

40th Anniversary
1967 *Mercury* Cougar Introduction Program

**As Presented In The Cascade Cougar Club Newsletter
the PROWLER
2006**



1967 *Mercury* Cougar Introduction Program

The 1967 Cougar was in showrooms and ready for sale on September 30, 1966.

The Public Relations and Merchandising Program for the introduction of the 1967 Mercury Cougar started April 1, 1966. Newsmen, dealers and the public were included in the program, which went on through the calendar year.

We all know about some of the more publicized events such as the letter sent to newsmen from Cougar, Washington, "Cougarburgers" and spotlighting the Cougar image on the General Motors building. For this year-long series (2006) of articles, the PROWLER will present to you some of the more obscure promotions and some pictures that have never been published.

Sprinkled in amongst the Introduction articles are some non-introduction items of interest of the time period.

Don Skinner
Editor
Cascade Cougar Club

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Press Release photos from the Jim Pinkerton collection

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Cougar 1 Serial #00001 Build Date July 4, 1966

owned by Jim and Elaine Pinkerton, Snohomish, WA.



Cougar 1 awaiting its positioning in the display building at the All Ford Show in Carlisle, PA., June 1997 for the 30th Cougar anniversary. This is the first public showing after a complete museum quality restoration.

Cougar 1 is the first production Cougar built. Options include, C-6 Automatic Transmission, Tilt-Away Steering Wheel, Speed (cruise) Control, Sports Console with Visual Check Panel, Styled Steel Wheels, AM/FM Radio. Cougar 1 also has the complete GT Performance Option Group with 390-4V Marauder GT engine, although it is not badged as a GT but as a 6.5 Litre because the GT badge and GT performance package had not been approved yet.

The first eight production Cougars were assembled as "show" cars. At least partially hand built with extra attention to details such as filling in the body panel overlap seams on the door jams and trunk gutter and no "orange peel" in the paint.



John Benoit on the left, restorer of Cougar 1 and owner of Cascade Classics in Edgewood, Washington and Jim Pinkerton, Cougar 1's owner and restoration helper on the right. A restoration that started 17 months ago was finished up 30 minutes before this picture was taken as John and Jim installed the last pieces on the car and are now waiting for the VIP Transport driver to make the enclosed trailer ready to receive Cougar 1 for the trip to Carlisle.



This picture was taken in Moncton, New Brunswick sometime around 1982. Cougar 1 was then owned by Dale Garland, a former hardware dealer in Moncton, NB. In 1992, CCC member Marc Ogren was looking through a then 10 year old magazine and found this Cougar for sale, decided to call the number and bought it. Elaine and Jim Pinkerton purchased the car from Marc Ogren.

Pictures from the Jim Pinkerton collection

HAPPY BIRTHDAY TO ... ME !

You'd think that when one reaches a certain age, say 40 years or so, one would quit counting the birthdays. It is well known that cats have nine lives and my first one lasted from 1966 through 1995. My second, albeit at a more relaxed, refined, and graceful pace, has been going strong since 1996, the occasion of my museum-quality restoration by John Benoit at Cascade Classics, and my 30th birthday. With any luck at all I will be around for a long, long time.

I've slowed down considerably since my younger days of flying low down various highways and byways. And I have plenty of time these days to entertain folks who come to visit me at my home, Cougar Flats. Up there in Snohomish, my owner Elaine Pinkerton keeps me safely and elegantly ensconced in a climate-controlled shop, along with several other Cougars and an errant street rod or two. There I am surrounded by memorabilia from the era when Lincoln Mercury introduced me and my fellow early '67 Cougars to the press and the public.

I also have a "trainer" who cares for me, Jim Pinkerton. He pays very strict attention to my day-to-day needs. I lead a very pampered life! Such is the case when you are "Number 1" of anything important.

As you know, cats do not like water and so I don't venture out of the shop, much less out of my enclosed trailer, to events where there's even a slim chance of rain, or where the venue doesn't lend itself to showing me off safely (my owner is overly paranoid about my health and welfare).

So, in case you don't see me at Prowl or other shows, that doesn't mean that I'm not thinking of all you fellow Cougars, Cougar-owners, and my other classic Ford brethren.

Happy 40th Anniversary to the Cougar, and Happy Birthday To Me!!!

Yours Purrfectly,

Cougar 1 (7F91S500001)

(Updated and reprinted from a 2002 CCC Show Program/PROWLER)



Cougar #5 has been found!

Well, actually it was never lost, it's just that we, the larger Cougar community, didn't know where it was. Cougar 5 is calling Winnipeg, Canada home and is owned by Sheila Hennessey. Sheila's father bought the car from a high school friend of his and Sheila has had the Cougar for 25 years. The high school friend bought it from a local doctor. The car has resided within a 3 mile area its whole life. Sheila said "I still have the original mag wheels and the 8-track is still installed. The only part of the upholstery that has been changed is the bottom seat part on the driver's side. Interior is an off-white Ivory color. Before I painted the car silver, it was a gold-green color kind of like sage."



A well taken care of and preserved Cougar #5 as it is today in Winnipeg, Canada

Some history on the first eight Cougars, which were built to be "show" cars:

Lincoln-Mercury took painstaking care in building the first eight serial numbered Cougars during the early part of September, 1966. These eight Cougars were slated for the new model introductory show circuit, beginning with the annual new car show in Detroit, and continuing on to Boston, Philadelphia, Washington D.C., Atlanta, Dallas, Denver, Los Angeles, Seattle and Kansas City.

continued on the next page

Cougar #5 Has Been Found! continued

Here's what we know, and what we 'think we know', about these early Cats. The show Cougars were probably, at least partially, stall-built; not hitched to the regular Cougar production line. They were more than likely hand-assembled by a team of technicians in a special section at the factory, dedicated to such work as there was plenty of room available for the special work these cars received.

Buck tags, those rectangular black painted metal tags mounted to the right front of the radiator core support, had not yet been utilized at the Dearborn plant. What's more, only some of the chalk marks technicians used on the regular assembly line to record what they were doing have been found on Cougars 1 and 6. When you are working in a close-knit assembly team on only a few cars at a time, it is much easier to know where in the process you are, and who is supposed to do what. It is likely that hand-typed build sheets were also used, as we believe the programmers had not yet coded all of the various options and operations. This is also why early window stickers that have survived (although none for these first 8 cars) show many options hand-typed onto the form.

And just what was this show car work you may ask? Well, first there was no orange peel in the paint. These show cars were to go on display to the public for the first time, and Lincoln-Mercury wanted to put the best faces forward, so to speak. Namely, the faces of the viewing public reflected in the paint. Another unusual preparation feature was the lack of body panel overlap in the door jams and the trunk gutter. On a regular Cougar, the body panel seams are readily apparent when you open the door, or trunk. The factory took great pains to weld all of these seams, grind them down flat and finish off the surfaces smooth. A treatment not unlike you see on some of today's street rods. Why? Well, again, these cars stood at the shows with doors and trunks and hoods open. Lincoln-Mercury didn't want unsightly seams to spoil that look of "untamed elegance."

The Ford Lincoln-Mercury Production Database reveals that these eight show Cougars came about as the result of three separate internal orders.

Cougars 1 through 3 are all clones of each other. Cardinal Red paint with white vinyl tops and red interiors, 390 engine, automatic transmission, axle, and all options were identical.

With **Cougar 4**, color code W, Trafalgar Blue Poly with Light Blue vinyl interior, some deviation from the 'norm' transpired. It is the only one of the eight to have AC, and instead of the 8-Track stereo, an AM-FM radio. We wondered about the lack of AC on such otherwise well-optioned cars. At first blush you'd think that they would have put AC on all of the show cars. Recall however that Lincoln-Mercury was interested in viewing. Turns out that AC just clogs up the engine bay with its bulky, high-mounted compressor and hoses. So, no AC except for Cougar 4.

Cougar 5, color code Z, Sage Gold Poly with Parchment vinyl interior with Ivy Gold appointments and black vinyl top has a 390 engine and automatic transmission.

Cougars 6 through 8 were *nearly* clones of each other with color code 8, Jamaican Yellow paint, Saddle vinyl interiors, 289 engines and C4 transmissions. Unlike the first three they did not have vinyl tops. In addition, Cougars 6 and 7 did not have tilt steering.

All eight had 3.00:1 axle ratios, and all had cruise control. This latter point is interesting in as much as only 665 out of a total production of 150,893 '67 Cougars were equipped with cruise control.

All eight Cougars had DSO (District Sales Office) codes of A1, which indicates Lincoln-Mercury Canada Central District. In fact they were actually spread out across all of Canada, in terms of where the production database says they were delivered. This was typical of Ford and Lincoln-Mercury to do this with early production and show units. This may have been because of the special treatment these cars received, and the factory didn't want to explain to the buying public why the cars at their local dealers didn't look like these show units.

At this time, we now know where Cougars 1, 5 and 6 are.

Cougar 1 is owned by Jim and Elaine Pinkerton in Snohomish, Washington. Cougar 1 has been completely restored to a museum quality restoration. Cougar 1 is scheduled to be at the 2007 Cougar Nationals in Denver, Colorado.

Cougar 5, as described at the beginning of this article, is owned by Sheila Hennessey in Winnipeg, Canada.

Cougar 6 is alive and well, although not yet restored. Ernie and Karen Bundschuh of British Columbia, Canada are the proud owners and plan to fully restore it in the near future. In the meantime, they are doing maintenance, making repairs, driving it and we might add enjoying it immensely.

The mystery continues . . .

This article originally titled *EIGHT COUGARS FOR THE ROAD (SHOW)*, PLEASE was written by Jim Pinkerton and Kevin Marti and published in TCCN's e-magazine The Cougar Pages (TCP)

I have added new material received from Jim Pinkerton and edited and rearranged information with Jim Pinkerton's permission. -ed

Production information on all cars was derived from the Ford Lincoln-Mercury production database, courtesy of Marti Auto Works, El Mirage, AZ.



1967 *Mercury* COUGAR

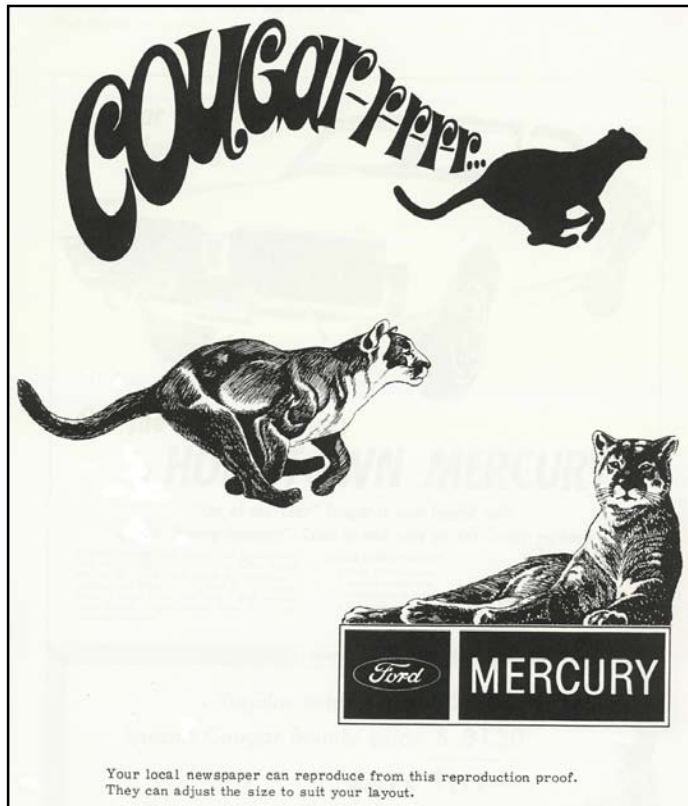
PUBLIC RELATIONS AND MERCHANDISING PROGRAM

