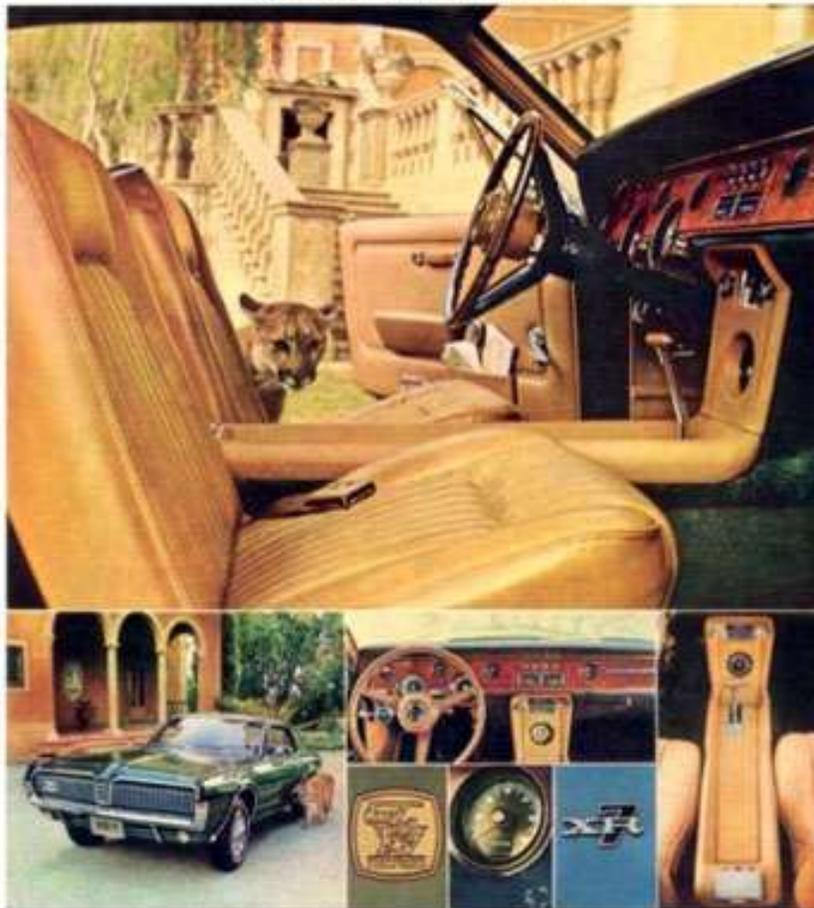


AT THE SIGN OF THE CAT

THE OFFICIAL PUBLICATION OF THE COUGAR CLUB OF AMERICA
SUMMER 2012

Mercury announces a royal new Cougar called the XR-7!



Just arrived! European elegance comes to Cougar Country in Mercury's Car of the Year. Soft glove leather! Walnut-grained vinyl panels. Dials you can read! Overhead console! Hidden headlights! Pow-

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AT THE SIGN OF THE CAT

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THE OFFICIAL PUBLICATION OF THE COUGAR CLUB OF AMERICA

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SUMMER 2012

ATSOTC welcomes publishable material for future editions. Send your submissions to the above address or to the Assistant Editor at assistanteditor@cougarclub.org. Our next issue is planned for **September**. Please send your submissions no later than August 31.

Membership -- RATES (Since 1/1/10)

Annual Membership in the Cougar Club of America is available in several flavors:

- FREE for members who submit a substantial article or make regular contributions to the newsletter
- \$20 for members who receive the newsletter by email.
- \$30 for members who receive the newsletter by postal mail to a U.S. address.
- \$35 for members who receive the newsletter by postal mail to a non-U.S. address.

To join, point your internet browser to:
<http://www.cougarclub.org/about/membership.aspx> or contact the Membership Services Director listed in the Club Contacts section of this newsletter.

Advertising

Members may place a Cougar-related classified advertisement of up to 100 words per issue at no charge. Non-members may place classified ads at a rate of 10 cents per word, which is currently waived on a case-by-case basis due to the inaccessibility of ads on the website.

Display advertising rates are also available. Contact Kamran Waheed for details at assistanteditor@cougarclub.org

Disclaimer

Members receive this publication with the understanding that the Cougar Club of America, its officers and volunteers, cannot be held responsible for its content. The CCOA reserves the right to edit all submissions. The CCOA does not necessarily endorse views and opinions expressed in ATSOTC. Your mileage may vary.

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*Dedicated to the appreciation and
preservation of the Mercury Cougar.*



Temporary

Letter from the Editor



I wrote a short bit in the last issue about Jim & Rosemary Cleaver (CCOA #1459) and their '67 "Tanya" originally owned by Ford employees adding to its special Cougar provenance. Naturally, I included a photo of the car with the "Jim's Toy" license plate, thinking the photo matched the story.



As it turns out, my computer organization skills were lacking. Although Jim Funk (#8961) of LaPorte, IN enjoyed seeing his car in the newsletter, he thought that the Cleavers might be a little confused having his car where "Tanya" should be. My apologies to the Cleavers and the "other" Jim too. "Jim's Toy" belongs to Mr. Funk.



Remember that July 13 is "Collector Car Appreciation Day" in the U.S. thanks to the advocacy of the **SEMA Action Network** (SAN). Be sure to get your car to a show, or out for a drive, or just spend some time in the garage to mark the day.



The next issue of *At the Sign of the Cat* is scheduled for September. I'm hoping to see some show revues and other updates from the summer season. Send your stories by August 31 to ensure they get included in the next issue.



MEMBERSHIP REPORT

Rob Merritt (#8323)

Membership@cougarclub.org

Greetings fellow Cougar enthusiasts!

The CCOA Board of Directors recently considered nominations for **Lifetime Honorary Membership** for several notable members. We are pleased to announce the following honorees who join a select few who have received this recognition.

SCOTT BEHNCKE (#6847) Salem, OR - Scott is a very knowledgeable and helpful person in the Cougar community. He has submitted at least 1300 VINs to the National Cougar Database, and the majority of his submissions involved a personal visit to the car and follow-up email. He always sends the detailed reports on a car. There is no one individual who more often goes out of his way to find VINs for us. Scott is enthusiastic about the hobby, and when collecting VINs, he probably has his nose buried in reference books and manuals researching the peculiar nuances of these cars.

FRANK & SHARON BOWERS (#6121) Wister, OK – Frank & Sharon gave exceptional service as Eliminator Registrar for nearly a decade. They enhanced the records and worked many hours to improve the data. Their commitment to the hobby remains reflected in the Eliminator Registry.

SCOTT FERGUSON (#6764) Delta, BC – Scott served as the Regional Director for Western Canada and then Club President from 2000-2005, as well as Club Service director. His term as President is

marked by a major overhaul and revamping of the Club. His organizational and leadership skills brought the Club into the new millennium, both literally and figuratively. He continues to serve the hobby as President of the FordNutz Cougar Club.

DAN HOUE (#8246) North Conway, NH – Dan brought *At the Sign of the Cat* to a level that would be the envy of any magazine – let alone one dedicated to a relatively small specialty car marque. Serving as editor and publisher, his editions of the newsletter stand unparalleled in production quality, and have become collector items themselves for Cougar fans. *ATSOTC* truly reached a pinnacle under his watch.

