

*AT THE SIGN  
OF THE  
CAT*

*THE OFFICIAL PUBLICATION OF THE COUGAR CLUB OF AMERICA  
WINTER 2013*



*Cougar*

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THE OFFICIAL PUBLICATION OF THE COUGAR CLUB OF AMERICA

WINTER 2013

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ATSOTC welcomes publishable material for future editions. Send your submissions to the above address or to the Assistant Editor at [assistanteditor@cougarclub.org](mailto:assistanteditor@cougarclub.org). Our next issue is planned for the **Spring**. Please send your submissions no later than March 21.

### 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/join.htm> 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. Ads may also be placed on the website free of charge at [www.cougarclub.org/classifieds.htm](http://www.cougarclub.org/classifieds.htm).

Display advertising rates are also available. Contact Kamran Waheed for details at [assistanteditor@cougarclub.org](mailto: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.*



# MEMBERSHIP REPORT



**Rob Merritt (#8323)**  
**Member Services Director**

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](http://www.cougarclub.org).

## NEW MEMBERS

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

Scott Markham	Alberta, Canada
Leif Lidberg	Narke, Sweden
Steven Walker	Essex, UK
Sandra Hand	Tucson, AZ
Doug Wilkerson	Union City, CA
Jack Pagaduan	Union City, CA
Jim Carver	Mead, CO
John Storandt Jr	Palm City, FL
Dan Kowalczyk	Norridge, IL
Greg Wilkerson	St Charles, MO
Lester Murray	Cape Carteret, NC
Mike Johnson	Santa Fe, NM
Scott Anderson	Cincinnati, OH
James Jennings	La Pine, OR
Frank Creighton	Nanticoke, PA
Austin Bourdo	Muskego, WI

**Welcome to the new members!**

## 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/join.htm](http://www.cougarclub.org/join.htm) or use the form printed toward the back of this issue if you prefer to renew by regular mail. Be sure to let me know if you change your postal or email address.

Renewing now gets you the new, official Cougar Club of America mirror hanger! Now you can display your membership and promote the Club with no sticky residue! New and renewing members will receive the mirror hanger with your next renewal.



The hanger includes the official CCOA logo as well as the Club's web address so everyone who sees your car can learn more about these great automobiles, and maybe join the Club. The design also includes a double pinstripe around the edge, reminiscent of the stripes along the sleek body of our cars. Get yours at your next renewal. If you just can't wait, drop me a note and we'll get you hooked up.



## MORE IMPROVEMENTS TO THE WEBSITE

Have you checked out the CCOA website lately? Webmaster John Rotella (#9102) continues to make improvements and additions. The latest treat is the addition of the RSS feed option to the CCOA site. The RSS feed option is a method where visitors can subscribe to the feed and then every time the page is updated it will automatically be sent to them.



The RSS feed subscribe button is located on the classified ads page, upper right corner. If you want to be notified when new ads are added, click on the icon (pictured above), and subscribe to the feed. Once subscribed, your internet browser will automatically check for and download new content, which you can find by clicking the favorites button then "feeds" tab with Internet Explorer. Check your browser's help menu if you use a different program.

# Original Owners

This installment of our ongoing series of stories from Original Owners comes courtesy of Duncan Brown of Vancouver, BC. Duncan runs the [www.oneownercollectorcar.com](http://www.oneownercollectorcar.com) website, which features one owner car histories with their aging processes documented alongside owner anecdotes. His website traces the unique history of these cars, right back to the first day the car drove off the dealership lot. As Duncan states, "No other cars offer the same historical purity." Special thanks to Duncan for allowing us to share this story, which first appeared on [www.oneownercollectorcar.com](http://www.oneownercollectorcar.com)

Writing and photography copyright D. S. Brown.

## 1973 MERCURY COUGAR XR7 CONVERTIBLE



There are many ways to view the 1973 Cougar XR7. If you examine it the way Cougar faithful did back in 1971 when the new body style debuted there is horror. The Cougar people saw the big new car through the context of the 1967 to 1970 Mercury Cougar styling triumph. By comparison, the big 1971 car was a travesty.

If you look back today with 20/20 hindsight in the context of the early



1970s, the big body style succeeds as a luxurious comfortable intermediate sized car. If you look at it compared to the later full size Cougars of the 1970s it becomes a brilliant car with many special touches. Looking at its place in history, it is the last of a breed. 1973 is the last year of the Cougar 'personal car' concept that came out in 1967. This is also the final year of the Cougar convertible.

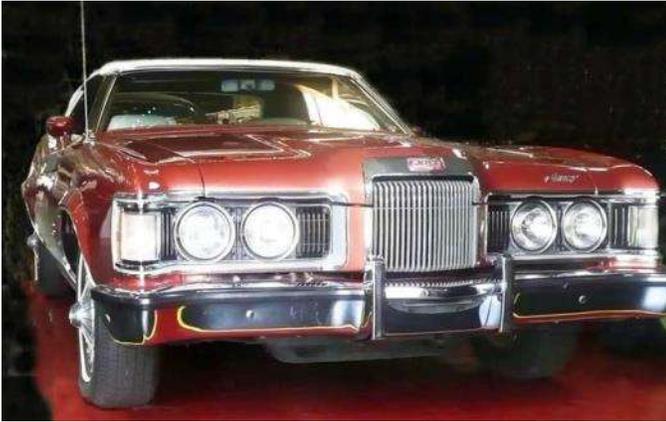
The 1967 Cougar is Mercury's version of the Mustang. Lengthened 3 inches in the wheelbase and engineered for a softer smoother ride, the Cougar used the same drive train. It was marketed as the car to fill the personal car gap at Ford between the Mustang and Thunderbird. Never as sporty as the Mustang, the Cougar was meant to be an American Jaguar: elegant and refined.

The 1967-68 Cougars were small enough to be considered sporty. Despite a Mercury infusion of luxury they were true ponycars that did sales battles with Camaros, Firebirds, Javelins, and Barracudas. The 1969-70 Cougar was widened and lengthened enough to slip from the ponycar class and nudge into the smaller end of the intermediate class. At this point the car was still sporty in design and intention. In 1970 the new Cuda was much wider so it could be argued the Cougar was just keeping pace with the ever increasing size of the ponycar. Ponycars grew to accommodate ever larger engines as the musclecar race reached its peak. With the Cougar Eliminator, Mercury abandoned the European styling bias and created an outright all American flashy primary colored, striped, spoiled muscle car.

Put one of the still sporty 1971 Firebird, Camaro, Cuda or Javelins beside a 1971 Cougar and the Cougar just looks massive and stately, not lithe and tough. Plunk it beside the giant 1971 Mustang and it doesn't seem too far out of line. That was

because the Mustang which created the ponycar class had defected from the ranks to become a distortion of itself in 1971. Despite its size, the

Mustang still carried sporty styling cues. The Cougar had shed sportiness and now resembled a Lincoln Continental.



1971-3 Cougars aren't considered 'real' Cougars by many enthusiasts who loved the car from its inception. Much like the outrage that greeted the transformation of the 1955-57 Thunderbird into the 'Squarebird' of 1958, Cougar fans were horrified by the big ornate luxury oriented Cougar greeting them in 1971. For the first time the headlights were exposed in the overly busy grille and 'fake radiator' centerpiece. The front end dispensed with the hidden headlights integrated thematically into a clean 'electric shaver' front end grille that had been so distinctive on the early Cougars. The stylish thin integrated bumpers had morphed into massive protrusions that looked added on. The rear of the car retained some of the previous Cougar styling with the long sequential turn signals vertically segmented similarly to the 'electric shaver' motif of the earlier cars.



The continued availability of the big block performance engines gave small comfort to fans of

the Cougar. The irony is that a 429 CJ Cougar from 1971 may have been one of the best handling and performing Cougars of all. The bigger size was partly due to greater length, but mainly caused by the much wider track needed to properly fit the 429, which provided a side benefit of vastly improved handling. ROAD TEST drove a prototype and loved the revised suspension and steering which also contributed to a giant leap in handling compared to the 1970 Cougar. The 429 CJ available in the 1971 Cougar is an incredible fire breathing engine with full 11.3:1 compression at a time when GM had dropped compression in its engines across the board. A 1971 Cougar would smoke the sportier appearing 1970 Cougar in acceleration and handling despite its greater size and weight.

1972 saw the end of big blocks, although in fairness the 351 Cleveland in 4 barrel form is still an amazingly potent engine even with smog equipment. The 1973 Cougar was a carryover with the Cleveland still in place. When 1974 rolled around a giant opera windowed full on luxury barge was bearing the name Cougar. Many faithful considered the Cougar a completely lost cause as of 1974. 1973 was the last of the tolerated Cougars (from the perspective of the fans of the original car). This 1973 Cougar has earned one owner collector car status due to its convertible top and meticulous care. Time has blurred the strong wall erected between 1967-1970 Cougars and the 1971-1973 generation.

The 1973 is by today's standards a big somewhat awkward looking car. Compared to the tight lithe lines of the original Cougars it is a mishmash of styling cues with no affinity to its origins. Compared to later Cougars it is still a 'personal car' and not yet a land yacht. Later still, you could buy a Cougar station wagon in the boxy downsized version that came to wear the Cougar tag. Compared to that generic drab box, the 1973 car is quite a beautiful thing with special details and comfort. The tradition of attention to detail and luxury was stripped right out of the Spartan utilitarian transportation devices built later under the Cougar name. Finally towards the end of the Cougar run, an attempt was made to build some sportiness and style back into the cars but the name faded away anyways last attached to a small thoroughly modern car with nice lines.

Flash back to Waukegan, Illinois in spring of 1973. Ron and Judith Lingle were living on the shore of Lake Michigan in Waukegan at the time. They spotted the Cougar XR7 about 10 miles inland sitting on the Lindskog Lincoln Mercury car dealership lot in Libertyville, Illinois. The Cougar XR7 had just been delivered to the dealership. Ron worked in car dealerships, although ironically he was employed at a Buick dealership at the time that he bought the Cougar! A few years later he was working at a Ford dealership and alternated between his old Buick dealer and the new Ford dealer when sourcing parts for the Cougar.

All women love the Cougar, and Judy was no exception. It was a very comfortable stylish car, but the size was still manageable. If you didn't compare an original Cougar to this car, it was nice enough. Once you were inside the car you were surrounded in a terrific interior and life was good.

