

**1967 Report on Detroit's Most
Dramatically
New Cars**

**Meet 28
new Man's Cars**

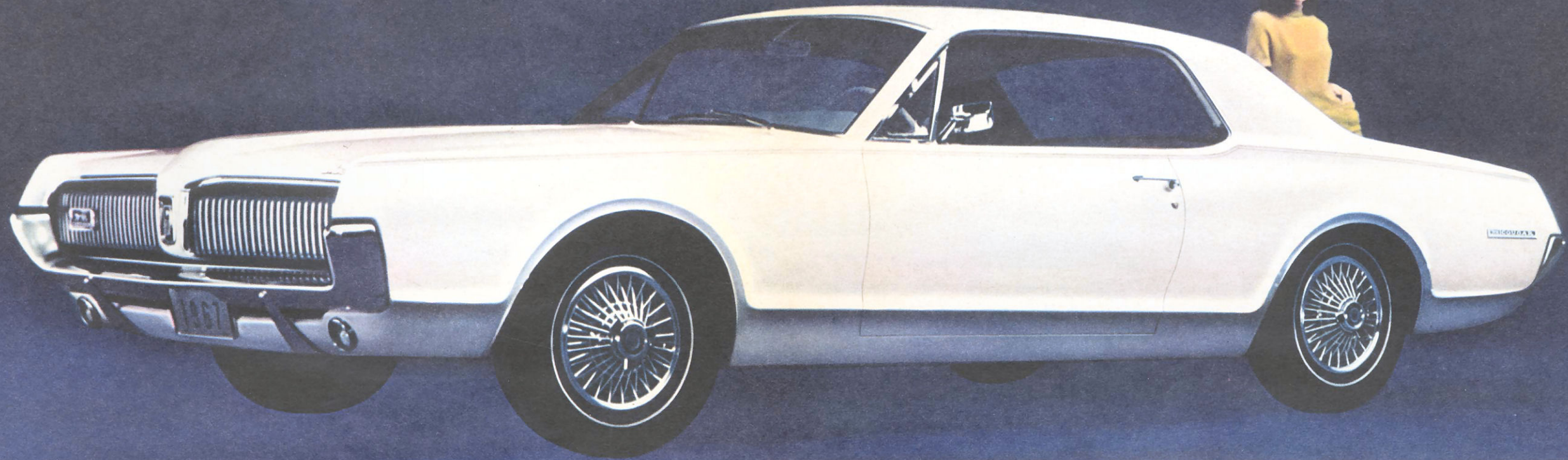
**Mercury
Unleashes
Cougar**

The station wagon today!



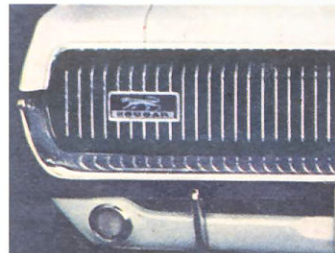


Mercury unleashes Cougar!

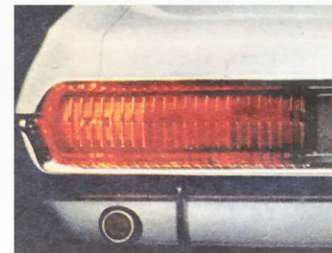


**Untamed elegance!
America's first
luxury sports car
at a popular price.**

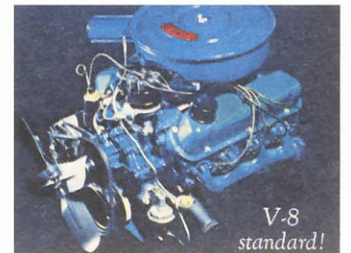
This is the day of the Cougar. An entirely new kind of driving machine from Mercury. Mercury Cougar is a true *luxury car*. With a European flair and thrust to its styling. With generous room—a full-width rear



seat. With *better-idea* features found, until now, only in expensive cars. Examples: a 289 cu. in. V-8, *standard!* Concealed headlamps, *standard!* (They open—cat-like—at night.) Sequential rear turn signals, *standard!* (They flash in three steps to point the way you're going.) Above all, Mercury Cougar is a superb *sports car*. Moves on cat feet. Tracks true. You get deep bucket seats, floor-



mounted stick shift, sports-type steering wheel, full-width padded dash—all *standard!* The price? People at previews have overguessed it by \$1,000! We think you'll agree it's the best equipped luxury sports car you can buy for the money. And at Cougar's surprising price, you can personalize away with many *better-idea* options. See Cougar *live* at your nearby Mercury dealer's.



