

THE 2016/2017 SHOWS

SPRING 2016



Regional reports:

A Message from Cascade Cougar Club, Pacific Northwest • C.A.T.S. The Cougar Classic Club • 2016 Arthritis Classic Autoshow, Dublin, Ohio • M60 Cougars • Hello from Northumberland • Lone Star Cougar Club • A Message from Fordnutz Cougar Club, Vancouver, BC, Canada • Mid America Classic Cougars • Delmarva Cougar Club • Daddies, Cougars and Lots of Fun • Introducing the Cougar Club of Germany by Mike Hofer • Southern California Cougar Club • Mercury Stray Cats



AT THE SIGN OF THE CAT

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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

Our next issue is planned for the Summer. **Please send your submissions no later than May 31st, 2016.**

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Contact Kamran Waheed for details at assistanteditor@cougarclub.org

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IN THIS ISSUE



2	At the Sign of the Cat
3	Club Contacts
4	In This Issue
5	CCOA Board of Directors
6-7	View from the Chair by Gavin Schlesinger
8	A Word from the Editor by Thierry Frisch
9	Regional Reports
9	A Message from Cascade Cougar Club, Pacific Northwest by Heather Whitaker
10	C.A.T.S. The Cougar Classic Club by Brian Carpenter
11	2016 Arthritis Classic Autoshow, Dublin, Ohio by Ben Brace
12	M60 Cougars by Barrie Dixon
13	Hello from Northumberland by Chris and Sally Course
14-15	Lone Star Cougar Club by Matt S. Slay
16	A Message from Fordnutz Cougar Club, Vancouver, BC, Canada by Heather Whitaker
18-22	Mid America Classic Cougars by Randy Christian
23	Delmarva Cougar Club by Carl Graziano
24-27	Daddies, Cougars and Lots of Fun Introducing the Cougar Club of Germany by Mike Hofer
28-31	Southern California Cougar Club by Gavin Schlesinger
32-35	Mercury Stray Cats by John Swanson
38	Membership Application
39-43	The Mercury Cougar - Why and How
44-46	Eliminators on the Market by Michael Banks
47	Donald E. Wussler
48-49	Building Cougar Excitement by Dennis Pierachini
50-51	Ebay Cats and Personal Ads by Kamran Waheed
52	Financial Directors Report by Greg Fritz
54-55	Membership Report by Rob Merritt



Daddies, Cougars and Lots of Fun
Introducing the Cougar Club of Germany pp 24-27

COUGAR EXTERIOR PACKAGE

1967 PERSONAL CARS:	MUSTANG	COUGAR	T-BIRD
WHEELBASE	108.0	113.2	114.5
LENGTH	183.5	190.3	206.9
HEIGHT	51.7	51.8	52.8
WIDTH	70.9	71.2	77.3
TREAD, FRONT	58.0	58.0	62.0
TREAD, REAR	58.0	58.0	62.0

The Mercury Cougar - Why and How pp 39-43



Eliminators on the Market pp 44-46

FRONT COVER PHOTO BY TED TAYLOR
BACK COVER PHOTO BY JOHN SWANSON

CCOA BOARD OF DIRECTORS

On January 1st, 2016 some positions in the CCOA board of directors changed.

Here's the current board:



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#5780



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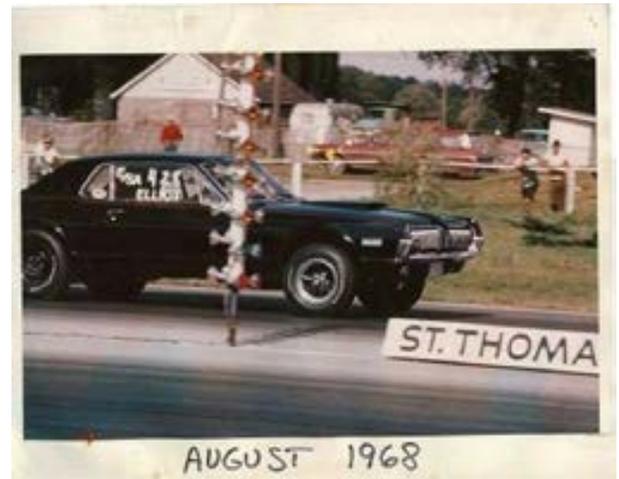
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VIEW FROM THE CHAIR



By Gavin Schlesinger (#5780)



It is hard to believe that one quarter of 2016 is over. For many of our club members, their Cougars are still in hibernation as there are still a few months of winter ahead. Being based in California I have the luxury of being able to take my car out year round. I do post photos online and email them to friends in the Cougar community to share in my travels. If you find yourself in Southern California, I hope we can arrange to meet at one of the local SoCal Cougar club events.