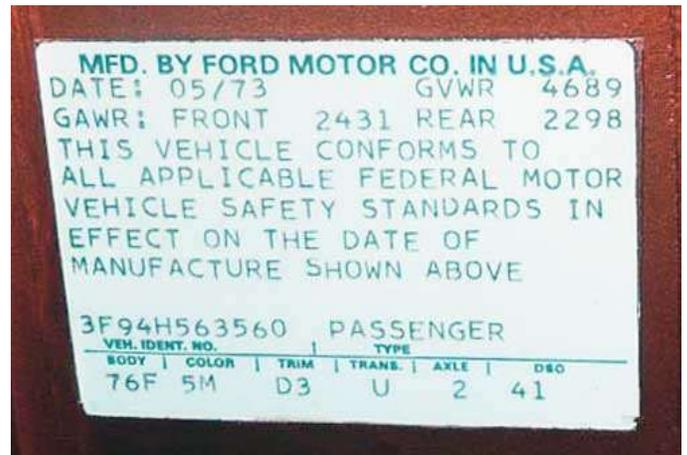
1973 was the last year a Cougar convertible was available. Ron and Judy's Cougar convertible was built in May, 1973 just before the end of the line. The last Mercury convertible was in fact a white paint/ white top Cougar XR7 built July 3, 1973 at the finish of the model run. In a world that was killing off convertibles, any convertible was special and a brand new one was extra special. Feeling special was the point of the Cougar all along. It was always billed as a 'personal luxury car'. The 1973 was adhering to the definition of the Cougar despite its girth.



Riding inside the car, the OOC Cougar XR7 imparts specialness like the old cars did. In fact it was actually better riding due to suspension work done for the larger 1971 model. It was a convertible in a time when the species was extinct and it had a very comfortable cabin. The 1973 XR7

provides Jaguar inspired toggle switches, European style full gauges in wood grain with real leather seats just like every XR7 since the debut of the option in January, 1967 (a few months after the regular Cougar had been out). The XR7 is the package that really makes the Cougar. Driving the XR7 allows you to forget your problems and enjoy the ride, which is what the Cougar's mission has been since first introduced in 1967.

The option list is thorough. Power steering, power front disc brakes, air conditioning (in a convertible!), buckets (leather with vinyl bolsters), console, clock, rim blow horn, tilt steering wheel, power top, and sport mirrors.



The VIN 3F94H563560 breaks down as follows:

- 3= 1973
- F= Built at the Dearborn, Michigan factory
- 94= Cougar XR7 convertible
- H= 351- 2 barrel Cleveland engine.
- 563,560= Sequential number equals 63,559th build of the year in the Dearborn factory.
- Body code 76F= XR7 Convertible
- Color 5M= Medium Chestnut Metallic
- Interior Trim D3= Ginger natural leather and Mateao vinyl
- Transmission U= C6 Automatic
- Axle 2= 2.75:1 non- locking
- District Sales Office 41= Chicago, Illinois

Ron and Judy bought their Cougar from the Lindskog Lincoln Mercury car dealership at 807 N. Milwaukee; Libertyville, Illinois on June 18, 1973 about one month after it was assembled. The original registration title below has SIN removed for privacy.

USE BLACK BALLPOINT PEN OR TYPEWRITER WITH DARK REDDISH INK

DATE ISSUED: AUG. 17, 1973

TITLE NO. <b>K1986637</b>		VEHICLE IDENTIFICATION NO. <b>3F94H563560</b>	
Make <b>Cougar</b>	Year Model <b>1973</b>	Body Style <b>XH7 2D</b>	No. Cyl. <b>8</b> Horsepower <b>51.2</b> CCM. Piston Displacement
State of Last Registration and License Plate Number <b>S/O</b>		Social Security Number (S)	
PRINT FULL NAME Last First Middle <b>Lingle Ronald W</b>		Date of Purchase Mo. Day Yr. <b>6 18 73</b> Purchased NEW USED <b>x</b>	
Legal Address City of Town <b>Waukegan ILL.</b> County <b>Lake</b> Zip Code <b>60085</b>		Date of Purchase Mo. Day Yr. <b>6 18 73</b> Purchased NEW USED <b>x</b>	
WRITTEN SIGNATURE OF OWNER (S) <i>Ronald W Lingle</i>		Date of Purchase Mo. Day Yr. <b>6 18 73</b> Purchased NEW USED <b>x</b>	
Lien in favor of: <b>National Bank of North Chicago</b>		Date of Purchase Mo. Day Yr. <b>6 18 73</b> Purchased NEW USED <b>x</b>	
Street Address <b>1811 Sheridan</b>		Date of Purchase Mo. Day Yr. <b>6 18 73</b> Purchased NEW USED <b>x</b>	
City <b>North Chicago</b>	State <b>Ill.</b>	Zip Code <b>60064</b>	Inventory Control Number <b>1724.28</b>

APPLICANT MUST SIGN FULL NAME  
STATE OF ILLINOIS

CERTIFICATE OF TITLE OF A MOTOR VEHICLE

I, MICHAEL J. HOWLETT, Secretary of State of the State of Illinois, do hereby certify that application has been made to me for a certificate of title of a motor vehicle described above.

Applicant has stated under oath that said applicant is the owner of said motor vehicle and that it is subject to the above liens and encumbrances and no others.

IN WITNESS WHEREOF, I HAVE HERETO AFFIXED MY SIGNATURE AND THE GREAT SEAL OF THE STATE OF ILLINOIS, SPRINGFIELD

*Michael J. Howlett*  
MICHAEL J. HOWLETT, Secretary of State

NATIONAL BANK OF NORTH CHICAGO  
RELEASE OF LIEN  
Date **8/17/73**

No. **493915**

INVENTORY CONTROL NUMBER

August 29, 1973 the dealership sent out a standard customer satisfaction questionnaire. The new car had come with a stack of emissions information and warranty requirements. The letter was a typical assurance of dealer service with the added spiel about the importance of the emissions equipment maintenance program.

Ron filled out the customer survey using a typewriter. His answers tell a typical tale regarding typical car dealership quality and service of 1960s to 1970s domestic cars. Factory quality was always sacrificed for quantity in the quest for relatively low prices and huge profits. Dealerships were caught in the middle and often castigated for unwillingness to fix defects.

Ron had problems with convertible fit causing leaks, faulty power steering and electrical woes. The Cougars all seem to have electrical gremlins. Ron wrestled with recurrent 'light flicker' complaints on and off over a decade until 50,000 miles. Replacing the headlights, sequential turn lights and later the modulator for controlling sequential action

solved the electrical issues. Any Cougar I've owned from the 1960s has also suffered similar light flickering issues and mystery electrical issues. Changing the original mechanical control box for the sequential lights to a solid state aftermarket unit solved my problems. Ron had a new top installed in 1982.

Although there was no excuse in the 1960s for the lax quality control of domestics, new pressures in the 1970s held "The Big Three" back from making headway on this issue. The 1970s put the manufacturers into a scenario of trying to catch up with Federal regulations. Added complexity and expense of new bumper and emissions systems and impending CAFE laws drained away energy and time in the design phase. It added a bit of extra work on the assembly line.

Friction with unions was escalating at this time, too. Forces from all sides seemed to be conspiring to lower vehicle quality or at least freeze it in a plateau phase. The gas crisis created an opportunity for high MPG foreign cars to strut their stuff. The imports were built in factories run with different priorities. Imports made incremental steps forward in quality each and every year. Aside from fuel economy, the import improvements chipped away at the supremacy of "The Big Three" who maintained stagnant quality levels all the way through the 1970s.

Domestic assembly lines were kept moving at all costs. Dealer preparation was expected to remedy all ills later on. Dealerships frequently resented being left 'holding the bag' with defects. They were willing to spend a few hours on car prep but didn't want to have to reinvent the wheel. The standard complaint leveled against dealers from the 1960s was that they were simply interested in moving cars off the lot and didn't want to bother with customer follow-up. While this was undoubtedly true of many 'quick buck' operators, even legitimate dealers felt overwhelmed by factory defects. With the added hassles facing manufacturers in the 1970s this inherent attitude was only going to get worse.

Emission controls rear their head in many ways in the 1973 cars. As we saw above, the standard follow-up sales letter emphasized emissions maintenance. Below, you can see the extent of emissions controls covering the engine to the point where it is nearly buried. Granted, this car has

power steering and A/C to contend with, but the engine bay is a barrel of snakes.



Note the tubing extending to the front of the engine bay feeding cool air to the air cleaner. This is a precursor of modern fuel injection ducting.

The sluggish performance of the Cougar is reflected in the passing distances printed in the consumer information page down below. This information is based on real life scenarios. Cars are loaded down and replicate typical maneuvers found in real life. POPULAR MECHANICS and the old UNION OIL TRIALS incorporated similar relevant passing speeds and distances into their tests. Despite the famous old Cleveland 351 under hood, the emission controls have muzzled the roar of the Cougar. To be fair, this is the pedestrian 2 barrel version. The 4 barrel still had some guts.

Braking distances aren't quite so depressing despite the gargantuan weight of the 'ponycar' Cougar which was now as heavy as many full size cars of the mid 1960s. Note that the smallest available tire size E78s provide a mere 3% tire reserve! That tells you how much weight the Cougar has put on. Back in 1971 when the new body made its debut, the ROAD TEST Cougar convertible with 429 and A/C was not going to be available as a production vehicle. It was discovered that the weight of the convertible with these heavy options exceeded the maximum load limit possible for the tires that would fit inside the wheel wells!

Ford sent an 'Important message to buyers of 1973 Fords'. In case the dealer sales letter and the slow passing distances didn't tip you off that the new era of emission controls was upon us, pages of

information drill this fact into the new car buyer's head.

In the late 1960s it was discovered that factory fresh cars frequently developed inoperative emissions systems within several thousand miles. Now that the systems were more complex and interactive it was more important than ever to keep the fluids fresh and clean and engines in exact perfect tune.

The "Important Message" from Ford urges owners to use the Ford specified oils and gives exact crankcase capacities. All Ford engines were supposed to be able to run on regular (i.e. leaded) 91 octane fuel, or if the rating system was a single digit rating, a minimum of rating No.2. The single digit rated fuel didn't catch on and hasn't been used for a long time. An incompatibility between leaded gas and the EGV caused problems within a few years' time.

On the back of the page the warranty for emission controls is set at 5 years and 50,000 miles. This was the cause of 'one size fits all' engine/ transmission/ axle combinations beginning in the 1970s. It was too time consuming and expensive to certify all the myriad combinations that used to be available. In the 1960s you could order five or six axle ratios and three or four transmissions per engine. There were usually seven or eight engines. No manufacturer could run all those combinations through a 50,000 mile test.

The guide includes a stern warning to owners that tampering with emission equipment is a federal offense. Earlier 1960s style long service intervals such as the 6 month/ 6,000 mile oil change are retracted. In order to keep the emissions controls working exactly right and to not void your warranty oil changes were reduced to every 4 months or 4,000 miles whichever came first. This interval was cut in half for typical conditions encountered in the average person's driving cycle (dust, heat, cold, idling, and slow traffic). This same interval was used for checking the throttle solenoid fuse. Intake manifold bolts had to be torqued every 24 months or 24,000 miles. Spark plug wires needed to be checked for resistance, spark control system and vacuum systems had to be inspected. The vapor canister, fuel system, EGR system, and cooling system were all included in this comprehensive list.