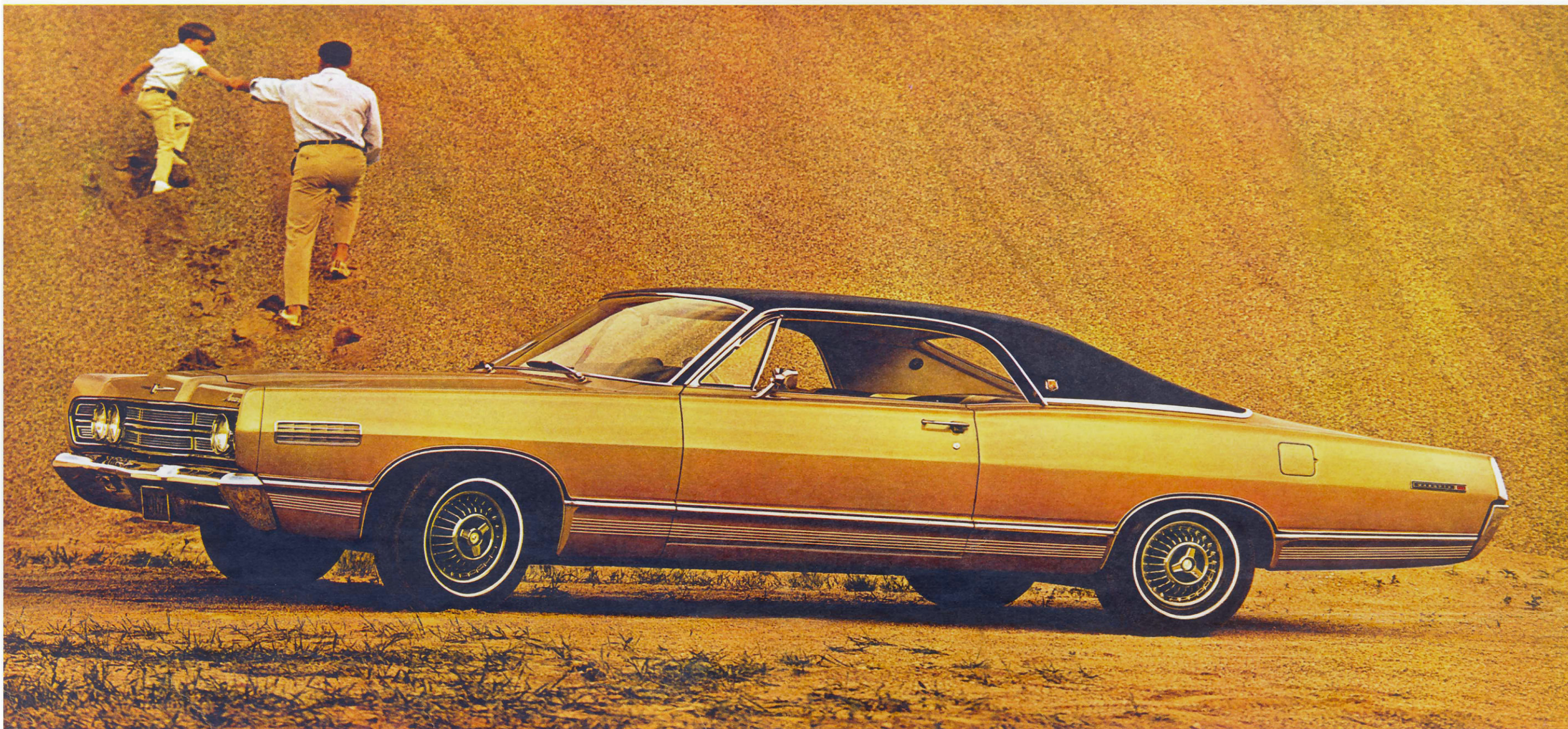
V-8
standard!

Cougar excitement runs through the whole Mercury line, all 28 models! Lift page and see!

73

A man expects a lot from his car. Good looks that are a constant source of pride. Performance that won't let him down. A quiet, authoritative ride. Integrity of workmanship. Unique features that add to the joy of driving. A car that pampers and protects the ones he loves. It takes a lot of car to satisfy a man. Mercury does it... 28 different ways!

Introducing the all-new '67 Mercury... the Man's Car!



Completely new! Mercury Marquis! A man's kind of luxury!

A man expects a lot from his car. This entirely new top-of-the-line Marquis gives it to him. Everything to a man's taste. A man's kind of good looks, room and power. Prime

examples: Twin-Comfort Lounge Seats in front (they're individually adjustable, so a man can get the leg-room he wants without disturbing his wife; each seat has its own center armrest). There's the kind of performance that won't let a man down—a Marauder 410 V-8 is standard! There's the quiet authority of Super-Hush Ride, finest this side of the



Lincoln Continental. Power disc brakes up front are standard. Plus all the safety items shown in the box at the right, to protect a man and his family. Better-idea options include a finger-tip speed control, mounted on the turn-signal lever. And more! Come see the Marquis—the kind of car every man promises himself "some day."