| DATE | ACTION | DATE | ACTION | DATE | ACTION | DATE | ACTION |
|------------------------------------|------------------------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------|
| April 1 | Purchase stuffed Cougar, leak to selected newsmen. | July 27 | Release story on barbers' test-driving Cougar with teaser photo of barber shaving Cougar. | Sept. 15 thru Introduction | Cougar "Silhouette" teaser (Five markets). | Oct. 28 | SPORTS CAR GRAPHIC center-spread on Cougar published (November issue). |
| April 15 | Plant picture of stuffed Cougar with selected newsmen. | July 28 | Release story on AMT production of model Cougars with teaser photo of real Cougar. | Sept. 15 thru Introduction | Lighted/Animated Airplane Display (11 markets). | Oct. 31 thru Nov. 2 | Carmel, California, Cougar press event for 100 newsmen. |
| April 26 | Cougar cartoon quiz mailed to 2100 newspapers. | July 29 | Cougar Cougars with Chinese Cougar fortune cookies. | Sept. 15 thru Introduction | Garage, Service Station Operator, and Selected Prospects Previews. | Oct., Nov., and Dec. | Cougar Caravan (20 per region). |
| May 2 onward | Visit magazines individually with Cougar transparencies; conduct private showings in Dearborn. | Aug. 2 | Division personnel receive "Cougar Snacks." | Sept. 10 | Radio Station "Cougar Hunt" (Five markets). | Oct., Nov., and Dec. | Hotel, Terminal, Theatre Displays. |
| May 16 | Mail teaser letter to newsmen from Cougar, Washington. | Aug. 2 thru 9 | Cougar unveiled to dealers on "Caribbean Capers" Cruise Trip. | Sept. 17 | National Press Preview, Dearborn. | Oct. thru Dec. | Alpha-Bits tie-in promotion. |
| May 20 | Cougarburgers delivered to newsmen. | Aug. 2 thru 9 | Cougar revealed to selected newsmen on St. Thomas Island. | Sept. 18 | Press Release Date. | Dec. | Sanka Coffee tie-in promotion. |
| May 23 | Tongue-in-cheek denial news release issued. | Aug. 3 | TV networks receive film clip on "Caribbean Capers" Cruise Trip. | Sept. 19 thru Oct. 31 | Cover stories: MOTOR TREND, MECHANIX, CAR LIFE, CAR & DRIVER, PARADE, DARE. Feature stories: LIFE, LOOK, BUSINESS WEEK, SALES MEETING MAGAZINE, INCENTIVE, TRUE, POPULAR SCIENCE, BUFF BOOKS. | Oct. | Shell Oil Co. tie-in promotion. |
| May 26 | Henry Ford II confirms Cougar. | Aug. 8 | Cougar marketing/promotion stories in Automotive News and Ad Age. | | | Oct. | Citico Corp. tie-in promotion. |
| May thru Introduction June 6, 7, 8 | DARE Magazine Promotion. | Aug. 15 | Plastic Cougar viewer teaser shipped to all dealers for distribution to salesmen. | Sept. 19 and Sept. 26 | American Home Products tie-in promotion (dates represent direct mail drops). | Oct. | Lavoris (Vick Corp.) tie-in promotion. |
| June 10 | Long lead press conference, Dearborn. | Aug. 15 | Cougar Teaser and Promotion Idea Book mailed to all dealers. | Sept. 20 | First Cougar magazine announcement ad appears. | Nov. 6 | 3M Corp. Photographic Div. tie-in promotion. |
| June 21 | McCall's Consumer Panel previews Cougar. | Aug. 15 | Teaser materials shipped to all dealers. | Sept. 29 | Announcement direct mail. | Nov. 7 | TOWN AND COUNTRY: General Tire tie-in promotion. |
| June 27 | Division management meeting with Life magazine editors. | Aug. 15 | Release third Cougar cartoon quiz. | Sept. 29 thru Nov. 12 | Visitor Registration Program. | Nov. 26 | Long lead technical press conferences for Cougar sedan racers. |
| June 30 | Newsmen receive "Cougar Snacks" cocktail tidbits. | Aug. 20 thru Introduction | Haul-a-way trailer and rail car signs. | Sept. 29 thru Oct. 31 | Major Motel Chain Display and Promotion. | Nov. 26 | Long lead technical press conferences for Cougar XR7 (Tent.). |
| July 8 | Newspaper Enterprise Association releases feature story and photograph of Cougar emblem. | Aug. 24 thru Sept. 14 | District Announcement Shows. | Sept. thru Oct. | Cougar Order-Holding Program. | Dec. | National picture release date: Cougar sedan racer. |
| July 15 | Finalize Cougar parts kit proposal with Gurney and Shelby. | Aug. 25 | Newsmen receive Cougar key ring. | Sept. 29 thru Nov. 30 | Price-Image Display Car Promotion. | Dec. | Cougar sedan racer displayed at Detroit Automobile Show. |
| July 15 | Cougarburger kit order forms mailed to all dealers. | Sept. 1 thru Introduction | Sedan racing plans "leaked" to selected newsmen. | Oct. 1 | Press Conference, Stardust International Raceway, Las Vegas, Nev. Division Management announces sedan racing plans and drivers. (TENTATIVE) | Dec. issue | Cougar and feature stories on Cougar sedan racers: HOT ROD, ROAD & TRACK, SPORTS CAR GRAPHIC, CAR & DRIVER and others. |
| July 18 | Dealers receive "Cougar Snacks." | Sept. 1 | "Lighted Window" teaser (C.O.B.). | Oct. 15 | Playboy ad features Cougar. | | TOWN & COUNTRY: Deb Cahillan with Cougar. |
| July 22 | Newsmen receive letter from Cougar, China. | Sept. 1 thru 29 | Newsmen receive Cougarburger kit for cookouts. | Oct. 25-26 | Dan Gurney road tests prototype XR7 vs. Aston Martin DB6 for publication in early spring issue of POPULAR MECHANICS. Test conducted at Riverside Raceway, Los Angeles. | | |
| July 24 | Sunday Metro Group releases story on Xmas in July aspect of Cougar promotion. | Sept. 15 | Advertising released (Rotary boards, newspapers, TV). | | | | |
| | | | Plastic Cougar viewer full photo shipped to all dealers for distribution to salesmen. | | | | |

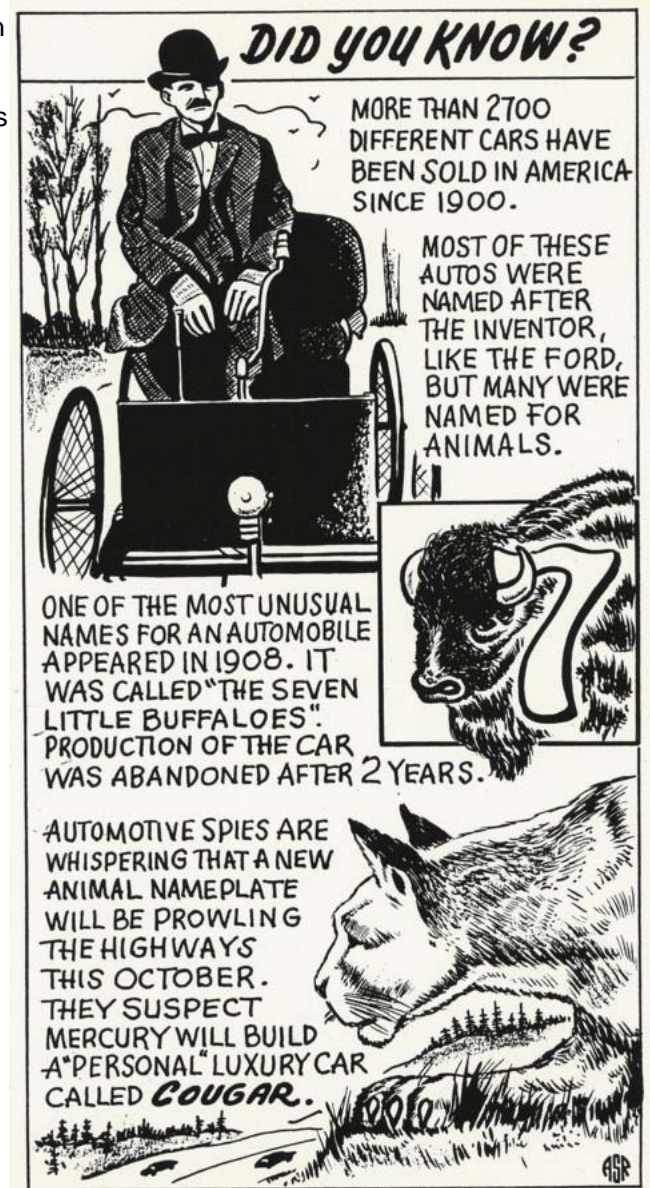
The Public Relations and Merchandising Program for the introduction of the 1967 Mercury Cougar started April 1, 1966 and went through the calendar year.

This Cougar cartoon quiz (on the right), the first of three quizzes, was distributed to 2100 newspapers throughout the country on April 26, 1966.

The quiz would help spread the Cougar/Lincoln-Mercury association during the early stages of the "teaser campaign".



Promotional material sent out to the dealerships included the ad copy shown above. Dealerships could have the local newspapers include these graphics along with the dealership advertisement.



Information and pictures provided by Jim Pinkerton

Not part of the 1967 Cougar introduction but of interest is the Cougar II.

In 1962 after receipt of the car, Cobra Chassis CSX 2008, from Shelby, Ford sent it to DST Industries (a Ford 'job shop') where the aluminum body was taken off. Ken Spencer and Ray Behmer of Ford Design Center then built a one-off fiberglass body for it and it became Cougar II.

Cougar II was introduced to the public as a concept car on September 13, 1963 and was shown again at the New York Worlds' Fair in 1964.





On June 10, 1966 Lincoln/Mercury Public Relations released the second of three quizzes. This quiz (on the right) was distributed to the same 2100 newspapers as the first quiz in order to keep the interest up for the "teaser campaign".

What could have been

Photos below are of a full size clay prototype of a 1967 Cougar convertible. The date on all the pictures is January 22, 1965, indicating the designers were playing with the idea of a convertible. Note the stance: The body is lower over the rear wheels giving the familiar "nose in the air" look.



A second clay model is in the background on the left and a full size drawing is on the back wall.




In this picture take note of the full size drawing of a 4-door Cougar in the background.


Did you Know?

THERE ARE 330,000 TRADEMARKS ON FILE AT THE U.S. PATENT OFFICE. BELOW ARE FOUR PRESENT DAY PRESTIGE SYMBOLS KNOWN TO MILLIONS. CAN YOU IDENTIFY THEM?


1.




2.



3.




4.



IF YOU KNOW THREE OF THEM, YOU'RE AN EXPERT. TWO RIGHT IS PASSING.

THIS PRESTIGE TRADEMARK WILL BE SEEN FOR THE FIRST TIME IN THE FALL. CAN YOU GUESS THE PRODUCT?

5.



ANSWERS: 1. AMERICAN AIRLINES.
2. RANDOM HOUSE PUBLISHERS.
3. OMEGA WATCHES.
4. THE PLAZA.
5. MERCURY COUGAR (LUXURY/SPORTS CAR).



In the picture above, notice the grille sections have a prominent horizontal peak in the middle.

There is no indication of a separate nose piece from the hood. (1970?)

Also, take note of the rectangular parking lights tucked in between the bumper and valance.

Dare Magazine Barber Cougar Preview Event

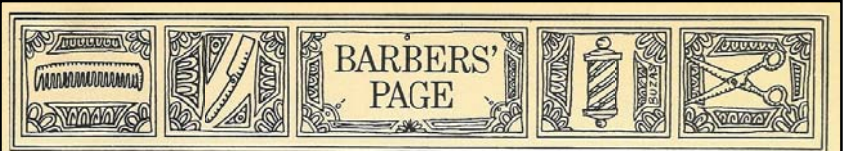
Dare magazine (a trade magazine) included an entry form titled "Why should you be chosen to test drive Lincoln/Mercury's new secret test car?". From the entrants, Dare magazine picked six barbers from the contest to go to Dearborn and test drive the new Cougar. The event was June 26-28, 1966 with the article released July 27, 1966. This event and the more well known Cougar, Washington event were the only two events held for the public to see the new car before the official introduction.