Amongst the original factory paperwork is a little booklet explaining the warranty. New details are bumper and emission equipment warranties. The tires are covered separately by the tire manufacturer. The Motorcraft battery was guaranteed up to 36 months on a pro rated basis (except for police and taxi use). As it turned out, the warranty period was pessimistic as the factory battery lasted nearly 5 years, needing replacement March 7, 1978.

The early emissions equipment caused many headaches for the manufacturers and customers. Despite the comprehensive list of 'super-tuning' maintenance items, it was discovered too late that leaded gasoline was eating away at the EGR throttle spacer plate at the carburetor base causing rough running. The letter below was sent out Feb 15, 1977 informing customers that a carburetor base plate replacement has now become a warranty item. Customers are told that they will receive a refund if they paid to have this repair performed in the past.

The OOC Cougar was kept in top notch shape. Below you can see the carpets and pedals. There is virtually no wear on the gas and brake pedal. The OOC Cougar has relocated the XR7 signature toggle switches from the 1967-70 position in the center of the dash to a corner just right of the steering column.



Right from the start the convertible was parked during winter months. Garage bills usually start at end of May and cease in late September. The

original mileage in 2010 is quite low at 83,707 miles.

Despite careful maintenance and use, the OOC Cougar does suffer some minor defects. The rear passenger ashtray inset metal piece is missing. The lever to release the passenger seatback is missing its knob. Both of these details are typical even on a well looked after car. You can't police your passengers every instant that they are in the car. The seldom used back seat can accrue many faults while the driver's area which sees 100 times as much use remains unblemished. It just goes to show that many people don't respect other people's cars despite receiving a favor when they are being given a ride. The sole wear damage in the car appears on the driver's door panel. The plastic has developed a few cracks from usage.



The OOC Cougar XR7 was used quite lightly. Factory brake pads lasted 3 years. Pads were replaced for the first time June 4, 1976 at 25,482 miles. It wasn't until April, 1982 that brakes were done again. April 14, 1998 the front rotors needed replacing at 81,355 miles. Exhaust needed work in 1979, 1982 and 2002. Tune-ups were routine and infrequent until the car was brought in to diagnose hard starting in the mornings during 1981. A carburetor leak was fixed in 1995. Automatic transmission fluid was first changed at 41,506 miles June 2, 1978. Three years later the fluid, gasket, filter and modulator were changed. The next year the car was brought in for an ATF leak. The usual wear items were replaced as follows: Ball joints/rear springs= 6 years/ Mar 27, 1979. Water pump= 7 years/ July 14, 1980. Brake Master Cylinder= 8 years/ Sep 1, 1981. Alternator and belt= 13 years/ April 9, 1986. Radiator recore= 25 years, 81,355 miles/ April 14, 1998. The A/C needed some work.

May 9, 1983 it needed a new A/C pulley. A new A/C condenser was needed April 14, 1998.

Some atypical but minor problems were a new oil pressure gauge sending switch April 9, 1986. The temperature sending switch was next to fail at 82,933 miles May 30, 2002.

The original top was replaced in 1982 and the car was repainted in 1994. The OOCC Cougar was driven regularly until 1998. It saw very little road time after that.

In 2009 Ron and Judy consigned their Cougar XR7 to Volo Auto Museum and Sales. Volo has many prominent movie cars as well as a massive stock of muscle cars and specialty collector cars. The Cougar was sold before Ron and Judy made it to their 40th anniversary of ownership. 30+ years is still a pretty impressive stint!

**Editor's Note: Pictures of some of the documents referenced in this article were omitted as the format of this newsletter rendered them illegible. The article was also edited for length. See the full article and documents at [www.oneownercollectorcar.com](http://www.oneownercollectorcar.com)**



## THE GRADUATE

**By: Warren Logan (#9183)  
Middlebury, Indiana**

I went on line to look up Cougar information a few days ago. I found the CCOA website and entered the VIN number for my Cougar into the decoder. I was surprised how much information came back.

I have a 1973 Cougar XR7. When I graduated in 1973, my mom and dad asked "if I could have a new car what would it be?" We went to almost all the new car dealers and checked out cars. Pontiacs, Chevy's, Dodges, Fords, Plymouths and Mercury's. There were GTO's, Firebirds, Cuda's Chargers,

Super Bee's, Z28's Monte Carlos, Mustangs and of course Cougars. It seemed like everyone in town had most of these others but I never saw a Cougar.

Cruising in Goshen IN sometimes could take over an hour to make the round. Dad told me if I got a fast car I would probably kill myself so he had a lot to say with the options I could get. After it was all said and done I picked a Cougar XR7 no big motors 390 or 429 but a 351 2v Cleveland auto with air.



Goshen IN is located in the northern part of Indiana near the Michigan border, in a region known as *Michiana*, so our dealer was in Sturgis MI -- Hodgesons Lincoln Mercury. The car was in Ohio and our dealer located it and got it for us. I had a used Cougar we traded in. It was a 67 or 68 powder light blue with a 289. I forgot about it pretty fast when my new Cougar came. I put new Cragar SS mags on it and Goodyear tires.

I worked and started farming. I got a new Bronco in 78 and between the pickup and Bronco the Cougar sat in a garage on the farm. I did drive it some. In 88 I left the farm, the Cougar come with me. But, again, the Cat sat in the garage. I don't think I drove it on the road from 1988 until 2013 when my wife told me to drive it or sell it. Mice moved in over the years and a lot of cleaning was needed. I still have more to do but it is drivable now. It has 60,000 some miles on it now. Still pretty much stock. No bad rust but some small nicks here and there from setting. It has the original paint but could use a paint job. Maybe someday. I hope you enjoy my brief story as much as I enjoy the Cougar.



# Look for us on Facebook

## Make Friends in the Cougar Community



**By: Gavin Schlesinger (#9090)  
CCOA Club Services Director**

**Social Media Has Changed Us All.** With the large number of multigenerational Mercury Cougar fans discovering Facebook, social media has evolved from keeping track of friends and family to making new connections. It's no wonder that so many Cougar Owners are discovering Facebook. They are joining groups, liking pages and chatting with each other over the internet. I know I have made connections with people who I have met at events, was in car clubs with years earlier and lost touch with, and even Cougar owners I may not have met without the internet and Facebook.

If for no other reason Facebook is worth checking out just for the CCOA Page and various regional club pages, but then there are also pages for the various year Cougars to check out. There are Cougar Events, items for sale, people seeking advice and a whole lot more to discover.



prompted to sign up or sign in if you already have an account.

Once you complete the 100% FREE registration, you can use the search box at the top of the page to find us. It's just as simple as typing in "CCOA" in Facebook's search box. Hit the enter key, and an assortment of related groups and pages will appear.

Page Name	New Likes	People Engaged	Weekly Total Reach
1968 Mercury Cougar	9	225 -28.1%	1,266 +20.5%
The Cougar Club Of America CCOA - www.cougarclub.org	9	336 +1.2%	1,803 +2.7%
Mercury Stray Cats - Classic Cougar Automobile Club	2	48 -57.1%	209 -73.8%

With so many great pages and groups, Facebook enables the Cougar Enthusiast to network with the Global Cougar Community!

With Facebook being such a great tool for the Cougar Community, how do you get started? From any web page, type [www.facebook.com](http://www.facebook.com) in the top bar of your browser. This will take you to the log in page for Facebook. Once there, you will be



My hope is that you begin with selecting The Cougar Club of America CCOA page and then in the

upper right corner click "Like", and begin to enjoy various posts, photos, etc. on the CCOA page.

handful of friends, and if it is interesting to them, it could spread.

You may wonder, how does Facebook work? When you "like" a page or post a message to a page, it is shared with the people who are friends with you. If your friends like or comment, then it is shared with their friends. Each post could reach a

It's worth a look. Check out the CCOA on Facebook today!



Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (Orange), Post Clicks (Blue), Likes, Comments & Shares (Pink)

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/02/2013 7:50 pm	1970	Image	Global	1	0 0	Boost
12/02/2013 7:50 pm	1970	Image	Global	21	8 1	Boost
11/30/2013 7:42 am	1968	Image	Global	643	40 95	Boost
11/28/2013 8:17 pm	1970	Image	Global	259	134 4	Boost
11/28/2013 8:17 pm	1970	Image	Global	38	28 8	Boost

# The Cougar Quest

By: Mark Smith

Mercury Stray Cats Member #378

Like many of you, my first Cougar (1967, Standard, Cardinal, Black Vinyl, 289) was in high school. In 1973, it was only 6 years old, but six New York winters took their toll. Its rear quarter panels were so rotted that they flapped in the salty winter breeze and the floor boards were just that, plywood boards. But I loved that car. You might think that the cardinal ruffle on my tux is a bit over the top, but I rocked the junior prom with that combination.



My interest in Cougars never died. I marveled every time I saw one on the web or the street. I talked to owners whenever I could and found that they shared the same fascination with the unique styling and love for the underdog. I always knew that one day I would have another, but also knew that day would have to wait until the kids' college funds were lined up.

While my connection to the '67 is well, almost genetic, I concluded that the '68 side-markers are OK and was drawn to them – especially the XR7G. So yes, about two years ago, you might have seen me, XR7GWannabe, show up on the websites.

Through my research I came to know Don Rush at West Coast Classic Cougar. At the time he seemed a knowledgeable, helpful parts supplier (I later learned a lot more). He walked me through the pros and cons of the build vs. buy decision and

whether my "buy" decision was achievable given my bankroll and desire for a G (it wasn't...) I came close on a couple serviceable non-G drivers, then Don called with a new option.

The new option was from a collector that had been a customer of Don's for years. The collector had decided that given his advanced age, he wanted to liquidate his collection of 60's muscle cars. Sure, he had a Stingray, a Cobra, a Fairlane 500, and a Mustang Fastback, but he also had a 390 '68 XR7 Black Cherry Cougar. All were stored in a climate controlled garage for decades. All were modified with taste and maintained with care. I flew to Vancouver, Washington within a week and met up with Don for a trip to see the car. I could not have picked a better Cougar consultant. The car never hit the market and the deal was done. But as you can see, I'm still not sure Don wanted to let go of the car.



My car is not a G. But it is a G-Wannabe. You will see the G-like hood scoop (actually a GTE, but don't tell anyone) and the G-like exhaust pipes cut through the rear valance. In 2006, the previous owner completely changed the airflow of the 70k mile, former X-code 390 with a 4BBL, 700CFM Holly double-pumper carb, matched intake, 428CJ heads and a 2.5 inch dual exhaust. Front disks and suspension were all upgraded and the car drives like a dream (well, for a 45 year-old car.)

Next, I had to find a way to get the car the 500+ miles down to my home to the Bay Area near its San Jose birthplace. I turned down the simple option of a contract car-carrier when Don told me that he bought a parts car (from Stray Cats member Ruben) in Pleasanton. Instead, my buddy and I turned this into an all-Cougar, all-star weekend.

