

**PAYOFF
PROVED**

1961 LIGHT DUTY MERCURY TRUCKS

ECONOLINE • THAMES • SERIES 100, 250, 350 • 4-WHEEL DRIVE • PARCEL DELIVERY

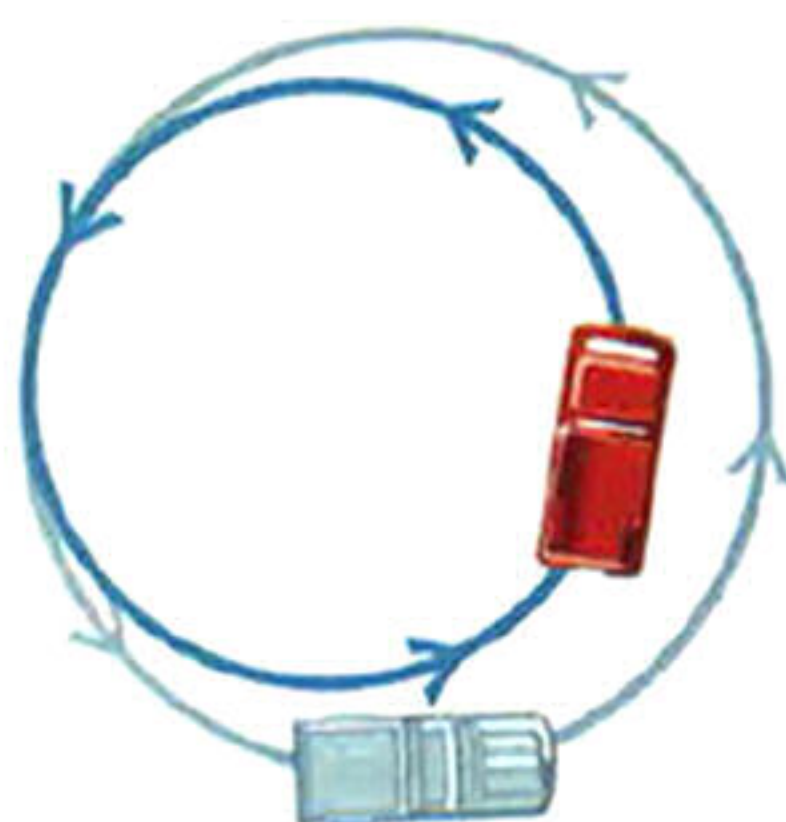


THE BIG MAN IN TRUCKS FOR '61—YOUR MERCURY TRUCK DEALER

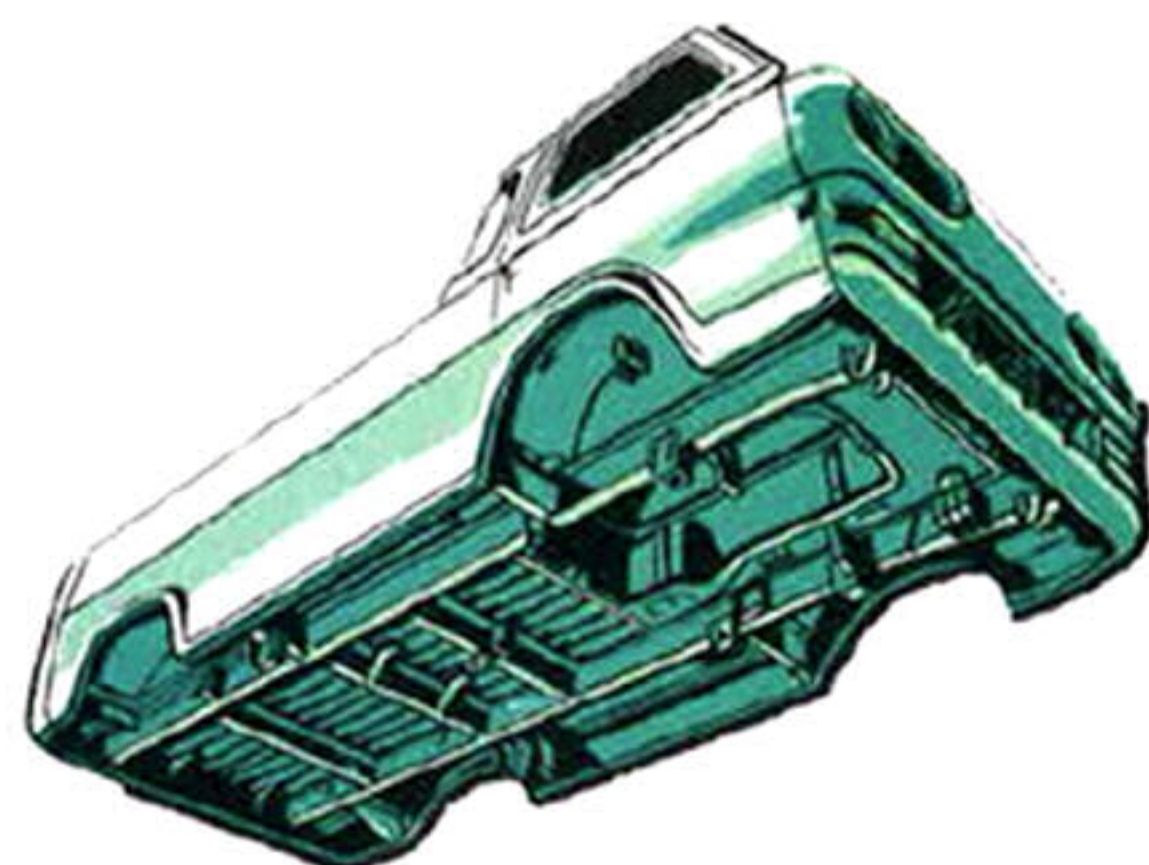
CAB-FORWARD... ENGINE-FORWARD MEANS MORE LOADSPACE

Meet the all-new Econoline trucks! This new type of vehicle is built to give you maximum value and economy for your truck dollar. Here's how. The Econoline Pickup, compared to standard "half-ton" pickups, has 1,050 pounds less chassis weight. Yet you haul payloads in the "half-ton" class — up to 1650 pounds! The underbody is zinc-coated for extra resistance to corrosion.

Only proven engineering features were used in these new vehicles. The engine is in the front — so there's no annoying rear engine hump — and this economical Six gives you as much as 35 miles per gallon! A 90-inch wheelbase gives you real maneuverability, and simple design with better accessibility means lower maintenance costs, too. Drive Econoline today!



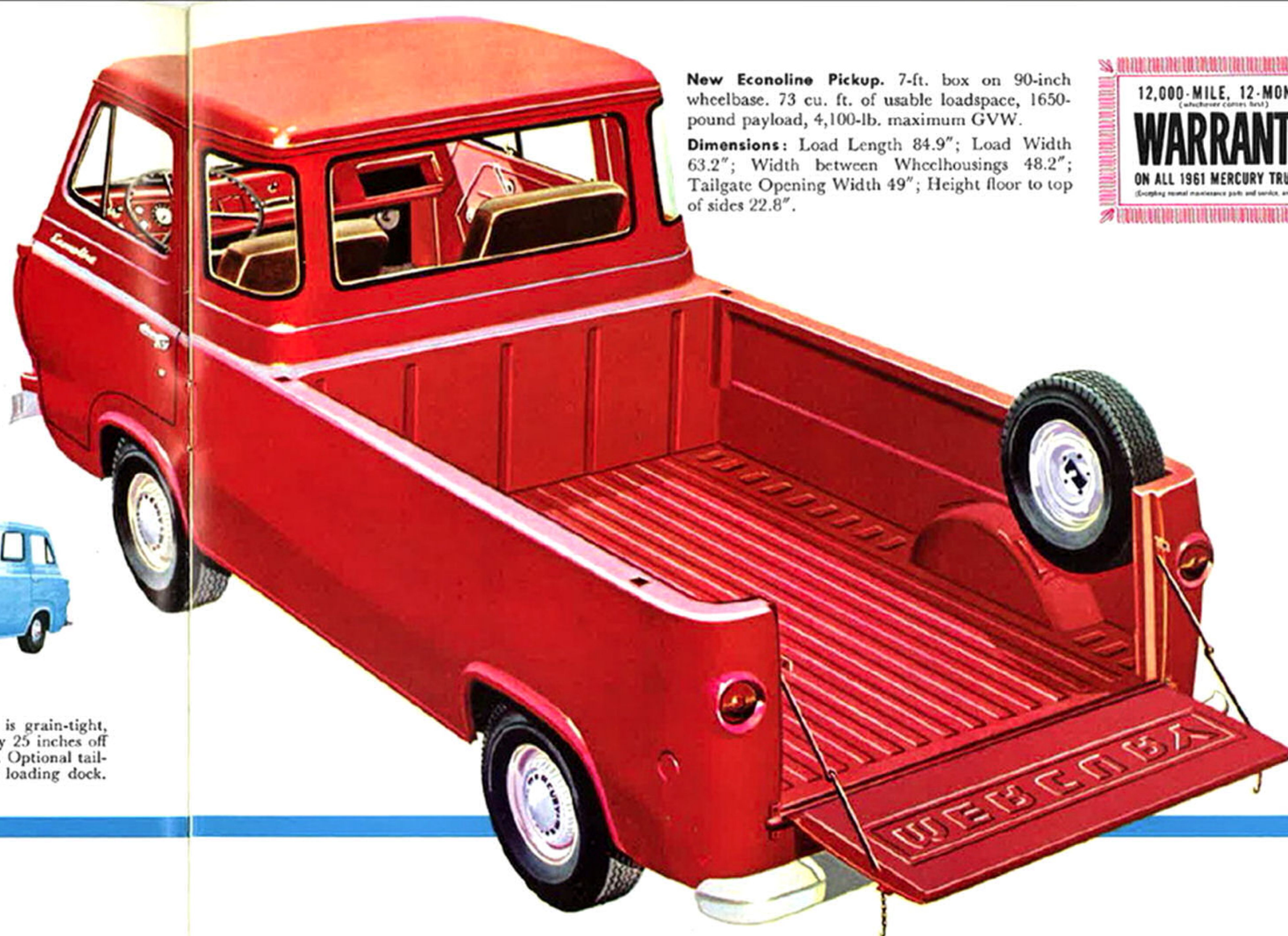
34.5 ft. Econoline Turning Circle is a full three feet shorter than on conventional pickups, thanks to shorter wheelbase, and cab forward design.