“The cars remain mostly the same; it important to remember and celebrate all the people we meet along the road.” -Gary Woodward

A few years ago, I was fortunate to meet Gary Woodward whose family has been in the Cougar community since almost the beginning. Gary has amazing

stories of traveling the backroads in Northern California with his brother Bruce and his father. The first photo of his Cougar I was able to view was actually one where Gary, his family all stopped by a Sacramento car show hosted by the Mercury Stray Cats. The amazing thing was that they drove up in three different Cougars! When I met Gary on www.ClassicCougarCommunity.com, my initial note to him with have photos of your car from the 80s. That initial note is what sparked a great friendship, and certainly it could have gone unanswered.

It is amazing to have met so many great people over my past 30 years in this hobby. Before the Internet, we spent countless hours in parking lots, fields, and the side of the road sharing stories, checking out each others cars or at shows. I feel so lucky to have made so many great

friendships, and to have met and continue to meet so many neat people.

With 2017 quickly approaching, I have been focused on the 50th anniversary events and merchandise to be able help deliver the best anniversary celebration possible. With everyone’s support, I feel confident that each event planned will be an amazing tribute to the cars we all enjoy and all of the people who make the hours spent in parking lots and events fly by so quickly. The memories created will certainly last a lifetime. I hope you are able to attend an event or two.



2017 - 50th Anniversary Events



Tulsa

Mid America & Lone Star Cougar Club @ Tulsa, OK
April 21st & 22nd, 2017

Carlisle

DCC (Delmarva Cougar Club) and the CCNJPA (Cougar Club of New Jersey & Pennsylvania) @ Carlisle, PA
June 2nd, 3rd & 4th, 2017

Michigan

C.A.T.S Club @ Ford World HQ in MI
June 10th, 11th & 12th, 2017

Cypress

SoCal Cougar Club @ Cypress, California
June 23rd & 24th, 2017

New York

Party Like its 1967
August 5th & 6th, 2017

**Experience the Salmon River area of Upstate New York! Near Pulaski, NY, off Rt 81. You are almost t in Canada

Tacoma

Cascade Cougar Club @ Tacoma, Washington
August 3rd, 4th, 5th & 6th, 2017

If you are interested in more information about the CCOA 50th Anniversary Events, please email me directly chair@cougarclub.org

Through membership renewals and merchandise sales, the CCOA is able to sponsor and invest in events for our membership which in turn helps to promote our hobby. Visit www.CougarClub.org to see our latest merchandise deals.



Top 10 Reasons to Join and Contribute to the CCOA

1. Share your passion with people "Dedicated to the appreciation and preservation of the Mercury Cougar."
2. Expert technical advice on how to fix your Cougar, or ideas and advice for your latest project.
3. Receive the club newsletter.
4. Website access to preferred parts and services lists, as well as the registry groups.
5. Free classified advertising on www.cougarclub.org
6. Cougar gear access to official CCOA Merchandise.
7. A network of people to help locate hard to find NOS and used parts.
8. Access to the national database information: When was my car reported and what was its condition?
9. Event sponsorship funds for your club or organization to host regional or national CCOA events.
10. CCOA member discount to events and membership discounts to members of regional Cougar clubs to join the CCOA.

Gavin Schlesinger

Cougar Club of America Chairperson #5780
<http://www.cougarclub.org/>

Look for us on Facebook:

<http://www.facebook.com/pages/The-Cougar-Club-Of-America-CCOA-wwwcougarcluborg/472976009430890>

A WORD FROM THE EDITOR

By Thierry Frisch (#9342)

Photo by Myriam Kraemer (www.myriamkraemer.com)

The last few months, some Cougars had to hibernate, due to the bad weather and salty roads. Their owners on the other hand most certainly have not been hibernating at all. They have been really busy.

Want proof?

We'll have a look at this issue of ATSOTC. It is packed with articles about club events from the winter months and with a lot of details about shows and meetings being planned, not only for this year's car show season but also already for next year's big celebration of the Cougar's 50th.

We also have reports from Cougar related clubs and Cougar appreciating people from abroad: The ever so present Fordnutz from Canada, the M60 Cougars and Chris and Sally Course from the UK and the Cougar Club of Germany

Our next issue is planned for the summer. Please send your submissions no later than May 31st, 2016.