Our adventure started Friday with a U-Haul auto transport, dragging the parts car to Don's place in Salem, OR. This car elicited some, but not nearly the number of "thumbs-up" reactions as the return trip with my new '68! A set of original, but dented aluminum sill plates goes to the first email identifying the background mountain half way between the Bay and Salem!



Our first experience was a tour of Don's place where I learned two things – he has an incredible inventory of parts, but he is much more than just a parts supplier. His lot/shop/warehouse/family house is a sight to see for any Cougar fan. Anything you want – or have seen in his videos – is displayed with pride and organization. We saw bar-coded bins for every part from snorkels to window cranks.



In the "bone-yard" you can learn in 15 minutes more about 67-73 Cougars than you would with months of web research! But in that same 15 minutes you can also tell that Don has an incredible knowledge of Cougars, a genuine interest in our

long-term success as owners and that he is a committed dad and generous man.

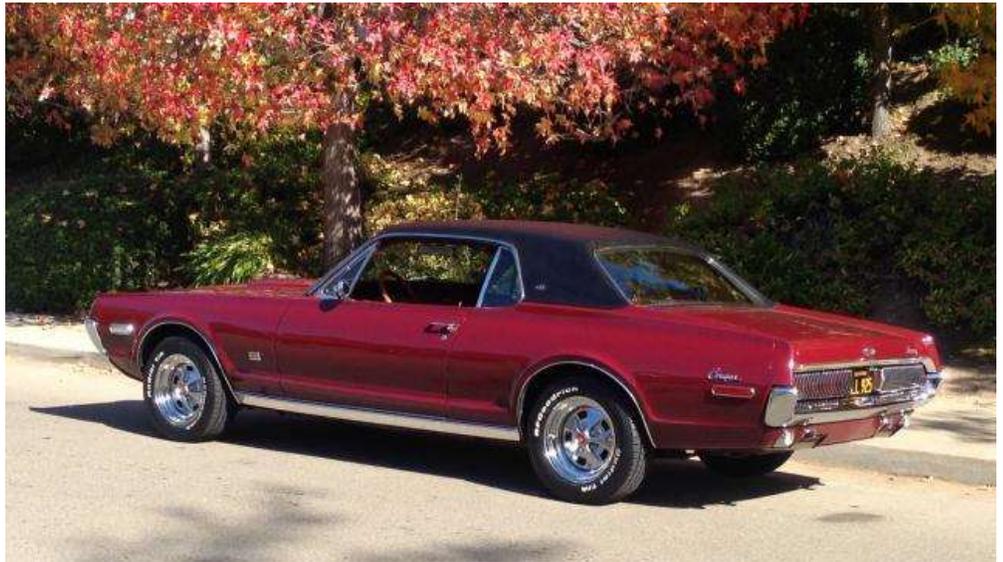
On Saturday, we picked up our cars in Portland, then returned to his shop (Don also bought the 428CJ convertible below, from the collector). We put the 68 on his lift and he walked through it step by step for me – what had been done to it, what he would do if it were his and what he would leave just as it was (most of it!). While at his shop, John Benoit stopped by to pick up a car that Don had found from him. John ([www.cascadeclassics.com](http://www.cascadeclassics.com)) also sells parts, but I knew him best as the guy who restored Cougar One, the very first production Cougar ever made. He too gave my 68 a quick look and remarked that it was a twin to the J-code he restored for his wife (on his website.) So now I've seen two of the best Cougar guys in the nation, a pretty good weekend, right??



Well, there was one more visit organized into this all-Cougar, all-star weekend, a trip to see Brian Aust. I first came to know Brian as the guy who sold a 427 '68 GTE at Barrett Jackson for a bunch of money (yes, \$165,000 for a Cougar). From the video that chronicles the 2011 sale (<http://www.youtube.com/watch?v=2x3kMTLeukg>) you can tell that Brian is a man of detail and focus. I had the chance to learn a bit more about Brian as I was doing some research for him here in the Bay area. I found him to be an engaging, enthusiastic advocate of Cougars. And, it just so happens that he lives about 20 miles from Salem!

Brian was nice enough to show us his garage-mahal, his outstanding man-cave that overlooks the garage and maybe the highlights, his '67 GT 4-speed and another (ho hum...) 427 GTE, this one triple black, shown below. He looked over my G-Wannabe with an eye trained for every possible

fake or flaw. He found that my over-sprayed front fender fasteners needed to be sand-blasted or replaced, suggested that my headlight hood vacuum lines needed to be scrubbed clean and coated with Aerospace 303, and that the unmolested brown-painted pan-head screw in my dash was clear evidence that my dash is original. Ok, so now I had the triple-play of expert reviews on my G-Wannabe!!



**MERCURY**  
**STRAY CATS**  
CLASSIC COUGAR AUTOMOBILE CLUB  
Established in 1993

 [classiccougar.com](http://classiccougar.com)

On Sunday, the trip home was punctuated by horn-honks and "thumbs up" as we trailered the '68 back to California. This remarkable weekend was my Cougar-owner's dream. Finally, here she rests, in my front yard, waiting for those weekend drives.



**WANTED**  
**YOUR COUGAR**  
**STORY.**

SEND IN AN ARTICLE AND GET A YEAR'S FREE MEMBERSHIP.

WRITE A TECH ARTICLE, HUMOROUS ANECDOTE, OR JUST SHOW OFF YOUR CAR.

SEND STORIES AND PICTURES TO [MEMBERSHIP@COUGARCLUB.ORG](mailto:MEMBERSHIP@COUGARCLUB.ORG)

**REWARD.**

# Original Members

This is the fourth installment in the series of stories from long-time members of the CCOA. If you have a story to share of the early days of the Club, write it up, send it in and get a year's free membership as a token of our appreciation.

## MARKUS BURGERMEISTER (#2298) BERGDTIKON SWITZERLAND



I don't remember where I first learned about the CCOA. Living in Switzerland, it probably was from one of the car magazines from the U.S.



The Club's newsletter is what drew me to the Club, and still probably the most important reason for me to be a member. I haven't participated in any National or regional shows, since getting my Cougar (or even just myself) to one would be awfully tough on my budget. Of course, no one can say what the future may bring.

The internet has made the world a lot smaller – and this goes for car clubs as well. Still, having a

newsletter dedicated to the Cougar in printed form is my first choice. For me, there is no other way. I can take my newsletter anywhere and stay informed. I've stayed a member all these years for the newsletter. I think I'll stick around as long as the newsletter does too. I've learned some tips from the technical articles, and like many members would like to see more articles of that sort.



I still own my 1968 GT 390 with an automatic transmission and 3.25 rear gears. I like to call it a "live project." I take it on the roads while continuing to work on it.



# Cougars in Miniature

Bill Quay #1515  
CCOA Vice President

This model toy article is about some of the race versions of 1967-1970 Cougar, the type that you could build as some of the famous Drag cars for 1967 - 1970. The three models in this article are based on what was called a funny car in drag racing. Other than looking like a Cougar, these cars had absolutely nothing in common with the Cougar that you could buy at the local dealership. The body was a fiberglass shell mounted on a racing tube chassis. The three models in the picture are as follows: the lower left toy is the newer version of the Kenz & Leslie Cougar. The top model is the famous "Dyno" Don Nicholson (Eliminator) Cougar, and the one on the lower right is the original Kenz & Leslie "High Country Cougar". Unlike the 3 in 1 models of the production Cougar, these models could only be built as the race car pictured on the box cover.



## "Sign of the Cat"



*Drive with the Cat....*



*....Ride with the Cat*

# Regional Reports & Events

## Cascade Cougar Club

BY: HEATHER WHITAKER (#7477)  
COMMUNICATIONS DIRECTOR



### August

A couple of events that missed the last issue were the Daffodil Benefit in Puyallup where Jeff Bingaman won the award for Best Interior (and I understand his car did well too). He also made the Top Ten at the downtown show in Sumner and of the eight Cougars at Bowen Scarff Ford's annual show in Kent on August 17<sup>th</sup> Steve and Zana Goulding took 4<sup>th</sup> place, Roman Benoit took 3<sup>rd</sup> and Jeff Bingaman took 2<sup>nd</sup> in the "cat" class.

### September 14<sup>th</sup>/15<sup>th</sup>, Ponies in the Sun, Yakima, WA

A few west coast members made the trek east to Yakima on September 14<sup>th</sup> where we were met with sauna-like conditions - 90 degree heat and humidity close to that number. Our hotel air conditioners were set on "max" as we relaxed and waited for the evening cruise to begin. As it turned out, the "cruise" was more of a non-event as our little group of five Cougars nearly doubled the number of participants. Nonetheless, we hung out for a short time then hit a nearby restaurant for dinner. Even after the sun had set, the temperature and humidity were still in the 90's so we were all happy to return to the air conditioned comfort of our hotel rooms.

Sunday morning was considerably cooler but the weather forecast called for morning thunderstorms which apparently scared off a lot of people as there were considerably fewer entrants this year - slightly more than a hundred. Many of the 45 classes were devoid of cars and several others had only one or two entries, but our Cougar clan was well represented. Two more Cascade Cougars joined our group, bringing our number to seven (just shy of what we needed for the club participation award).

This event always has so many things for participants to do throughout the day like a poker walk, fan belt toss, mystery boxes and don't forget plenty of door prizes and the 50/50 draw. As the day wore on, the temperature rose to 90 again and

the clouds began rolling in but Sun Country Mustangs were ready to go with awards by 2:30 and our Cascade crowd cleaned up. In the Cougar All class, Mike Warner came 2<sup>nd</sup> with his Caspian blue 67 and Steve Goulding took 1<sup>st</sup> with his aqua 69 XR7 390 convertible. In the modified class, Chris Farmer placed 3<sup>rd</sup> with his red 68 standard, I placed 2<sup>nd</sup> with my yellow 69 XR-7 convertible and Jeff Bingaman placed 1<sup>st</sup> with his 70 competition green standard. Best of Show Cougar was won by Steve and Zana Goulding even though the announcer called the car a "Mustang Cougar RX7. Awards were done by 3:15 and the first few drops of rain began to fall. Those of us travelling west didn't hit the heavy rain, thunder and lightning until a couple of hours later, but apparently when Steve and Zana arrived home in Spokane, their power was off so the storm must have hit their area pretty hard. I'm sure I wasn't the only one grateful the nasty weather held off until after the show. Here are the Cascade cats in Yakima before the storm.





## Cougars at the *Concours d'Elegance* in Paterson, WA

Also in September was the *Concours d'Elegance* in Paterson, WA attended by a couple of club members living in the area. Steve and Zana Goulding took both their Cougars, the aqua 69 XR7 convertible and their 68 burgundy XR7, while Jim Compton drove his burgundy 69 XR7 convertible. Zana was asked to join other club reps to decide the President's Award winner which she said was fun and although that award went to someone else, Zana placed third and Steve placed first in the Cougar class.