Zinc-Coated Econoline underbody provides extra protection against weather, rust and salt corrosion. Strong unitized construction throughout adds to durability.



Econoline Pickup Tailgate is grain-tight, and when lowered it is only 25 inches off the ground for easy loading. Optional tailgate lets you back flush to loading dock.

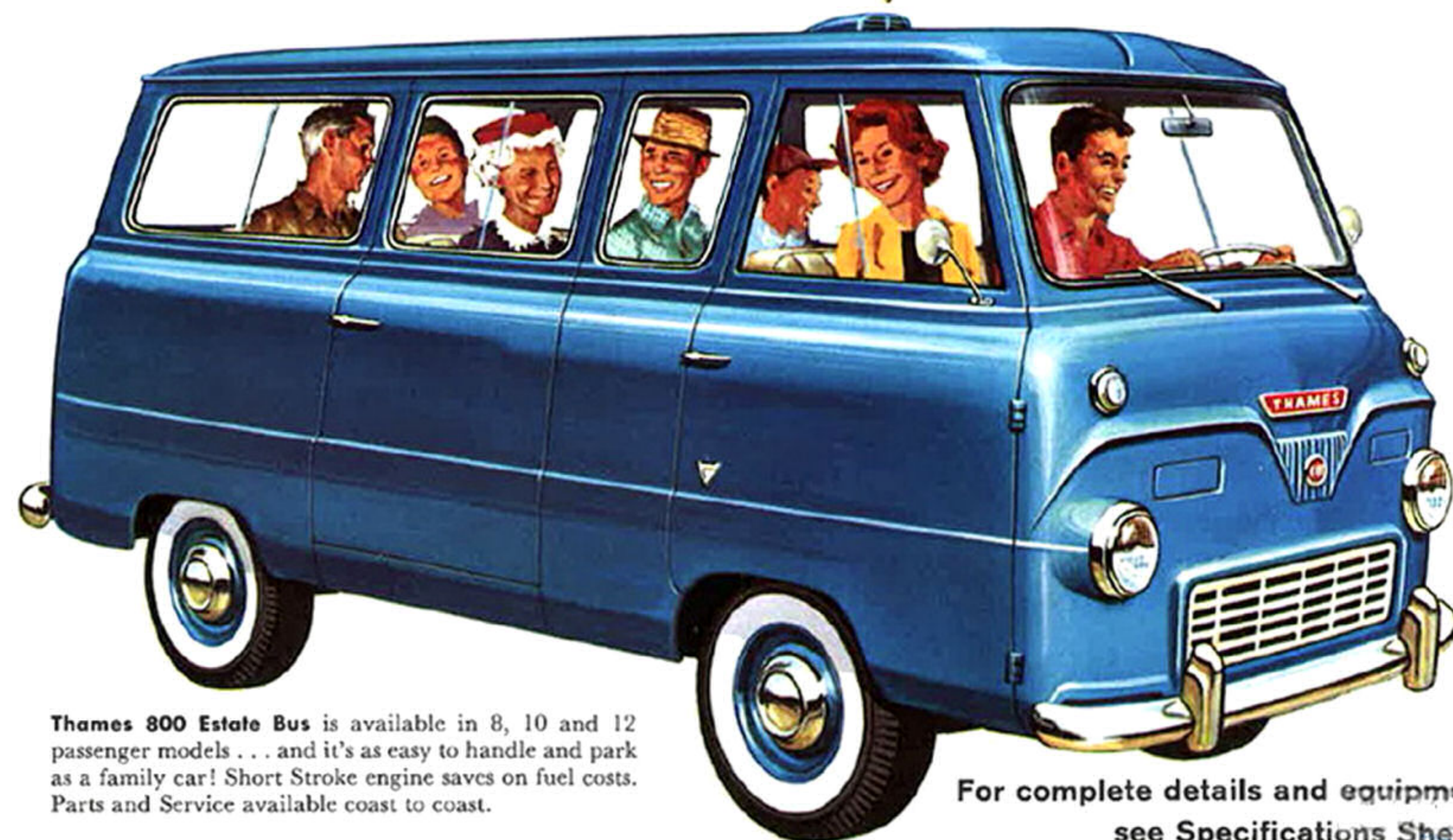


New Econoline Pickup. 7-ft. box on 90-inch wheelbase. 73 cu. ft. of usable loadspace, 1650-pound payload, 4,100-lb. maximum GVW.

Dimensions: Load Length 84.9"; Load Width 63.2"; Width between Wheelhousings 48.2"; Tailgate Opening Width 49"; Height floor to top of sides 22.8".



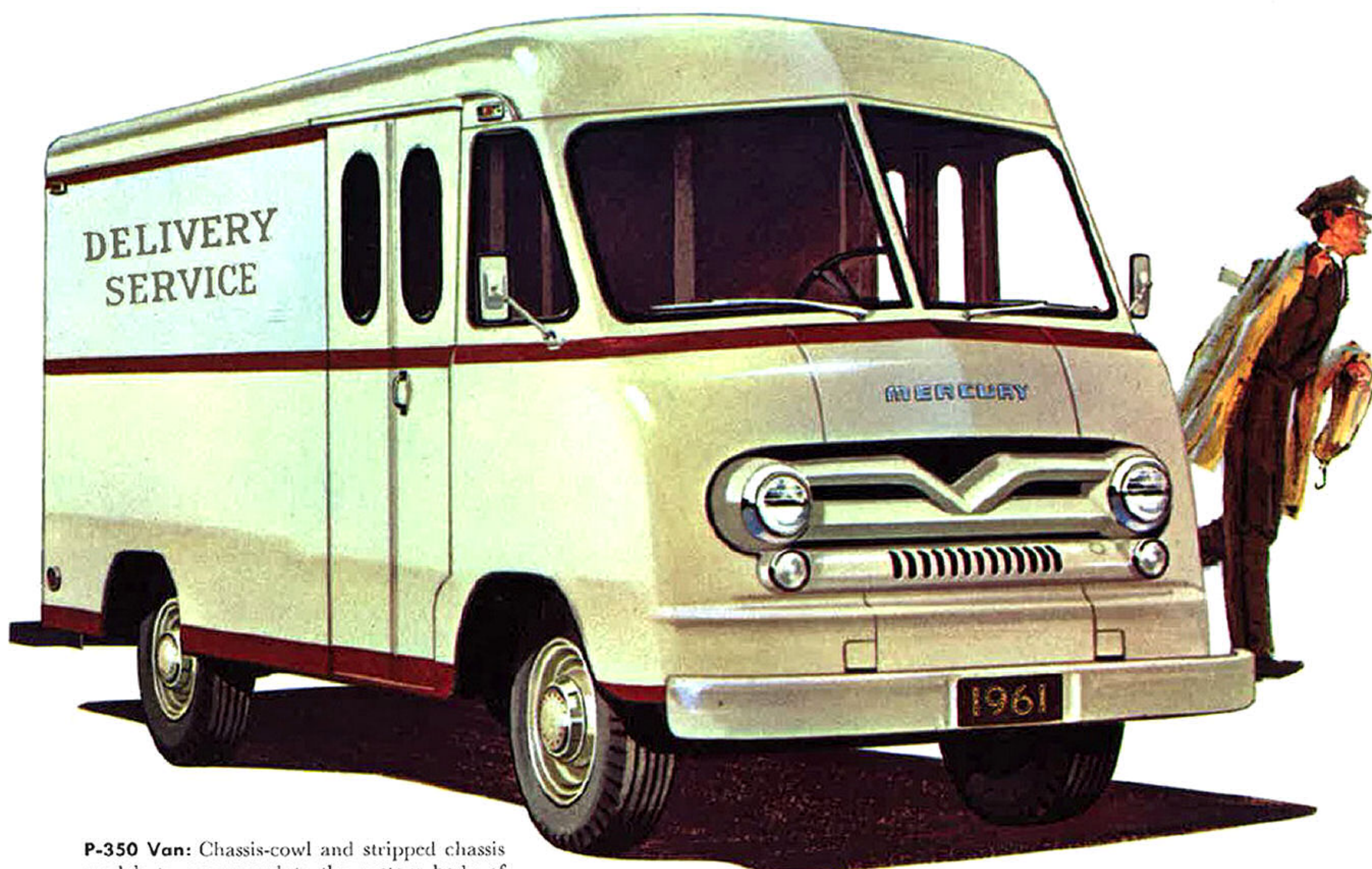
Thames 800 Van gives you 170 cu. ft. of loadspace, ¾-ton capacity. Modern Short Stroke engine is up front for low loading height and more loadspace. Wide rear doors for easy unloading, curb-side doors optional.



Thames 800 Estate Bus is available in 8, 10 and 12 passenger models... and it's as easy to handle and park as a family car! Short Stroke engine saves on fuel costs. Parts and Service available coast to coast.

For complete details and equipment
see Specifications Sheets

MERCURY DELIVERS TOP ECONOMY



P-350 Van: Chassis-cowl and stripped chassis models to accommodate the custom body of your choice. See chart below for "Specs."