"A little off the top and close on the sides." Barber Dennis Meyer of Ogden, Iowa poses with a stuffed cougar for a promotional picture at the Dearborn event.

Mercury
cougar
is
coming!

Information and pictures
provided by Jim Pinkerton



Paul Molé Says

When a customer comes in for a haircut, he doesn't particularly want the guy in the next chair to know all about his haircutting problems. We've discussed developing a quiet barber-customer conversation. It's a smart move on your part to modulate your voice when you're discussing his haircut with the customer. It's a personal project. He may have hair problems. He may not. Either way, he may be slightly self-conscious about going into detail if he feels that everybody else in the shop is tuned into the conversation. We don't mean you have to whisper. That makes it look like he's got REAL problems. Just talk in a quiet natural tone. And let the customer voice his opinions as to just how he wants his hair cut. Tell him what you think. Then decide on something together. It's a good idea to stop every now and then and show him the progress of the haircut in a two-way mirror. He'll appreciate your obvious interest in his welfare.

ED. NOTE: As a result of DARE'S Cougar Contest For Barbers Only, six lucky barbers had the exciting and memorable experience of test driving a spanking new car before it was put on the market. Up hill and down, around and at straight away speeds they gave the Cougar a real shakedown. We thought you'd like to know your fellow barbers' personal reactions.

"As a passenger, I had one similar ride about four years ago in an Alfa Romeo Veloce (\$6,000 plus Italian luxury sports car). The Cougar actually is a more comfortable automobile and has better handling through the turns. I'm not interested in the frills.

want a good engine and solid structure. The Cougar fills the bill. The thing that impressed me most, though, was the Cougar's ability to corner at 65 miles an hour without breaking loose. It's a remarkable automobile."

Jerry Spaulding
Clearwater, Florida

"My older customers will really go for the Cougar. They like a sporty car with big car features. The handling was excellent, especially around turns. Who would buy a Cougar? Anyone who enjoys life."

Elmer R. Bluschke
Milwaukee, Wisconsin

"I've been driving for 15 years and I average about 30,000 miles a year. The Cougar beats by a mile any car I've ever driven.

My wife and I have a ten-year-old boy and an eight-year-old girl. The Cougar has just that extra little bit of room to make it an ideal car for a family of our size."

John McDonald
Holliston, Massachusetts

"The test driver that went with me said, 'Kick it,' and I did. She really had what it takes.

The front end styling fascinates me. It has the jet age look. Those con-

cealed headlights are really something.

Those sequential turn signals and the across-the-deck taillights are a great safety feature. They allow plenty of warning time for sudden stops and can be seen for long distances when making turns."

Herb Stewart
Denver, Colorado

"It drove like a big car but hugged the road like a sports car.

I like that adjustable steering wheel. I'm fairly tall and long legged. Most sports cars I've been in I've had to drag my legs in, but not with the Cougar. My wife and I aren't one to buy a car that's wild looking and conspicuous. No problem with the Cougar. It has simple elegance and quiet good looks but plenty of individuality."

Dennie E. Meyer
Ogden, Iowa

"I can sum up the Cougar in two words—smooth and beautiful.

I'm a bachelor and this car was made for a guy like me. You could take this car to the Fountainbleu or on a fishing trip. The Cougar is like a well polished lady. A fellow would be proud to take it anywhere."

Roy M. Piazza
New Orleans, Louisiana



Press Release from Public Relations Department, Lincoln-Mercury Division, Ford Motor Company
(see picture above)

"When starting out on a vacation travel trip with a loaded car or trailer, the driver should 'warm up' for the first 100 miles until he accustoms himself to the changed driving characteristics of his car, according to Lincoln-Mercury Division. Many other useful tips on safe and comfortable vacation travel are contained in the new 1967 edition of the division's Travel and Recreation brochure, which are available free from Lincoln-Mercury and its dealers."

Cougar Snacks

In late June 1966 Cougar Snacks (on the right) were mailed out to 300 newsmen's homes to arrive on June 30, just in time for the July 4th holiday.

Cougar Snacks were later mailed to Lincoln/Mercury dealers on July 18, 1966.

Promotional information and photo
provided by C. Gayle Warnock
From the Jim Pinkerton collection



1967 Cougars in a cage in
Scranton, Pennsylvania.
From the Jim Pinkerton collection



1967 Cougar on display at Memorial Coliseum,
Portland, Oregon.
From the Jim Pinkerton collection



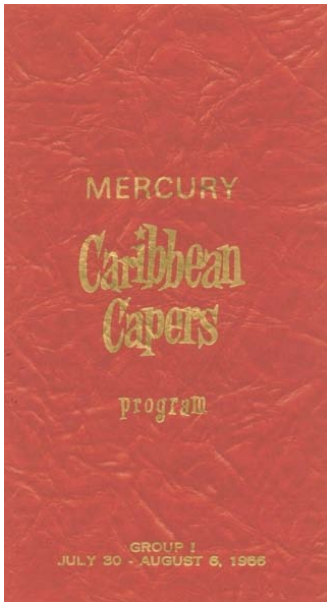
Cougar Fortune Cookies

On July 22, 1966 the same 300 newsmen who received the Cougar Snacks as part of a Cougar promotion, received a letter from Cougar, China. The letter proclaimed "Fame of Cougar now world wide, even behind Bamboo Curtain". The letter also promised "Wisdom of Cougar will rain upon your ears like lotus petals falling in summer moon beams." A box of four fortune cookies shipped from Hong Kong arrived shortly after the letter.

Each cookie had a different fortune:
"Smooth ride ahead in Mercury Cougar."
"Man who drive Mercury Cougar never lonely."
"Smart man know Mercury Cougar no cost fortune."
"Cancel previous call for help. I have escaped from the Chinese bakery in a Mercury Cougar."



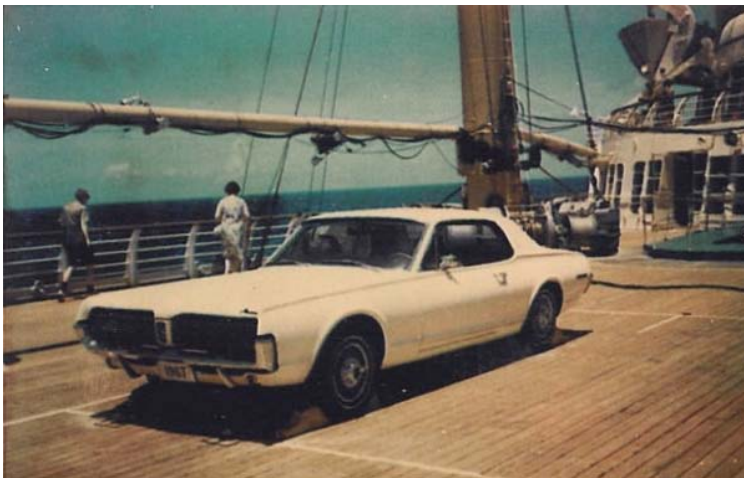
Promotional information and photo
provided by C. Gayle Warnock
From the Jim Pinkerton collection



Caribbean Capers

July 30 - August 6, 1966

Five national weekly magazine writers were invited to St. Thomas to see a dealer "reveal" of the Cougar. The "reveal" was for a group of Lincoln/Mercury dealers and their wives, whose high sales won them a Caribbean Cruise. The cruise left New York and went to St. Thomas and Puerto Rico and back to New York. During an evening beach cocktail party in St. Thomas, a landing craft came up on the beach, lowered its ramp and a white Cougar raced off the landing craft onto the beach and disappeared into the night. The reason for the hasty disappearance was because the Cougar was a prototype and in bad cosmetic shape, but the guests loved it.



White Cougar on the deck of transport ship before being lowered onto landing craft.

Photo provided by Tucker Callan
From the Jim Pinkerton collection



This photo is a time exposure at night. The Cougar (you can make out the rear quarter panel of the car on the left) races off the landing craft and onto the beach during Caribbean Capers introduction.

Promotional information and photo
provided by C. Gayle Warnock
From the Jim Pinkerton collection

Did You Know?

AMERICA'S FIRST LUXURY/SPORTS CAR WAS THE FORD MODEL K, INTRODUCED BACK IN 1906.

1. THESE ARE THREE OF TODAY'S LUXURY/SPORTS CARS.

2. CAN YOU NAME THEM?

3. TWO RIGHT MAKES YOU AN EXPERT.

THIS LUXURY/SPORTS CAR WILL BE INTRODUCED IN THE FALL. CAN YOU GUESS ITS IDENTITY?

4.

ANSWERS : 1. ASTON MARTIN DB6
2. MERCEDES-BENZ 230 SL
3. ALFA ROMEO GTA
4. MERCURY COUGAR

On August 15, 1966, Lincoln/Mercury Public Relations released the third Cougar quiz. This quiz was again distributed to the same 2100 newspapers throughout the country as the last two quizzes.

From the Jim Pinkerton collection



A large print of the picture above was available to dealers in an early "Pre-Announcement Materials" publication. The picture was large enough to cover the back wall of the show room.

Publication provided by Chris Brost
Photo provided by Don Skinner



Dash plaque

September through October 1966

Ford was afraid "Anticipated demand will exceed supply." on the new Mercury Cougar. The Special Order-Handling Program was created to keep customers happy, while they waited for their cars to be delivered. A gift, an instrument panel name plate, (see picture above) was mailed to these customers.

From the Jim Pinkerton collection



Cougar Cover

Also in the "Pre-Announcement Materials" publication sent out to dealers, one of the items available was the Cougar Cover. In the text provided it states that the kraft paper Cougar Cover is designed to fit any Mercury Comet. Instructions say to tape the cover at the bottom to eliminate "sneak" previews. "This hidden car display is a sure-fire way to build anticipation among your show room visitors. Then when Announcement Day rolls around they'll be back to see Cougar . . . and you."

September 30, 1966

Cougars in dealers' showrooms are revealed from under the brown paper cover with paw prints to the public. Picture is of a 3x5 foot piece of an original Cougar Car Cover provided by Jim Pinkerton.

From the Jim Pinkerton collection
Photo provided by Don Skinner



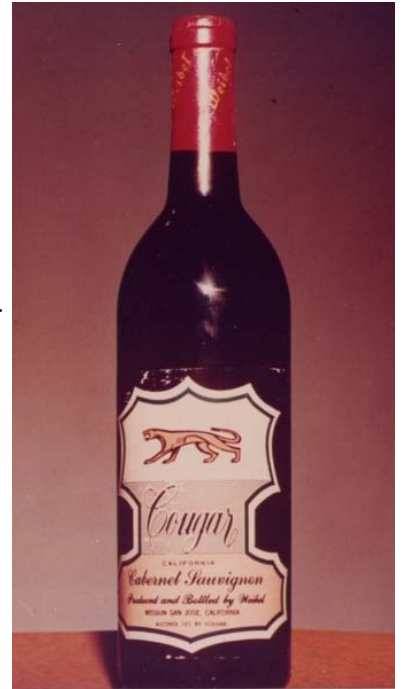
Introductory graphic and early advertisement provided by Jim Pinkerton

Cougar Wine

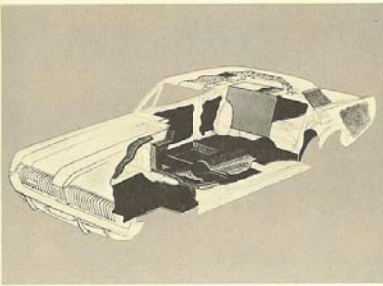


On September 17, 1966, about 200 newsmen who had been the focus of the Introduction Campaign were invited to a national press conference and a chance to see and drive the new Cougar. Unfortunately, there wasn't a reliable Cougar available. Instead of showing a Cougar, the event turned into a lobster bake at the Ford Romeo Test Track in Michigan. At this event bottles of Cougar wine were available at the tables. Cougar wine was Weibel Vinyard's best Cabernet Sauvignon re-labeled with Cougar wine labels. In the evening fireworks went off across the lake from the party area and the only decent Cougar, a prototype, equipped with flood lights, moved across in front of the fireworks and disappeared into the night.