The last club event of the year was our annual Christmas party which was held at the Golden Steer Restaurant in Kent, WA. Over forty members and their families braved the cold to enjoy a delicious ham dinner and a whole table full of salads, veggies and desserts. After dinner, our Chairman, Scott Ferguson, asked that we each stand and introduce ourselves, giving a little personal information, a little about our cars and how we came to join Cascade. There was much fun and banter as we went around the room learning perhaps more than we wanted to about some members, then it was time get out our raffle tickets. Neal Jacobson called upon his young, able assistants, Ash and Hailey Farmer (daughters of members Chris and Jill) to draw tickets and deliver prizes to all the winners. There were plenty of prizes again this year including tin signs, posters, model cars, hats and plenty more then once the excitement died down and the table was empty, it was time to call it a night. As we slipped into our warm coats, there were lots of hugs and well wishes for a very happy holiday season.



From myself and all the members of Cascade Cougar Club, have a very Merry Christmas and may your 2014 be prosperous enough to keep you in nice shiny new car parts.

# FordNutz Cougar Club - Vancouver BC

BY: HEATHER WHITAKER  
(#7477)

EVENTS DIRECTOR



The weather here in the Vancouver area has recently been alternating between cold and wet and ver-r-ry cold and white so our toys are stowed away for another year and winter projects have begun. Over October and November there were no organized club activities but on **December 7<sup>th</sup>** thirty-one Fordnutz faithful got together for the final event of 2013 – our annual Christmas Dinner, hosted again this year by Kim and Cindy Friesen at their Abbotsford home. The Friesens cooked up what seemed like tons of ham, chicken and scalloped potatoes while everyone else contributed dozens of side dishes and desserts to the meal, truly making it a feast to remember.



As everyone got reacquainted, there were contests for each gender where a number of items were hidden in “mystery boxes” and we had to identify as many as possible by blindly feeling around inside the box within a set time. After dinner, the boxes were opened and, amid much chatter and laughter, the mysterious objects were revealed. Of the fourteen items in the men’s box, thirteen were correctly identified by Jeff Bingaman who won the first place prize and amid some good-natured controversy regarding several half-point bonuses, Darren Hoult finished a very close second.

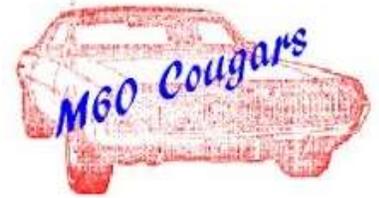


On the ladies’ side, Kelly Vermette correctly identified ten of the eleven mystery items with Marlene Unruh finishing second with eight. We

again collected contributions for the local food bank and as everyone prepared to head out into the sub-freezing night, we all thanked Cindy and Kim for their warm hospitality and everyone for their contributions to the sumptuous buffet.

## M60 Cougars

By Barrie Dixon (#156)



You know that I'm more of a hub than a club. Right? OK, so most of what I write here is about me and my Cougar. Let me start back in August 2012.

I have a 100-amp alternator on my car. It's protected by a circuit breaker and it seemed that just about every time I took my car out the breaker would trip and I'd be running on battery only. I had no option except to buy a new alternator. This seemed to cure the problem for about a week, but then it began to trip out again. Well, it can't be two faulty power supplies, so I had to investigate further.

This meant that my car was pretty much off the road as I ripped out and replaced wires. Let's face it, I didn't want to be miles from home with a dead battery. Right? So, the car has been stuck in the garage for the better part of the last year and a half which wasn't a good situation. However, I tested this and that and everything seemed like they were working correctly, but even after sitting in the garage for a week the battery was going dead after being fully charged. So, I went and bought a new battery. Wow! The starter kicked like a mule! The same thing happened, the new battery went dead after a week. Back to the “drawing board!”

After much head scratching and the loss of some of the hair I have left, I re-wired the power circuit from the battery with fresh cable. I stuck the old battery which was perfectly good of course, in the trunk and the new battery under the hood on the tray provided by Ford. I also installed two isolators, so I could turn off or add a battery as I needed. This was OK. It worked up to a point. I was still having the under hood battery go dead after a week, but now I had a spare to get the car running while I figured out what was wrong.

I checked for short circuits just about everywhere; I re-wired this accessory and that accessory, but I was still getting a dead battery. By now my disappearing hair line was fading to a shade of even lighter grey. I eliminated the alternator circuit breaker because that was still tripping out and was obviously faulty. I re-checked for short circuits and there weren't any. Clearly there was an open circuit somewhere, so I disconnected this and that to no avail. Then, I unplugged my swing/tilt steering and another relay controlled accessory and hey! Presto! Problem solved!

Then, I was able to take my car for its annual inspection. This is known as "the MOT". Tom Jacobellis just asked me what a MOT was. Well, this goes back to the late 1950s when the Government introduced a basic safety test for cars over 10-year old. Originally for brakes, lights and steering, this was managed by the Ministry of Transport. Hence MOT. After a year or so, the "ten year test" was reduced to seven years and eventually to three. Now it covers so much stuff it takes a mandatory 40-minutes hooked up to a central computer. Anyway, I took my car to the local shop and the test guy failed it on some rust issues which weren't anywhere near as serious as he said they were, but he's the "expert". Right? I fixed those issues and a few others, but by now I was running out of time to get the car back in for another test (with my usual guy, this time!) and I decided that rather than hang around a freezing cold test station for 40-minutes, in the dead of winter, I'd wait until

spring. That gave me time to rip out the C-4 and have it re-built. That way, my MOT guy can't turn around and say "Oh. By the way, your transmission is slipping so bad I have to fail you." Yeah, like that's going to happen! It's not in the test...yet.

So what's next? Hopefully, a few more miles than I've done over the last several years! I normally only put around 1000-miles on the car. Mostly because it's been more convenient to use the family car than the Cougar, but with a motor that's good and a transmission that's been re-built, steering and suspension that's second to none, there's no reason I shouldn't use my dear old Cougar at every opportunity from here on in. Watch this space, as they say.

# Cougar

## OHIO

BY: BEN BRACE (#2796)

The last show held in mid-September, for some of us in Central Ohio, was the Rotary Lake Show in Grove City, Ohio



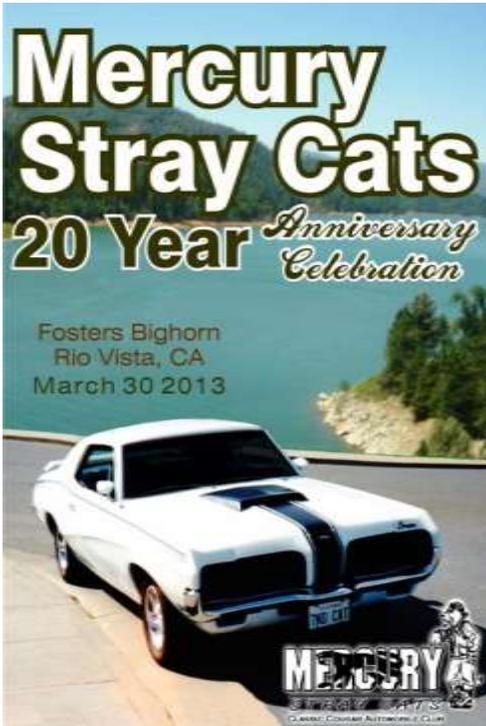
Here's a great shot of an XR7 and Rotary Lake in the background. Apparently my 1968 Blue Dan Gurney Special won something here, but I had to leave just before the trophy event...

The 2014 dates for the Cougar Show, which is part of the Arthritis Classic Auto show in Dublin (Columbus) Ohio have been set. Thursday, July 10, 2014 will kick off the Rolling Legends Tour. Friday, July 11 is the Cruise-In day with entertainment all day, live band in the evening, and 100 plus 6 foot trophies. Saturday - July 12 - the Cougar show within a show has judging starting at noon! There will be another live band that evening. Over 1300 cars of all makes - from 1903 to a few 2014 Corvettes - made the show great

this past year! We're expecting another great time in 2014.

Registration will be open right after the first of the new year! Contact me at (614) 795-6627 or [BenBrace@BenBrace.com](mailto:BenBrace@BenBrace.com) for more information about the Cougar show within the show. For more information for the overall show, including registration details, go to [www.arthritisautoshow.com](http://www.arthritisautoshow.com)

# THE MERCURY STRAY CATS



[www.classiccougar.com](http://www.classiccougar.com)

Dear fellow Stray Cats & Cougar Enthusiasts

My name is Gavin Schlesinger, as the current Stray Cats President I would like to personally invite you to join us at our next meeting or event. March 2013 was the 20 year anniversary of the Mercury Stray Cats being founded, and to celebrate we reenergized our club, we took the town of Rio Vista California by storm. We had 34 Cougars and a lot of Members, Friends and Family come out to celebrate.

After the Anniversary event, we participated in events all around the Bay Area, including Mustangs Plus in Stockton California, The Mainstreet Reunion Show in Napa California, The 20th Anniversary show at Sequoia High School in Redwood City California, and the list goes on. Our annual picnic this year we had 35 Cougars in attendance. We have an amazing group of people in our club and every monthly meeting turns into a cat show with 10 plus Cougars in attendance. I am so proud to be a part of such an amazing club where each member is doing all they can to help support their fellow Member and Cougar Enthusiast.

If you are interested in adding events into our newsletter please email Rob Lucas [lordstraycat@comcast.net](mailto:lordstraycat@comcast.net). Sharing your photos and events will help notify the other Stray Cats as to what is happening around the area.

Show your Cougar Pride! We have available to purchase Mercury Stray Cats embroidered hats for \$20 plus shipping. We also have partnered with David Lantiegne from Unique Dezigns located in Hayward California, who has several great items available from mugs to mouse pads with our club logo on them and available for sale <http://www.udzi.com>. If you have "Stray Cats Gear" needs or ideas, please share them and we will work to help to source them for you.



**Gavin Schlesinger**  
**Stray Cats President #360**

[www.classiccougar.com](http://www.classiccougar.com)

Club Services Director Cougar Club of  
 America #9090

<http://www.cougarclub.org/>  
 (904) 588-4670 Mobile

**Look for us on Facebook:**  
[www.facebook.com/MercuryStrayCats](http://www.facebook.com/MercuryStrayCats)

The Facebook page for The Mercury Stray Cats currently has 342 users and I invite you to check it out. Our page is used to display not only photos of our events, and the events we attend, but also we use the calendar feature as reminders for club meetings, outings, and shows. Once you "like" the page you are instantly able to upload photos. Once you either join an event as "going" or "maybe" you can invite your friends to also attend the event. Visit our page and let us know what you think.  
<http://www.facebook.com/MercuryStrayCats>

I would like to thank the Officers & Volunteers who served in 2012 - 2013 Vice President Ernie McPherson, Secretary Karen Lutter, Treasurer Millie Swafford, Newsletter Editors Rob & Shelle Lucas, Historian Ernie Cardoza, & Photographer Michael Dugan.