LIGHT DUTY PARCEL DELIVERY CHASSIS

P-100 P-350

New P-100 Model: This new stripped chassis model, powered by a thrifty six-cylinder engine, is an unmatched economy unit for lightweight, bulky, stop-go loads. The maximum GVW is 5,000 pounds. 96 and 102-inch wheelbases are available for bodies with 6 to 9 feet of loadspace length.

P-350 Model: For longer routes and heavier payloads in the light duty field the P-350, in chassis-cowl and stripped chassis models, is recommended. The maximum GVW is 8,000 pounds. 104 and 122-inch wheelbases are available for bodies with 7 to 11½ feet of loadspace length. P-400, P-500 models also available. See Medium Duty catalogue.

MODEL	WB (in.)	A (in.)	B (in.)	Body Length (ft.)	C (in.)		Tires (Front & Single Rear)	Curb Weights* (lb.)		
					Empty	Loaded		Front	Rear	Total
P-100	96	78.5	32	6-6½	24.8	22.1	6.50 x 16 6 PR	1440	700	2140
	102	84.5	32	7-9	24.8	22.1	6.50 x 16 6 PR	1445	710	2155
P-350	104	87.5	46	7-9	25.8	21.8	7-17.5 6 PR	1990	910	2900
	122	105.5	59	9½-11	25.8	21.8	7-17.5 6 PR	2015	935	2950

*All weights are estimated. Curb weights include windshield-front-end (stripped chassis only on P-100), standard engine full tank of fuel, water and lubricants.

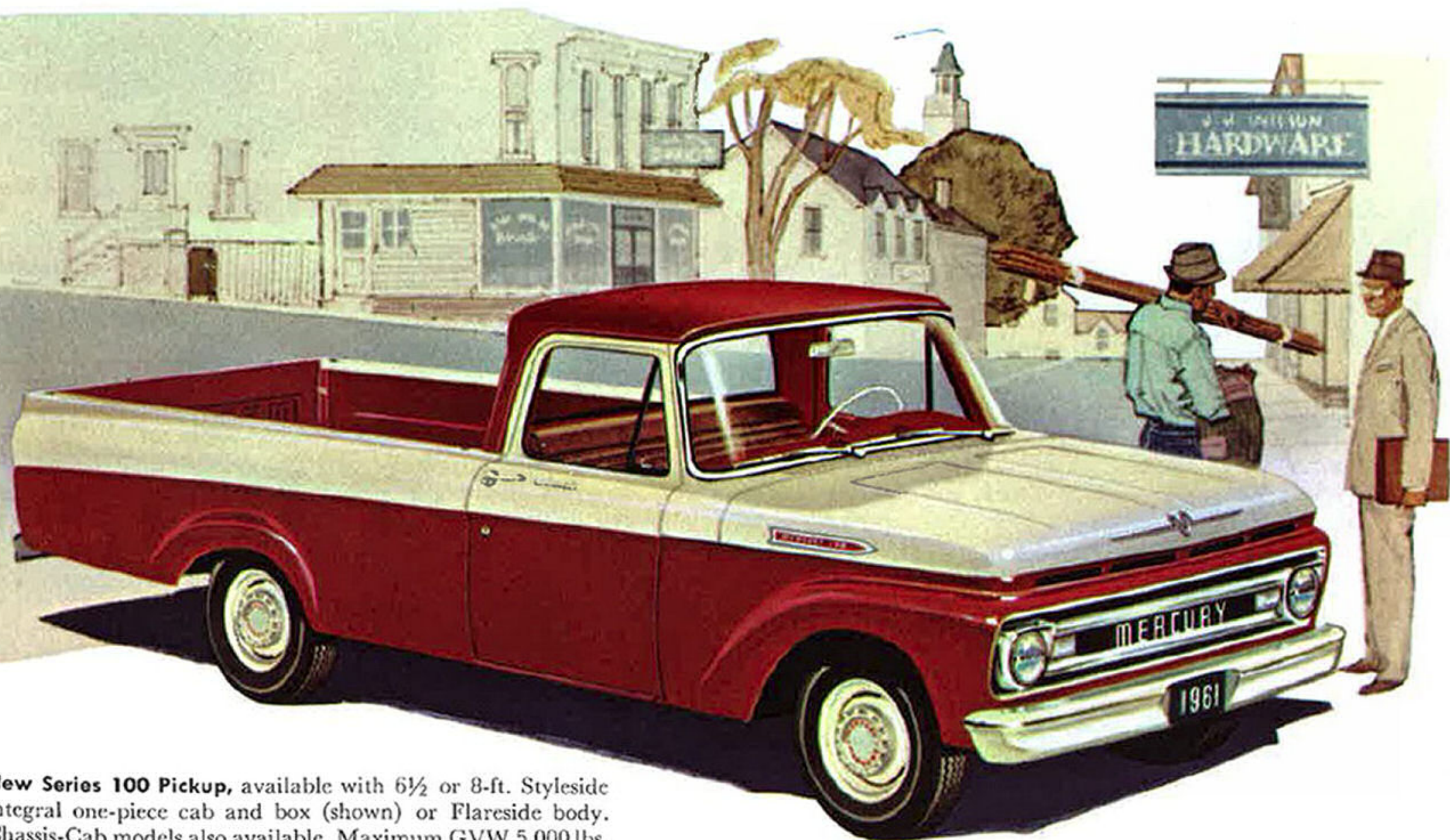
MERCURY PICKUPS FOR EVERY NEED

1961 Conventional Pickups come in three basic series—100 (shown below), and 250 and 350 (see next page). They are *all* as good looking as they are economical, on any Pickup job. And there are three body styles including a new one-piece cab and box for greater rigidity, longer life.

The 100 and 250 model wheelbases have been increased by 4 inches. This increase combined with front shock absorbers and improved cab mounts mean a really comfortable ride. And this

new comfort is not gained at the expense of excessive tire wear, as on trucks with soft, independent type front suspension. Noise and vibration have been cut down markedly for 1961, too.

Power your Pickup with the Economy Champ Six engine, the same truck engine that beat all others in its field for gas economy two years running . . . or the new 292 V-8, available for Pickups in '61. Either engine gives you the power you need, the operating economy you like!



New Series 100 Pickup, available with 6½ or 8-ft. Styleside integral one-piece cab and box (shown) or Flareside body. Chassis-Cab models also available. Maximum GVW 5,000 lbs.



GREATER LOADSPACE

New Styleside Pickup bodies are about 2 in. longer and 3½ in. wider, making them the biggest in their class. The 6½-ft. box has 65.1 cu. ft. of loadspace, and the 8-ft. box has almost 80 cu. ft.



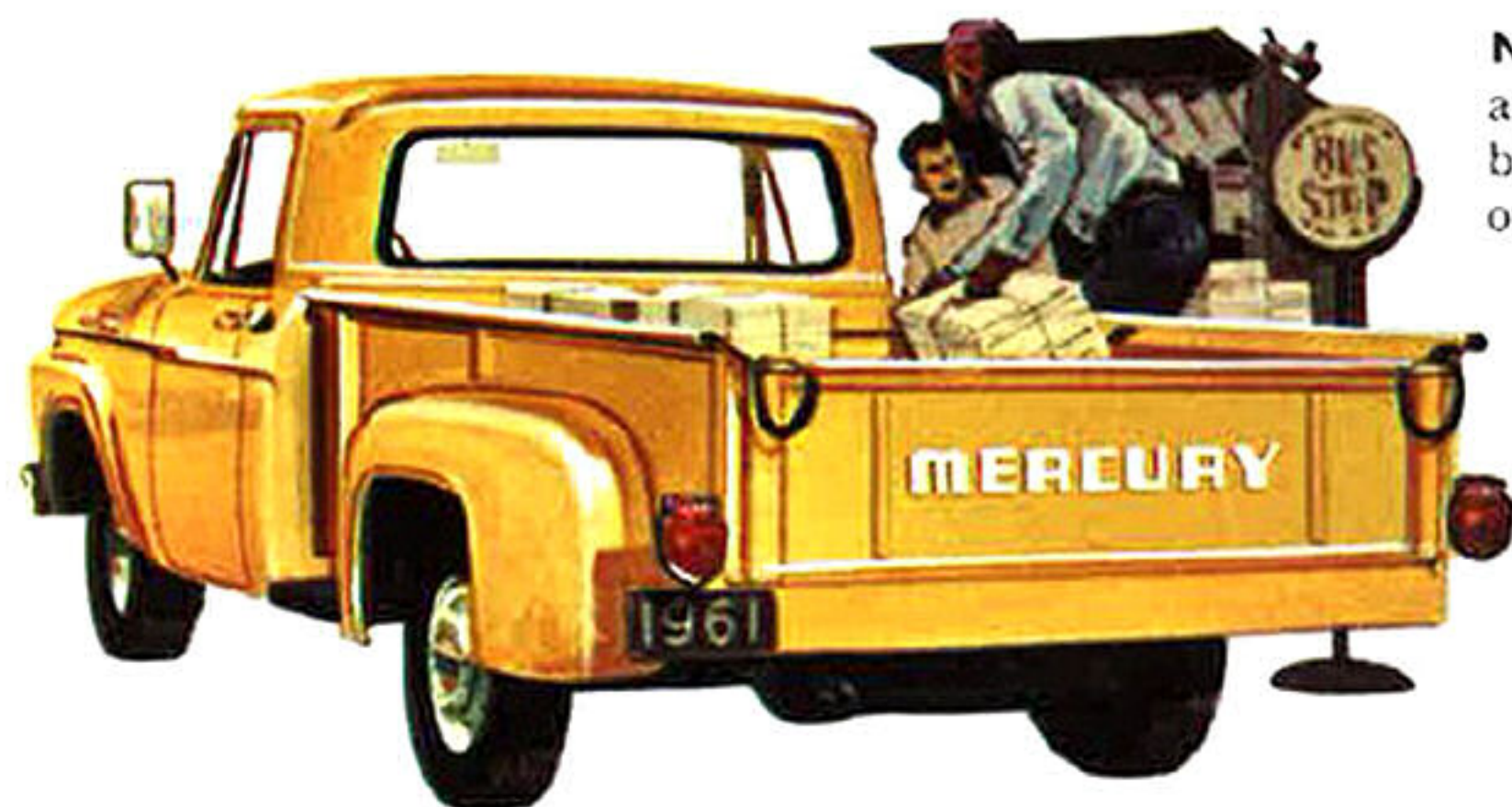
INSTANT-ACTION TAILGATE

The sturdy new tailgate is 13 inches wider for easier loading. It features concealed, rattle-proof hinged support arms instead of chains, and Instant-Action latches for more convenient operation.



