-Shift automatic transmission are standard. The interior, with its dark teakwood vinyl appliques on instrument panel, door and quarter panels marks the elegance and luxury that is yours in the magnificent Colony Park—the connoisseur's wagon!

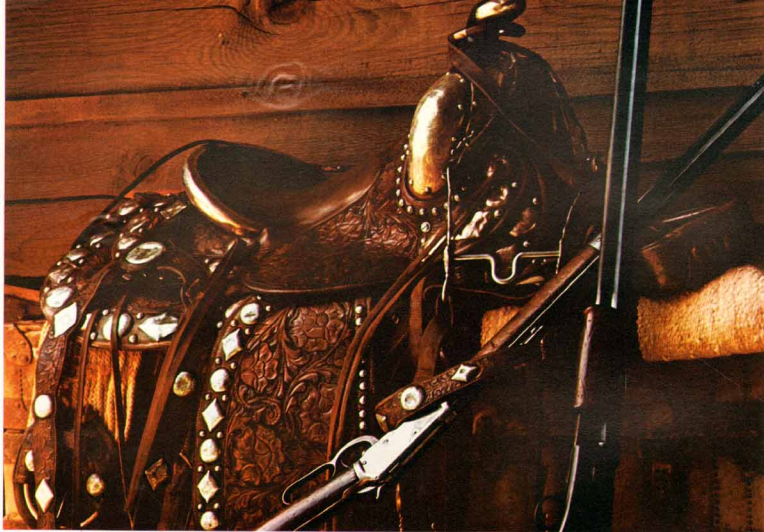


Marquis Colony Park is distinguished by yacht deck paneling and bright moldings. Shown with optional vinyl roof and luggage rack.



Marquis station wagon—a luxury wagon, with the expensive gleam of all-steel body sides. Same line-car ride as Colony Park.

An artisan in leather and metal fashioned this show saddle in black hide with silver mountings. Rifles, both Winchesters circa 1880 are from an historic gun collection.



Easy-to-care-for, easy-to-admire all-vinyl interior is standard in the Monterey wagon. Dark red, black, medium blue or medium brown.



Monterey—its exciting new grille and headlamp theme, new parking and side marker lights usher in the look of action for the '70's.

MERCURY MONTEREY STATION WAGON

People ask, "How can I get all the advantages of a big-car ride in a wagon without paying a big wagon price?" The answer: "Mercury Monterey—password to big-wagon action for the '70's!" It gives you everything a full-size wagon should have: Dual-Action tailgate (swings wide like a door even with the rear window rolled up;

or down for loading cargo), standard power rear window, ride-smoothing 121" wheelbase, more than 96 cubic feet of loadspace, powerful 390 V-8—and good looks that speak well of your good taste. All at a middling price. What will you do with the money you save? Check the wagon living options on the back cover!



The Monterey station wagon

Clifford Ellsworth, executive chef at the Sheraton Universal, prepared this sumptuous picnic buffet. Linzer torte, barbecue ribs and chicken are from the maestro's private recipes.



Easy to care for all-vinyl interior is standard in Montego MX. Shown in dark red or choose from black, medium blue or medium brown.



Reminiscent of heather and bagpipes is this optional station wagon interior, handsewnly tailored in Dark Red plaid cloth and vinyl. Also available in Black Watch plaid.



Montego MX Villager all-vinyl interior is pictured above in black. Also available in dark red, medium blue, medium green and medium brown.