I look forward to serving with the 2014 - 2015 Officers and Volunteers. Vice President Rob Lucas, Secretary Karen Lutter, Treasurer John Swanson, Newsletter Editors Rob & Shelle Lucas, Historian Ernie Cardoza, & Photographer Michael Dugan. Based on 2013, we will have to work very hard to top our pervious events, but with our amazing member base we have a great foundation to build upon.

As we close our 20th Anniversary celebration, I want to thank our founding members who are still with us, and honor the memories of those who are no longer physically here but whose spirit will always be in our thoughts.

**Stray Cats Cougar Car Club**

**1993 Officers**

- President:** member #2 **George McLean** (Deceased Nov. 2010)
- Vice-President:** member #1 **Ron Johnson** (Deceased Oct. 2000)
- Secretary:** member #3 **John Swanson**
- Treasurer:** member #8 **Charlie Jourdain**

**Volunteer Officers**

- Editor:** member #3 **John Swanson**
- Assistant Editor: member #19 **Shelle McGee** (now Lucas)
- Historian:** member #4 **Melissa Carpenter**

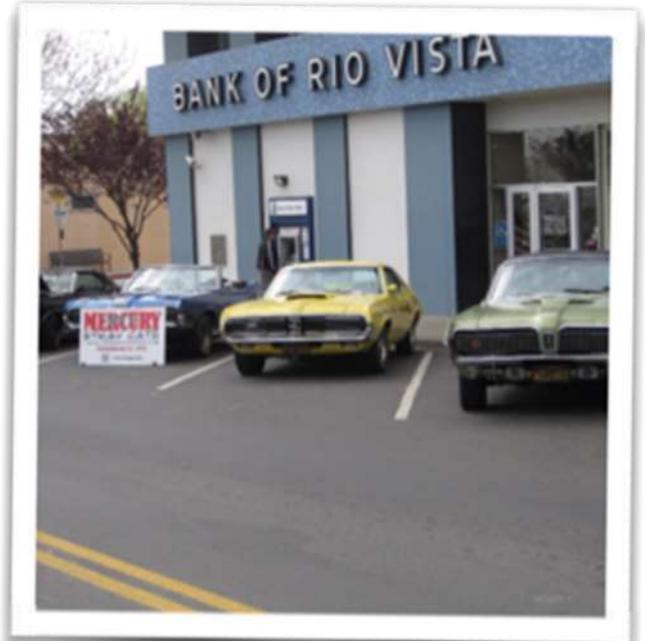
## 20th Anniversary Celebration

## What an amazing event!



Everyone's support either in spirit or in person of our 20th anniversary event was amazing. We had 34 Cougars along with a few Ford powered cars line the streets of sleepy Rio Vista California.

Gavin Schlesinger, John Swanson, Major Colin's, Michael Dugan, and Rob & Shelle Lucas volunteered, and as the planning committee, they certainly had a full day planned.



## 2013 Annual Club Picnic 18th year of the event El Sobrante California



July  
27,  
2013





## Car Show Winners

### 1967 Std./XR7 Coupes

FIRST: Carol & Rodger Mueller

SECOND: Rob Lucas

THIRD: Mike Carney



It is always amazing to see 35 Cougars together at an event. The support of the Mercury Stray Cats has made our 20th Anniversary carry on thru the whole year!



## Car Show Entry Tally Sheet

CLASS:	NUMBER
1. 1967 Std./XR7 Coupes	4
2. 1968 Std./XR7 Coupes	12
3. 1969-73 Std./XR7 Coupes	5
4. 1969-73 Std./XR7 Convertibles	10
5. Specialty XR-7G, GT, GT-E Eliminator & Big-Blocks	4
<b>TOTAL COUGARS</b>	<b>35</b>



**1968 Std./XR7 Coupes**

FIRST: Godfried Kesse  
SECOND: Gene Pedersen  
THIRD: Steve Spatola



**1969-73 Std./XR7 Convertibles**

FIRST: Mike Christiansen  
SECOND: Johnnie Holland  
THIRD: Ernie McPherson



**1969-73 Std./XR7 Coupes**

FIRST: Stephen Crowder  
SECOND: Robert Crowder  
THIRD: Ernie Cardoza



**Specialty - XR7G, GT, GT-E, Eliminator & Big Block**

FIRST: Gavin Schlesinger

SECOND: Bob Matheson

THIRD: Shelle McGee-Lucas



**Door Prize** #1: Bob Matheson  
#2: Rob Lucas

**Odometer Poker:** Kevin Liebenow  
Reading: 17,777 (4 of a kind)



**Wounded Cat**

Connor Vlakancic



# 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](mailto:assistanteditor@cougarclub.org)

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



**Year/Model:** 1970 XR-7 convert  
**VIN:** 0F94HXXXXX  
**Miles:** 67,000 orig  
**Condition:** 2  
**Winning bid:** \$11,999  
**Total # of Bids:** 1  
**Comments:** This XR-7 convert has only traveled 67k miles with just 2 owners!! Other than one repaint in its original color, this Cat is all original. This Cat is very solid with all original sheet metal and floors. The chrome is near perfect. Runs great and needs nothing, nice as they come in a "unrestored" state.



**Year/Model:** 1981 XR7  
**VIN:** 1MEBP9XXXXX  
**Miles:** 57,000 orig  
**Condition:** 3  
**Winning bid:** \$2,000  
**Total # of Bids:** 11  
**Comments:** Gandpa only drove this XR7 57k miles. Runs and looks good. No major issues and no body damage. Stored winters, no rust. Paint is a bit dull, but is nice and interior is good. Leaks some oil. Comes with original 14" wheels and wheel covers, owner's manual and two sets of original keys. Newer parts include: shocks and struts, Moog rear springs, oil pressure switch, choke pull-off, heater hoses, rear brake shoes and drums. A/C does not work.



**Year/Model:** 1973 STD coupe  
**VIN:** 3F91HXXXXX  
**Miles:** 62,600 orig  
**Condition:** 1  
**Winning bid:** \$11,000.00  
**Total # of Bids:** 25  
**Comments:** This Cat has only prowled the streets for 62k miles with only two owners. The paint, vinyl top, interior (near mint) and drivetrain are all original. Has zero rust with just a couple of small dings and scratches, not bad for a 40yr old Cat! Never wrecked. Only 233 in this color and interior combo! It rides and drives like a dream and wouldn't be afraid to drive this Cat across the country.



**Year/Model:** 1995 XR7  
**VIN:** 1MELM6XXXXX  
**Miles:** 43,000 orig  
**Condition:** 2  
**Winning bid:** \$4,050  
**Total # of Bids:** 11  
**Comments:** Only 43k miles on this XR7. Original owners died and adult son did not want it. I cleaned the car up and it is in exceptional condition. There are no stains or tears in the interior and does not show any wear except on the left back of the drivers seat. The paint shines like new, does have minor scuffs on the bumper corners and a couple small dings, but not noticeable unless looking for them. The engine cleaned up great and looks nearly new. Everything works on this Cat. Runs and drives like new.



**Year/Model:** 1968 XR-7G  
**VIN:** 8F93JXXXX  
**Miles:** Unknown  
**Condition:** 4  
**Winning bid:** \$5,200.00  
**Total # of Bids:** 15  
**Comments:** Navy blue XR-7G "barn find", been in storage for 20yrs. 1 of 140 Gs with the sunroof. Has a J-code 302 4v with automatic transmission. The red leather interior is in good shape. This G is all complete with all the special emblems. Has rust, but is worth restoring.



**Year/Model:** 2002 Cougar  
**VIN:** 1ZWHT6XXXXX  
**Miles:** 103,000 orig  
**Condition:** 3  
**Winning bid:** \$1,996  
**Total # of Bids:** 11  
**Comments:** This Cat has the Sport Premium package with includes 2-tone Black and red leather seats, power seats, power sunroof and the high powered V6. Previous owner spent good money on a high end stereo with remote control. Has body damage to the driver side. Starts, runs and drives great.

# Classified Ads

Send your "Wanted" and "For Sale" ads to [assistanteditor@cougarclub.org](mailto:assistanteditor@cougarclub.org) or [membership@cougarclub.org](mailto:membership@cougarclub.org). Please send them by **March 21** to ensure inclusion in the next *ATSOTC*. Ads run twice unless renewed. See more ads on the web site at: <http://www.cougarclub.org/classifieds.htm>

**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](mailto:panther@cougar-cats.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. Keith Litteken St. Louis MO (314) 480-2556 or email: [kslitteken@aol.com](mailto:kslitteken@aol.com)  
/

**FOR SALE: 1973 COUGAR XR7 CONV.** Yellow with brown interior and white top. Low miles - under 25k. 351C with 4 bbl carb. Automatic with floor shifter and center console. Original 9" rear. Engine detailed. Factory dual exhaust. Full gauge package including tach. AC, PS, PB, AM/FM with cassette. \$10,000 o.b.o. William (508) 992-9169. New Bedford, Mass.  
/

**FOR SALE: 1968 XR-7**, lots of upgrades; electric headlights, upgraded turn signals, new fuel tank and lines, new floor pans in front and all new seats front/back. Has a 5.0/auto trans. Lots of spare parts to go with car. \$5000.00 obo. Call or text: 502-744-7105  
/

**FOR SALE:** I am considering selling one of my 1969 Big Block Cougars. The first is a maroon, saddle interior, vinyl top 1969 Std Coupe and has a 390 CID with 4-speed transmission. Completely restored. This is my first car and I have owned it since May 1972. I am the second owner. The second car is a yellow Eliminator and also is a 390 CID with C6 automatic transmission. I have owned this car since 1994. It has original paint and interior. Both cars are fun to drive and are currently licensed and inspected. Both cars have placed in Cougar

Club Nationals and at Ford Carlisle. The cars are located near Elmira, New York. I would entertain discussion via email and would share more info and photos. [bbsolsky@frontiernet.net](mailto:bbsolsky@frontiernet.net)  
/

**FOR SALE: PARTS.** AFR small block Ford 185cc aluminum street heads, stud mount, complete with valves, springs etc., CNC machined and ported by AFR, brand new pair \$1,450. AFR small block Ford 205cc aluminum race heads, stud mount, complete with valves, springs etc., CNC machined and ported by AFR, brand new pair \$1,850. 1967 Cougar or Mustang: stainless steel front disc brake 6 piece line set. \$75. 1965 289 Hi Po short block: Vin # 5F09K725851, cast # C5AE-6015 E, date 5E6. Rebuilt with forged pistons. \$5 000.00. 1965 289 Hi Po aluminum water pump: cast # C5AE-8505D, \$400. 1968 stroker 302: Eagle 347 rotating assy, ported & polished heads, roller rockers & stud girdles, Ultradine solid lifter cam, Eldelbrock Victor Jr intake, Holley carb, MSD dist, ARP main & head studs, etc. \$4,800. 1967 GT 390 carb cast # 70F-9510-A, list 3793, date 784, 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 1965 289: rods, cast # C3AE D, matching set of 8, \$100; distributor, cast # C5AF 12127 M, date code 4KB, \$150; oil pan, \$35; 2V intake cast # C5AE 9425 D, \$75 etc. 390 short block , \$450 Keith Litteken St. Louis MO (314) 480-2556 or email [kslitteken@aol.com](mailto:kslitteken@aol.com)