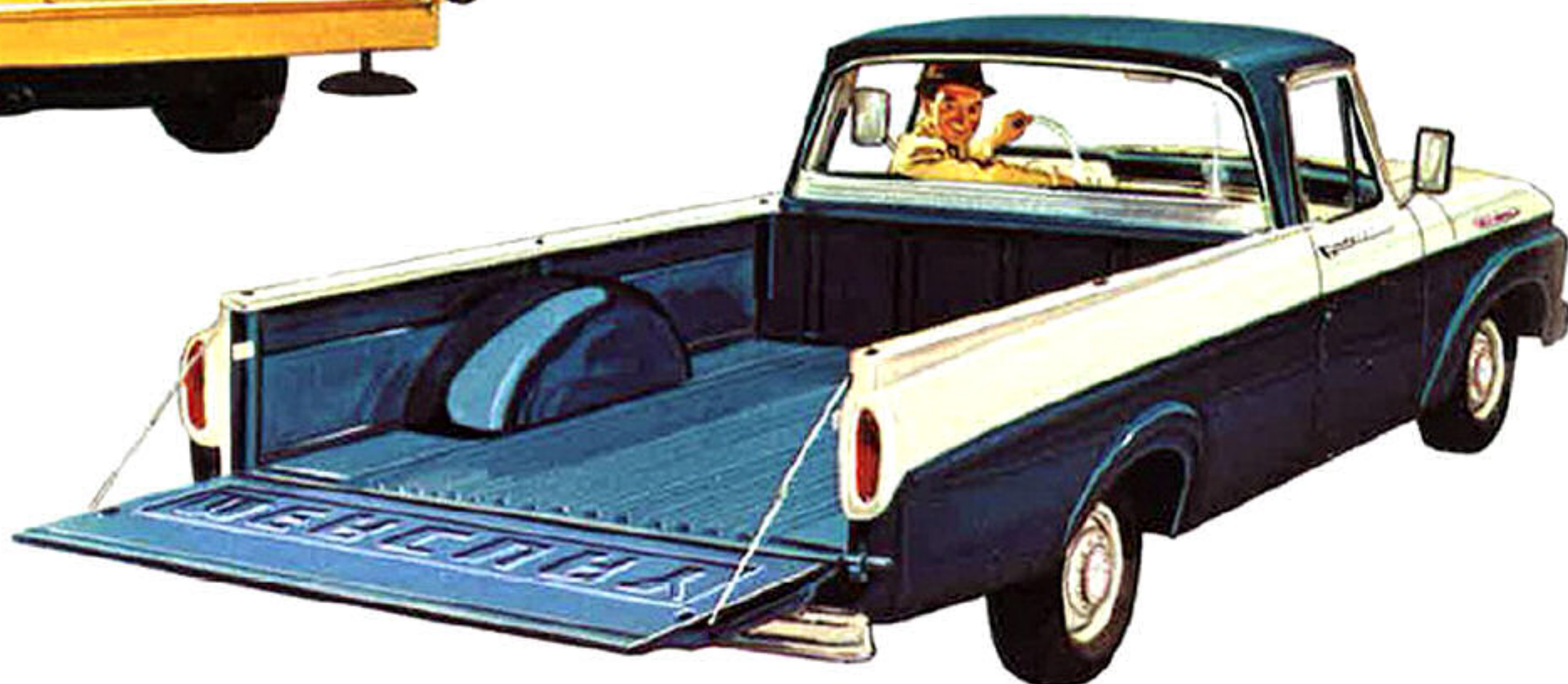
NEW RIDING COMFORT

Impact-O-Graph tests prove the new Styleside Pickup ride is as smooth or smoother than any in its field. Noise and vibration levels have been greatly reduced, adding to driving comfort, too.



New Series 250 "three-quarter ton" model, available with 8 ft. Styleside or Flareside (shown) body. Also available in Chassis-Cab model, or with 6½-ft. box. Maximum GVW 7,400-lbs.

New Series 100 model with 122-in. wheelbase, available with 8-ft. Styleside (shown) or Flareside body. Also available as Chassis-Cab model. Maximum GVW—5,000-lbs.



ENJOY THE COMFORT—RELAX IN THE SAFETY OF MERCURY DRIVERIZED CABS

New Driverized cabs for '61 are wider, lower and more comfortable. There's better visibility, too, with 28% more glass area. New, positive Parallel-Action electric windshield wipers are standard. And a new wrap-around rear window that's 10% larger is available for 100 and 250 Styleside Pickups.

The Styleside Pickup cab is heavily insulated for a quieter ride. The attractive, perforated headlining is

backed by ½-inch of sound absorbing insulation. The dash, floor and steering column are all well insulated. And the new cab mountings protect the cab from road shock.

Standard seat upholstery is a rich looking and durable brown basket weave vinyl, and the attractive exterior colours are in Diamond Lustre Finish that stays new-looking longer. No matter what model you choose, your 1961 cab is a real "office-on-wheels".

STANDARD CAB FEATURES

- Brown basket weave vinyl seat upholstery with dark brown morocco-grained vinyl bolster and seat facings
- Lifeguard steering wheel
- Safety Double-Grip door latches
- Dome light
- Left sun visor
- Ash tray
- Dispatch box
- Dual electric windshield wipers
- Theft-retardant ignition switch
- Rearview mirror
- All-weather ventilation
- Defroster vents located for better air distribution
- Concentric steering column (100, 250)

CUSTOM CAB FEATURES

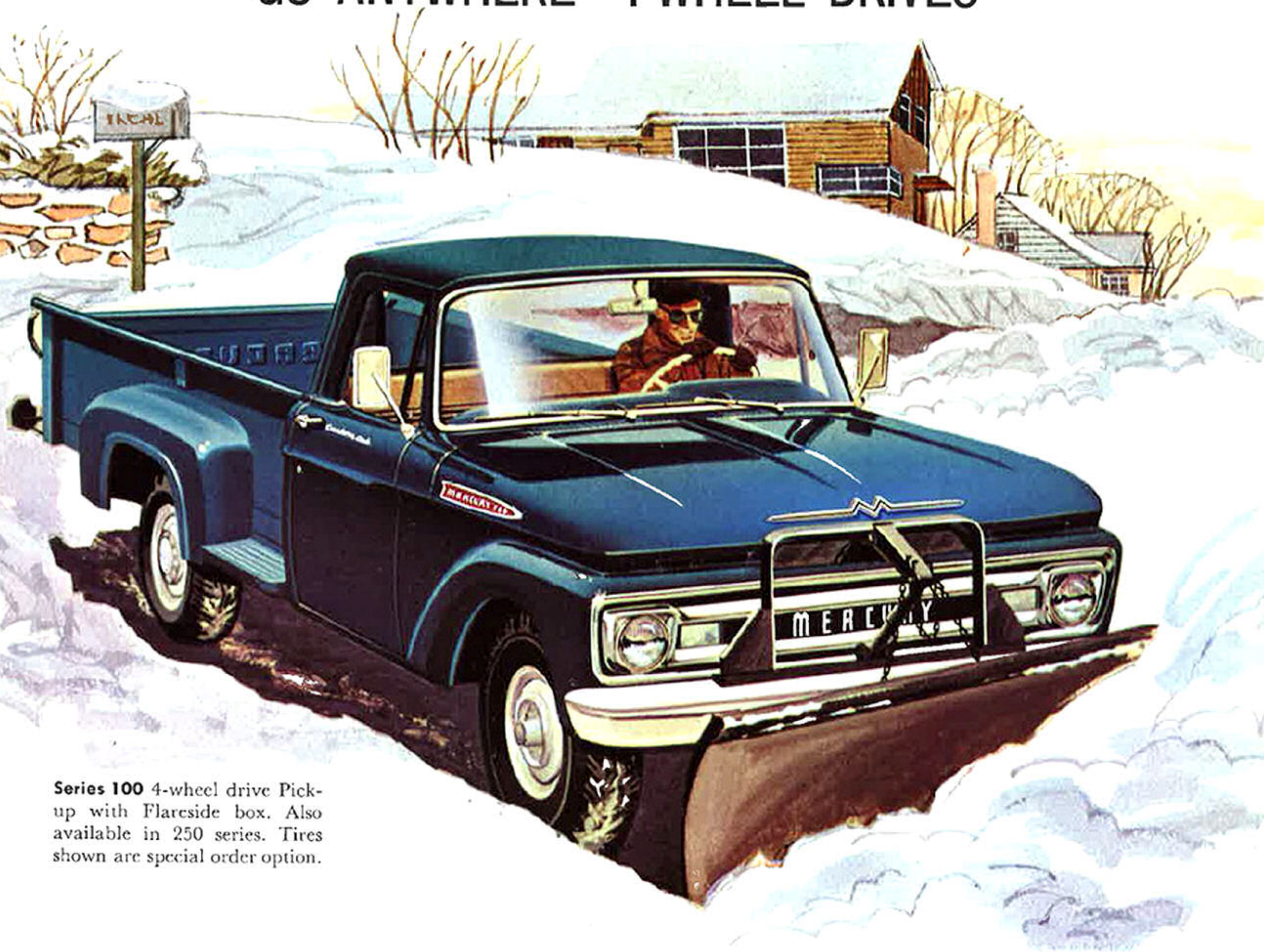
(In addition to standard features)

- Twill stripe woven plastic upholstery with brown woven-in bolster and brown morocco-grained vinyl facings
- Chrome-trimmed instrument cluster
- White lifeguard steering wheel with attractive chrome horn ring
- 5 in. foam cushion seat in cushion and 1¾ in. in back
- Cigarette lighter
- Arm rest on left door
- Sun visor on right side
- Insulation on cowl wall in cab (350, std. 100 and 250)
- Bright-metal grille and headlight assembly
- Bright-metal windshield reveal molding
- Custom Cab emblem on doors
- Matched locks on both doors
- Two-tone interior
- Coat hook
- Perforated, insulated headlining (100, 250 Styleside Pickups)



For complete details and equipm

"GO ANYWHERE" 4-WHEEL DRIVES



Series 100 4-wheel drive Pickup with Flareside box. Also available in 250 series. Tires shown are special order option.