Promotional information and photos provided by C. Gayle Warnock
From the Jim Pinkerton collection



...quiet as a Cougar!



Insulation. Under the skin, sound- and weather-proofing is superior throughout the Cougar, with 123 pounds of insulating materials strategically placed.

For example, under the hood there is thick glass fiber—standard on the Cougar, extra cost on the Camaro. Mustang uses a sprayed-on mastic.

The Cougar uses thick, four-ply glass fiber to insulate the firewall—the Camaro uses three-ply fiber, and Mustang uses a plastic-coated textile fiber.

Under the roof, the Cougar has thick amberlite insulation. The Camaro uses thin felt in the same location, and Mustang uses glass fiber.

Quiet ride, coupled with outstanding sports-car handling and performance, is one of the marks that set Cougar apart and help make it one-of-a-kind in the sports-car field.

How Much Do You KNOW?

Test your knowledge of the Mercury Cougar's superior features with this short quiz.

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 How much longer is the Cougar than the Camaro? ___ 5.6 inches ___ 6.7 inches ___ 7.6 inches</p> <p>2 How much longer is the Cougar than the Mustang? ___ 5.6 inches ___ 6.7 inches ___ 7.6 inches</p> <p>3 How much more wheelbase does Cougar have than either Camaro or Mustang? ___ 3 inches ___ 5 inches ___ 8 inches</p> <p>4 The standard Mercury Cougar is equipped with a 289-cubic-inch V-8 and carries a Manufacturer's Suggested Retail Price of \$2851. ___ True ___ False</p> <p>5 The Cougar is priced lower than Toronado, Riviera or Thunderbird by how much? ___ nearly \$1,000 ___ \$852 ___ \$1,600 or more</p> <p>6 For less than \$285, buyers who are interested in Camaro or Mustang can have the Cougar's extra values. ___ True ___ False</p> | <p>7 Which of the following materials gives the front grille extra quality, not available on Camaro or Mustang? ___ A. plastic ___ B. die-cast metal ___ C. stamped steel</p> <p>8 The Camaro offers Comfort-Weave knitted vinyl as an extra-cost option. ___ True ___ False</p> <p>9 The Cougar offers stylish sequential turn signals as standard equipment; Camaro and Mustang do not. ___ True ___ False</p> <p>10 Mustang and Camaro do not offer concealed headlights as standard equipment. ___ True ___ False</p> <p>11 Which of the cars listed below offer a remote-control outside mirror as standard equipment? ___ A. Cougar ___ B. Camaro ___ C. Mustang</p> <p>12 Which of the following cars have a full platform chassis and unit-built body? ___ A. Cougar ___ B. Camaro ___ C. Mustang</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

ANSWERS: 1. 6.7 inches 2. 6.7 inches 3. 5 inches 4. False 5. \$852 6. False 7. B 8. True 9. True 10. False 11. A, B, C 12. A, B, C



Early Dan Gurney?

The picture above was taken at the Chicago Auto Show in October 1966. This 1967 Cougar sports argon trim paint like the 1968 only GT-E. The fender emblem is a running Cougar with "Dan Gurney" below it.

Jim Pinkerton states "Some sort of prototype GT-E? Wish we knew more but we don't."

Could this be the former XR-7S?
See XR-7S article on page 15. -ed.

Information and pictures provided by Jim Pinkerton

Cougar Quiz Part of the salesmen's introduction brochure.

Win a Cougar Industrial Photography Contest

In the October 1966 issue of the trade magazine *Industrial Photography* there was a contest to win a Cougar. The contest required entrants to submit how they solved a problem with high speed photography. High speed photography uses a motion picture (movie) camera that takes movies at a faster rate or higher speed than regular movie cameras so when it is played back it's in slow motion. Normal movie cameras run at 18 fps (frames per second). Running a movie camera at 24 fps will result in a slow motion movie. Using a special high speed camera will slow down a fast movement to a very slow rate so it can be analyzed for problems or error in manufacturing, safety, performance, research or anything else that the human eye can't capture. A good example would be a slow motion crash test on a television commercial. These two pages are the most interesting of the four page contest announcement. The contest was sponsored by Industrial Photography and 3M Company. Nowhere is Ford or Lincoln/Mercury mentioned but a "3M Corp. Photographic Division tie-in promotion" is mentioned in the 1967 *Mercury Cougar Public Relations and Merchandising Program* (see page 5).

The page on the left looks like you can win a '67 Cougar convertible. The page on the right lists the prizes for first, second and third place. This page also shows the first place prizes: a '67 Cougar hardtop (front end pictured only), a battery powered 1/3 scale Cougar Cub (convertible), a 1/10th scale radio controlled Cougar and a FASTAX camera in the background.

From the Jim Pinkerton collection

**NOW EVERYONE
CAN WIN IN THE...
WIN A DEN OF
COUGARS CONTEST!**



INDUSTRIAL PHOTOGRAPHY AND 3M COMPANY

ANNOUNCE A SPECIAL HIGH SPEED MOTION PICTURE PHOTOGRAPHY CONTEST FOR YOU!

Something of interest, there is no Cougar lettering below the running cat in the headlight cover emblem.

PRIZES!

1ST PRIZE:
a 1967 Cougar for you; V8 engine, two door hardtop with hidden head and taillight assemblies... for your youngsters; a battery-powered Cougar Cub (1/3 scale midget car) and a 1/10th scale radio-controlled Cougar... for your employer; a FASTAX camera.

FIVE 2ND PRIZES:
battery-operated Cougar Cub (1/3 scale midget cars).

TEN 3RD PRIZES:
1/10th scale model radio-controlled Cougar sports cars.

FREE!
to Everyone Who Enters:
a handsome tie tack bearing the Cougar emblem.

HERE'S ALL YOU DO:
Tell us how you used high speed motion picture photography to solve your production, engineering, manufacturing, research or other problems. You could win a 1967 Cougar—the exciting, all-new sports car from Mercury. A big one for you, little ones for your children! You will also win for your organization a FASTAX high speed motion picture camera from the 3M Company. But hurry... contest closes October 31!

HOW TO ENTER:
Fill out the entry form on the following page telling us how you solved your particular production, engineering or research problem using high speed motion picture photography. Entries will be accepted from anywhere in the world. Entries will be judged on the basis of application, uniqueness and thoroughness. A panel of experts selected by the editors of *Industrial Photography* will serve as judges. Entries must be received on or before October 31, 1966. Winners will be announced in the February issue of *Industrial Photography*. Enter as many times as you wish, explaining a separate problem and solution in each entry. Extra entry blanks are available on request. Entries will be strictly confidential. Released only on your written consent. (Contest void wherever prohibited by law. Employees of 3M Company and United Business Publications, Inc., their families, dealers, and advertising agencies are not eligible.)

Win A Cougar...entry form on next page!

EXAMPLE APPLICATIONS:

IN MANUFACTURING
Problem: Ball bearing manufacturer sought for years to discover some method to analyze the strength of the bearing cage.
Solution: Using high speed motion picture photography and a special plastic material with reflective adhesive backing, engineers in Philadelphia established guidelines for improvements and modifications in their products.

IN QUALITY-CONTROL
Problem: In a large Milwaukee brewery, a filter malfunction had escaped the scrutiny of maintenance experts for six months.
Solution: Using high speed motion picture photography, engineers discovered in a matter of days a small but costly imbalance in the filter machine resulting in improperly filled cans and slower production.

IN RESEARCH
Problem: Scientists at a midwestern university wanted to know if high speed motion picture photography could be beneficial in determining the chemical reactions occurring in an explosion.
Solution: The results of this experiment were so successful the film was widely circulated as an example of what could be done with high speed motion picture photography in research.



Carmel California Cougar Press Event

October 31 thru November 2, 1966

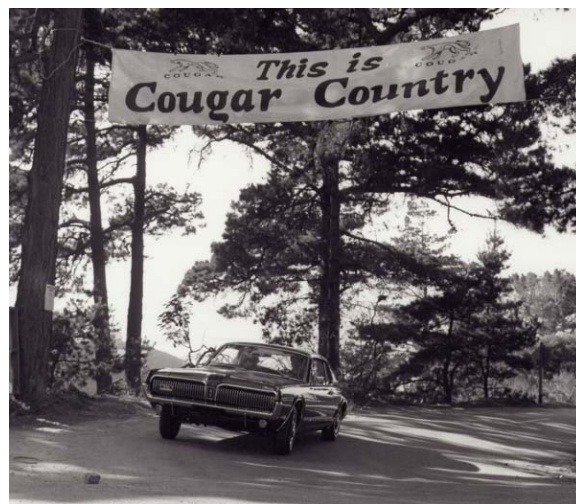
Cougar Country

After the September 17, 1966 National Press Preview fiasco at the Ford Romeo Test Track in Michigan (see page 10) something needed to be done to get the press results the Introduction Team wanted. A new event was planned. "Cougar Revisited" was to be held in Carmel, California but there wasn't enough room in town so it was held a couple of miles down the road in Monterey at the Highlands Inn. This event is commonly called the Monterey Press Event.

Chauncey was there too. At the hotel he was told to lie in front of the registration table so that guests would have to lean over or stand immediately next to him to register.

Representatives from 94 daily newspapers, syndications, television and national magazines were there to race 50 perfectly detailed Cougars up and down Big Sur and the exclusive 17-Mile Drive, which goes through Pebble Beach.

That evening the media representatives dined at a place called The Warehouse. After a mock raid by six men dressed in black suits and shirts toting machine guns the star entertainment was a young woman singer with little exposure outside the West Coast. This singer was Barbara McNair, who became a television star and nightclub entertainer.



Cougar passing through entrance to Highlands Inn, headquarters for the Carmel, Calif. press event.



Kim Novak, international film and television personality (Vertigo, Kiss Me Stupid, Malibu, Falcon Crest) lived just down the hill from Monterey's Highlands Inn, headquarters for the Cougar Country program. Miss Novak was invited to one of the evening's parties. This particular evening a little approved gambling was scheduled. Kim Novak donned a green eyeshade and went to work behind a craps table. Her partner was racecar driver Dan Gurney. Kim Novak, a true animal lover, got to meet Chauncey at the Highlands Inn that evening. It was love at first sight as they both could not take their eyes off each other.



Left to Right; Ed Leslie, Parnelli Jones and Dan Gurney were on hand to talk about Cougars and give the Press Representatives rides in some special cars.



Press Representatives were invited to ride along in Mercury's Group 2 racecar at speed on the beach.



They could also have some fun as co-pilot in a GT40. Yes, this is a Mercury GT40!

"Cougar Revisited", the second press program turned the original national introduction from a disaster into a great success.

Promotional information and photos provided by C. Gayle Warnock
From the Jim Pinkerton collection

Carmel California Press Event (continued)

All of the pictures in this article except for the Cougar passing under the "Cougar Country" banner were taken from contact photo proof sheets. Contact proof sheets are direct transfers of the images from the photographic negatives (processed photographic film) to a positive image on photo print paper. In this process the finished picture is the same size as the negative image. This process allows many pictures to be printed on one sheet of paper for comparison and editing purposes before the enlarged photographs are made. The pictures in the PROWLER article were digitally selected and enlarged from these proof sheets for better viewing.

The pictures presented here are more of the contact proof sheet pictures enlarged for better viewing.



Racing Cougars on 17-Mile Drive.



A press representative crosses the finish line while racing a Cougar on 17-Mile Drive.

If you look closely you can see something on the left side of the trunk lid above the tail light. This is a "bumper sticker" that says "Dan Gurney for Governor".



Not on a Sunday drive as a press representative puts this Cougar through it's paces.



Two press representatives pose with one of the 50 new Cougars that were available for them to try out. The hats given out to attendees are Tam o'shanters. The hats are maroon with a stitched silver running cat emblem.



Parnelli Jones, Dan Gurney and a crowd of press representatives with the Group 2 Cougar and Mercury GT40.



Parnelli Jones talking with one of the press representatives. . .



Parnelli Jones sitting in Group 2 Cougar racecar #98 on the beach. This was the first public showing of the car.

Promotional information and photos provided by C. Gayle Warnock

From the Jim Pinkerton collection



. . . while Dan Gurney discusses the finer points of the business end of the GT40 with a young enthusiast.