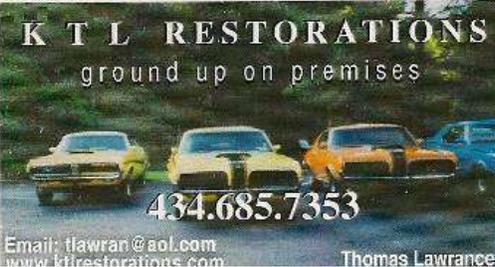
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[www.FastFineClassics.com](http://www.FastFineClassics.com)

Greg Taylor  
Managing Partner  
(850)728-3953  
[Greg@FastFineClassics.com](mailto:Greg@FastFineClassics.com)



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CCOA Chairman  
[bossat@dejazzd.com](mailto:bossat@dejazzd.com)  
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# Coming soon to the web

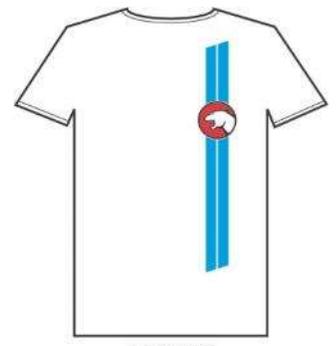
## *Cougar Club of America Merchandise*



Earlier in 2013, the CCOA website was given a much needed fresh new look. With all of the under construction areas transformed into a fully functional site, [www.cougarclub.org](http://www.cougarclub.org) is now opening a merchandise store. We are bringing back our popular T-Shirts, and adding a few new designs.



BACK



FRONT

*In addition to bringing back our popular T-Shirts we are also introducing a few new items like a high quality embroidered grey Polo Shirt. For the CCOA merchandise store, this is only the beginning of endless options....*



**FRONT**

**BACK**



The GTE T-Shirt is the first of our specialty car series shirts coming to you in early 2014.

With the new merchandise store opening soon there will be one more reason to shop online while browsing [www.cougarclub.org](http://www.cougarclub.org)

You already have a passion for Cougars, now you have more choices for how to show it off



**Exclusive Cougar 427E V-8**  
 ... largest displacement... highest power in class

The 427-cu. in. Cougar 427E V-8 gives the Cougar GT • E the largest and most powerful engine in its class. This "street version" of the famous competition-proved "427" is rated at 390 hp at 5600 rpm. Power Booster Fan, bright engine dress-up and dual exhaust lines with quad outlets are all included along with other performance features.

**Cougar Instrument Panel** continues with the full padded upper and center panel padding. The lower panel padding is being eliminated, beginning 1-1-68. (Reference Page 12A of the 1968 Cougar Data Book.)

**Right Hand Side View Mirror** is cancelled as a regular production option. It is to be available as a dealer-installed accessory only for the 1968 Cougars.

**Front Shoulder Belts** for outboard passengers are standard for all 1968 Cougar models, beginning 1-1-68. Regular seat belts are standard for all passengers. (Reference Pages 3A and 11A of the 1968 Cougar Data Book.)

**Rear Shoulder Belts** are cancelled. (Reference Page 11A of the 1968 Cougar Data Book.)

**Cougar XR-7 Seat Belts**—Regular seat belts are standard for the Cougar XR-7 in place of deluxe seat belts, beginning 1-1-68. (Reference Pages 7A and 11A of the 1968 Cougar Data Book.)

**New Deluxe Seat and Front Shoulder Belts Option**—This option, available 1-1-68 for all 1968 Cougar models, includes deluxe buckles for all belts, color-keyed webbing and a seat-belt reminder light. Also available as a dealer-installed accessory. (Reference Page 11A of the 1968 Cougar Data Book.)

**Front Bumper Guards** are optional along with rear bumper guards for the Cougar, Cougar XR-7 and Cougar GT models. These are available as a dealer-installed accessory. (Reference Page 11A of the 1968 Cougar Data Book.) Front and rear bumper guards are not available for the Cougar 7.0-Litre GT • E.

**Bright Curb Molding** is available as an individual option for the base Cougar, as well as part of the Cougar Decor Group.

**Rear Window Defogger** for Cougar is offered as a dealer-installed accessory only. (Reference Page 11A of the 1968 Cougar Data Book.)

**Note:** The information about new product developments also affects the same items in the Cougar Section of the 1968 Lincoln-Mercury Pocket Facts.



# Financial Director's Report

**Greg Fritz #5269**

Financial Services Director



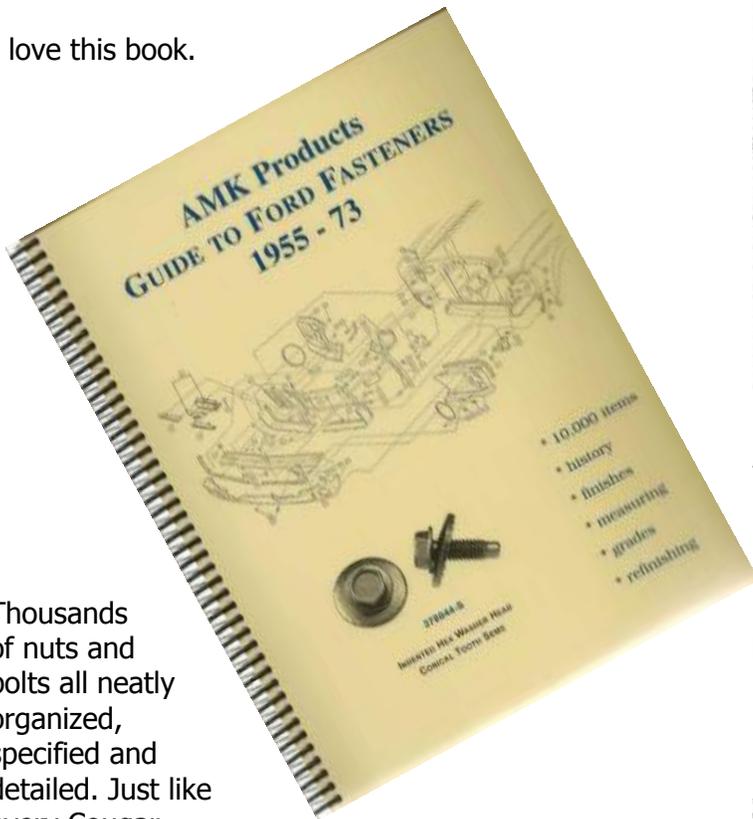
Balance Sheet		
	As of 06/30/2013	As of 09/30/2013
<b>Assets</b>		
US Bank	15,484.35	14,545.76
PayPal	13,167.23	14,741.05
Total Cash	28,651.58	29,286.81
Accounts Receivable	-	-
<b>Total Current Assets</b>	<b>28,651.58</b>	<b>29,286.81</b>
Inventory Assets	877.00	877.00
Fixed Assets	-	-
Office Furniture/Equipment	-	-
<b>Total Fixed Assets</b>	<b>877.00</b>	<b>877.00</b>
Other Non-Current Assets		
Computer Software		
<b>Total Assets</b>	<b>29,528.58</b>	<b>30,163.81</b>
<b>Liabilities</b>		
Current Liabilities	-	-
Long Term Liabilities	-	-
<b>Total Liabilities</b>	<b>-</b>	<b>-</b>
<b>Equity</b>	<b>29,654.88</b>	<b>29,528.58</b>
Current Earnings	(126.30)	635.23
<b>Total Owners Equity</b>	<b>29,528.58</b>	<b>30,163.81</b>
<b>Total Liabilities &amp; Equity</b>	<b>29,528.58</b>	<b>30,163.81</b>

Income Statement		
	As of 06/30/2013	As of 09/30/2013
<b>Revenue</b>		
Dues - Checks	535.00	1,795.00
Advertising	-	-
Calendars	-	-
Merchandise	-	-
Donations	-	-
PayPal - Dues	450.99	1,645.00
PayPal - Merchandise		
<b>Total Revenue</b>	<b>985.99</b>	<b>3,440.00</b>
<b>Expenses</b>		
Postage	-	165.78
Office Supplies	-	27.49
Membership Supplies	-	1,320.48
Advertising Refunds	-	-
Bank Fees	4.00	-
Checkprint Charges	-	-
Newsletter	1,088.61	1,100.44
Web Site Fee	-	119.40
PayPal Fees	19.68	71.18
Legal Fees	-	-
Merchandise Cost	-	-
Merchandise Refund	-	-
Memorial	-	-
Nat'l Show Expense	-	-
<b>Total Expenses</b>	<b>1,112.29</b>	<b>2,804.77</b>
<b>Net Income</b>	<b>(126.30)</b>	<b>635.23</b>

# Nuts & Bolts ....

Book Review: *AMK Products Guide to Ford Fasteners 1955 -73.*  
 Rob Merritt CCOA #8323

I love this book.

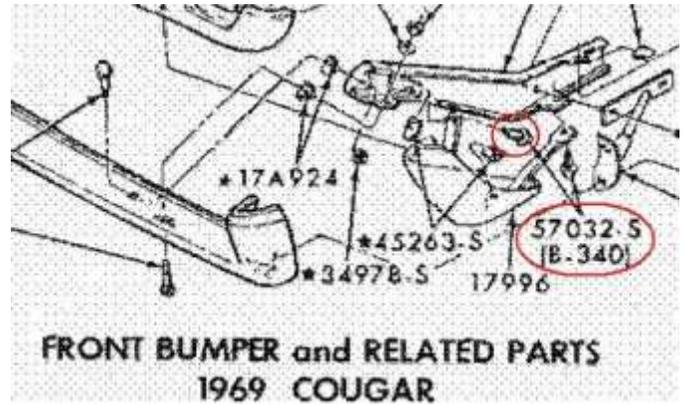


Thousands of nuts and bolts all neatly organized, specified and detailed. Just like every Cougar owner's dream garage.

Everything from Hex Head SEMS machine screws with conical washers to Fillister head Phillips tapping screws to U-nut retainers to Crown nuts to Cotter pins. Even covers trim clips and hose clamps. Perfect for the guy with a big bag of nuts and bolts who doesn't remember where they go, or for the guy who needs to figure out what type of fastener was used by the factory for a particular purpose.

Imagine you've found some nice bumper guards for your 1969 XR-7 on eBay. To your chagrin, they arrive in the mail without fasteners. Or maybe you just forgot to tag & bag the bolts when you took yours off for chroming. This book is the answer.