These 4-wheel drive models have the power and traction to go most anywhere—road or no road. They plow through mud, sand, gravel or deep snow and easily climb steep grades. And these versatile 4-wheel drive units can do a multitude of jobs, using power take-off. They are available in 100 and 250 series Pickups, or as Chassis-Cab models for the custom body of your choice. 4-wheel drive models give you extra durability with deep-channel frames, two-stage rear springs, banjo axle housings and large diameter axle shafts.

They're easy to drive, too. You can shift smoothly into 4-wheel direct drive from 2-wheel drive, and back again, without stopping. Two-speed transfer case has four range to provide needed power.

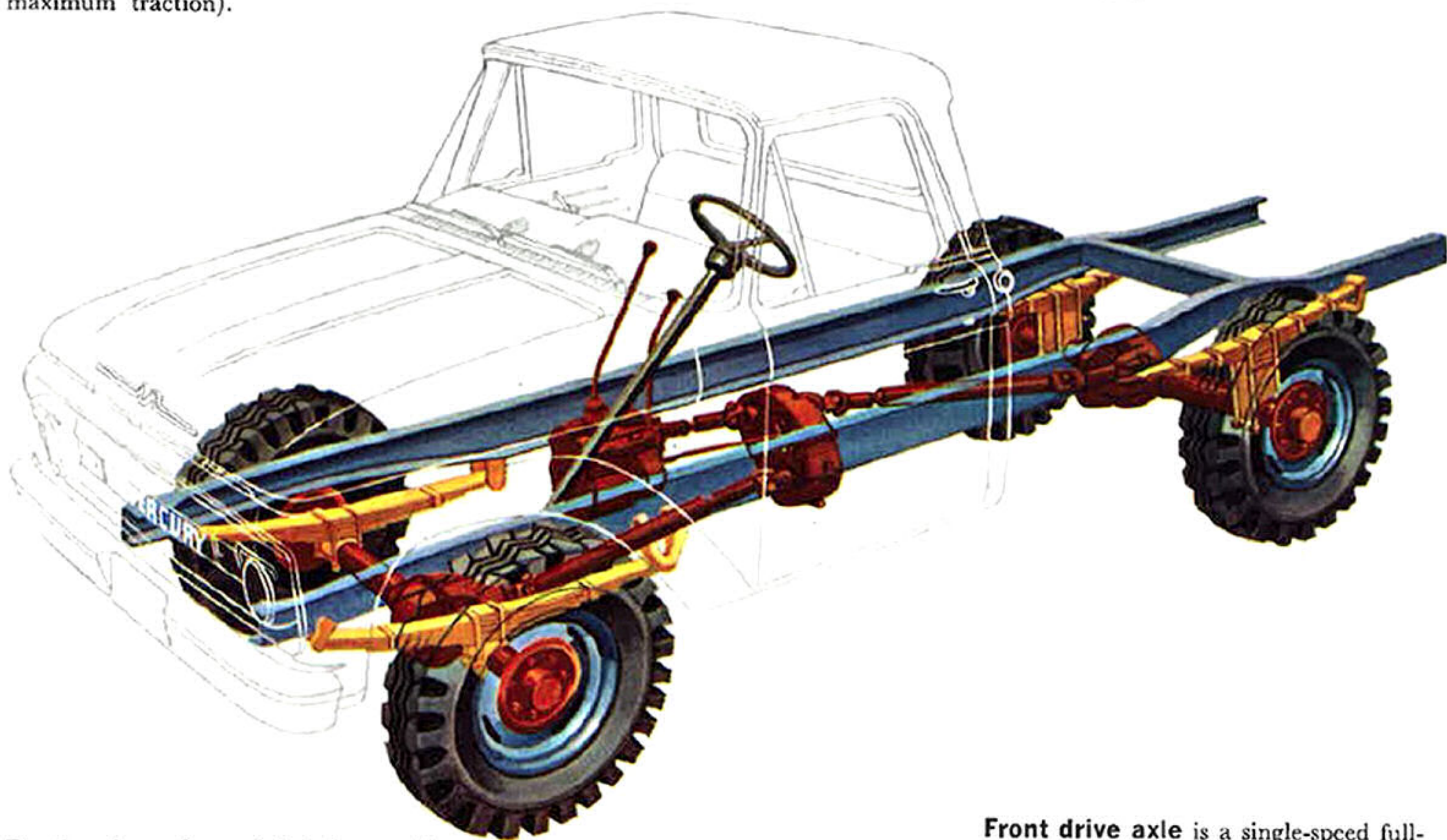


POWER at all four wheels is also available in series 250 Pickups. Recommended for heavier loads and severe operation. You get more rear axle and spring capacity, larger brakes.

INSIDE STORY ON MERCURY'S 4 x 4 DURABILITY

Shift lever, conveniently located on driver's right, permits shifting between 2-wheel direct and 4-wheel direct without stopping or clutching. Four positions: 4-wheel direct (high range), 2-wheel direct (highway drive), neutral (to operate PTO), 4-wheel low (provides maximum traction).

Two-speed transfer case has a low ratio of 1.86 to 1 and direct drive. The low ratio multiplies the main transmission ratios for added torque. There are two power take-off openings (gear drive on side, splined shaft on rear) to power auxiliary equipment.



Front axle universal joints provide an even flow of power to the front wheels in all turning positions. They give long, dependable service and coupled with a worm and roller steering gear provide firm control with less steering effort.

Front drive axle is a single-speed full-floating type with Hotchkiss drive for off-road operation and maximum traction. When front wheel drive is disengaged, the vehicle gives conventional 4 x 2 truck performance and economy on the highways.

POWER TAKE-OFF EQUIPMENT ADDS TO VERSATILITY



Rear-mounted PTO-driven work-savers, such as post hole diggers, feed mills, saw mills, hay balers, power lift tailgates and many other gear, belt or hydraulically actuated units, can be easily installed.



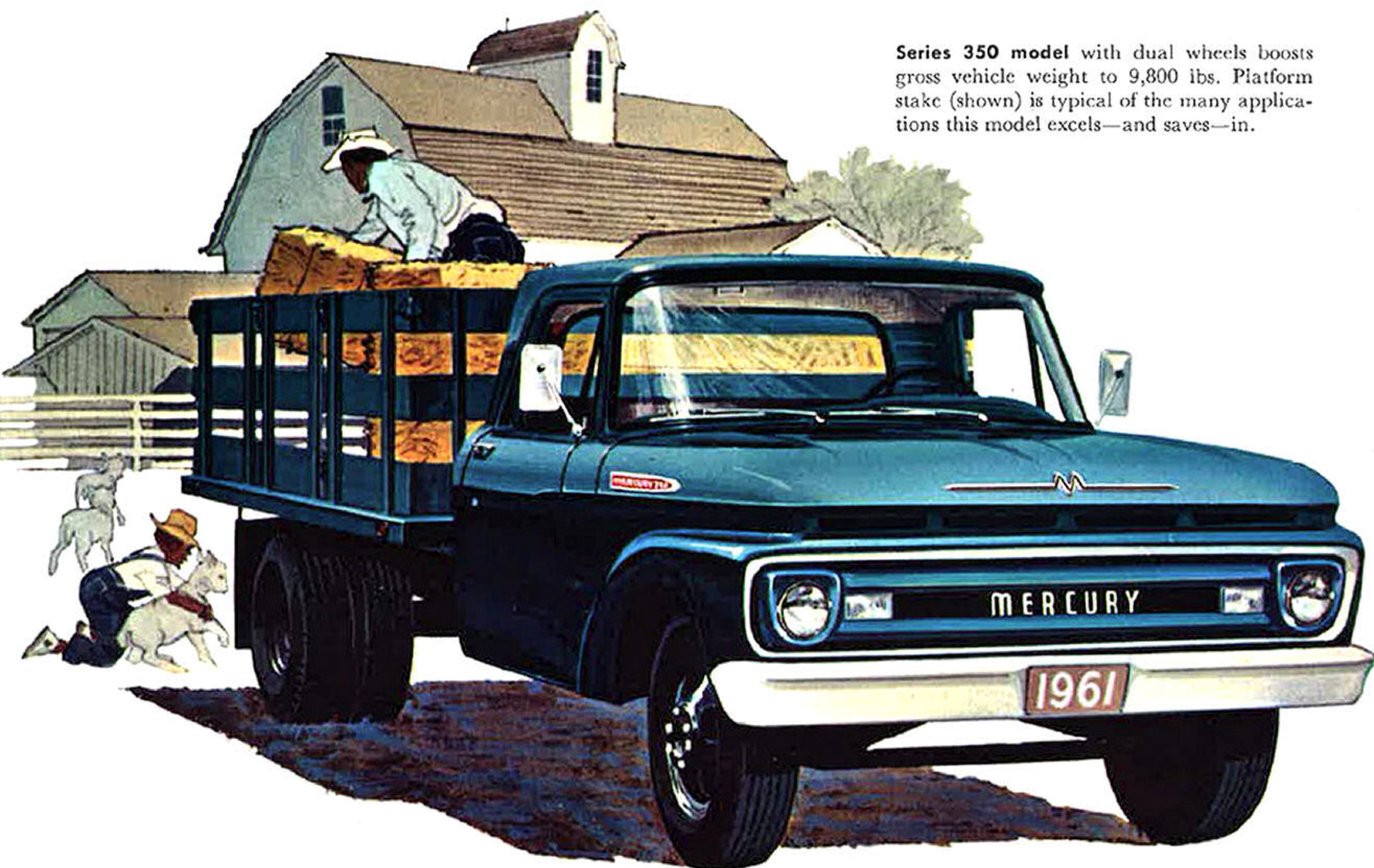
Front-mounted PTO-driven winches, pumps, scoops, sweepers, etc., combined with 4 x 4 mobile power, make light work of formerly tough jobs. Maximum power is transmitted to do the job easier, faster, and more economically.