This is the last article in the year long series of the 1967 Mercury Cougar Introduction Program. I hope you have enjoyed these articles as much as I have enjoyed getting this information somewhat organized and presented to you. I'd like to thank Jim Pinkerton for all the information and pictures he provided for these articles. I'd also like to thank Jim and Elaine for inviting Cheryl and I to their home for a couple of days so I could paw through the information he has accumulated. Out in the Pinkerton's shop Jim would get me binder upon binder of '67 Cougar stuff to look at and try to answer all my questions. With my enthusiasm and his guidance I think we did a pretty good job. I also need to thank C. Gayle Warnock. At the time Mr. Warnock was Ford Motor Company Public Relations Executive in charge of the '67 Cougar Introduction Program. He had the foresight to save pictures, material, take notes and create a binder of this time period of which Jim Pinkerton is now the keeper. To help me with the articles my wife, Cheryl, wrote to Mr. Warnock and asked to purchase his book *Innocents, Incidents & Indiscretions*. For Christmas last year I received this book with a hand written note inside by Mr. Warnock. I highly recommend this book to anyone interested in how things were run at Ford Motor Company. This is in no way dry reading, I'm sure you'd enjoy it.

Don Skinner

Miss Teenage America 1967

November 5, 1966

Part of the 1967 Cougar introduction was the Lincoln/Mercury sponsorship of Miss Teenage America 1967 held in Dallas, Texas. Miss Teenage America was telecast on November 5, 1966, 9:00-10:30PM CST.

Sandra Roberts of Milpitas, California was crowned Miss Teenage America. She was presented with a \$10,000 college scholarship, shares of stock, a complete wardrobe and her very own 1967 Cougar (not the one pictured). The runners up were each given a 1967 Cougar for their use for one year.

Miss Teenage America and her court were "spokesmen" for the Lincoln/Mercury Youth Safety Program that traveled throughout the country. The Youth Safety Program addressed youth organizations, safety conferences and adult civic groups on the importance of traffic safety.



Left to right are:
Donna Batista, Miss Philadelphia
Carol Camenga, Miss Syracuse
Susan Huskisson, Miss Knoxville
Host, Diana Dalton, Miss Detroit
Sandra Roberts, Miss Teenage America

From the
Jim Pinkerton collection

Sandra kept her Cougar (delivered to her by her local Milpitas, CA dealer) for about a year, when she went off to college.

Sandra was an invited guest at the 2002 Nationals West in Cypress, California. She and her mother attended the event and enjoyed the day with all the Cougars.

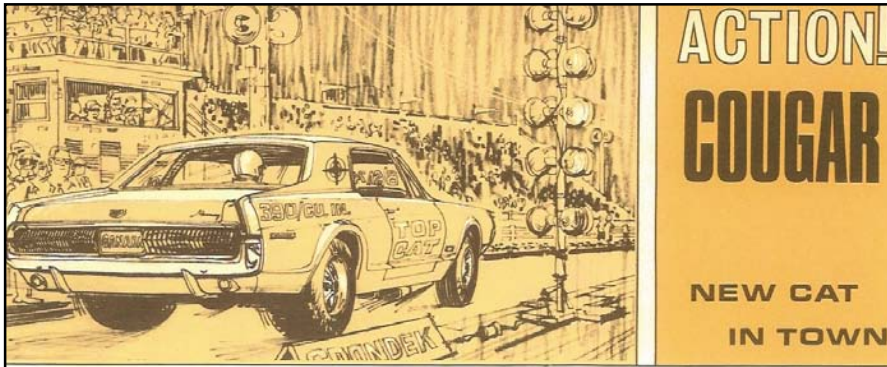


Press photo of Sandra Roberts, spokesman for Lincoln/Mercury Youth Safety Program, that appeared November 30, 1966 in the *San Jose Ford News* a Ford Motor Company employee newspaper. This picture was taken in Detroit while Miss Roberts and her court were on a tour of the Ford-Lincoln/Mercury test track. She is sitting in a '67 Mercury Caliente convertible.



The Miss Teenage America Cougar was W code = Trafalgar Blue with white interior. The ladies' pageant gowns were made to match the Cougar's body color.

Before the GTE there was the XR-7S . . . almost



Positively the newest and most exciting High Performance car to come out of 1967. This is Mercury's all-new COUGAR that delivers 320 HP from its sizzling hot 390 cubic inch engine. But COUGAR also packs a double punch with both performance and sports flair luxury all wrapped up in Cougar's National award winning styling. The secret word is QUIET and your local Mercury/Cougar dealer can show you over 150 lbs. of special sound-silencing insulation distributed throughout strategic noise locations. But here's more Hot News! . . . Coming soon, the luxury sports series called the XR-7 and XR-7S. Both XR

series Cougars come equipped with unique interior and performance package including tachometer, extended range speedometer, gauge group and roof mounted console . . . and if you're in the market for the absolute ULTIMATE, get your order in now for one of the limited production XR-7S Cougars that will be built this year complete with giant 428 cubic inch engine, two, 4-barrel Holley carbs and your choice of 4-on-the-floor or Automatic transmission. Any way you look at the new COUGAR, there's a performance package that fits right into your pocket book . . . See your Mercury man to-day and test drive this new cat in town . . .



The XR-7S program was evidently developed in Canada, as there is no other information available except for this article that came out of Canada, and died sometime between January and May 1967. This article is from a Canadian Ford publication that was published around March, 1966.



Other interesting things about the 7S "show car": The lower body is painted argent (gray) like the '68 GTE. The horizontal bar on the grille is the same as used on the GTE. The horizontal bar on the tail lights is exclusive to the 7S. The hood scoop looks similar to the one used on the GTE and XR-7G but is molded into the fiberglass hood (not bolted on) and does not go over the center portion of the hood. A 428 dual quad . . . now that would be fun!!!

Information and pictures provided by Jim Pinkerton

These pictures of the HF II car were taken at the SAAC show in Detroit in '83, which is the last known public showing of this car. Kevin Marti and Jim Pinkerton are pretty sure that the pictured car was originally a GT that was "modified" by Ford with a 428, paint and interior etc.



Some differences the HF II car has from the XR-7S "show car" are: Vinyl roof, standard driver's side mirror only, seats are not pillow-back (they look more like leather XR-7 seats but are not the same pattern), 428ci engine with one 4bbl carb.

XR-7S or Dan Gurney? This could be the same car pictured on page 10. A press release for these pictures above states the "Specially-built one-of-a-kind Mercury Cougar" will be on display at the Detroit Auto Show. This same press release states the car was specially built for Dan Gurney. The top picture has an XR-7S "license plate" and the lower picture has a Dan Gurney "license plate". Another press release with the same Cougar pictured states "Rumor has it that Mercury will use a similar semi-production model for sedan racing and limited street use. Watch out, Carroll, the Mercury men mean business. They're out to get yours."

"As far as I know there were never any production XR-7S cars. There was one "show car", the one with talbot rear view mirrors mounted on the front fenders and pillow-back style seat cushions. That car was destroyed, according to a source in Ford's Special Vehicle Operations.

Another 7S car was made for Henry Ford II. It still lives, and resides in the midwest. The vin number of this car (HF II) is not known for sure (Kevin Marti and I believe we've figured it out, but there's nothing definitive in the production database)." Jim Pinkerton

Cougar Group 2 ~ Trans-Am Street Racer?

By Bill Herbert and Don Skinner

(This is a rewrite/revision of an article in the March 1999 PROWLER of the same name)

"We heard it coming long before it hove into clear sight. The rumbling engine quit soon as the driver turned the key, but from the general demeanor of the beast, we wouldn't have been surprised to see him start beating it with a stick to make it stop." - *Motor Trend*, January 1967 commenting on the prototype "street version" of the Cougar Group 2 racecar.

"The Mercury people envision this (proposed street version of the Sports Car Club of America, SCCA, Group 2/Trans-Am '67 Cougar) as competition for the Shelby Mustang and they hope to offer it for a comparable price. That's just what kind of car it is ... aimed primarily at racing, or for the fellow who likes to bounce around town in a racing car, it makes no pretense at being a refined GT car." - *Road & Track*, January 1967

Group 2 Street Cougar

Ford/Lincoln-Mercury promoted a "prototype" of a street version of the SCCA Group 2 racing Cougar and both *Road & Track* and *Motor Trend* had road test articles in their January 1967 magazines. This was the Cougar Mercury was going racing with. Two 600 Holley carbs on a high-rise manifold, a Ford "Le Mans" cam, solid lifters and Ford "Le Mans" heads produced a 341-bhp at 5800 rpm. This along with a 1500 engine idle, tighter suspension, stiff and quick steering, a 4.44:1 axle and many other modifications produced a package for Group 2 sedan racing.

Mercury representatives said the axle ratio would be changed to 3.89 and the camshaft would be changed to something more like the earlier 289 HiPo 271 bhp version, all for better streetability. The "Le Mans" heads would be kept but the costly hand-done water passages around the spark plugs would be omitted.

The clutch has no plate springs so it was in or out, no slipping this clutch. Also the 4.44:1 axle shot the car to its top speed of 125 mph, limited by the engine rpm in less than one mile from a standing start. This is a road racing car so ¼ mile times were high at 15.8 seconds, due mostly to the clutch at the standing start.

The author of the *Motor Trend* article complained of the excessive exhaust noise and the clutch, which from a rest constantly caused chirping the tires and roar of the engine when starting out.

Some other observations the author made were that the handling was exceptionally well controlled and never pitching. He said that the Cougar felt at home on the track, had very good high-speed handling and no pronounced understeer except on slow turns. He also stated that in racing the Cougar wouldn't have the suspension changes in the front and trailing links in the back that the Shelby Mustangs had, giving it some disadvantage in this area. Braking with the optional disc/drum combination was exemplary for a road car but not adequate for racing. In racing the writer assumed a brake lining material more suited to racing would be used.

Ford or Mercury killed the project, but with approximately a 3 month lead time for magazine articles, it was probably dead before the magazines hit the news stands.

SCCA Racing



A test session at VIR in late Nov. or early Dec. 1966. Parnelli Jones is driving.
Photo provided by Jim Pinkerton

In SCCA Trans-Am racing there were two groups, U2 was under 2 liter and O2 (Group 2) was the over 2 liter but restricted to 5 liter. Ford went after the Group 2 Manufacturers Trophy with Mustang and Cougar. Backed by Ford, the 1967 Trans-Am Cougars did well. The cars were race prepped by Bud Moore Engineering (BME) in Spartanburg, South Carolina, a highly respected racing business. The team was Dan Gurney, Parnelli Jones, Ed Leslie and later, Peter Revson and David Pearson.



This artwork was used in an advertisement for Autolite

BME is known to have campaigned at least three cars in the SCCA Trans-Am in 1967. There were several other "independent" racers who built and campaigned Cougars in the 1967-1972 eras.

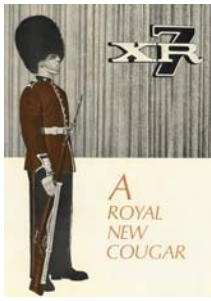
Bud Moore's Team Cougar had a bleak start at Daytona in February but by early fall were catching up with the Shelby Mustangs for the Manufacturers Trophy. It would be won or lost in the last event of the season at Seattle International



Picture taken at Kent, Washington, at the final Trans-Am race of 1967. #98 was driven by Dan Gurney and Parnelli Jones was driving #15.
Photo credit, Ford Archives

Raceway in Kent, Washington. After all sorts of problems that day Team Cougar finished a close second in the 1967 Championship. The Mark Donohue Camaro team came in third. Ford decided the Cougar was a serious threat to the Mustang, which was advertised more toward the sport/racing consumers, withdrew Cougar from SCCA/Trans-Am racing. Ford was very involved in road racing, oval-track and circle-track racing with Cougars through at least the end of 1968. Ford sponsored Bud Moore in 1968 GT racing with Cougars. "Tiny" Lund and other drivers were hired for the '68 season where "Tiny" won the "Baby Grand" championship. Many independents in Trans-Am, oval-track and circle-track racing ran competitive '67 and '68 Cougars until the mid '70's.