First, you need to identify the part number for the particular bolt. Using the bumper guard example, pull out for Master Parts Catalogue or (for many items) your illustrated Shop Manual and find the exploded view diagram.



As you can see, there is a five or six digit number assigned to the fasteners.

Now, turn to the index of the *AMK Guide to Ford Fasteners* and scan until you find that number.

AMK PRODUCTS GUIDE TO FORD FASTENERS

© 1997 AMK PRODUCTS

INDEX

Part#	Pg.
57020-S	39
57021-S	39
57022-S	39
57030-S	30
57031-S	30
<b>57032-S</b>	<b>30</b>
57033-S	30
57034-S	30
57035-S	30
57036-S	30

Turn to the page referenced in the index and *Voila!* You get a diagram of the fasteners (really helpful for some items) as well as the exact style, finish, and size needed.



In addition to the bolt by bolt listings, the book also includes sections on FoMoCo finishes for fasteners, explaining the use of phosphate, zinc, cadmium and chrome (among others). It also contains a useful glossary, historical manufacturer identification markings, and explanations of the various grade markings.



(Editor's Note: My box of fasteners isn't quite as organized as this book!)

This book nicely compliments the Shop Manual and Master Parts Catalogue that are available regularly on eBay or from your favorite Cougar vendor. It is another tool for working on your classic. If you're restoring a car where previous owners used hardware store parts, this is the book to set things straight. This book is a great resource for anyone doing a concours restoration or just trying to put a car back together that *someone else* forgot to label all the baggies of bolt. Yeah... that's right... someone else forgot to label those baggies.

The book was compiled and published by AMK Products, a supplier of fasteners for the collector car world. Many vendors carry their parts. Based on the Acknowledgement page, primary credit for assembling this reference tool goes to Max Kotlowski, who lists ten others for their contributions. The book was first printed in 1997.



You can get the *AMK Products Guide to Ford Fasteners*, oddly enough, from:

AMK Products Inc., Dept. E  
800 Airport Road  
Winchester, VA 22602  
**Phone (540) 662-7820**  
[www.amkproducts.com](http://www.amkproducts.com)

This article was first published in the July 2009 *ATSOTC*. It is reprinted here because I needed a couple of pages to make the page count divide by four, for printing purposes. —Ed.

# COUGAR OWNERS UNITE!



Join with hundreds of Cougar Club of America members to enjoy events and publications available only to CCOA members. As a member, you will receive the CCOA's publication, *At the Sign of the Cat*, an official membership card, and an eye-catching mirror hanger for your car that identifies you to fellow Cougar enthusiasts, wherever you go.

So don't hesitate—print and mail the registration form below to us today along with your yearly dues of \$20 for members who receive the newsletter by email. For members who want the newsletter by mail, the dues are \$30 for U.S. address or \$35 for non-U.S. address (payable in certified U.S. funds only) Become a member of the club that is *exclusively* dedicated to the preservation of the Mercury Cougar. You'll be glad you did!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

(please include email even if choosing regular mail membership)

New Member \_\_\_\_\_ Renewal \_\_\_\_\_

E-member (\$20) \_\_\_\_\_ U.S. mail member (\$30) \_\_\_\_\_ Non-U.S. mail (\$35) \_\_\_\_\_

May we share your contact info with regional clubs and other event organizers?

Yes \_\_\_\_\_ No \_\_\_\_\_

Tell us about your Cougar(s):

*To join or renew, please fill out this form and mail it with payment  
(Make checks payable to CCOA)*

Rob Merritt  
Membership Director  
28 West 8th Street  
Duluth, MN 55806-2515

# PRESENTING THE WEST COAST CLASSIC COUGAR 2014 CALENDAR



Calendar Item # 12-0040

## 12 MONTHS OF COUGAR

West Coast Classic Cougar is proud to announce our Cougar Calendar for 2014! Featuring a diverse range of the first three Cougar generations in all seasons, this 17"x11" calendar is sure to beautify any wall you hang it on. Get yours now while supplies last!

Order online at [www.cougarpartscatalog.com/2014calendar.html](http://www.cougarpartscatalog.com/2014calendar.html) , or call us at (503) 463-1130.

## SEE ALSO

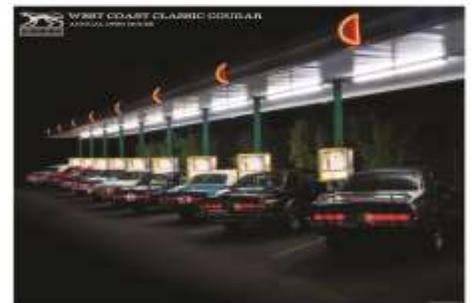
(Right) This photo from our 2013 Open House event is available as a full-size 20"x30" poster! Makes a great man-cave decoration.

Item #: 12-0030



(Left) Our latest T-shirt features a 1972 Cougar convertible on a vintage-style ringer shirt. We also have a variety of T-shirts for 1967-70 Cougars!

Item #'s: 12-0034 (S) through 12-0038 (XXL)



[www.CougarPartsCatalog.com](http://www.CougarPartsCatalog.com)

**WEST COAST CLASSIC COUGAR**  
THE DEFINITIVE MERCURY COUGAR PARTS SOURCE • 1967-1973

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# !! WANTED !!

## PHOTOS OF YOUR '67-'73 MERCURY COUGARS



Here is a way to get some money back from your restored Mercury Cougar!  
We need color pictures of our customers cars and trucks for inclusion in our catalogs, promotional items and our web site.

### Here's what's in it for YOU!

a **\$25.00** gift certificate\* for EACH photo we use on a cover

\*to be used for a future purchase with us

### \*\*\* What We Need From You \*\*\*

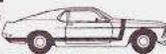
- Clear, color photos with good contrast, lighting, and pleasing backgrounds.
- Watch those shadows and light spots that wash out the color of the vehicle! Overcast days are usually best for shooting outdoors.
- Try to choose a location away from objects that may reflect in the vehicle's finish.
- No individuals or animals should be in the photo.
- Stock or near-stock vehicles are preferred over heavily modified ones.
- Three-point (an angle with three sides of the vehicle visible) shots are preferred. Take a look at our covers for examples.
- Digital photos are preferred over prints. Digital photos may be submitted via mail on a CD or through our website. (Photos only – no Word / Publisher documents, folios, flip books or other "picture packages," please!)
- If you are submitting a print, please use a glossy photo finish.
- Please put vehicle info and owner contact info on the back of **each** print. Labels are preferred. If you do not have a label, leave the back blank.

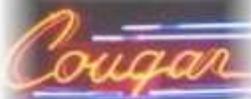


PLEASE REMEMBER: Submitting a photo does not guarantee it will appear on a catalog cover. All cover photo submissions must go through a process of evaluation and approval before they are considered for a cover. All photos submitted become property of Auto Krafters, Inc. and will be kept on file unless the person submitting them requests that they be returned AND has included a self-addressed, stamped envelope for their return. Auto Krafters, Inc. is not responsible for photos lost in the mail. Photos we use, and issue credit for, will permanently become property of Auto Krafters, Inc. and will not be returned. \$25.00 credit memo will be issued ONLY if the photo is used on a catalog cover; no credit will be issued for simply submitting a photo. While we anticipate this program going on indefinitely, we do reserve the right to cancel this offer at any time without prior notice.

Any questions? Please call us toll-free at 1-800-228-7346 and ask for Catalog Production. Send photos and descriptive information of the vehicle (year, make, model, body style, etc.) and some info about the owner to:

**Auto Krafters, Inc.**  
PO Box 1100 Dept. PH  
New Market, VA 22844  
ATTN: Catalog Production

Since 1978  
**AUTO KRAFTERS** 



# John's Classic Cougars



## Your Headquarters for 1967-1973 *Cougar* New, Used, NOS, and Reproduction Parts & Accessories Since 1982!!!

You can buy with confidence from the only exclusively *Cougar* Dealer in the country to have a business licensed by Ford Motor Company!

Our vast inventory includes over 50 parts cars plus 4 buildings...18,000+ square feet...packed full of New, Used, NOS, & Reproduction Parts & Accessories. The **ONLY** parts we stock are the quality parts we will use on our own Cougars! We have our own in-house Upholstery Craftsmen who have been making our upholstery sets for 30 years! We offer both Vinyl & **LEATHER** upholstery sets. Our quality can't be beat! **AWARD WINNING!**

Give us a call for your Upholstery needs!

**Absolutely EVERYTHING** we reproduce for your *Cougar* are the best quality we can find!

<p>'67-'73 Fiberglass Front &amp; Rear Valance Panels '70 Front License Plate Bracket All Hood Scoops Aluminum Shifter Plate Black Plastic Shifter Slide Officially Licensed <i>Cougar</i> Apparel '67-'68; '69-'70 Cougar METAL Trunk Floor Panels '67-'68; '69-'70 METAL Rear Trunk Floor Cross Members '69-'70 Headlight Shaft Bushings</p>  <p><b>ALL ITEMS ARE PROUDLY MADE IN THE USA!!!</b></p>	<p>Both Vinyl &amp; <b>LEATHER</b> Upholstery Sets '69-'70 Outside Door Handle Gaskets '70-'74 Running Cat Steering Wheel Emblem '69-'70 Steering Wheel &amp; Console Wood Grain Kits '67-'73 METAL Quarter Panel Inner Drop Panels '67-'68 METAL Lower Quarter Repair Panels. Both <b>BEHIND</b> the wheel as well as in <b>FRONT</b> of the Wheel '69-'70 RH Mirror Base</p> <p>Look for our Official Ford Licensing Number on all our Licensed Parts!</p>	<p>'67-'68 Headlight Door Background Insert Decal '69 Headlight Door Background Insert Decal '70 Headlight Door Background Insert Decal '67-'68 COUGAR &amp; XR-7 Trunk Lock Insert Decals '67 &amp; '68 XR-7 Toggle Switch Knobs <b>COUGAR &amp; ELIMINATOR</b> License Plates '69 Hood Stripe Kits in Black, White &amp; Silver '69 <b>ELIMINATOR</b> Stripe Kits in Black or White '70 <b>ELIMINATOR</b> Stripe Kits</p>  <p><b>3053</b></p>
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Our current Catalog is Available for \$5.00 or FREE with an order.  
**THANK YOU**, our Loyal Customers for 31 Years in the Cougar Business!!!  
Give us a Call! We are always **HAPPY** to help!

Phone: 616-396-0390  
24-Hour Fax Line: 616-396-0366

E-Mail: [jc-cougars@egl.net](mailto:jc-cougars@egl.net)  
Website: [JohnsClassicCougars.com](http://JohnsClassicCougars.com)

**Remember, Cougars Are Our Business...NOT A SIDE-LINE!!!**



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

**Address Service Requested**

**FIRST CLASS MAIL**