Wrecker equipment is a natural for Ford 4-Wheel Drive Pickups or Chassis-Cabs. And snow blades, or specialized attachments needed by linemen, field crews, landscapers, etc., can readily be mounted on these versatile trucks.

MERCURY PICKUPS DOUBLE IN VERSATILITY

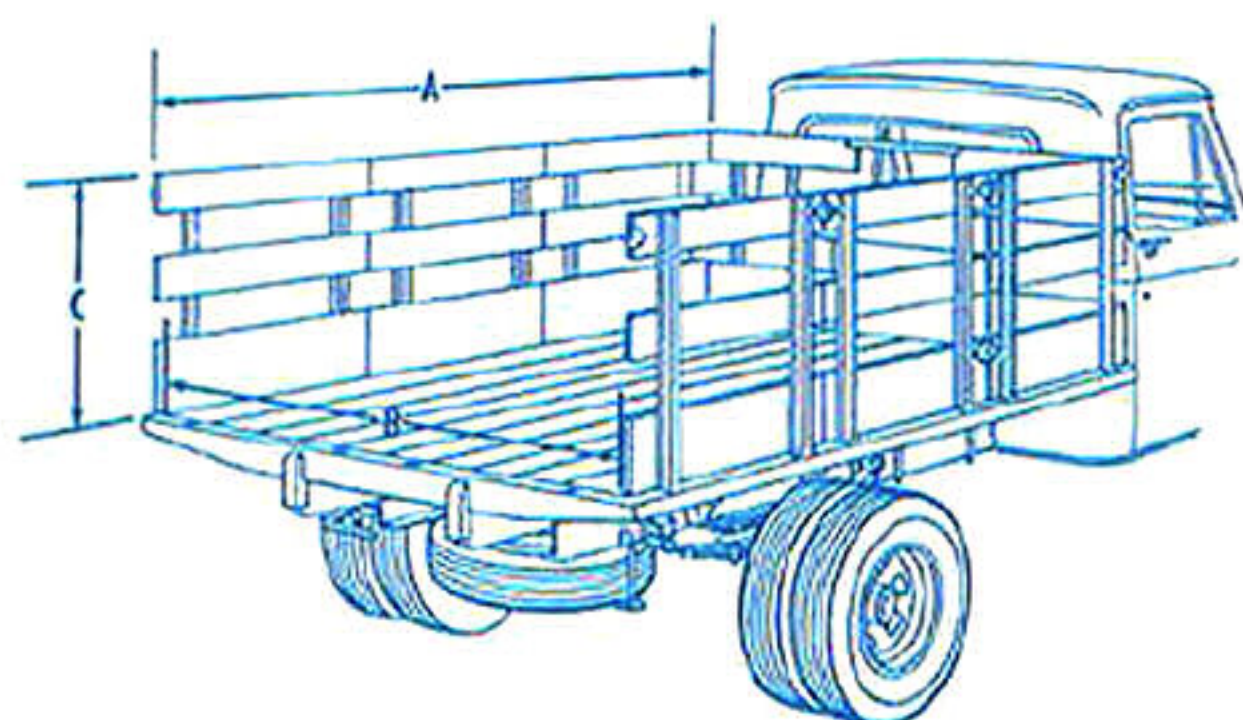
Series 350 model with dual wheels boosts gross vehicle weight to 9,800 lbs. Platform stake (shown) is typical of the many applications this model excels—and saves—in.



All Pickup series—100, 250 and 350—are also available as Chassis-Cab models, and will accommodate a wide variety of custom bodies. One of the most popular, especially in farm areas, is the platform stake shown above. It lets you carry bulky loads, and light yet awkward items with

ease, and permits high, wide stacking. Removable sections simplify loading and unloading from rear and sides. Choose from 135-hp, 223 Six or 160-hp, 292 V-8 engines for the power you need and the operating economy you like. See below for typical stake body dimensions.

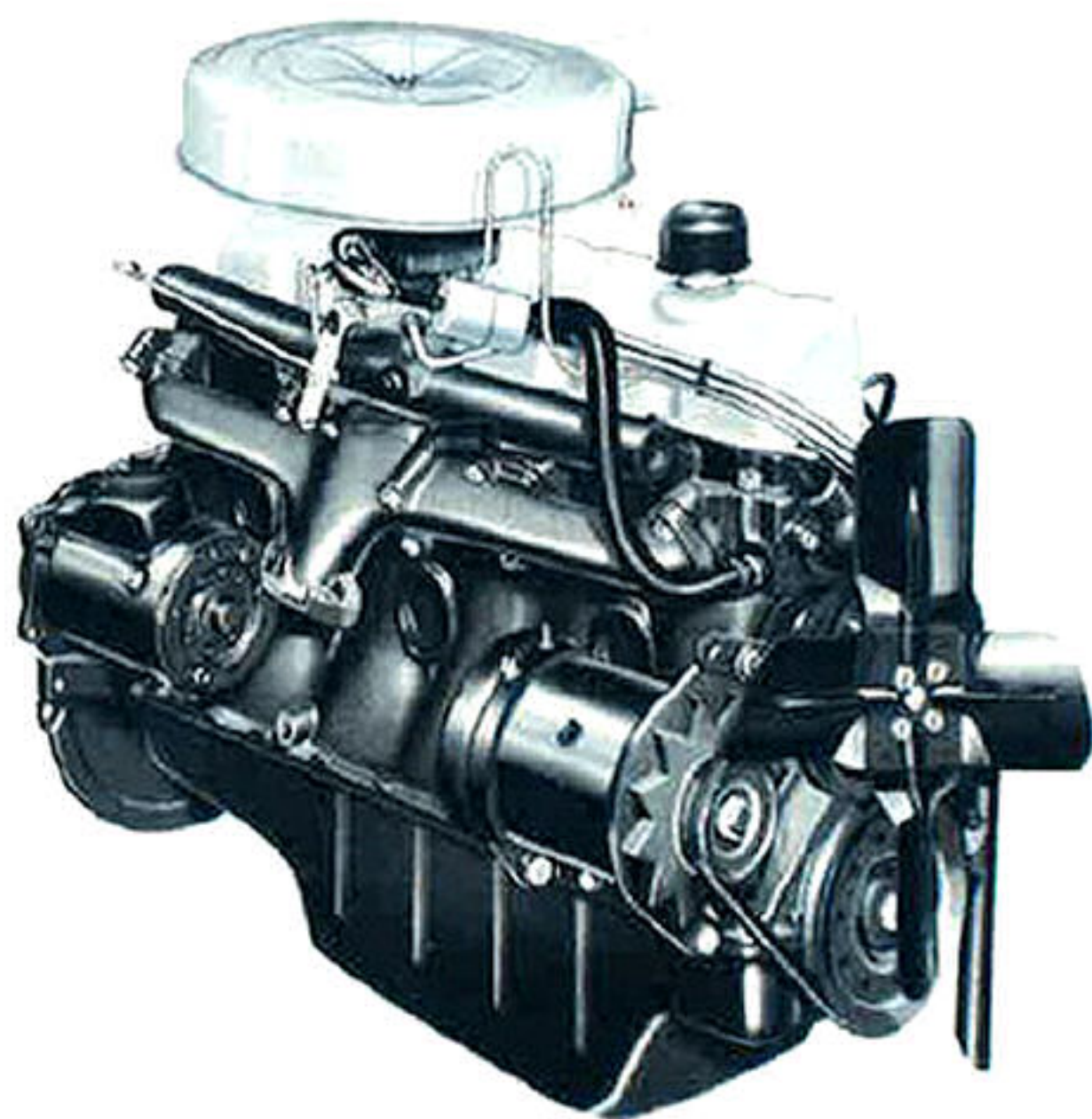
TYPICAL STAKE BODY DIMENSIONS



Series Application	100	250	350
Nominal Length (ft.)	6½	7½	9
Stake Loadspace			
(A) Length—max. inside at floor (in.)	80.0	90.0	105.9
(B) Width—max. inside at floor (in.)	67.0	74.0	82.0
(C) Height—to top of racks (in.)	24.7	28.3	31.2
Platform Loadspace			
Length—to outer edge of platform	84.3	93.4	109.4
Width—to outer edge of platform	71.3	79.3	87.3