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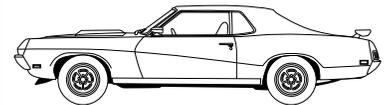
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Technical Advisor, Cougar Club of America - www.cougarclub.org

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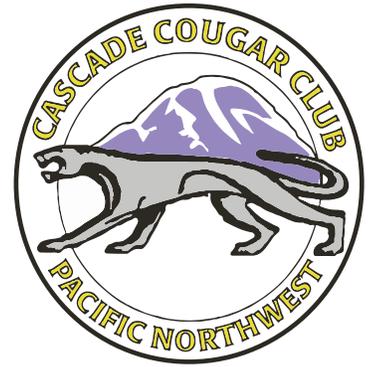


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A MESSAGE FROM CASCADE COUGAR CLUB, PACIFIC NORTHWEST

By Heather Whitaker (#7477)



After many years of our club having the Christmas celebration at a restaurant, it was decided to return to a simpler, more intimate atmosphere. So for the 2015 party our club treasurer volunteered his home (with his wife's approval, of course), for a pot luck buffet. This turned out to be a popular decision as we had a near record crowd, with attendance topping forty-six at the Benoit's Edgewood, Washington home on December 12th. It was wonderful to visit again with so many old friends after our two-month hiatus from show season. All the ladies were dressed in holiday colors, but I guess it was too early for the guys to show off their "special" Christmas sweaters – disappointing. In tune with the Christmas spirit, many of the adults, their own children now grown, played with the little ones throughout the evening, generating plenty of laughter.



The club supplied ham and turkey, baked to perfection by Susan Benoit, and the entire buffet was absolutely staggering with so much delicious food spread over two tables and the kitchen bar – a guarantee that absolutely no one left hungry. After dinner, the boys headed out to John's shop to peruse the latest acquisition(s) but returned in time for the much-anticipated raffle.



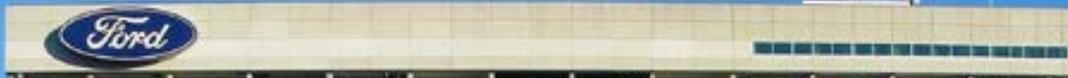
Neal Jacobson and Leigh Viertel sold over \$200 worth of tickets for the chance to win some of the dozens of prizes covering a table and surrounding floor. Nearly everyone came away with an armful of new treasures.

As if the evening wasn't exciting enough, Jeff Bingaman stepped forward to announce that he had just received confirmation from the CCOA that Cascade had been approved to host a 50th anniversary Cougar national show in 2017. A loud cheer went up and when the applause died down, Jeff gave us a brief synopsis of our plans for the proposed four-day show.

Everyone had such a good time that it was hard to say good-bye, but alas, all good things must end. We eventually called it a night but with anticipation for a fun-filled 2016 and expectations of a fabulous, history-making 2017.

Heather Whitaker, Chairman
Cascade Cougar Club





C.A.T.S. The Classic Cougar Club

By Brian Carpenter (#8301)



On January 30th, 2016, C.A.T.S had a small meeting at Ray Bischoff’s house to discuss the desire of a Cougar Club of America show at the Ford World headquarters https://en.wikipedia.org/wiki/Ford_World_Headquarters to celebrate the Mercury Cougar 50th anniversary. Events really started to align and move forward with the inclusion of Mark Kulwik, who has just recently purchased an XR7 G. Mark is also a member of the SAAC – Motor City Region (SAAC = Shelby American Automobile Club) <http://www.saac-mcr.com/> and a key person in planning their events with Ford. With some help and encouragement from Gavin we decided to meet and discuss the logistics of a show at the headquarters. The SAAC – Motor City Region offered to host C.A.T.S and CCOA to have a show along with their 42nd Motor City SAAC Show n’ Go at the Ford World Headquarters. They even went as far as letting us pick the date. So, a big THANK YOU to Mark and the SAAC – Motor City Region. This will make for a very unique and exciting event for the Cougar community. We have the date set for an exciting weekend starting Friday, June 9, 2017 and ending June 12, 2017. This will be the weekend following the all Ford Carlisle show.

Friday, June 9, 2017: We will have a meet and greet set up at the host hotel to give pre-registered participants a goodie bag and itinerary on the weekend events.

Saturday, June 10, 2017: We are planning a cruise to a local point of interest. Maybe a second cruise in the evening on Woodward Avenue. We are working on getting some guest speakers that would interesting to the Cougar community.

Sunday, June 11, 2017: C.A.T.S/ CCOA show at the 42nd Motor City SAAC Show n’ Go at Ford World Headquarters in Dearborn, MI. The 67 Cougars will park together to highlight the 50th anniversary. This will be an all Ford show with the Cougars parking together, but separate next to the rest of the car show.