JIM RAKOWSKY (#304) Fairview Park, OH – Jim provided the basis for the National Cougar Database. In the days before computers became ubiquitous, he collected 3 filing cabinet drawers full of paper data sheets. This works out to be something like 5000 VINs. Most of those cars have not been reported since, so if he hadn't done that, the history & data on those cars would be lost forever. He served as the CCOA Historian from the inception of the Club through the mid-90's. He also served as the Financial Director and Membership Director – sometimes filling multiple positions for the Club. His dedication to the Cougar and service to the CCOA is remarkable.

The CCOA extends a hearty **CONGRATULATIONS** to all the new Lifetime Honorary members, but more importantly, our sincere appreciation for all you've done and continue to do for the hobby.

The CCOA relies on volunteers for its various positions. If you would like to get more involved with the Club, contact any of the Board members, who are listed inside the front cover.

NEW MEMBERS

Joining the Club since the last *ATSOTC*, are the following new Members:

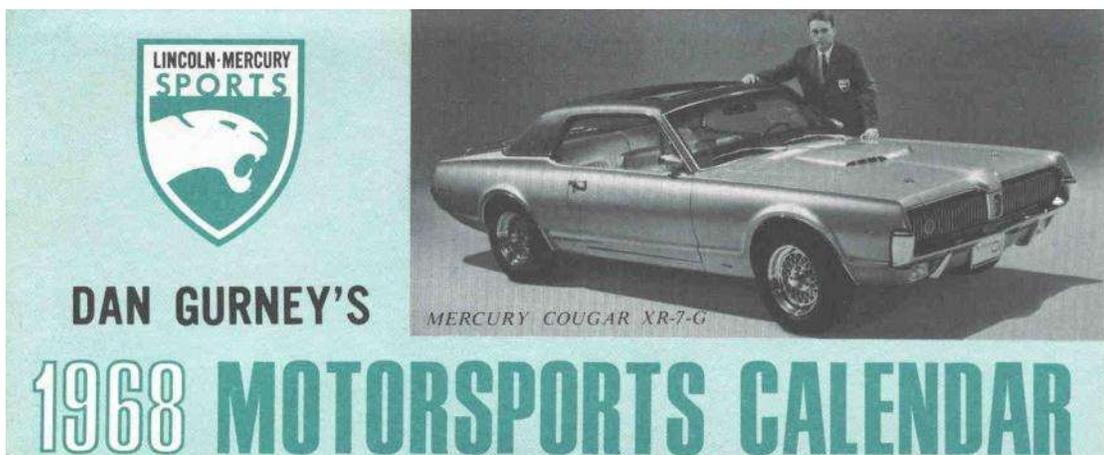
DANA WOLCOTT	TUCSON AZ
FRANKLIN WOLF	FLEMING ISLAND FL
GARY & DONNA CHILDERS	MT WASHINGTON KY
MARK PIECHOWSKI	NORTH ADAMS MA
ALAN RATLIFF	SPRINGFIELD MO
CHRISS BURDIS	SAGAMORE HILLS OH
JAY CLEWELL	LAKE CITY TN
DARRIN BROCKENBOROUGH	ALEXANDRIA VA
JOHN SCOTT	ALEXANDRIA VA

Welcome to the new members!

If you know someone who enjoys Cougars, but who isn't a CCOA member, feel free to share this newsletter with them and invite them to see the web site at www.cougarclub.org.

RENEWING YOUR MEMBERSHIP:

If you receive the newsletter by mail, keep an eye on the address label. If your renewal date is coming up, it will show that date on the label. No date – no worry, you're not coming due for a while. For email readers, the email sending the download link will notify you if it's time to renew. If your renewal is due, use the handy PayPal button at www.cougarclub.org/about/membership.aspx or send a check, payable to CCOA, for your choice of delivery method (email - \$20; US mail \$30; non-US mail \$35) to Rob Merritt, 28 W 8th St., Duluth, MN 55806. Be sure to let me know if you have any change of postal or email address.



INTERNATIONAL MANAGER'S REPORT

Tim Glover (#8224)

International@cougarclub.org

Things are beginning to tick along quite nicely especially as far as UK Cougars are concerned; a healthy stream of messages and attached photos from all over the country have been coming to us. With the show season fast approaching it would be great to put some faces to the emails! I'll certainly attend the Stars and Stripes show at Tatton Park this year and know of at least two other Cougars that were visiting that Sunday. I've missed this show for the last couple of years, so I reckon it was about time I went this year. The thing with UK & US car shows is that so many people feel the need to dress up. Why is that? Do Citroen enthusiasts wear stripy shirts, carry onions and conform to insulting French stereotypes? I doubt it. BMW owners seem to dress quite normally and seem relatively sausage-free. Why then will I be faced with an endless parade of GIs, CHIPs policemen and Elvises? Or is that "Elvii"? Anyway, I'll be there!! Stop me for a chat, I'll be the one in ordinary clothes. That's enough grumpy old man stuff.

My own car is running great and seems to attract more and more attention as the years go by.



Lots of very wealthy soccer stars live near me. I parked behind one of these chaps in his brand new silver Aston Martin recently. When I returned with my fast food order I was surprised to see that my Cougar had emptied the local pub and people were crowded all around it. By the time I'd finished **answering questions and taking people**

round the block my food was cold! I don't think anyone had particularly noticed the Aston or the famous person inside.

I did have a worryingly loose steering wheel recently and discovered the screws holding the bearing in place had gone AWOL.



If you've seen the movie "Cars 2" you might remember a running joke where none of the sockets and spanners would work on the British fasteners. It was like that, but kind of the opposite. I tried every screw and bolt in my garage and was faced for a moment with the ridiculous prospect of having to pay to have three screws flown over the Atlantic. Then it hit me, my guitars are American and I have loads of spare parts! Sure enough, after sawing a little off the ends, the screws meant to adjust a Jazzmaster's intonation worked perfectly! I've since discovered the screws designed to hold down a Telecaster bridge pickup are equally effective.



If any overseas members have discovered other such dodges, please let me know!

Cheers, Tim.



James A. Megannety



With great sadness, we must announce the sudden passing of Jim Megannety on July 24, 2011, while training for an upcoming MS Bike Tour. In addition to being a very good friend to all in the Cougar community, Jim was a past Regional Director for the CCOA and the president of the Great Lakes Cougar Club.

Jim was very proud of the recognition he recently received for his over 20 years of community service: volunteering with Cogeco, Project Share, Heart Niagara, Information Niagara, the City of Niagara Falls' Bike Trails Committee, and many other organizations and community events. Jim brought passion to everything he did. He was a passionate cyclist, photographer and community activist, and after his family and community, Jim's big love was his 1968 Cougar.

Most recently, on July 15 – 17, 2011 Jim had just attended the Cougar Club Nationals in Bridgewater, New Jersey. He and Phil Parcels and had a very good time driving there and back in Jim's 68 Cougar. It was a wonderful show. During the awards banquet he sat at the table with Jeff Hart, who had a great time talking with him about Cougars in movies. Later he sent Jeff a copy of the Charles Bronson movie "The Mechanic" where in the opening scenes, there is a Cougar that looks like, and could be, his. Jim was a regular attendee at the Cougar National shows, and the Ford Carlisle shows. He will be greatly missed.



1968 XR-7

Owner: Jim Megannety

Donations in Jim's memory can be made to the MS Society of Canada (www.mssociety.ca) or Heart Niagara (www.heartniagara.com).