MERCURY MONTEGO MX AND MONTEGO MX VILLAGER

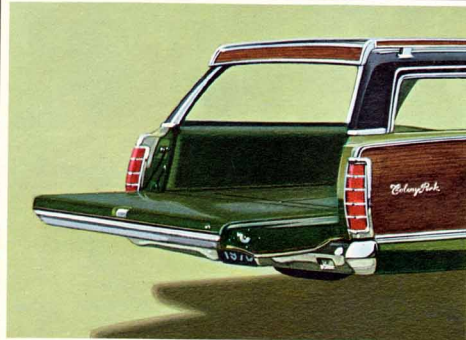
Montego MX and Montego MX Villager bring you wagon action for the '70's in a convenient size without sacrificing the ride and comforts of a bigger wagon. Each is built on a snug 114" wheelbase for easier handling and parking, but there's still a full 85.2 cubic feet of load space and plenty of room for a full-size family! Features? Dual-Action tailgate! Belted tires! A spirited and thrifty 250 "6" is standard, or you can choose an optional engine up to a 429 cu. in. V-8. All-vinyl interior! Loop-yarn carpeting of 100% nylon! And if you're a bit more luxury-minded, Montego MX Villager also offers Yacht Deck side and tailgate paneling, hidden headlamps and a more plush interior.



The Montego MX Villager station wagon



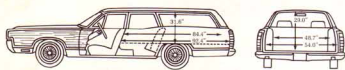
The Montego MX station wagon



STANDARD ON LINCOLN-MERCURY WAGONS FOR '70: DUAL-ACTION TAILGATE!

NOW IT'S A TAILGATE! Dual-Action Tailgate makes wagon living easier. You can drop it flush with the cargo floor for loading; the counter-balanced hinge makes hauling almost effortless.

NOW IT'S A DOOR! Dual-Action permits the tailgate to swing wide in an inviting entrance for rear seat passengers. On Marquis Colony Park, Marquis and Monterey, it can be opened without lowering rear window.



Marquis Colony Park, Marquis and Monterey wagons permit you to carry 4-foot wood panels flat on the cargo floor. Lockable stowage area affords an additional 9.1 cubic feet of carrying space beneath cargo deck.



Montego MX Villager and Montego MX hold more than 85.9 cubic feet of cargo, room for camping gear and bulky loads. A 7.6 cu. ft. lockable stowage well provides out-of-sight safe-keeping for valuables.



In Montego station wagons the rear-facing third seat option provides the fun of an "observation car" outlook on travel. Dual-Action tailgate standard.



Optional center-facing third seat makes your Marquis Colony Park, Marquis or Monterey roomy enough for eight. Hidden step pad in door sill for entry.



Lockable stowage area helps ease fear about valuable gear. Another typical "better idea" you get in wagons from Lincoln-Mercury.

CUSTOM-FIT YOUR WAGON WITH TRAVEL-WISE OPTIONS FOR ADDED VERSATILITY AND CONVENIENCE.

Special dealer- or factory-installed options for your wagon, at surprisingly small cost, can add smiles and miles of pleasure to wagon owning—whether for chores or just plain fun. The going will seem smoother on the roughest roads, the heaviest loads will seem lighter!

FACTORY-INSTALLED SPECIAL WAGON OPTIONS

Automatic Ride Control helps your Land cruiser on a steady keel by compensating for extra-heavy loads. Available for Colony Park, Marquis and Monterey.

Luggage carrier, with or without air deflector for rear window, available for any Lincoln-Mercury station wagon.

Optional V-8's are available for heavy-duty hauling and high-country travel, ranging up to the 499.4V. And, you can order Select-Shift automatic transmission. Tilt Steering Wheel (Marquis and Monterey models only), Tinted Glass, Interval

Windshield Wipers, Cross Country Ride Package (includes heavy-duty suspension components), heavy-duty alternators and extra-cooling package are other options the wise wagon owner will consider. For demanding pickup and traction requirements, you might consider adding Traction-Lok axle.

DEALER-INSTALLED SPECIAL WAGON OPTIONS

Adjustable Air Springs, recommended for outside towing or hauling needs, can be arranged for at the time you take delivery of your new wagon.

Other special options your dealer can supply include rear window and side screens, cargo mats, all-purpose pad and special cargo area carpet. All designed to complement your 1970 station wagon from Lincoln-Mercury.

LINCOLN ■ MERCURY



While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, disc wheel covers and other styling convenience or performance items that are optional at reasonable extra cost. Many are described herein, a full listing of options and accessories is available at your local authorized dealer.