Monday, June 12, 2017: Open track day with the SAAC – Motor City Region at Waterford Hills road course a short distance from Dearborn <http://www.waterfordhills.com/>. This is open to all car makes and experience levels. Driver instructors will be available if you have no experience or want to improve your skills. This will be a very unique opportunity if you ever wanted to experience driving a road course track. We are also looking at opening the track up for a short time of slow pace laps if you just want some photos on the track.

On August 27, 2016 Dan Pheiffer Lincoln and John’s Classic Cougars will host a show at the Pheiffer dealership on 28th < Street in Grand Rapids. All C.A.T.S members are encouraged to attend. This will take place during the 12th annual Metro Cruise. <http://www.28thstreetmetrocrui.com>

The C.A.T.S club is getting more active and we have expanded our borders to include all of Ohio, Indiana and added the state of Illinois. We are looking forward to getting in contact with new members and growing the C.A.T.S club. Stay tuned for a new logo design and a Facebook page.

The host hotel is confirmed for the Cougar 50th at the Ford World Headquarters in Dearborn, MI. We will be utilizing the Hilton Double Tree, 5801 Southfield Rd, Detroit, MI 48228, which is located about a mile from the Ford World Headquarters and the 42nd Motor City SAAC Show n' Go show site:

<http://doubletree3.hilton.com/en/hotels/michigan/doubletree-by-hilton-hotel-detroit-dearborn-DTTDBDT/index.html>



This is a full service hotel with restaurant, lounge and indoor/outdoor pool. The C.A.T.S club will have use of a hospitality room for the weekend. The parking lot at the hotel is fully fenced in and gated for security. We will have a section of the west parking lot roped off just for Cougar parking for the weekend. To start, Hilton has blocked off 50 rooms for the 50th Cougar show. The room rate is \$114 + 15 % sales tax. To make reservations, contact Mimi Sion via e-mail:

mimi.sion@hilton.com or call her direct 313-982-3983. After July 1st, 2016, I will have a code number that can be used to make reservations on the Hilton reservation line. The room rate is good for June 9th, 10th, 11th 2017 and three days before and after those dates.

<https://www.google.com/maps/place/DoubleTree+by+Hilton+Hotel+Detroit+-+Dearborn/@42.3314729,-83.2182161,305m/data=!3m1!1e3!4m2!3m1!1s0x883b351800a149bd:0x8bc7df257de25e3c16m1!1e1>

Best regards,
Brian Carpenter, President, C.A.T.S

2016 Arthritis Foundation Classic Auto Show Dublin, Ohio

By Ben Brace (#2796)

The Classic Auto Show has a brand new web site. To get there just Google "2016 Arthritis Auto Show, Columbus, Ohio" and you are there!

July 7th, 2016 - On Thursday morning the Legends Cruise & Tour heads south to a premier private auto collection that fills three warehouses.

July 8th - Friday is the Cruise-In with over 100 6ft trophies to give away to the best show cars, and

July 9th - Saturday is the judged Classic Car Show with Class 43, Mercury Cougars, down by the stage where you are in the middle of everything!

This is the only Cougar car show in Ohio, so this show within an show is for all years, all Cats! Sign-up and register now on-line!

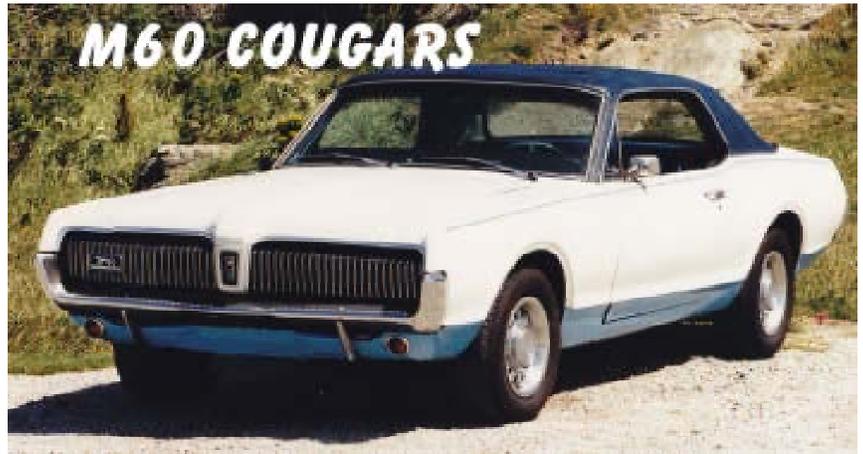
Questions?

Contact Ben Brace, 614-795-6627 or benbrace@benbrace.com



M60 COUGARS

By Barrie Dixon (#0156)



At the turn of the year, it's the custom to make "resolutions", and for the last few years, I've resolved to drive my Cougar more than I did in the previous year. I never manage to do that simple task; something always seems to get in the way. So, this year my "resolution" is to never make any more resolutions!