Design Discussion with John Aiken

By: Don Skinner (#9063) and
Phil Parcells (#2554)



The "T-7"

CCOA Special Services Director and National Registry Manager Phil Parcells, and Cascade Cougar Club editor Don Skinner got the opportunity to reminisce with John Aiken, Design Manager for the Cougar. This article first appeared in the Cascade Cougar Club's newsletter, *The Prowler*, and is shared with Don's blessings.



Phil Parcells and I got the chance to ask John Aiken, former Design Manager for Lincoln-Mercury, some questions. Mr. Aiken worked on the 1967 Cougar. Phil and I got together and pooled our

questions on the design and designing process that went into the 1967 Cougar. Mr. Aiken was kind enough to answer the following questions that we presented to him.

He wanted to make clear that "These responses are made from events that occurred nearly 46 years ago. My memories and recollections may not be as accurate as the numerous publications from the 1960's that are available on line." And as we all know, some of those publications are not very accurate.

Q. When did you first find out about the project and did you know it was for the Cougar?

A. I was in Ford's Dearborn Design Studio called Pre-program Design at the time of program start-up. Like all Ford programs, it had a numerical code name T-7, but it was known that it was to be a mechanical companion to the Mustang and would be part of the Lincoln-Mercury Division.

Q. What criteria/guidelines did they give you and your team?

A. The initial program called for a fiberglass body grafted on to a Mustang structure retaining the greenhouse and deck of the Mustang. This idea was abandoned because of cost and many unknowns related to that type of build. It was then decided to go for all out new sheet metal with unique theme and image.

Q. You always hear about the influence of the Jaguar on the Cougar. How much of that is true or was it a marketing afterthought?

A. One of the foremost designs of the 1960's was the Jaguar XKE roadster. All designers are car enthusiasts and admire exotic sports cars. Ferraris, Mercedes, and Jaguars were highly visible and successful in the racing culture. Our product planning manager, Ralph Peters, along with VP of Design Gene Bordinate, and even Henry (Ford II) himself were supportive of a totally unique approach to the T-7 program. There was no "position paper" or



A proposal for the Cougar by John Aiken. The design has a similar look to the '65 Mercury

market research, to dominate the design process in the 1960's. Intuitive and creative thinking was encouraged to the fullest extent possible.

Q. What was the organization structure of the Design Studio/team?

A. My title was Design Manager, and my team consisted of 3 designers, 7 clay modelers and 2 studio engineers.

Q. What was each person's role? What were each person's accomplishments that pertain to the 67 Cougar?

A. The board designers provided sketches, full size renderings, and management design presentations. They fabricated grilles, tail lights and ornamentation. The clay modelers sculpted and surfaced the "skin" and shape of the car, full size through many iterations until the final design was approved by top management. The studio engineer oversaw the clay model's development to ensure that the "hard points" were met, that is making sure that the engine would not poke through the hood, the passengers' heads would fit under the roof line, and luggage would fit under the trunk lid.

Q. How many teams were there and how much interaction was there between the teams?

A. At the onset of most Design programs, two and sometimes as many as three teams would compete against each other. On the Cougar T-7 program, it came down to 2 teams. My team, L-M Program Design and Corporate Design were up against each other. Each team operated independently and in full secrecy behind key card locked doors.

Q. When did the hidden headlamps and sequential turn signals come about?



A. As I recall, we were asked to use the front end theme from our opposing design team to our full body design including the rear end. Both teams incorporated the vertical grille bar themes with concealed headlamps. The vertical grille bars were influenced by past Mercury themes from the '40's and

'50's. The headlamp doors were influenced by Italian cars from European show cars by Ghia and other styling houses in the Euro scene. The sequential tail lamps were proposed by our studio engineer in cooperation with a supplier. They were recently re-introduced on the 2011 Mustang.

Q. The instrument panel for '67 has a great layout, were there any other proposals and if so, what were they?

A. The instrument panel was designed by a separate Interior Design studio with direction to continue the Jaguar influence and the toggle switches. Interestingly, the current Mini-Cooper revived toggle switches to continue the British heritage.



Q. When did the XR-7 idea come about?

A. The XR-7 Cougar option was proposed by Marketing and Product planning groups. My view is that as the design theme evolved they saw the potential for a more Euro upscale offering that would bring in more sales and they were right.



Q. Were there any design features that you really wanted to use or remember other designers coming up with that were not feasible or put into production?

A. Our team, as I remember it, was completely satisfied with the design content and features. Other content such as high performance engines came quickly enough over the next 4 model years.

Q. Was the 4-door Cougar ever actively designed, or was it just an artist's rendering?

A. The 4-door Cougar never proceeded past a full size side view design rendering probably because a 4 door Thunderbird was available.

Four Doors!



Q. Was a 67 Cougar convertible ever actively designed? If so why was it never introduced?

A. Cougar convertibles were never seriously considered at the program's outset because of the Mustang convertible's high sales volumes.

Q. What years of Cougar did you work on?

A. I worked on the original 1967-68 Cougar, as well as the 69-70. After that I worked on the 1971 Mustang. I then went to work at Ford of Europe Design on the European Car Program.

Q. Do you currently have any Cougars, or have you had any in the past?

A. My personal company car in 1967 was a '67 XR-7 red on red. After one year, I arranged for my mother to purchase the vehicle. She kept it until her passing. My son inherited it and he sold it several years later, at which time I lost track of it.

Phil Parcels and I want to thank John for taking the time to answer our questions and give us a little peek into what went on during the design of the 1967 Mercury Cougar. Phil and I would both like the chance to spend some time with John and have a 1967 Cougar present during that visit. What a treat that would be! –Don Skinner.

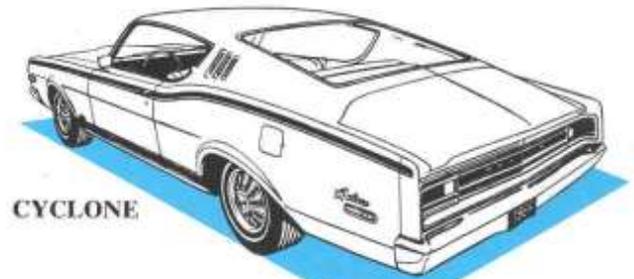
33 Mercurys to choose from!

Mercury for '68 has exactly the car to deliver exactly what you want . . . performance, luxury, sports car action, or economy.

CYCLONE In new fastback styling or formal hardtop, Cyclone really drives up a storm! It's rally ready.

MONTEGO A whole new line. Montego is Mercury's lowest priced luxury car line, created in the tracks of the Cougar.

COUGAR Again America's finest luxury sports car. Cougar features a bigger, more powerful standard V-8 this year.



Original Owners

Part of an ongoing series of stories from people who got their Cougar brand spanking new. If you're an Original Owner of your Cougar... send in your story and get a year's free membership as a token of our appreciation.

Franklin & Jeanette's story was originally published in the Sunshine State Cougar Club's newsletter, *Cat Tracks n' Tales*. It is reprinted here by the courtesies of the Wolfs and editor Patrick Riley.