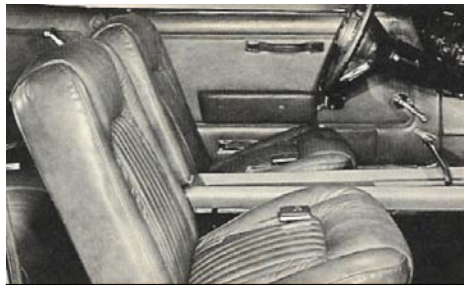
1967 Cougar XR-7



January 1, 1967 the XR-7 went on sale in dealers' showrooms. This package offered even more European flair to the Cougar. E. F. (Gar) Laux, L-M General Manager and Ford VP said the Cougar XR-7 was "The car for the man who aspires to an Aston-Martin but doesn't have James Bond's pocketbook". In actuality, the XR-7 is a well dressed, reasonably priced specialty or personal car. All engine and drive train configurations for the "standard" Cougar were available for the XR-7. You could also have your XR-7 as a Dan Gurney Special or GT if you preferred. The XR-7 was \$230.19 more than the "standard" Cougar. There were 27,209 XR-7s manufactured in 1967.



Unique door panels - feature Levant-grain vinyl assist straps, deluxe arm rests (front and rear) and the rich convenience of map pockets.



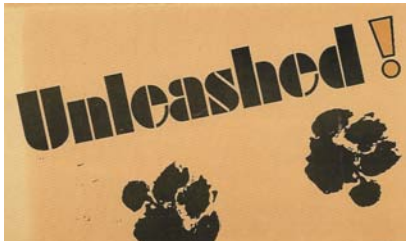
Handsome glove soft leather inserts, with custom stitching theme, upholster XR-7's superbly comfortable padded seats.

Photos from the Jim Pinkerton collection

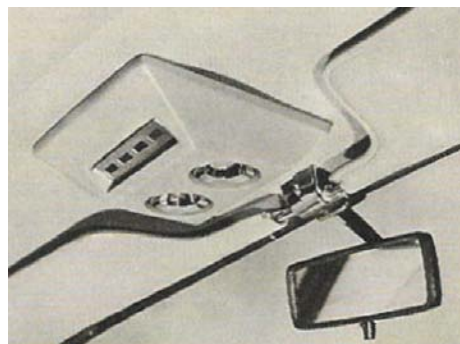
Mercury presents — **Cougar**
and **XR-7**



This is an interesting picture from a brochure.. It was run in the TCCN online newsletter *The Cougar Pages* as a "guess what's wrong with this picture?" The wood grain on the center section and passenger side of the dash is running vertical not horizontal! The wood grain on the instrument part of the dash is correctly running horizontal.



Unique, optional XR-7 sports console has electric clock with elapsed time indicator. Also mounts customer's choice sound system.



Luxurious padded roof console contains recessed left and right map lights, seat belt reminder light, low fuel, parking brake and door-ajar warning lights.

...a silhouette you'd expect to see flat out pleasure bent between Cannes and Nice. Here's the only luxury sports car that's jet set styled...young set priced. Complete with sports car instrumentation and a package of luxury and performance extras, XR-7 is as virile as the great cat Cougar was named for! Join the jet set with Cougar XR-7...see us today.



**LOADED
WITH SPECIAL
EQUIPMENT INCLUDING:**

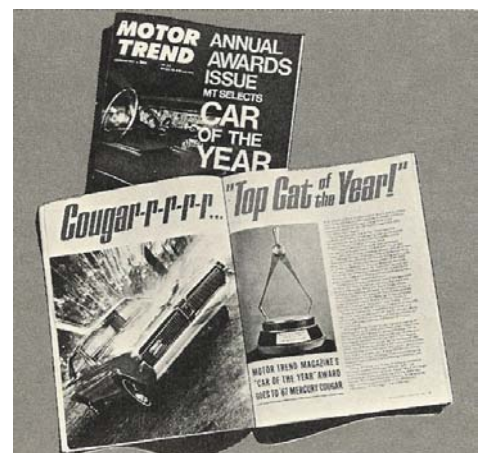
- OXFORD (VINYL) ROOF
- POWER STEERING
- 289 V-8 POWERPLANT
- WHITEWALL TIRES
- WALNUT GRAINED INSTRUMENT PANEL
- TACHOMETER
- DELUXE WHEEL COVERS
- TOGGLE SWITCH CONTROLS
- OVERHEAD CONSOLE
- BUCKET SEATS
- GLOVE LEATHER INTERIOR
- DOOR PANEL POCKETS
- SEQUENTIAL TURN SIGNALS
- DEEP LOOP CARPETING



The incomparably rich appearance of walnut-tone graces XR-7's front compartment. Instrument cluster includes tachometer, speedometer with push reset trip odometer, ammeter, oil pressure, fuel and temperature gauges. Convenient toggle switches operate map lights, rear courtesy lights and instrument panel courtesy lights.



XR-7's elegant exterior is highlighted by distinctive Cougar XR-7 plaque on the roof pillar, handsome die-cast chevrons on the rocker panels and deluxe wheel covers.



The title says it all!



'67 Cougar GT

By Phil Parcells, Jim Pinkerton and Don Skinner



This is a continuation of the '67 Introduction Series that includes the models available for 1967.

For 1967 there were 8444 GTs manufactured, 5791 were "standard" and 2653 were XR-7.

That breaks down to: 5.5% of all Cougars produced in 1967 were GTs.

3.8% were "standard" GTs and 1.7% were XR-7 GTs.

The GT Performance Group was well thought out from the high torque 390 to the disc brakes that slowed it down. The first GT was serial number 0041, the 41st production Cougar built. This Cougar still exists and was owned by a Cascade Cougar Club member for a while. Unfortunately, #41 was gutted, cut up and turned into a drag race car before the CCC member owned it. The car has been inspected with hopes of restoring it back to its original glory, but with missing inner fender aprons which include the VIN number this is impossible. The owner who turned the car into a drag car was contacted and he expressed great remorse in what he did but he had no idea it was that important a car. He thought it was just an old Cougar that would work good for drag racing.

Cougar 1, owned by Jim and Elaine Pinkerton, was manufactured with all the GT components but is not a GT and it does not have the GT badge on the fenders. It displays the 6.5 L badge. According to Jim Pinkerton, Marketing hadn't approved the use of the GT badges or the official use of the GT performance package on the invoices, etc. The fifth location on Cougar 1 VIN is "S", indicating the Marauder 390 GT 4V engine which was only available with the GT Performance Group Option.

The 1967 Cougar GT could be either a base model or XR-7. The GT Performance Group option added \$323.85 to the price of the Cougar.

GT Performance Group Option included the following items:

- Marauder 390 GT 4V-S engine (6.5 litre) with 600 CFM Holley model 4150 carburetor and 10.5:1 compression ratio 320-horsepower and 427 lbs. Ft. torque
- Low restriction dual exhaust with acoustically tuned mufflers. Two inch diameter exhaust tubes throughout system. Two 3 1/2 inch diameter by approx. 20 inch long resonators in intermediate tubes just aft of the "H" tube with a transverse muffler behind rear axle. Exhaust outlets "standard" - no chrome tips.
- Power booster (thermal clutch) fan
- Low restriction air filter
- Chrome Engine Dress Up Kit includes air filter cover, valve covers, oil fill crank case breather, engine oil dipstick handle and radiator cap
- Power front disc brakes using 4-piston fixed (non-floating) calipers and 10" rear drum brakes
- Firestone Wide-Oval nylon-cord F70-14 white side wall tires. Red side wall tires were available late in the 67 model year.
- Special steel wheels (painted black) with 6 inch wide rims for greater stability. '67 Styled Steel Wheel option had 5 1/2 inch wide rims.
- Performance Handling Package: Including stiffer front and rear springs, heavy duty shock absorbers, large diameter (0.84 inch diameter versus 0.72 inch diameter standard) front torsional stabilizer bar and faster manual steering (20.3:1 ratio versus standard 25.3:1 ratio). Fast 20.3:1 steering is standard with power steering option. (20.3 ratio steering is approx. 3.6 turns lock to lock versus 4.5 turns on 25.3:1 ratio)
- GT ornamentation is GT rectangle badges used on the fender sides for "early" GTs and then individual GT letters on through 1968.

Required and Optional Equipment:

- The GT Performance Group Option required an optional transmission - heavy duty 3-speed manual, 4-speed manual, or C-6 3-speed automatic transmission.
- A 9-inch ring gear removable differential carrier rear axle design was used on the GT option.
- The GT could be ordered with any option available on the standard Cougar except for the options that were included in the GT Performance Group.

Some notes on the GT badge and letters:

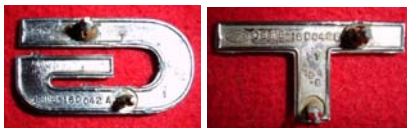
The GT rectangle badge was used until somewhere between 11/22/66 and 1/28/67 and then the individual letters were used. Why the change?

Phil Parcells states "I believe the one piece GT badges were expensive, and possibly made by alternate process (expensive). The 2-piece letter set was similar to an existing set of GT letters used on the Mustang. It was very easy and cheap to change the insert for the pin location, and create a new part number for the Cougar. Why they didn't just use the Mustang letters verbatim, is anyone's guess. From the front, they are identical, from the rear, the pin locations are moved". The Cougar GT letters are not the same as the Mustang GT letters. The mounting pins on the back side are in different locations.



A stock '67 engine room except for the red wire coming from the distributor (Pertronix Igniter) and a contemporary Motorcraft battery.

'67 Cougar GT continued



Cougar GT letters
G casting number C8WB-16D042A
T casting number C8WB-16D042B



Mustang GT letters
G casting number C7OB-16D042-A
T casting number C7OB-16D042-B

Some notes on the GT Engine Dress Up Kit

Air filter lid is either "plain" or "spoked rib" style and these are not being reproduced. No 390 engine sticker was used on the lid.

Radiator cap is Autolite 13 pound and can be easily found at your favorite Cougar/Mustang parts source.

Oil Fill Crankcase Breather has Autolite stamped on the top and is not reproduced. There is one offered in the parts catalogs that looks "identical" except it has Motorcraft embossed on the top. There is an after market one that will replicate the original and has a plain top.

Oil dipstick is not reproduced.

Valve covers are standard FE valve covers with Powered by Ford embossed on them. They are not reproduced.

Additional comments

Cougar GTs are real sleepers and virtually go unnoticed except by those who know. There are no fancy graphics, spoilers or scoops to tip anyone off as to what is under the hood, just little fender badges.

Many people think the engine dress up kit (chrome parts) is either after market add-on parts or the parts were chromed by the owner.



Phil Parcell's '68 XR-7 GT



Jim and Elaine Pinkerton's Cougar 1



Don Skinner's '67 GT


Cougar GT Registry

Brett Irick
2 Brookwood Ln.
Dearborn, MI
phone 313 240-6418
xr7gt@prodigy.net




Cougar passes in review...


Sell the "standard" Cougar to people who want to combine economy with a sports car flavor.



Sell your new Cougar XR-7 to buyers who want the ultimate in style and luxury in a personal sporty car.




Sell the Cougar GT option to the particular buffs who demand extra high performance with their luxury—in Cougar or Cougar XR-7.




Sell Cougar—to build your sales of all Lincoln-Mercury Automobiles in 1967!

LINCOLN-MERCURY DIVISION



SALES PROMOTION AND TRAINING DEPARTMENT

ITEM NO. 561



LITHO IN U.S.A.

1967 Dan Gurney Special

by Phil Parcells, Jim Pinkerton and Don Skinner

The 1967 Dan Gurney Special was a tribute to Mercury's own Dan Gurney, an SCCA Trans-Am racer who took the Cougar on road courses all over North America. The Dan Gurney Special was a mid-model year option package available for both the Standard and XR7 Cougars. The Dan Gurney Special was introduced to improve normally anticipated mid-year sluggish sales. The option consisted of a dress-up package added to the car either from the dealership or the factory.