MERCURY "TRUCK-BUILT" ENGINES: PAYOFF-PROVED

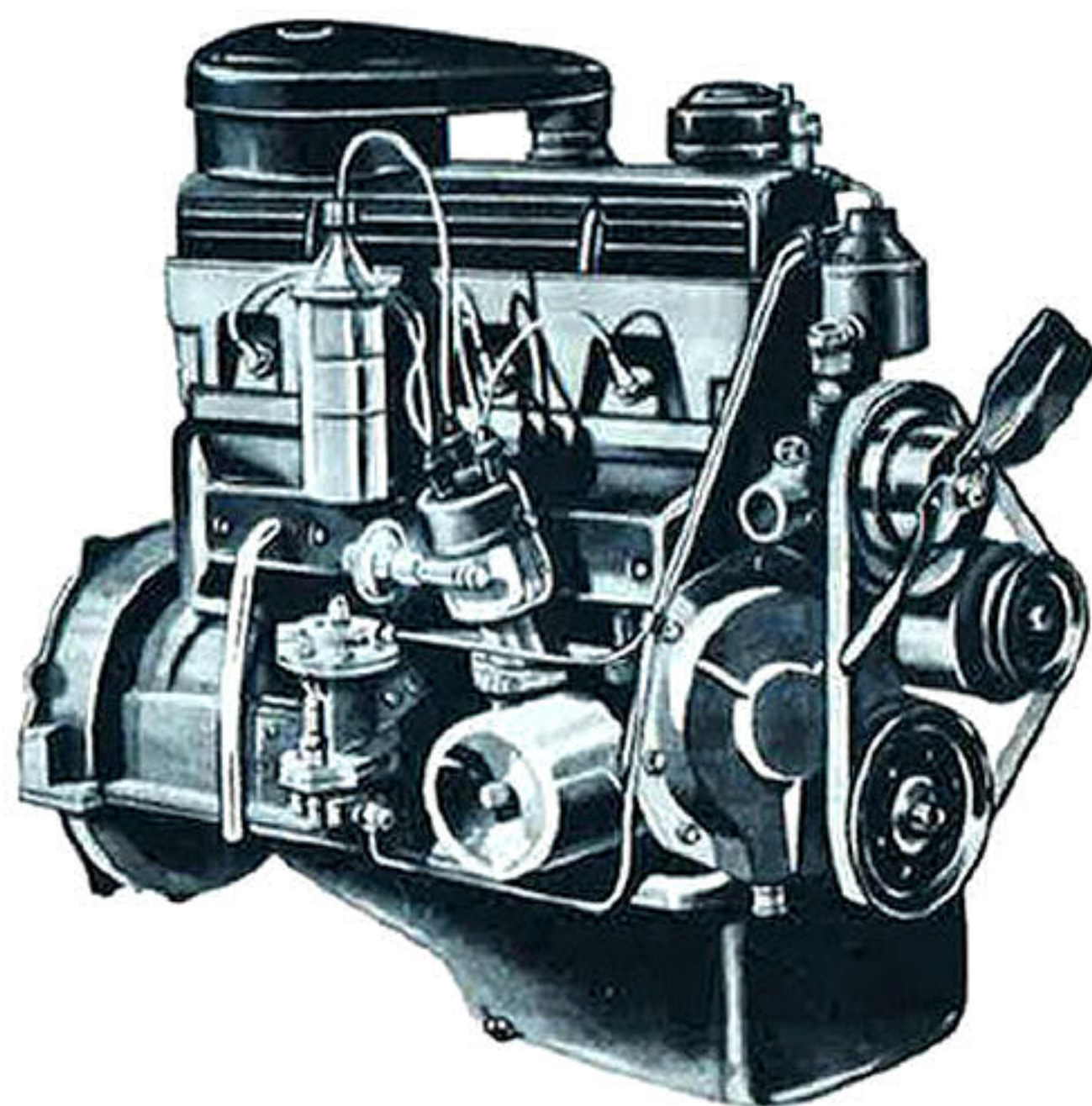
The 85-hp Econoline Six is a modern Short-Stroke engine that can give you up to 35 miles per gallon. It's manufactured to the finest quality control standards. Sturdy cast-iron block and cylinder head provide excellent durability. Efficient integral head and intake manifold has a hot spot under the manifold, plus a water-heated carburetor spacer. Result: better fuel vaporization, easier starts, faster warm-ups in winter.



85-hp 144 SIX

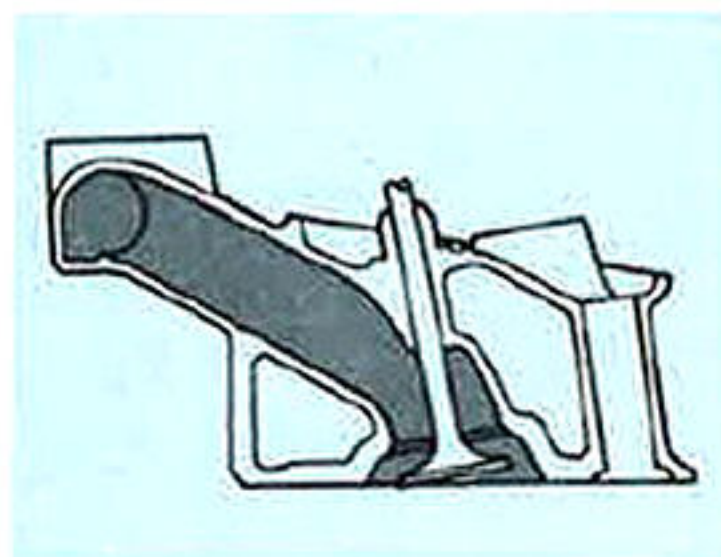
Brake Horsepower—85 @ 4200 rpm
Torque—134 lbs.-ft @ 2000 rpm
Bore—3.50 in. Stroke—2.50 in.
Displacement—144 cu. in.
STANDARD ECONOLINE

The Thames 800 engine is an economical four cylinder powerplant of "oversquare" design. You get high performance on regular fuel, and there's less wear and tear on moving parts. Fuel, oil and air are all completely filter-cleaned for increased engine life, and the carburetor is designed to yield the utmost in 4-cylinder fuel economy. Valves are super-cooled for lower valve temperatures and longer valve life.



58-hp THAMES FOUR

Brake horsepower—58 @ 4400 rpm
Torque—91 lbs./ft @ 2000 rpm
Bore—3.25 in. Stroke—3.13 in.
Displacement—103.9 cu. in.
STANDARD ON THAMES 800 TRUCKS



Integral head and intake manifold is lighter, has fewer parts and provides better fuel distribution and vaporization for exceptional performance and economy.



Single-venturi carburetor has a unique throat water heater to give icefree operation. This eliminates the need for old-style, troublesome butterfly valve in exhaust manifold.



Wedge-type combustion chambers squeeze that last ounce of power out of every drop of gas. Short Stroke design cuts piston travel, reduces internal friction.

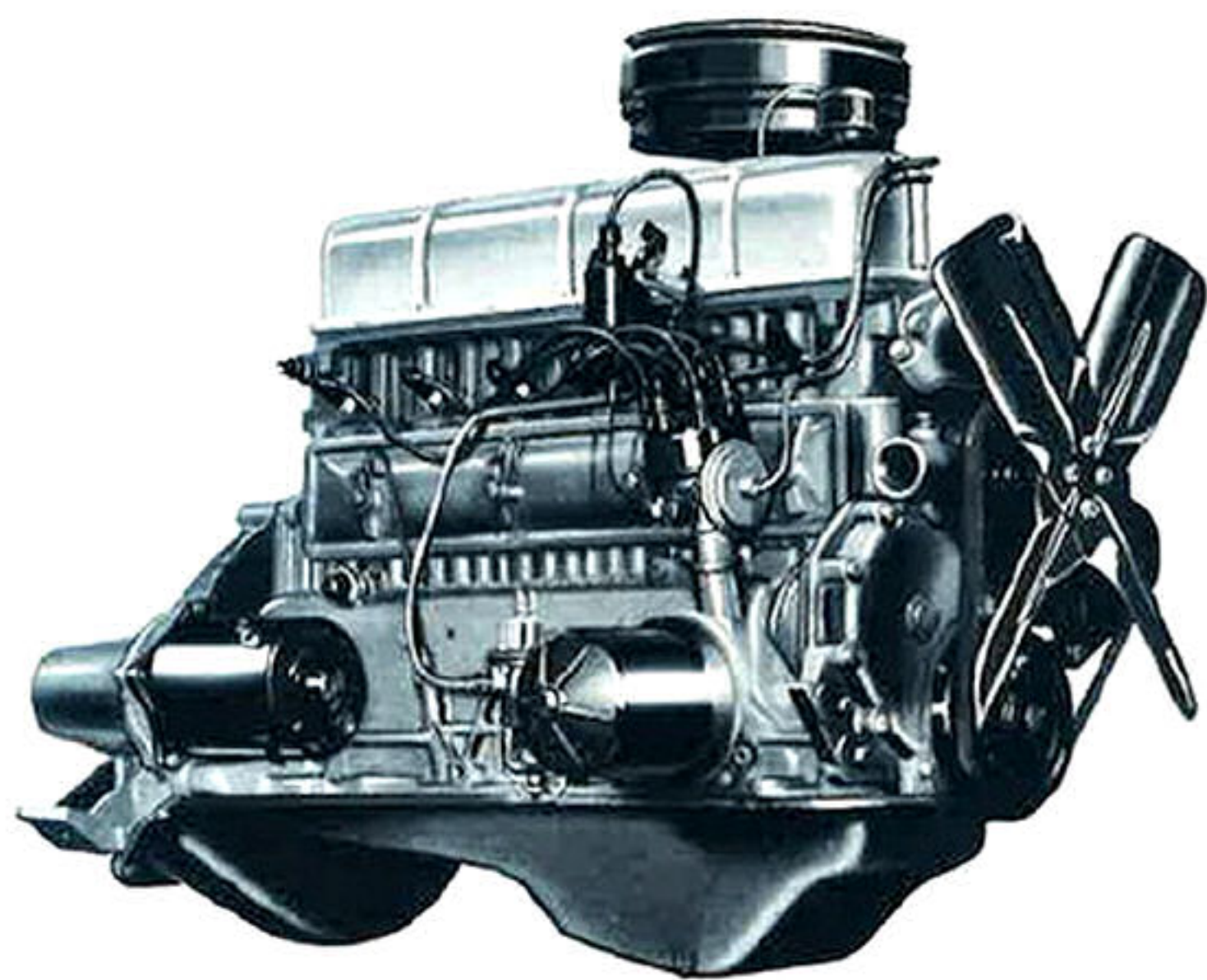


4,000 miles between oil changes mean even lower operating expenses. A Full-Flow oil filter means you can go as much as 4,000 miles between oil changes.