A LIFETIME WITH A CAT

**BY: FRANKLIN & JEANETTE WOLF (#9087)
Fleming Island, FL**

The year was 1968; my wife and I had only been married for five years. Money had been, to say the least, tight the entire time, but after five years of working we felt we could finally afford a new car. You see, for all those years we had driven a used car. Buying a new car was a whole new experience for the both of us, and we were going to enjoy it. For several months we looked at ads and paid special attention to TV commercials. After looking at all the gathered facts, we decided on a brand new 1968 Chevrolet Camaro. On a fateful Saturday, we got in our old 1962 Chevy II Nova SuperSport and headed for Jim Rathman Chevrolet in Melbourne, Florida.

On the way to the dealer, we drove past the Melbourne Mall. The sign on the marquee said, "New Car Show - see all the new models". I turned

to my wife and said that maybe we should stop in and take one last look at everything before spending that much money. Into the Mall we went. In the Mall was a sea of shiny new cars. As we walked around admiring all the cars we came upon a display of three beautiful 1968 Mercury Cougars. As we stood looking at "The Cat" parked on the end, a beautiful, loaded Red XR7, the salesman approached. He began his sales pitch, telling us why we should own a Cougar. I told him there was no way he could sell us a Cougar; we were on our way to buy a Camaro. Then he uttered the words that changed our lives, "I can beat any offer Chevy makes to you." I started quoting the numbers I had received from the Chevy dealer. The Cougar salesman left us to speak with his manger and the two of them started working with the numbers. Finally, he returned and admitted that he could not put us in the XR7, however, he did have the Cougar for us.

He asked us to follow him down to the dealership. When we arrived, he showed us a car fresh off the transport truck; it hadn't even been cleaned up yet. It was a forest green standard XR7. It had no air, no power steering or power brakes. It had no power seats, or power windows or anything. What it did have was the standard 302

engine and a three speed stick. It had the body of the "Cat". For my money, it's the most beautiful car ever built. We discussed price for a while, but I was hooked



from the moment I laid eyes on it. The dealer brought in men from home that Saturday so we could drive the car home that day. That day began a love story with a car that has lasted for the past forty-four years.

We drove that car as one of our family cars for twenty years. It was driver for years as our daily driver for the trip to work. It delivered our daughters to kindergarten and it faithfully took us on many family trips. After twenty years the paint was dull, and the engine was getting tired. Remember, the car had no air conditioning -- it was not the best car to drive in the summer in Florida. It was time to put the old Cougar down...she was twenty years old and had given her best. But I just couldn't part with her. Just thinking about it ending up in the crusher was more than I could stand. I parked her in the garage where it sat for an additional twenty years. During those twenty years my Grandson was born. All during his childhood he would go into the garage and sit in the front seat and pretend he was driving. He

loved that car from the beginning. I think somewhere in the back of my mind way back there in 1968, I always knew I would keep that car forever.



When the car was forty years old, we rolled it out of the garage and began the restoration process. Now, after the restoration has been completed, she is only driven to car shows. I want as many people as possible to see and enjoy the beautiful lines of a great "Cat." At the local car shows, as people stop by to admire the car, I retell this "love story" to them.

When health or age prevent me from driving and I can no longer show the Cat, I will pass the title over to my grandson (who also loves the car). He will continue to show it and plans to leave it to his son. Our goal is to have it still going to shows when it is over a hundred.

Cougars In Miniature

Bill Quay #1515

This article will cover another (VERY) large Cougar toy. This is another "TIN" Toy, as it is a large, stamped metal toy. The one in the picture was manufactured by the Asakusa Toy Co. of Japan. I have only seen two examples of a Cougar from this manufacturer: The Fire Chief car pictured and a Cougar Ambulance. These toys were very large when it comes to Tin Toys. This car is 15 inches long and four inches tall. The small car in the picture is an HO scale slot car for size comparison. The car pictured is a friction toy. The faster you push it, the faster it goes. There are places on the base that show that this toy could also be manufactured in a battery-operated version. It has Mercury Cougar embossed in the base. I can only imagine the damage that this toy could do to Mom's furniture. This is probably why there are so few of these Asakusa Cougars to be found today.

All of the toys shown in my Cougars In Miniature articles are from my personal collection.



Miss Kitty

BY: DOUG TIFFANY (#1339)
WEATHERFORD, TX

Perhaps a little background first. My first Cougar was ordered new from the factory in 1968. It was XR7 in Forest Green Metallic with saddle interior, sports console and rally clock. It sure turned a lot of heads. After only a year or so of enjoying the car, I hit some hard times, got laid off from my job, and had to voluntarily turn it back to the bank. I settled for a used Monte Carlo for the time – a nice car but no Cougar. I vowed I would someday have another Cat.

I moved to Iowa where I met my wife. I always talked about the Cougar and she became as enthused as me about finding one. In 1982 while living in Santa Maria, California and visiting in Buellton, we found "Miss Kitty" in an auto mechanics lot. The rest is history. My wife named the car "Miss Kitty." I know she'll cry if and when Miss Kitty is sold, and I'll probably have a moist eye too. But, time has come full circle again, and I find myself having to part with another Cougar.

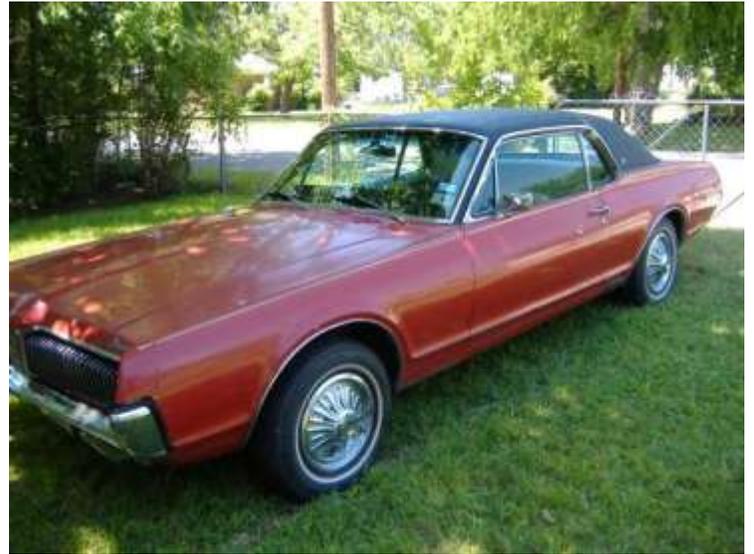
When I found her in the mechanics parking lot, Miss Kitty's vinyl roof was ripped off, windshield smashed in, and all the interior parts were spray painted black and stuffed into the trunk. All tires were flat but when pumped up held air so I drove her 30 miles back to Santa Maria, California.

After moving to Texas in 1983 I dismantled her as far as I could and repainted her Canyon Red. Not my favorite color but she is still pretty. From front bumper to the rear there is not an inch of the car that I don't know like the back of my hand.



I've reached that age where crawling in, around and under a car is getting a little difficult. Couple that with limited funds on retirement and I have to see "Miss Kitty" go to (hopefully) someone who is as "Cougar Crazy" as I am.

Miss Kitty info: A 1967 Cougar XR7 with approx. 180,000 miles. I have overhauled the 289 engine twice, C4 tranny and limited slip differential each once. She has factory air with an updated



rotary compressor installed a number of years ago. The vinyl top was replaced professionally in 1983 and Miss Kitty has been garage kept since moving to Texas. The original one core radiator was replaced with a new two core in order to handle the Texas summers. 4 bbl Edelbrock carburetor.