Lincoln-Mercury advertising literature stated "It's Motor Trend Magazine's "Car of the Year" ...with special extras inspired by racing champ Dan Gurney. Drive something special. Mercury Cougar Dan Gurney Special." Specially equipped with:

- Turbine wheel covers
- F70 x 14 wide-oval nylon cord whitewall tires
- Chromed engine dress-up kit which includes:
 - Air cleaner lid (Reproductions are available)
 - Valve covers (Reproductions are available)
 - Oil dipstick (Reproductions are available)
 - Radiator cap (Reproductions are available)
- Dan Gurney signature decal on quarter windows (Reproductions are available)
- Cougar 289 cu. in.-V-8

Manufacturer's suggested retail price for the Dan Gurney Special Package was \$101.74

There were 19,783 Dan Gurney Specials produced in 1967. This number is based on the number of DGS "kits" produced which were installed at the factory or at dealerships. Little is known about how many were factory units, and how many were dealer installed.

Phil Parcells adds:

"There are a few odd DGS's in the database, like a few big block (390 cu. in.) examples. That surprised me when they turned up, because the period literature specifically states 289 engine. We also have Marti reports of at least 2 big block DGS's proving they were factory produced." *(The only addition to a GT would be the Turbine Wheel Covers and the signature decal on the quarter window. -ed)*

"And since it is basically a dress-up package, almost every other option mix was possible. There was even one DGS XR7 in 68, which is unusual because the G package replaced the DGS in the XR7 line in 68. If our source is legitimate, that one 68 XR7 DGS is reported to the database as well."


Dan Gurney Special Registry

Scott DeFreitz
HC 78 Box 73-G
Deming, NM 88030-9805
phone: (505) 544-4444
dgs@cougarclub.org


Dealership Parts Department announcement
provided by Jim Pinkerton

Mercury Cougar

Dan Gurney Special



Sale-priced now! Mercury's better idea in personal sports cars.



It's Motor Trend Magazine's "Car of the Year" ...with special extras inspired by racing champ Dan Gurney. Plus the unique set of persuasions that put Cougar in a league by itself to start with. Drive something special. Mercury Cougar Dan Gurney Special.

Specially equipped with:

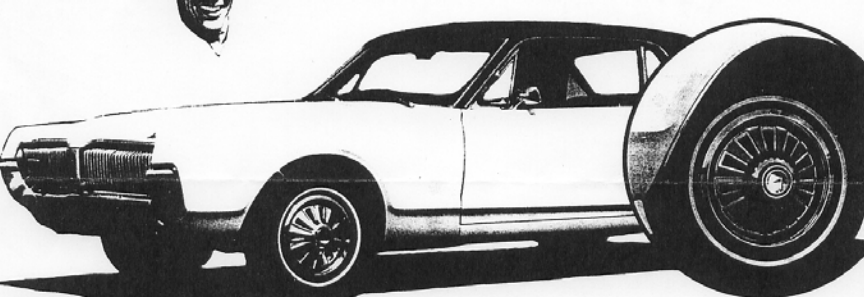
- Turbine wheel covers
- F70-14 wide-oval nylon cord whitewall tires
- Chromed engine dress-up kit
- Dan Gurney signature decal
- Cougar 289 cu. in. V-8

Plus these fine Cougar features:

- Concealed headlights that open, cat-like, at night

- Sequential rear turn signals
- Foam-padded front bucket steering wheel
- Choice of 16 colors
- Pleated vinyl upholstery
- Whitewall carpeting
- Sound insulation package
- Ford Motor Company Lifeguard Design safety features

FOR COUGAR FANS...



"Dan Gurney Special" Wheel Covers Now Available

Capitalize on the Recent and Successful "Dan Gurney Cougar Special" Sale!

Deluxe, chrome-plated, "turbine-design" wheel covers, the same wheel covers which are standard equipment on the "Dan Gurney Special" Cougar, are now available through service. These wheel covers are bound to have appeal aplenty for all present owners of standard and XR-7 Cougars interested in adding a customized, high performance touch to their vehicles.

In addition to the wheel covers, Cougar

owners "on the prowl" for other spirited high performance items can now obtain a complete "Dan Gurney Special" chrome-plated engine dress-up kit or its individual components. Complete listing is shown below.

With interest in all motorsport competition growing at a phenomenal rate, it will pay you to *stock-up, talk-up and sell-up* the quality, performance and good looks of these high-styled high performance parts!

"Dan Gurney Special" Chrome-Plated High Performance Parts

| Part Number | Description | Dealer Net Price | Suggested Retail Price | Dept Class |
|-------------|-----------------------------------------------------|------------------|------------------------|------------|
| C7WY-1130-F | Chrome Wheel Covers (ea.) | \$ 5.31 | \$ 8.85 | C |
| C6ZZ-6582-C | Chrome Valve Rocker Arm Cover—R.H. | 5.71 | 9.85 | C |
| C6ZZ-6582-D | Chrome Valve Rocker Arm Cover—L.H. | 5.71 | 9.85 | C |
| C5MY-6766-G | Chrome Cap—Oil Filler and Breather (Non Thermactor) | 1.59 | 2.65 | B |
| C4DZ-6766-B | Chrome Cap—Oil Filler and Breather (Thermactor) | 1.59 | 2.65 | C |
| C2SZ-8100-A | Chrome Radiator Cap | 1.08 | 1.80 | A |
| C5ZZ-9600-D | Chrome Air Cleaner | 13.37 | 23.05 | B |
| C7OZ-9661-A | Chrome Air Cleaner Cover | 5.63 | 9.70 | C |

Cost of 'Untamed Elegance' circa 1967

by Bill Herbert

During its first year, Cougar offered the buyer an extensive list of optional equipment to “personalize” their vehicle. The '67 Cougar had more than 80 factory or dealer-installed options and accessories available. In that time frame when minimum wage was \$1.40, an average annual income was about \$7,300, the average 3-BR house was less than \$18,000, gasoline was 33 cents per gallon, and an average new car was \$2,700, Cougar was introduced at a base price of about \$2,850. It was priced a couple hundred dollars more than the Mustang or the newly introduced Camaro, but it sold very well that first year, about 45% of the total Lincoln/Mercury sales. Here are some of the most common options, including total produced and the price at the time:

Whisper-Aire Conditioner (46,825) The combination reheat air conditioner and air blending heater is built into the car at the factory. This is an integral system with instrument panel registers for discharging the cool air. Includes Power Booster Fan, heavy-duty radiator and 55-ampere alternator. \$356

Power Brakes (35,511) power assistance for Cougar's self-adjusting brake system. \$42

Power Disk Brakes (21,230) Caliper type front disc brakes with power assist. The front brakes consist of a 1-piece cast-iron ventilated disc, a caliper straddling the disc and an inboard splash shield. \$84

Power Steering (115,578) A linkage-booster type with integral hydraulic pump and reservoir, tailored to Cougar steering system. Fast acting 20.3:1 steering ratio. \$95

AM Radio with Antenna (129,444) All transistor with turn-over push buttons. \$60

Tilt-Away Steering Wheel (10,721) is designed to operate in two different modes. It is adjustable vertically through 9 positions for individual driving comfort. When the engine is off and the driver's door is opened it will also swing to the right and up at a 45 degree angle to provide maximum entrance and exit room. \$60.05

Levant-Grain Vinyl Oxford Roof (62,299) option is available in two colors-Black and Ivory. The vinyl surrounds the rear window with a thin section of the material extending across the upper back panel. The cover is retained by color-keyed painted rear roof pillar belt moldings and die-cast upper back panel moldings. \$84

Heavy Duty Battery (12,893) 55 ampere hour battery in place of standard 45 ampere hour for extra reserve and starting power. \$7.44

Electric Clock (56,040) Installable in center instrument cluster pod. \$16

Sports Console (87,232) extends forward from the rear of the bucket seats and turns up to the lower front edge of the instrument panel and color-keyed to the interior scheme. Provision is made in the cover for mounting the rubber boot covering the shift lever for manual transmissions or the sliding plate for the Select-Shift Merc-O-Matic shift selector. Vinyl covered foam padding covers the top of the console and the vertical surfaces surrounding the ashtray sliding door. \$57 (AM or AM-FM Radio of Combination AM Radio/Stereo-Sonic Tape System is required.)

Visual Check Panels (30,331) two Visual Check Panels are available. For non-air conditioned models the panel is installed in the instrument panel space available for the air conditioner center outlet. These lights are marked: BELT, DOOR, FUEL, PARK. With Whisper-Aire Conditioner, the lights are located on vertical face of the optional Sports Console, two on each side of the sliding door. Left side - BELT and DOOR. Right side - PARK and FUEL. \$39.50

Here are some of the least common options, including total produced and the price at the time:

Luggage Carrier (1,434) mounted on rear deck lid, the Luggage Carrier affords additional carrying space. \$32.45

Delete Heater (949) There were 41 XR7s with Delete Heater. List price is not available for this article.

Speed Control (665) is an easy to use speed control with speed-set button in the end of the turn signal lever. \$71.30

Radial Tires (633) List price is not available for this article.

Dealer installed accessories listed below and continue on next page.

1967 Mercury Cougar Dealer-Installed Accessories

- | | | |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| ● Adjustable Clothes Rod | ● Fuel Tank Locking Cap | ● Ski Carrier—For use with deck-lid mounted luggage carrier |
| ● Adjustable Air Springs | ● Headrests (Front Seat) | ● Spotlight (Without mirror; right or left side) |
| ● Air Conditioner | ● Highway Emergency Kit—Includes—2 fifteen minute flares, 1 box of electrical fuses, emergency flag, tire inflator and sealant, fire extinguisher | ● Stereo-Sonic Tape System (Hang-On)—Not available with accessory air conditioning |
| ● Air Horns | ● Individual Front & Rear Floor Mats (Rubber) | ● Studio-Sonic Rear Seat Speaker—Not available with stereo-sonic tape system |
| ● Astro-Guard Seat (Child's—Front or Rear) | ● License Plate Frames | ● Tachometer (6,000 or 9,000 RPM) |
| ● Compass (Illuminated) | ● License Plate Plaque (For use in frame in one-plate states) | ● Television Set (9" Screen—Antenna, Home and Car Cords and Hanging Bracket) |
| ● Cougar Kits—The following items can be ordered individually or in combination as part of the Cougar Kit for 289 CID engines: | ● Lite-Lighter (Combination cigarette lighter and map light) | ● Throttle Control |
| Camshaft | ● Litter Basket | ● Tissue Dispenser |
| Cylinder Head & Valve | ● Luggage Carrier Cover | ● Tool Kit—Includes screw driver, pliers, hammer and three wrenches |
| Dual Distributor Points | ● Plastic Tire Chains | ● Trailer Hitch |
| Electric Fuel Pump | ● Portable Engine/Luggage Compartment Light | ● Trailer Wiring Harness |
| Engine Dress-Up Kit | | |
| Head Gasket Shim | | |
| Heavy Duty Clutch | | |
| 2-4V Induction | | |
| 3-2V Induction | | |
| 1-4V Induction | | |
| Finned Alum. Oil Pan | | |
| Scatter Shield | | |
| Dual Exhausts | | |
| Power Booster Fan | | |
| Engine Performance Kit | | |
| Valve Cover | | |

- Deck Lid Luggage Carrier
- Door Sill Guards
- Door Storage Pocket
- Door Edge Guards
- Dual-Kleen (De-Icer Solvent with Scraper)
- 4-in-1 Rally Gauge (Includes vacuum, water temp., oil and volt meter)
- Engine Coolant Heater (Tank type or plug type)
- Fire Extinguisher
- FM Stereo Multiplex—Not available with hang-on stereo-sonic tape system; requires AM-FM radio.