IN ECONOMY, PERFORMANCE AND DURABILITY

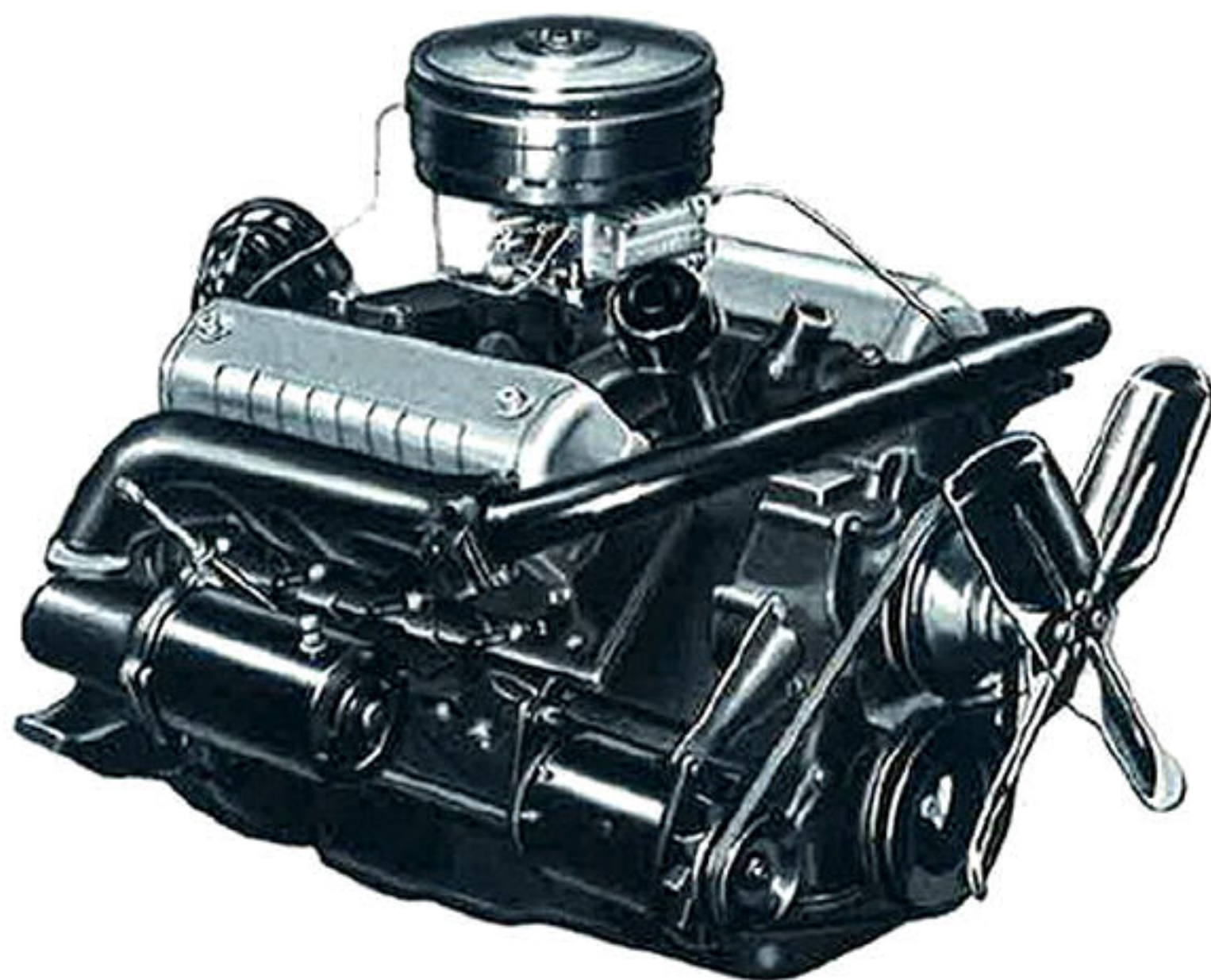
The Pickup Series let you choose the engine best suited to your performance and economy needs. The modern gas-saving 135-hp Six is the same one that beat all leading competitive sixes in the 1960 Economy Showdown U.S.A. It features strong, deep-block construction, free-turn valves, aluminum alloy pistons with integral steel struts and Short Stroke design. The net result is greater sustained efficiency with improved durability and outstanding economy. The 160-hp 292 V-8

is a powerful V-8 that still gives "six-like" economy . . . and on regular gasoline. Its Short Stroke design means shorter piston travel for less friction and longer life. This rugged V-8 features two-barrel carburetor, deep-block construction, five-bearing crankshaft, high-lift camshaft, large intake and exhaust manifold passages. It also provides "high turbulence" combustion chambers for high horsepower and torque with maximum dependability.



135-hp 223 SIX

Brake Horsepower—135 @ 4000 rpm
Torque—200 lbs.-ft @ 1800-2400 rpm
Bore—3.62 in. **Stroke**—3.60 in.
Displacement—223 cu. in.
STANDARD 100, 250, 350

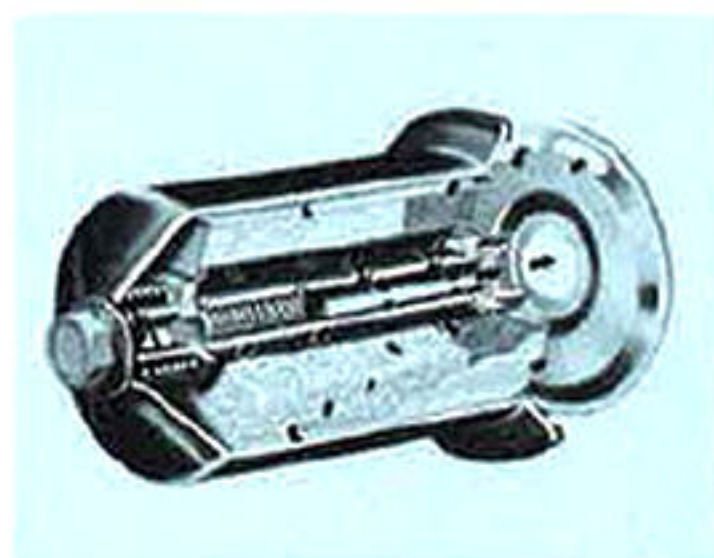


160-hp 292 V-8

Brake Horsepower—160 @ 4000 rpm
Torque—270 lbs.-ft @ 1800-2000 rpm
Bore—3.75 in. **Stroke**—3.30 in.
Displacement—292 cu. in.
AVAILABLE 100, 250, 350



New wiring system has simplified routing with the chassis wiring protected inside frame web. Multiple plug connectors, central fuse panel and thick insulation for reliability.



Oil filter on both the 223 Six and 292 V-8 engines has a highly efficient cotton element for outstanding filtering action. And cleaner oil aids engine durability.



Choose from two automatic transmissions: lightweight two-speed model for 100 series, HD dual range type for 250, 350. Both transmissions are optional.



Free-turn valves (both intake and exhaust) are of the free-turn type for longer valve life. Self-cleaning action provides a tighter seal, maintains higher compression.

PICK THE 1961 PAYOFF-PROVED MERCURY TRUCK THAT'S RIGHT FOR YOUR JOB!

SERIES	MAXIMUM GVW	ENGINES	TRANSMISSIONS	FRONT AXLE	REAR AXLE
THAMES 500 700	2,400 lb. 2,576 lb.	71.5—Four	Std.: 3-speed	—	—
THAMES 800	4,315 lb.	103.9—Four	Std.: 3-speed	—	—
ECONOLINE	4,100 lb.	144—Six	Std.: 3-speed	1,900 lb.	2,300 lb.
P-100	5,000 lb.	223—Six 144—Six	Std.: 3-speed Opt.: 3-speed MD Warner T89-C	2,600 lb.	3,300 lb.
P-350	8,000 lb.	223—Six 292—2V—V8	Std.: 3-speed Opt.: 3-speed Warner T87-E 4-speed Warner T98-A	3,800 lb.	5,000 lb.
100	5,000 lb.	223—Six 292—V8	Std.: 3-speed Opt.: 3-speed MD Warner T89-C 4-speed Warner T98-A 2-speed Automatic	2,600 lb.	3,300 lb.
250	7,400 lb.	223—Six 292—V8	Std.: 3-speed Opt.: 3-speed MD Warner T89-C 4-speed Warner T98-A HD Cruise-O-Matic	2,600 lb.	5,000 lb.
350	7,600 lb. (Single Rear Wheels) 9,800 lb. (Dual Rear Wheels)	223—Six 292—V8	Std.: 4-speed Warner T98-A Opt.: 3-speed HD Warner T87-E HD Cruise-O-Matic	3,800 lb.	7,200 lb.
100 (4-Wheel Drive)	5,600 lb.	223—Six 292—V8	Std.: 3-Speed Opt.: 4-Speed Warner T98-A	3,000 lb.	3,300 lb.
250 (4-Wheel Drive)	7,400 lb.	223—Six 292—V8	Std.: 3-speed Opt.: 4-speed Warner T98-A	3,000 lb.	5,000 lb.

For Medium and Heavy Duty, Super Duty and Tandem-Axle Trucks, ask your Dealer for catalogues and specification sheets

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