The headlight lids and the sequential turn signals still work. I removed all the black paint that was sprayed on the interior and repainted the upholstery with Sand colored vinyl paint. I then replaced the headliner and carpet. The front seats are still leather but not in the best condition so I have a decent set of seat covers on them. I do not think the center console is the factory installed console as it has been slightly modified for a different AM/FM/CD type radio. I do have the original AM radio. I installed a "swing-away/tilt" steering column about two years ago and I still have the original standard column.

The only two items that do not work on her are the gas gauge and the low fuel light. These just stopped working about two months ago. She is in good shape with just a minor repaint of spots.

I would not be afraid to travel anywhere in the U.S. in her as she sits. NADA Classic car pricing guide indicates that High Retail for this and make car is \$40,000. Average retail is \$25,000, which is my asking price. You can contact me by email at sebzebra9er@yahoo.com and continue by phone after that.

Regional Reports & Events



**FordNutz
Cougar Club
Vancouver BC**
BY: HEATHER
WHITAKER (#7477)
EVENTS DIRECTOR

May, 2012 marked Fordnutz' 15th anniversary and as the lives and priorities of our members have changed over the years so has our club's focus. Of course we're still bound together by our collective love for the classic Mercury Cougar, but spending afternoons at car shows is quickly losing popularity. Classic car owners are looking for more opportunities to spend a day in the company of like-minded folk behind the wheel, inspiring appreciative glances from those driving creations from the Far East.

As Events Director, I've worked with members to organize monthly garage tours and cruises which have proven to be a lot of fun and a great social environment to get to know one another. One nasty day in March we met in Abbotsford to visit two great collections of antiques and "automobilia". One place (Granny & Grumpa's Antiques) was recently featured on the popular TV series Canadian Pickers.



Grumpa had several buildings full to the rafters with collectibles that were for sale, so several of us emptied our wallets filling up our daily drivers with lots of treasures. At our second destination, we were treated to hot coffee and freshly-baked cookies while we pored over more antiques and listened to stories from our host.



As if that weren't enough, we were all invited back to the home of our club treasurer for a fabulous feed of hot chili and more home baking. All in all, a terrific way to spend a cold, wet winter day.



In April, now officially spring and therefore warm and sunny, two dozen of us met for breakfast then visited the home of another collector. Again, not only was there plenty of automotive memorabilia to check out, but our hosts had a 50's style diner complete with booths, "malt shop" tables, juke box and pin ball machine.



Upon entering we were invited to have lunch which had been laid out on the counter. Sandwiches, fresh fruit and veggies and enough desserts to feed an army were ours as we checked out the collections of Coca Cola, Texaco, Elvis and Marilyn Monroe items. We spent hours visiting and eating before taking a last look around the various buildings and grounds before disbursing to our individual homes.

At the end of May we gathered for brunch then headed out under bright, sunny skies on a

short cruise to our destination. Five classic Cougars, a Mustang and a Galaxie were among the vehicles taking advantage of the fine weather winding our way through the country roads of rural Langley, taking in historical sites as we went before arriving at the home of a unique collection. Our host had two classic Mercury pickups (only sold in Canada), five antique fire trucks complete with a history of each vehicle and a fascinating collection of fire house equipment including early twentieth century photographs, call boxes, extinguishers, bells, hats and die cast models of many fire trucks.



As an ex-fire fighter, our host gave us a well-informed talk about all the equipment, how it worked, where he obtained it and answered all our questions.



To close out our day, we cruised back to the home of one Fordnutz member for dessert and something to drink, spending a couple of hours just hanging out and visiting.

As we head into summer, several members are still scrambling to get their classic Cougars put back together after a winter of restoring and refurbishing so they can join those of us already enjoying the fruits of our labours as we embark on our monthly adventures. In June we have a road trip planned to visit an extensive classic car collection on southern Vancouver Island then there's another local cruise and barbecue planned for Canada Day on July 1st. All in all, I'd say that the Fordnutz family is a happy one and we look forward to sharing more of our adventures with you.

Iola Old Car Show Iola, Wisconsin

The 40th Anniversary Iola Old Car Show and Swap Meet will be held **July 12-15, 2012** in Iola, Wisconsin. The IOLA '12 theme has been selected: "21st Century Orphans: A tribute to Plymouth, Oldsmobile, Mercury and Pontiac." The show features over 2,000 cars and over 4,000 swap meet spaces. Last year, over 100,000 people came for the fun.

Jerry Robbin, President of the International Mercury Owners Association invites CCOA members to bring their Cougars to this special celebration – and maybe even make it a regional CCOA show. The IMOJA will have a special area dedicated to the Mercury marque, and Cougars will of course fit right in. More information is available at the IMOJA's website (www.mercuryclub.com). Registration forms and directions to the show are available at www.iolaoldcarshow.com.

40th Anniversary
IOLA '12
OLD CAR SHOW & SWAP MEET
PRESENTS
21ST CENTURY ORPHANS:
A Tribute to Plymouth, Oldsmobile, Mercury & Pontiac
JULY 12, 13, 14, 15 IOLA, WI

2,500 SHOW CARS
4,430 SWAP SPACES
1,000 CAR CORRAL SPACES
1,600 CAMPING SPACES

"TEAMED TO LEARN" EDUCATION TENT
FREE PARKING AND SHUTTLE SERVICE
ADMISSION: \$8.00 DAILY, \$15.00 4 DAY PASS
CHILDREN 10 AND UNDER FREE

The Midwest's
GREATEST OLD CAR SHOW
and **SWAP MEET**

OHIO

BY: BEN BRACE (#2796)

ARTHRITIS FOUNDATION CLASSIC AUTO SHOW & CRUISE-IN

JULY 6 & 7, 2012

The 2012 Arthritis Foundation Classic Auto Show & Cruise-In celebrates its 30th Anniversary. The show has grown immensely throughout the past 30 years. What started with 60 cars now has more than 1,200 collectible automobiles throughout the two day show! To keep the momentum going, the Arthritis Foundation and Classic Auto Show & Cruise-In Volunteer Planning Committee has added a few new "goodies" for this year's participants.

Rolling Legends Tour: As a first this year, we will conduct a Rolling Legends Tour on Thursday, July 5. Tour registration and line-up will begin at 12:00 p.m. at the entrance to the Crowne Plaza Hotel. Touring group will take off at 1:00 p.m. and travel through Dublin and into Delaware to their final destination in Mt. Gilead at the Flying Horse Farms. Once participants arrive at Flying Horse Farms, a tour will be given by staff and volunteers. The Flying Horse Farms, a member of Association of Hole in the Wall Camps founded by Paul Newman, provides camps for children with serious illnesses. The cost to participate in the Rolling Legends Tour is a donation of \$25.00, the donation is tax deductible. For more information on the first annual Rolling Legends Tour, contact Michelle Thomas, mthomas@arthritis.org or 614.503.5590.

Pedal Car Raffle:

This year, we will be raffling off two one of a kind pedal cars. A high end designer from Roadster Shop and Dominator will each be designing and painting a pedal car for this one of a kind raffle. Tickets are \$5.00 each, 5 for \$20 and 15 for \$50. To purchase your ticket today, contact Michelle Thomas, mthomas@arthritis.org or 614.503.5590.



Dublin Art Fair: The 5th Annual Dublin Art Fair will also take place on July 6 & 7, 2012. The Arthritis Foundation Classic Auto Show & Cruise-In will be partnering with the Dublin Art Fair and provide a shuttle to and from both events during Friday and Saturday's show. This is a great opportunity for spouses and car owners to experience all Dublin has to offer. For more information on the Dublin Art Fair visit, www.dublinartfair.org.