- Power Antenna (Rear quarter mounted)
- Racing Mirror (Right or Left)—For fender mounted use only
- Radiator Screen
- Radio Antenna (Rear quarter panel mounted)
- Radio Static Suppression System
- Rear Seat Speakers
- Rear Window Defogger
- Remote Control Deck-Lid Release
- Reflector Flares
- Child's Seat Harness
- Seat Belt Retractors (Rear seat only)

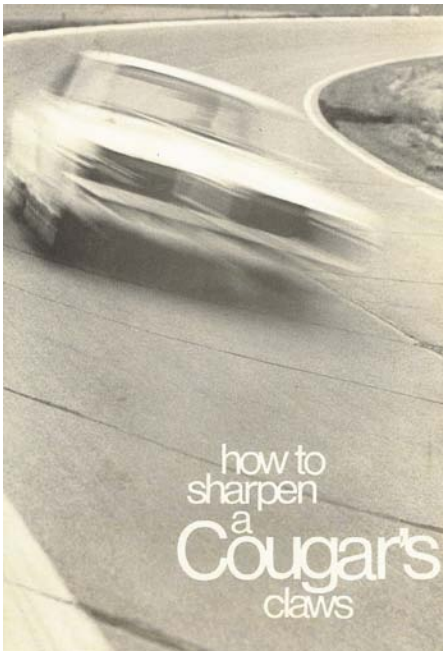
- Two-Way Citizen Band Radio
- Vacuum Cleaner
- Vanity Mirror
- Ventilated Seat Cushion

Dual-Trumpet Air Horns

Air horns are available as a dealer-installed accessory for the 1967 Cougar. The system includes a vacuum-driven compressor, pressure tank, dual trumpets, and necessary lines, fittings and controls. The pressure tank affords air for a 90 psi blast from 6 to 9 seconds.

How to Sharpen a Cougar's Claws

Information and pictures provided by Phil Parcels and Jim Pinkerton



A letter from Lincoln Mercury Division, Ford Motor Company dated October 27, 1966 was sent out to all Mercury dealers. This letter stated that the availability of Cougar performance parts and accessories would offer extra opportunities to augment the Mercury image. "The folder 'How to Sharpen a Cougar's Claws' has been made available to dealers in conjunction with special displays of typical high performance equipment designed by Shelby American for use on Cougar and Mercury intermediates."

The letter went on to say the performance kits could be ordered directly from the Shelby organization with unusual savings offered to you as a dealer. The letter also urged dealers to make plans early to get in on this profitable source of sales and service.

"Motoring sports, road racing, dragstrip events, rallies and gymkhanas are growing at an unprecedented pace. Attendance figures for performance events in 1966 were greater than those for most major sports in the U.S.A. It is a growth market and a profitable one. And, as a Mercury dealer, you can share in it handsomely if you get ready now. It's 1967 . . . Cougar's here and Mercury is 'off to the races!'"

"Cougar Kits for when your customer feels like putting his foot down."

Kit #1

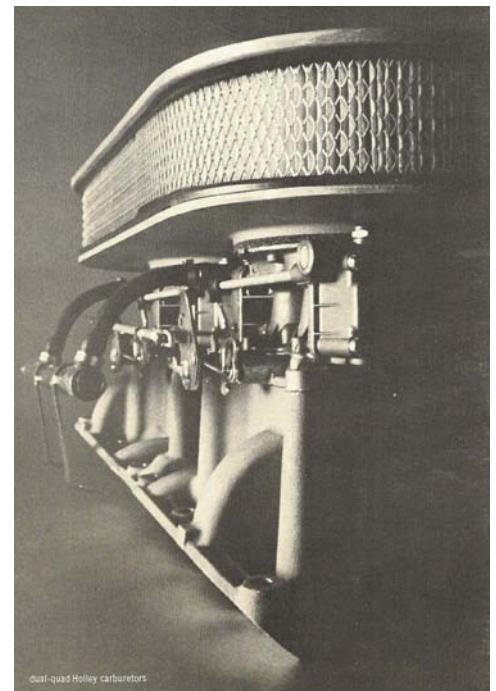
Features cast aluminum 4V high riser intake manifold, 600 cfm Holley carburetor, 14" diameter chrome air cleaner, emission control fittings, all necessary gaskets and a hydraulic camshaft kit. Also includes tuned exhaust headers, extensions and straight-through mufflers. Will increase output of the 289 C.I.D. V8 by 50 to 60 hp.

Kit #2

Same as Kit #1 but with 715 cfm Holley carburetor and solid lifter camshaft kit for the 289 C.I.D. V8. This kit also provides a special clutch kit for heavy-duty performance. This kit will put out an additional 60 to 75 hp in mid- and high-range rpm applications. Excellent for both street and racing applications.

Kit #3

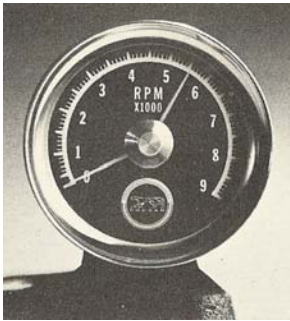
Combines dual quad 4V high riser manifold, solid lifter camshaft kit, dual exhaust system, high performance dual point distributor, clutch kit, all necessary installation hardware and gaskets. Kit provides up to 90 hp increase, suitable for street, drag racing and road racing competition.



How to Sharpen a Cougar's Claws continued

Kit #4

Includes a fiberglass racing hood with air scoop. A sporty European style racing mirror that mounts on either side and features high image resolution glass. Five cast aluminum wheels, hubcaps and chrome lug nuts designed for performance combined with sharp appearance.



Kit #5

Comprises a stainless steel steering wheel with bonded imported wood rim. Fully transistorized 270-degree sweep dial, 0-9,000 rpm tachometer and racing mirror is the same as in Kit #4.

Valve Cover Kit

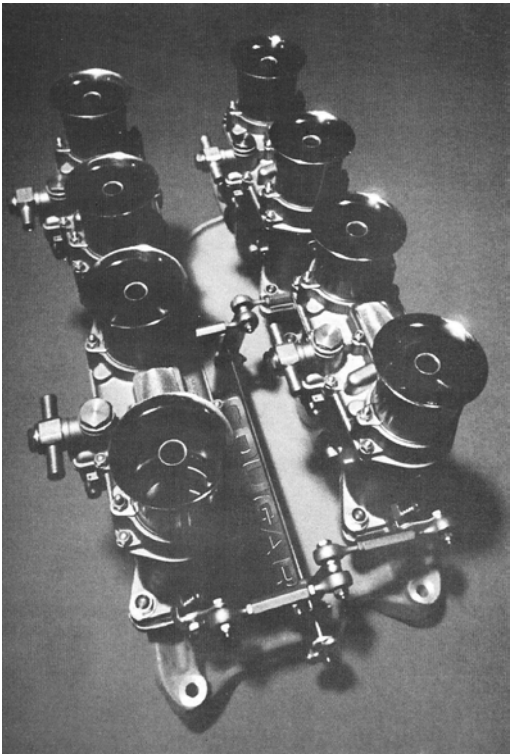
Die-cast aluminum valve covers in black crackle finish with satin highlights comes with gaskets and plated bolts and washers. Aids oil cooling and decreases rocker arm and tappet noises.

Cast Aluminum Oil Pan

Aluminum pan with polished fins provides extra cooling efficiency, extra oil capacity (6.5 qts) and a customized effect to the Cougar engine compartment.



These kits and optional high performance equipment will sharpen the claws of untamed elegance.



Weber Carburetor Induction System

Contains four Weber carbs with twin venturi, cast aluminum manifold, linkage, gaskets, clamps and technical data. Ideally suited for high rpm usage in road and drag racing. Contributes 60 to 65 hp output increase.

Lincoln-Mercury Division, **Ford** Motor Company

PERFORMANCE EQUIPMENT ORDER FORM

TO: SHELBY AMERICAN, INC.
6501 W. IMPERIAL HWY.
LOS ANGELES, CALIFORNIA 90009

NOTE: Dealer should retain 4th copy; mail remaining copies to Shelby American, Inc.

P.S.O. No. _____
Code _____
Date Shipped _____
Carrier _____
Waybill No. _____
Weight or Charges _____

BILL TO: NAME _____ DATE _____
ADDRESS _____ PURCHASE ORDER NO. _____
CITY _____ STATE _____ ZIP _____ AUTHORIZED BY _____

SHIP TO: NAME _____ SHIP VIA: _____
ADDRESS _____ BEST SURFACE _____
CITY _____ STATE _____ ZIP _____ OTHER _____

| QUANTITY ORDERED | PART NO. | DESCRIPTION | SUGGESTED RETAIL | DEALER COST | EXTENSION |
|----------------------|--------------|-------------------------------------------|------------------|-----------------|-----------|
| KIT I | | | | | |
| | S7WK-68068-A | High Riser Manifold, 600 C.F.M., Holley | \$132.45 | \$ 86.82 | |
| | S1CR-6250-A | Carburetor, Air Cleaner | 79.95 | 47.95 | |
| | S7WK-9428-A | Hydraulic Camshaft Kit | 149.50 | 112.20 | |
| | | Exhaust System | 50.45 | 31.28 | |
| | | TOTAL INDIVIDUAL PARTS: | \$361.90 | \$246.97 | |
| | | REDUCED KIT PRICE: | \$325.71 | \$234.63 | |
| KIT II | | | | | |
| | S7WK-68068-B | High Riser Manifold, 715 C.F.M., Holley | \$174.40 | \$115.83 | |
| | S1CR-6250-A | Carburetor, Air Cleaner | 65.79 | 39.39 | |
| | S7WK-9428-A | Solid Lifter Camshaft Kit | 149.50 | 112.20 | |
| | C40Z-12090-A | Exhaust System | 50.45 | 31.28 | |
| | C30Z-7A537-A | Clutch Kit | 440.14 | \$298.70 | |
| | | TOTAL INDIVIDUAL PARTS: | \$996.13 | \$683.77 | |
| | | REDUCED KIT PRICE: | \$896.13 | \$683.77 | |
| KIT III | | | | | |
| | S7WK-68068-C | Dual Quad 4V High Riser Manifold | \$249.50 | \$187.13 | |
| | S1CR-6250-A | Carburetor, Air Cleaner | 65.79 | 39.39 | |
| | S7WK-9428-A | Solid Lifter Camshaft Kit | 149.50 | 112.20 | |
| | C40Z-12090-A | Exhaust System | 48.80 | 28.30 | |
| | C30Z-7A537-A | Distributor | 50.45 | 31.28 | |
| | | TOTAL INDIVIDUAL PARTS: | \$564.04 | \$398.30 | |
| | | REDUCED KIT PRICE: | \$507.64 | \$378.39 | |
| KIT IV | | | | | |
| | S7WK-16612-A | Hood | \$149.50 | \$104.50 | |
| | S7WK-1007-A | Cast Aluminum Wheel (set of 5) | 199.75 | 149.75 | |
| | C5RZ-17696-A | Mirror | 6.75 | 4.05 | |
| | | TOTAL INDIVIDUAL PARTS: | \$356.00 | \$258.30 | |
| | | REDUCED KIT PRICE: | \$306.00 | \$208.30 | |
| KIT V | | | | | |
| | S7WK-3600-A | Steering Wheel | \$ 49.95 | \$ 34.95 | |
| | S7WK-17360-A | Tachometer | 39.50 | 23.70 | |
| | C5RZ-17696-A | Mirror | 6.75 | 4.05 | |
| | | TOTAL INDIVIDUAL PARTS: | \$ 96.20 | \$ 62.70 | |
| | | REDUCED KIT PRICE: | \$ 86.58 | \$ 59.57 | |
| MISCELLANEOUS | | | | | |
| | S7WK-6A547-A | Valve Cover Kit | \$ 29.95 | \$ 17.95 | |
| | S7WK-9423 | Weber Carburetor Induction System | 595.00 | 400.00 | |
| | S1CR-6052 | Steel Shim Head Gaskets | 5.45pr. | 3.27pr. | |
| | S7WK-6675-A | Cast Aluminum Oil Pan | 79.95 | 56.00 | |
| | S7WK-6003-A | 289 C.I.D. Cougar High Performance Engine | 1150.00 | 825.00 | |
| TOTAL: | | | | | |

**Publication of this collection is made possible
by the Cascade Cougar Club.**



Cascade Cougar Club

PO Box 1914
Renton, WA 98057-1914

visit our website at cascadecougarclub.com