Ford Motor Company Lifeguard Design Safety Features!

On every 1967 Mercury you get as standard: ■ Dual hydraulic brake system with warning light ■ Front and rear seat belts with front retractors ■ Impact absorbing steering wheel with deep-padded hub ■ Padded instrument panel ■ Padded sun visors ■ Padded windshield pillars ■ Double-yoke safety door latches and safety hinges ■ Outside rear view mirror ■ Day/Night inside mirror with shatter resistant flexible backed glass and breakaway or double-pivot supports ■ Windshield washers ■ Two-speed or variable-speed windshield wipers ■ Thick laminate safety plate glass windshield ■ Turn indicators with lane-changing signal feature ■ Positive door lock buttons ■ Back-up lights ■ 4-way emergency flasher ■ and many more



Totally new! Mercury Brougham! A man's kind of elegance!

It takes a lot of car to satisfy a man. This Brougham is a lot of car—from its man-about-town styling to its rich Continental-type upholstery. Even its power says fine quality: Brougham has a Marauder 410 V-8, standard. A man can choose, at no extra cost, either



Select-Shift Merc-O-Matic (lets a man run it through the gears, lets his wife leave it in automatic) or sports-minded 4-speed stick. Mercury Brougham comes in two models; 4-door hardtop (shown) or the sedan which offers a new slant on Breezeway Ventilation (rear window—see above—lowers 2 inches). Power disc brakes up front are standard. Among Brougham's many better-idea options is a Stereo-Sonic Tape System.



Beautifully new! Mercury convertibles! For the man who itches for adventure!

Mercury convertibles can recharge a man's spirits instantly. For openers, turn on the Monterey (above).

Long, sleek. All-vinyl trim inside. For more glamour, there's our S-55 Sports Package option: with buckets, console-mounted 4-speed stick or automatic, and 428 cubic-inch V-8. In all, there are 6 Mercury "top-downers" to make a man's outdoor life sweeter. Sample them today.



Excitingly new! Mercury Cyclone! A man's kind of action!

This Cyclone, with rally stripe, is equipped with optional GT Performance Group. It's the Man's Car for men who like their action big! You



sense this the moment you take the wheel. It's a hefty, sports-type wheel—gives a man that "in charge" feeling. The bucket seats are man-

sized. With GT option, this Cyclone offers every better idea a performance man looks for: 4-barrel Marauder 390 GT V-8; dual exhausts; heavy-duty handling gear—shocks, springs, stabilizer bar; power disc brakes up front, Wide Oval nylon-cord white sidewall tires, the works! Other options include Select-Shift Merc-O-Matic, Sports Console. That's Cyclone... the Man's Car with a heritage of more world's records than any U.S. make.



Dashingly new! Mercury Comet 202! A man's kind of handling ease!

It's got a sporty, short-deck style. It maneuvers like a polo pony. But rides with full-size assurance. The secret

is the relation of Comet's long wheelbase to total length—more car rides between the axles. And there's room aplenty inside—even for a half-back and family. Standard equipment includes a man-sized group of safety features (see box). Mercury Comet 202—top value for any man!

See all 28 Man's Cars! See your Mercury dealer today!

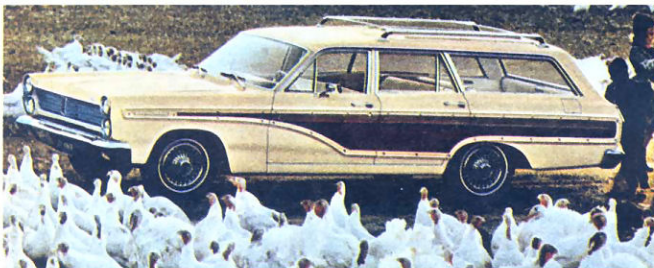
Wagon news from Mercury...the Man's Car!



Handsomest handy-man (except father)

When a man wants to carry something off beautifully, he starts here. With a better-idea wagon from Mercury. For 1967, Colony Park (above) has all-new yacht-deck side paneling. You get the famous dual-action tailgate that also opens like a door. Plus 3rd-seat options

shown: rear-facing or dual center-facing seats. And you'll like the ride. Smooth, sedan-quiet and comfortable. The Mercury Colony Park is one of four '67 Mercury wagons. The Villager (below) has its own unique design, a cargo capacity of 85.2 cu. ft., plus 8.2 cu. ft. of below-deck storage. Dual-action tailgate is standard. So is Mercury wagon's top resale value. See the wagon master, your Mercury dealer.



Mercury

Marquis • Brougham • Park Lane • Montclair • Monterey
Cyclone • Caliente • Capri • Comet 202 • Cool new Cougar

See all 28 Man's Cars! See your Mercury Man, your Mercury dealer!



LINCOLN-MERCURY DIVISION