The 2012 Classic Auto Show & Cruise-In registration is now open! Go to www.arthritisautoshow.com and register today.

For more info and the Cougar-connection, contact Ben Brace at (614) 795-6627.

1969 Cougar Eliminator



Join us for the spectacular 30th annual Arthritis Foundation Classic Auto Show & Cruise-In! Our Featured Marques for 2012 will celebrate the 110th Anniversary of Cadillac, 45th Anniversary of Chevrolet Camaro, and the 45th Anniversary of Mercury Cougar.



NEW DATE: Sunday July 15th, 2012

21st ANNUAL

**All Ford Motor Company
CRUISE & COOKOUT!**

**Hosted by the
COUGAR CLUB OF NEW ENGLAND**

**Sponsored by
MUSTANGS UNLIMITED**

**Corner of 440 Adams Street and Middle Turnpike West
Manchester, CT 06040**

PH# 888-398-9898 and FAX# (860) 649-1260

Show hours from 9:00 am to 3:00 pm

- Dash Plaques
- Vehicle Registration \$10
- Free Spectator Admission
- Cars- Food- Music
- Trophies
- Raffle (50/50)

**Visit our showroom the day of the show and receive 5% off most items in our store
(excluding sales items or items already discounted and some performance parts)**

**Food and beverages will be sold at the show. For more information, call Mike Zabilansky (860) 875-7537
or Rich Clark (860) 649-8520 (Directions to the show are on the reverse side of this flyer)**

eBay Cats a sampling of recent auctions compiled by Kamran Waheed.

See an auction result that you think should be featured? Send the link to assistanteditor@cougarclub.org

Condition: #1 Excellent; #2 Very good; #3 Average; #4 Fair/Poor; #5 What are they thinking?



Year: 1987 20th Anniversary

VIN: 1MEBxxxx

Miles: 79,952

Condition: 2

Final bid: \$2,000.00

Total # of Bids: 9

Comments: Only 5,000 20th Anniv Cats were made, not many left especially in all original condition. Body is very straight & the original paint still has a nice gloss. Tires are good. Engine performs beautifully. Interior has been well taken care of. Missing a patch of fabric on the lower driver's seat, the dash is not cracked or warped. Trunk is dry and stain-free. Have the orig floor mats with embroidered 20th Anniversary logo.



Year/Model: 1972 convt

VIN: 2F92HXXX

Miles: 80,553

Condition: 3

Winning bid: \$2,200

Total # of Bids: 13

Comments: 351c 2v. This Cat sat in a basement for years and was sent to junk yard. Runs great, but needs complete restoration. Top works properly and lines up correctly. Glass is in good condition and doors close right. Lights and turn signals work properly. Body has some surface rust, no dents. Bumpers need replaced or re-chromed. Interior needs redo and new top. Very solid for a convertible.



Year/Model: 1994 XR7

VIN: 1MELM62XXX

Miles: 95,889

Condition: 1

Winning bid: \$2,900

Total # of Bids: 2

Comments: Garage-kept by orig owner and in pristine condition. This Cat is loaded with options such as; V8, PS, PB, tilt wheel, cruise and more. Interior is perfect. New JVC audio system w/ CD player. Body is spotless with no dings, scratches or chips. Brand new tires on aluminum wheels.



Year/Model: 2002

VIN: 1ZWFT61Lxxxxx

Miles: 87,200

Condition: 3

Final Bid: \$1,625

Total # of bids: 14

Comments: Last year for the Cougar. Has 87k orig miles on its 4cyl engine with manual transmission. Interior is in fair condition, exterior is good shape, but showing signs of wear and is faded with a few door dings and scratches.



Year/Model: 1975 XR7

VIN: Not listed

Miles: 15,461 orig miles

Condition: 1

Final Bid: 4,278

Total # of Bids: 29

Comments: All orig & mint XR7 with only 15k orig miles on its 351w. Paint and interior are in mint condition. Runs great and can be driven anywhere. The odometer reads 15,461 and I have no way of proving original miles, but very possible.



Year/Model: 1968 XR7 GT

VIN: 8R93Sxxxxx

Miles: Unknown

Condition 2

Final Bid: \$11,500 (reserve not met)

Total # of Bids: 23

Comments: This Cat is one of 1845 produced in '68 with both the XR-7 & GT pkg. The big-block Marauder 390 GT engine and heavy-duty C6 automatic transmission were rebuilt about 7yrs ago and only have 5k miles. Cat runs strong and drives smooth. Was purchased in California in 2009. This Cat is in excellent survivor condition.

Classified Ads

Send your "Wanted" and "For Sale" ads to assistanteditor@cougarclub.org or membership@cougarclub.org. Please send them by **August 31** to ensure inclusion in the next *ATSOTC*. Ads run twice unless renewed.

FOR SALE: Body and Collision Parts catalog sheets. 15 pages of parts identified for 1969 Mercury Cougar \$12.00 USA. Checks only.
panther@cougar-cats.com

*

FOR SALE: Cougar Literature and manuals.
Contact: lisnu@hotmail.com

/

FOR SALE: PARTS. 1969 restoration parts, 428cj parts. Pics at:
<https://sites.google.com/site/2catsspiderweb/gallery>
I also have some 1/18 scale 1967 and a box of 1969 1/43 die cast cars. Make offers on what you like. If you need prices or help email
marvin28210@yahoo.com or call (704) 502-2175

/



FOR SALE: A VERY RARE FIND. This is an absolute pristine, mint original with only 12,300, yes, 12,300 original miles since new. Sun City, Arizona car since new when it was first registered on 2/24/1995 with only 4 miles on it! Options include, 4.6 OHC V-8 with factory dual exhaust, ABS, dual air bags, factory a/c, automatic, tilt, cruise, power windows, locks, am/fm stereo cassette with factory premium sound, power driver's seat, leather and suede interior, power side view mirrors, tinted glass and factory alloy wheels on Michelin tires. Has complete Carfax with all books and digital entry card. Never smoked in and the spare tire has never been down. Not one nick or ding on this car. Even has the original windshield with the Ford sticker still on it! Car is indistinguishable from brand new. \$10,500 Please call Jeff at 602-686-8276

/

WANTED 1967 XR7 SADDLE INTERIOR PARTS. Console, door panels, etc. Contact Scott DeFries, at 575-544-4444 or demingdobes@zianet.com

//

FOR SALE: PARTS. Cougar parts Hundreds, and hundreds. Contact: lisnu@hotmail.com

FOR SALE: 1968 COUGAR XR-7 Originally a California car until I purchased in May of 2000. Car has J Code 302 4v with C4 automatic. Augusta Green and Ivy Gold (green) interior. Great condition, no rust. Rebuilt carb by Pony Carbs this year. Interior redone by previous owner. Has factory A/C and tilt wheel. Runs great/looks great. \$12,900 obo. For questions please contact Steve at ssmorby@yahoo.com See pictures at <http://stevescougar.shutterfly.com/#2011-07-08>