What I'm going to do instead is take each issue as it comes along. This year, that's going to involve getting a bunch of metalwork replaced, if only so that my car doesn't quite look its age. I kind of feel that "bunch of metalwork" might just lead to a major restoration project but, you know what? When you've had the same car since the early '80s, then maybe it deserves a fair bit of TLC, regardless of how few miles you might add to the odometer each year.

Over the next few months, I'm going to have to decide just how far I need to go to keep my car both driveable and "curb appealing". Then I'm going to have to decide just how close do I keep my favorite four wheeled feline to how Dear-born intended. And just how close I can bring it into the 21st century without it being considered a hot rod. Would turning my Cat into a hot rod be such a bad thing? With the changes I've made to, say, the rear suspension, the minor changes to ignition, induction and exhaust, the replacement rack and pinion steering system, and the custom leather interior trim, would they combine to qualify my car as a modest hot rod already? I know I want to upgrade my front discs and add discs to the rear at some point. I know I want to add 17" diameter wheels and fatter tires somewhere over the next couple of years, once the current tires begin to wear out. Hot rod? Resto mod? I don't know, but with current modifications apart, it is still a "numbers matching" car.

Actually, you know what? I took my Cougar on a short run at the beginning of February. "In February? The middle of winter? In England? Is he crazy?" You're thinking along those lines, right? Well, the weather and climate here in the north, close to the Arctic Circle, isn't as extreme as it is around the Great Lakes. It was a quiet Sunday morning and the car had been sitting in the garage doing nothing since New Year's and me needing to find a venue right in the center of the city, ready for a meeting a few days later, I decided to take the Cougar rather than the Kuga. It was in the low 40s, wet, raining steadily and my pride and joy ran beautifully. It never missed a beat the whole of the 25-35 mile round trip. Then, about 10 days later I went out on another

"warm up" trip. The weather had been hanging around freezing for a few days and I felt I needed to run the motor up. Again, never missed a beat! I keep thinking that one of those "bucket list" items should be a rebuild on the factory stock motor but, you know what? If it ain't broke.....!

Not a lot of news on the UK legislation front at this time. There's stuff being discussed that may or may not have some kind of effect on us eventually, but nothing anywhere close to final yet and so not worth worrying about right now.

There has been a reminder sent to me from the FBHVC that "Drive It Day 2016" will be Sunday, April 24th. So, what's "Drive It Day"? This is the nearest Sunday to St. Georges Day, England's Patron Saint; it's also pretty much the start of "the season" and a good time to blow the cobwebs out of your classic. If there's anything going on in your immediate areas, join in. If there isn't, just take your Cougar for a drive anyway. Show people you care about your "historic vehicle", even if it's just a short trip to a local pub for lunch with your family. Oh, here's a thought. While you're out cruising on the 24th, why not take a photo or two of your car, add a few words and send it off to our editor?

If you're new to the "historic vehicle movement" or CCOA and live in the UK, then you may not know who the FBHVC is; it's the Federation of British Historic Vehicle Clubs. It isn't limited to British historic vehicles; it supports member clubs of all historic vehicles, in Britain. You might also find me referring to other organizations like the DVLA in my updates. These will more than likely be a government agency of some sort, so where I need to, I'll reference them in full. DVLA, by the way, is the Driver and Vehicle License Agency. MOT refers to the old Ministry of Transport that tests your vehicle at a local center and issues a certificate of road worthiness for vehicles over three years old. The name of the agency has changed, but we still refer to the test as "MOT". I suppose these references are less important to non-Brits, but why shouldn't you all know what they mean, like we know the DMV, NHRA and NASCAR (huh?). Well, you get my drift, right?

For now, let's all enjoy our summer season and get some mileage on our Cougars while we psych ourselves up for next year's 50th anniversary celebrations.



HELLO FROM NORTHUMBERLAND

By Chris and Sally Course (#9000)

Glad to see we finally got in the fall 2015 edition! I thought our article was lost. We love the new color mag, and there were some great pics and stories included.

Well, I'm afraid to say that since May, our cat's been unwell. We had just done a photo shoot on a wonderful sunny afternoon for Classic American Mag down by the bay where we live. All went very well; the still shots and the moving shots, but then the car started missing at low revs on the way back home. To cut a long story short, we got the cat home and I had a mechanic look under the hood. The front of the carb was leaking, so I put it down to this. I had the old motocraft 21002v re-built. When we got it back, I bolted it back on and expected everything to be fine, but no! It's giving me such problems. The car hasn't been out since then. Also, the cat was due for its British M.O.T. test at about the same time. I knew that because of worn top ball joint boots, it was going to fail, so we decided to lay SWEET JANE up. That's what the cat's name is after the Velvet Underground song. It's down to time and money we've had to do this.

