

**Join
the
Cougar
Hunt**



You May Already Have Won This Beautiful Mercury Cougar!!!

Hit The Trail To Your Mercury Dealer

And Catch a Cougar...Free!

**100
Winners!**

(AND YOU MAY ALREADY BE ONE OF THEM!)



Here's All You Do

This is your chance to track down and win a '67 Mercury Cougar . . . absolutely free! All you have to do is tear out your "Official Mercury Cougar Hunting License" (below) along the perforated lines. Then take your "License" to your nearby Mercury dealer and see any salesman there. He'll insert your "License" in his special viewer and tell you immediately whether you've won America's newest luxury sports car—the Mercury Cougar. That's all there is to it. Nothing to buy, write or figure out. The Cougar Hunt ends on November 12, 1966, so act now! Remember, you'll never know if you're a winner unless you visit your Mercury dealer soon. While you're there take the opportunity to look over his entire Mercury lineup for 1967. You'll discover Cougar excitement throughout. New models. New Options. New Features.

The enclosed folder will give you some idea of what awaits you.

- Cougar Hunt prizes will be standard 1967 Mercury Cougar two-door hardtops with this additional equipment: Select-Shift Merc-O-Matic, power steering, power brakes, radio and white sidewall tires.

This Hunting License May Have Already Won You a Cougar!

**Take this card
to your nearby
Mercury Dealer
NOW →**

**Your Official Mercury Cougar
Hunting License**





special Mercury Cougar model car offer

Official "Cougar Hunt" Rules

Contact limited to licensed dealers, 18 years of age, residents of Continental U.S., Hawaii and Alaska. Employees of Ford Motor Company and members of their immediate families, 18 subsidiaries and affiliates, its advertising agencies, Sales/Service Centers, Best Advertising Clubs, of America, and dealers of Ford Motor Company vehicles are not eligible to participate.

This contest is subject to all applicable Federal, State and local regulations. The offer is void wherever prohibited by law.

Each winning contestant will be required to pay any Federal, State or local taxes, except Federal excise tax.

Prizes are non-transferable. Only one Mercury Cougar awarded per family. Car winners will take delivery at the winning dealer. Contact your local dealer or Sales/Service Center, where Mercury dealer verification are first.

Winners must complete the following information, sign, have this letter validated by the Mercury dealer, and return to nearest Mercury Cougar Model Headquarters (nearest address from local Mercury dealer). Contest ends November 15, 1986. Merit drawings must be conducted no later than December 15, 1986 and reported to you prior December 8, 1986.

Your Name _____

Your Address _____

City _____ State _____ Zip Code _____

Your Phone Number _____

Your Education _____

Mercury Dealership Name _____

Dealership Address _____

City _____ State _____

Dealer's Vehicle Equation _____

A realistic, to scale model (11" long, 4" wide and 2" high) of the new Mercury Cougar, with an accurately detailed interior and exterior, can be yours for only 75¢. Made from durable plastic, this Cougar miniature can decorate an office . . . home . . . or serve as an excellent gift for a child. To get your Cougar model car, fill in the spaces below and send this coupon along with 75¢ to Cougar Model Car Headquarters, P.O. Box D, Detroit, Michigan 48208. Additional model cars may be had. Just add another 75¢ for each additional miniature Cougar wanted.

Please send me _____ scale model cars @ 75¢ each.

Name _____

Address _____

City _____ State _____ Zip Code _____