/

FOR SALE: 1968 COUGAR STANDARD Survivor with 66k orig miles on its 302 2V/C4 tranny. Lime Frost with black decor interior & black vinyl top. Courtesy light group w/ console & AM radio. Has power steering & 3.00 standard axle ratio. Comes with orig owner's manual & orig shop manuals (Wiring Diagram, Body Assembly & Chassis Assembly) & 1968 PPG Paint Chart. Have repair records. NOT A SHOW CAR, JUST A NICE OLD SURVIVOR!! \$6,500 Cell Phone: 502-641-5117 (Alexandria, VA)

/

FOR SALE: 1995 XR7 in mint condition. New Paint with Custom pinstripe & clear coat. New Leather Upholstery & Carpet. Custom Wheels with New Tires PLUS 4 other new tires & wheels with original Gold Cougar emblem. 4.6 Liter V8, AC, Cruise, CD, Passenger & Driver Air Bags, Smog Clear, LOW Miles 74,635, Nada Vehicle History Records. Replaced battery, water pump, radiator and heater hoses & thermostat, spark plugs, wires, fuel filter & PVC Valve, Drive Belt, O-Ring Seal, Air Filter, Serviced Transmission, Front & Rear Rotors, Trans Filter, Pan Gasket, Vehicle Restraint Systems Air Bag Action. The car has completely gone through. Chrome Mufflers & Exhaust Pipes & Tail Pipes. Must see this car to believe it. \$6,400.00 OBO Call Judy @ 530-605-3446 Redding, CA.



/

FOR SALE: PARTS. 1968 stroker 302: Eagle 347 rotating assy, ported & polished heads, roller rockers & stud girdles, Ultradine solid lifter cam, Edelbrock Victor Jr intake, Holley carb, MSD dist, ARP main & head studs, etc. \$4,800. 1967 GT 390 carb cast # C70F-9510-A, list 3793, date784, good core \$250.00; 390 short block \$450.00; N.O.S. 87-88 Cougar red headliner part number E7WY-6651916-ABD, \$150.00; 1972 351C 4V intake, \$100.00; 351W heads, cast #E7TE, date codes 4B16 & 4B18, \$100 for the pair (314)351-1789 Keith Litteken St. Louis MO or email: kslitteken@aol.com

/

FOR SALE: 1969 XR7 390 engine, original owner, 52,000 miles, green with black top, black leather interior. Very Good Condition. \$18,000.00 Contact lisnu@hotmail.com

Wanted: Carburetors part # on air horn C80F-AB & C80F-AA; FE distributors Part # on housing C80F-D, C80F-F, C80F-H. 1968 red dash pad. (314) 351-1789 Keith Litteken St. Louis MO or email: kslitteken@aol.com

/

FOR SALE: PARTS. I have quite a few parts for '69-'70's, including dash gauges for XR-7 with bezels, 2 NOS front wheel well moldings, fender extensions, rear ashtrays, rim blow steering wheel (needs restoration), etc. Too many parts to list; I can send a complete list along with prices to anyone interested. Email aroger@consolidated.net Located in Montgomery, TX

//

Financial Director's Report

Greg Fritz #5269

finance@cougarclub.org



Editor's Note: The Financial Director reports that he's been away from home travelling for work, putting in 70 hour weeks, and hasn't had the chance to prepare the usual, detailed quarterly financial report. Lest anyone think he's really in Maui with the CCOA checkbook, Greg indicates that the bank balance as of the end of last quarter (3/31/12) was \$13,985.64, and the PayPal account held \$ 9,106.25. A full report of income and expenses will be in the next newsletter for those who like to 'follow the money.'



The vintage ads shown on several pages of this newsletter are from the collection of Dan Gurney Special Registrar Scott DeFriez (#2369).

TSB Time

We recently ran an article on Technical Service Bulletins issued by Ford to address warranty and repair issues encountered by Ford-Lincoln-Mercury engineers and mechanics. I found myself skimming through a set looking for one that CCOA members might find interesting, amusing or helpful. Who would have thought that I'd find one that addresses an issue I have with my own car! Must get into the garage now....

TRANSMISSION SHIFT LEVER "PRND21" INDICATOR ADJUSTMENT

1969 COUGAR
Models Equipped with Floor or Console
Mounted Automatic Transmission Control Assembly

To determine if the "PRND21" shift selector indicator on the subject vehicles is properly adjusted, make a visual check of the "PRND21" pointer with relation to the numeral one (1) or drive one position on the dial housing of the control assembly.

With the shift lever against the stop in drive one position, the "PRND21" pointer should be aligned with the center of the numeral one (1) for correct alignment (See Fig. 4). Misalignment should only be corrected on a customer complaint basis using the following procedure:

1. Place transmission shift lever in drive one (1) position against the stop to determine alignment needed. (See Fig. 4)
2. Remove dial housing assembly for access to "PRND21" pointer.
3. Slide indicator light shield up on shift lever. (See Fig. 5)
4. Loosen indicator set screws and move indicator as necessary to obtain alignment.

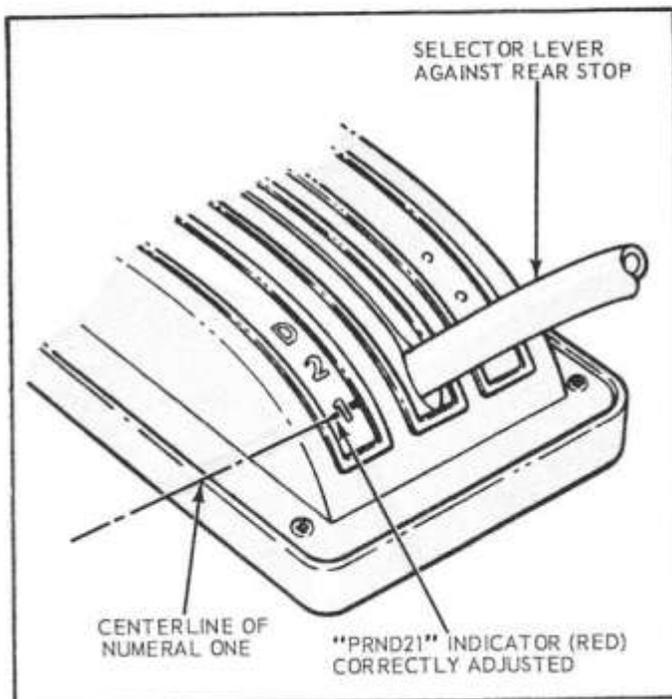


Fig. 4 - Transmission Shift Lever "PRND21" Indicator Adjustment 9035A



1969 Service Bulletin No. 24
3-10-69

5. Additional adjustment may be obtained by loosening the indicator assembly allen set screw. (See Fig. 5)
6. Secure all adjustment screws.
7. Reposition indicator light shield and replace dial housing.
8. Recheck for correct alignment.

CAUTION: The "PRND21" pointer *must* be in the drive one (1) position for all alignment checks.