This old house needs work done to it and we're living the northern way of life now, meaning we've taken on an allotment. If you guys don't know what this is, it's a plot of land where you grow your own veg etc., and we also have three hens! Fresh eggs every day. It's a huge plot close to home, but it needs lots of time and effort to get it sorted out. So I've also put this before the cat. I guess you could say I've retired since moving here, but I haven't stopped yet.

Back to the cat: I'm waiting on new parts to rebuild the front suspension, top/bottom arms and new shocks. The cost of parts for Cougars/Mustangs here is high. You guys are so lucky over there, when you're spending \$500 we are spending £1000 - so please spare a thought for us!!



It's going to be a long cold winter here but I will do the suspension and then I'm thinking of replacing the intake manifold and carburetor. I'm thinking Edelbrock, as it seems the way to go although I'd love to keep it original! But doing research says: move on.

Well I will close now, but before I go, I've just gotten in contact with a guy over here who's just gotten a 68 cat from the states; I've seen pics of it and it is real fine. I'm glad he got in touch with me as I don't hear from other Cougar owners here. But I know they are out there! Cougars are being bought here now, as people realize they are so rare. Lastly, best wishes to you all and all those for the mag.

Please don't forget us Brits. We may be 1000s of miles away but have one thing in common. Send your club decals / flyers and anything else if you can.

THANK YOU.
Chris n Sally Course U.K.
c.course@btinternet.com

Lone Star Cougar Club

By Matt S. Slay (#5002)
Director, Social Media
Lone Star Cougar Club
www.lonestarcougarclub.com



Despite the winter months slowing us down, the LSCC has had an eventful winter with several shows and trips. Porter's Veterans Day Benefit was held over Veteran's Day weekend at Porter's Army & Navy. Even with spotty weather, the club brought six cars with Gene Mullenberg's '72 convertible, Dwain Barker's '73 convertible, Joe Valenti's '69 428 red convertible, Barry Rowe's '67 GT, Ken Stovall's '68 XR7, and Matt Slay's '68 standard coupe. It was a fun day of celebration for our veterans. The LSCC makes our primary philanthropic donation every year to this cause. Porter's handles organizing, packing, and shipping of care packages for our troops abroad. The afternoon long fundraiser and celebration of bands and city leaders helps raise money for these efforts. Club president, Ken Stovall, received a plaque of recognition from the city of Irving and Porter's for our club's yearly support. Though no trophies were awarded, most members bought something from the row of pawn shop perusing up and down main street.



The Lone Star Cougar Club

In the middle of a Texas winter, the LSCC warmed up the cars after the devastating tornados in the Dallas/Rowlett area with nine club members bringing out their cats for the Ground Zero Rowlett Tornado Benefit. All proceeds went to the Church in the City that served as the operational relief headquarters for the volunteers, relief workers, and homeless. Over four hundred cars came to the benefit! Alan and Gail Easley brought



President, Ken Stovall

their new Mustang convertible, while Mike Easley brought their Bullitt clone. Ken Stovall and Matt Slay brought their '68 Cougars and new member Timothy Withers brought his 1973 convertible, along with his two boys. Todd Richmond brought his great looking 1970 black convertible. Cliff Talley and Kristina Shiroma not only brought their awesome LSCC pop-up tent, but their 1967 Cougar and Kristina's new 1964 Comet Caliente convertible. At the end of the day, the event, along with our club members, raised close to \$7000 with entries, donations, sales, and food, and \$750 worth of goods went into the pantry at the church from the dyno pull proceeds.

At the end of January, when most of our members had put their cats up for winter, several of our members ventured to Scottsdale, Arizona for the 12th Annual CCOA Dinners at Barrett Jackson Auction. Gene Mullenberg, Matt Slay, Joe Valenti, and Dan McKeithen all made the festivities. Several dinners were set up throughout the weekend with thanks to Mark Smith for all his hard work. Club members had the opportunity to see several Cougars cross the block throughout the weekend. An older restoration of a 1970 302 Boss Eliminator in competition blue crossed the stage at 79K without commissions. It was a striking car that someone is very fortunate to own. On Saturday evening, the president of the Arizona Cougar Club, Scott Taylor and his wife, Tammy, hosted an elaborate get together at their house outside of Scottsdale. Many Cougars showed for the festivities and were able to see Scott's fully stocked shop complete with numerous parts and parts cars. Thank you to the Arizona Cougar Club for a fantastic time!!!



The Lone Star Cougar Club rallies for the tornado victims



Cliff Talley and Kristin Shiroma sporting the colors



CCOA Club Services Director, Matt Slay



1970 Cougar Eliminator 302 Boss crosses the stage



CCOA 12th Barrett Jackson Saturday dinner



LSCC member Matt Slay represented the CCOA



LSCC members Dan McKeithen & Gene Mullenberg



LSCC members spend the day with the Arizona club



Arizona Cougar Club Scott and Tammy Taylor

A MESSAGE FROM FORDNUTZ COUGAR CLUB, VANCOUVER, BC, CANADA

By Heather Whitaker (#7477)



FORDNUTZ CHRISTMAS PARTY, ABBOTSFORD, BC, DECEMBER 5, 2015:

The weather was typical for a west coast winter – wet and windy - but the hospitality was warm and inviting as twenty-two of us gathered at the Friesen home for our club's annual Christmas party. Kim and Cindy cooked up another delicious main course of ham, teriyaki chicken and scalloped potatoes while the balance of the feast was prepared from the imaginations (and cook books) of their guests.

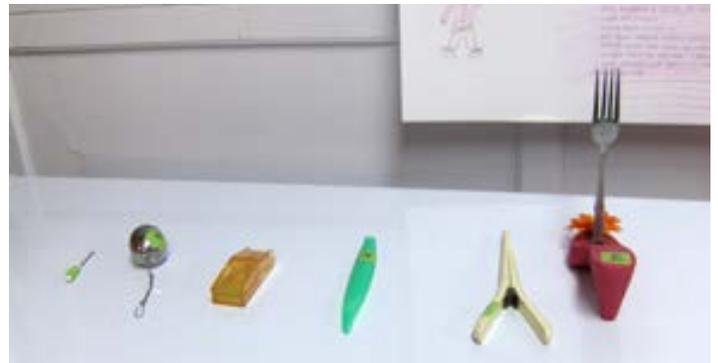
Although Christmas was weeks away, the house was decorated beautifully and while everyone caught up on the past couple of months' activities, we played a game of What Is It? This is a game where somewhat obscure items are spread out on a table and we write down our best guesses as to what they might be for a chance to win prizes. We were warned not to compare notes or ask questions as we would be under Kim's watchful eye. This year's winner of a Ford Blue bag filled with a variety of car guy treasures was Rob Waine, naming seven of the twelve items. There was a four-way tie for second place so Kim had to come up with a tie-breaker question to stump the competitors. When time was up, the winner was Kim's daughter, Heather, who beat out Mel Snow, Terry Robertson and John Edwards for the prize of another blue bag while the "losers" each received Tim Horton's gift cards.

As always, there was much hilarity, many over-full stomachs and the generosity of our members once again filled the Food Bank box with donations. It was well past nine o'clock before we all headed for home thanking Kim and Cindy for hosting another successful year-end party!

With the start of a brand new year, it's time to turn our attention to things automotive and with that in

mind I am arranging a garage tour for early March at a local auto wrecker. That may seem like a contradiction, but long-time business owner Ed Wasney has a building set aside from the yard which houses a collection of classic Ford models from across many decades – should be fun. I'll tell you all about it next time.

Heather Whitaker, Events Director
Fordnutz Cougar Club

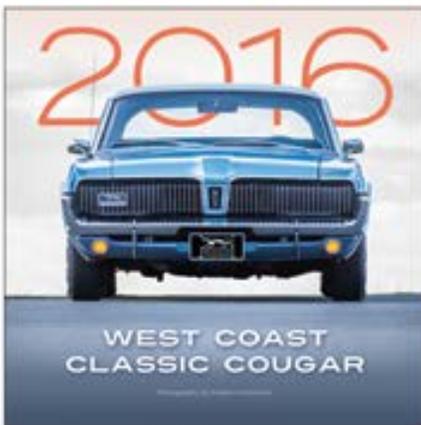


WEST COAST CLASSIC COUGAR 2016 CALENDAR



WORLD'S BEST COUGAR CALENDAR

All new for 2016! Enjoy art-quality photos of classic Mercury Cougars all year long with the West Coast Classic Cougar 2016 Calendar. This calendar follows the content-rich format of our previous 2015 version, with multiple photos of every car and written details to complete the package. It also measures a generous 12" x 24" for maximum visual impact, and includes a punched hole for easy hanging. Sprinkled throughout the month pages are some notable dates in Cougar history, too. We're proud to say that this calendar is produced entirely in-house, and we don't think you'll see anything like it in your local bookstore.



GET YOURS TODAY!