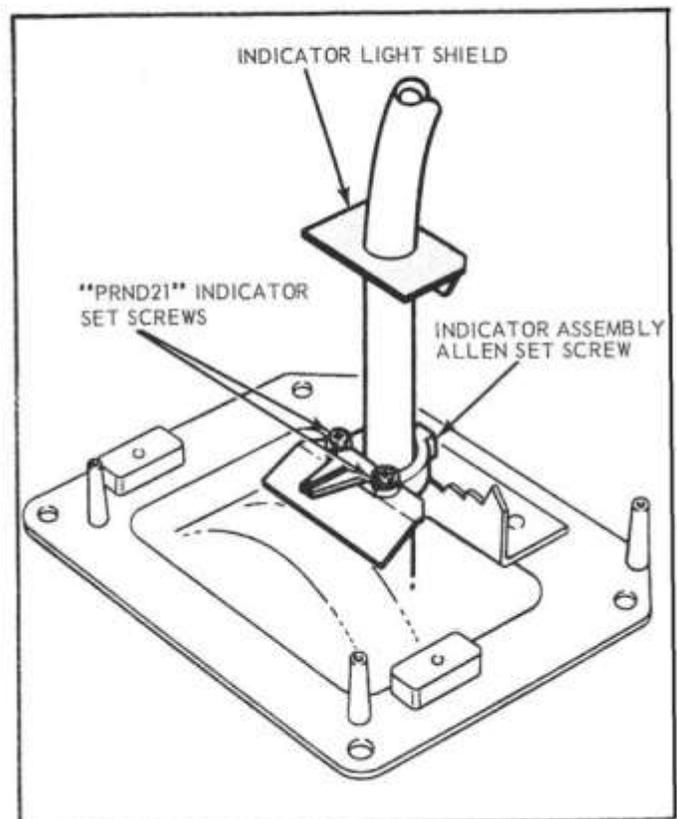


Fig. 5 - Transmission Shift Lever "PRND21" Indicator Adjustment 9035B

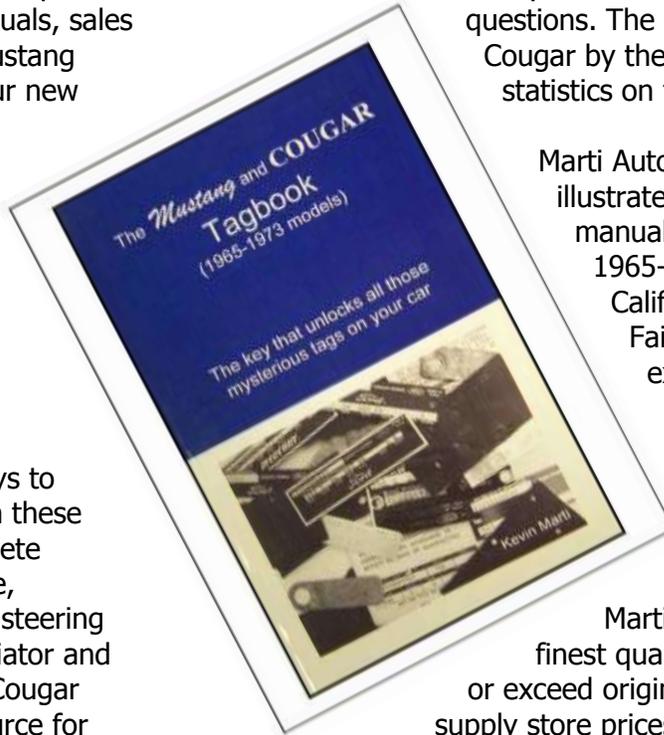


Marti Auto Works

MARTI AUTO WORKS OFFERS EXPANDED FORD PRODUCTION FACT BOOKS AND LITERATURE SELECTION

For Immediate Release:

El Mirage, Arizona- For 1965-1973 Mustang, Cougar, Fairlaine/Torino and California Special owners and enthusiasts Marti Auto Works offers a wide and varied selection of production fact books, specifications manuals, sales literature and the new Mustang and Cougar Tagbook. "Our new book features details never before published about various tags used on the 1965-1973 Mustangs and Cougars," stated Kevin Marti, Marti Auto Works President. Kevin and his team have spent over 20 years researching this subject, unlocking the keys to all the mysterious tags on these cars. The book is a complete guide to decoding; engine, transmission, carburetor, steering box, VIN owner card, radiator and more. The Mustang and Cougar Tagbook is a valuable source for authentication or restoration.



1967-1973. This publication is packed with over 12,000 statistics about how many Mustangs were built each year with various paint/trim, engine/transmission and option schemes. User friendly charts offer the answers to a host of questions. The company has also published Cougar by the Numbers with over 14,000 statistics on the 1967-1973 Cougars,

Marti Auto Works offers a wide selection of illustrated facts and specifications manuals that makes learning about the 1965-1973 Mustangs including California Specials, Cougars, Fairlaines and Torinos an enjoyable experience while providing an excellent reference source.

Very high quality, color 1965-1970 Mustang sales brochures are available.

Marti Auto Works has provided the finest quality restoration products that meet or exceed original design specifications at auto supply store prices including belts and hoses, spark plug wires and battery cables in addition to the Marti Reports for over 29 years.

As a Ford licensee to the Ford Motor Company's entire data base, Marti Auto Works is able to offer exclusive books like Mustang by the Numbers

Contact: Marti Auto Works 623-935-2558 www.Martiauto.com

Randy Goodling
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 Member PFCP

K T L RESTORATIONS
 ground up on premises

434.685.7353

Email: tlawran@aol.com
www.ktlrestorations.com
 Thomas Lawrance



NEW COUGAR PARTS WEBSITE UNVEILED

West Coast Classic Cougar launches new online catalog

SALEM, OR. — West Coast Classic Cougar, Inc., the world's largest vendor of classic Mercury Cougar parts, unveiled their new online catalog in early May. The revamped website (www.cougarpartscatalog.com) includes several new features, improved functionality, and a new layout.

"It's taken a lot longer than any of us expected," said WCCC's IT guru Joshua Artman, who has been developing the new site for over two years. "It still isn't perfect, but it's a big improvement over the old site."

One of the most commonly requested additions is the wishlist feature. Visitors can now browse for parts and save items they want in a wishlist. The list(s) can also be emailed, making it easier to drop hints to friends and family members about desired gifts. Similarly, shopping carts can be saved for later if the customer isn't ready to check out yet.

If a product is out of stock, which is to be expected with rare Cougar parts, users can now click the "Notify" button, which will automatically send them an email notification as soon as the item is back in stock.

Another reason to use the website instead of ordering over the phone - everything is discounted 10 percent.

"We have been slammed with phone calls lately," said WCCC owner Don Rush, during a rare free moment. "Sometimes it takes days for a customer to get a hold of us. So, the web discount

is an incentive for customers to order online." Rush went on to say that customers are still welcome to call in their orders and questions, but they should expect that the personalized service and advice come at a slightly higher price.

Other new website features include customer reviews and ratings for products, accounts for users to save their information, and an Express Order screen where customers can simply type in the SKU numbers for the parts they want to order. In many ways, the WCCC website has been regarded as more than just a parts catalog; it has become a source of reference material for people restoring their Cougars. That is a trend they hope to continue and expand upon.

"Sometimes we list an obscure part that we know we'll never have again, just so it's there as a reference," said Rush. "Our goal is to have every single part ever found on a 67-73 Cougar documented on our website."

According to Artman, future plans for the website include a more sophisticated classifieds section, a classic Cougar library of sorts to house informational content and vintage advertising material, a section for customers to post pictures of their cars, and more.

"There are a lot of things we'd like to do, but it's all going to take a lot of time and effort," said Artman with a rueful smile.

Much like classic Cougars, the WCCC website may never be truly finished; rather, it will exist in a state of steady improvement as time goes by. For a firsthand look, visit www.cougarpartscatalog.com.



Cougar Club of America
28 West 8th Street
Duluth MN 55806-2515

Address Service Requested

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