WWW.COUGPARTS.COM
PHONE: 503-463-1130
ITEM # 12-0090



WEST COAST CLASSIC COUGAR

Mid America Classic Cougars

By Randy Christian (#9216)

Vice President, Mid America Classic Cougars

2016 has started out with a bang as we have been planning our 2016 events and club meetings and working on putting all the details together for the 2017 National Cougar show we are hosting along with the Lone Star Cougar Club on April 21 and 22, 2017 in Tulsa, OK.



Our show committee consisting of Randy Christian - Show Chairman, Bill Evanoff - Events Coordinator, Bill Timmerman - Logistics/Venue Coordinator, Dwight Griffis - Treasurer/Registration, Charlie Brown - Secretary/Marketing and Matt Slay from LSCC have been meeting on a regular basis to put together a great show on for the 50th anniversary of the Cougar. The show will be held at the Exchange Center which is part of the larger Expo Square complex located in central Tulsa. The Mother Road (Route 66) runs right through Tulsa and we are working on a cruise on parts of old Route 66 that all should enjoy. This will be an all indoor show and registration is now open. We encourage everyone to register early to guarantee you have an indoor spot. March 15, 2017 is the cut off date for guaranteeing an indoor space. We are also actively recruiting class sponsorships, show sponsorships and vendors. We have registration forms and sponsor/vendor forms posted on our facebook page. The following link will take you there where you can print them out. <https://www.facebook.com/MidAmericaClassicCougars/>. As you register your car, we would like you to send a picture of your "Cat" to MidAmericaCougars+Show@gmail.com so we can post them to our facebook page so all can see all the great cars coming to Tulsa.

We held our January club meeting at Charlie Brown's house (our secretary), where we had a chili potluck lunch and visited his great shop and checked out his 67 XR7. We had several different kinds of chili prepared by a few club members. All the chilis were great and the desserts were good too. We spent the afternoon talking Cougars and a little shop. Thanks for hosting, Charlie and Paula.

Bill Evanoff, MACC president, and his wife Scarlett recently made a trip to Dallas. It turned into a very memorable trip. They met Richard Rawlings of Gas Monkey Garage. Bill had the opportunity to talk with Richard for only a few

short minutes because his show really reflects his busy life he leads . . . go, go, go. Then, Bill and Scarlett went to ASM Upholstery and met and visited with Ninja Sue, Richard Rawlings "main lady". Of course, it would not be right if we did not visit Fired Up Garage the home of Richard Rawlings terminated ex employees, where there is no love lost between them. When filming wrapped, Tom invited me into the shop and introduced me to the guys. He showed me some of their projects. It was a real treat. After all of this excitement, Bill called Matt Slay of the Lone Star Cougar Club. Bill originally met Matt at the MACC 2nd annual meet and greet in Tulsa, OK. Matt has



just wrapped up his work for the day and invited Bill and Scarlette over to his shop where he keeps some of his prized possessions, part of his Cougar collection. Bill was really excited to see his 68 GTE 427 V8. Bill said when Matt started it up, "It growled and its fangs were showing." This is a rare Cat, as it is 1 of 369 manufactured. Matt offered to take Bill out for a ride. When asked if he wanted to drive, Bill responded, "Hell yes!". This is one of the cars you always hear about and never get to see. Bill stated, "With its Detroit Locker rear end, it is definitely a super sleeper." Bill would like to thank Matt for being so gracious for giving him "a once in a lifetime thrill."

On behalf of Mid America Classic Cougars, Bill would like to congratulate Matt on being elected CCOA's Club Services Director.

MACC has a couple of events coming up early in the spring we would like let everyone know about. On Saturday, March 26, we are going to make a trip to Rogersville, MO to visit with Cecil and Doris Jones. They are members of MACC and long time CCOA members. They actually attended the last Cougar show in Tulsa in 1987. Cecil and Doris have owned many Cougars over the years and currently have an all original 1967 standard Cougar and a 1967 Cougar convertible that Cecil built himself. It is quite a "CAT". They also have two large shops full of those two Cougars, a few Studebakers and lots and lots of Cougar memorabilia. That same evening we are going to the Rogersville drag strip to watch our club member, Bill Timmerman do a little drag racing. He will not be racing his Cougar drag car that night but a special class built Mustang. It should be a fun day. On April 9, MACC is going to have hamburger and hot dog cookout at Bill Timmerman's shop in Sand Springs, OK. It will be the first time everyone can bring their "CATS" out of winter hibernation and show off all the improvements that might have been completed on the cars over the winter.

Keep checking our facebook page and our brand new website for upcoming club events and updates on the 2017 National show.

By Randy Christian (#9216)

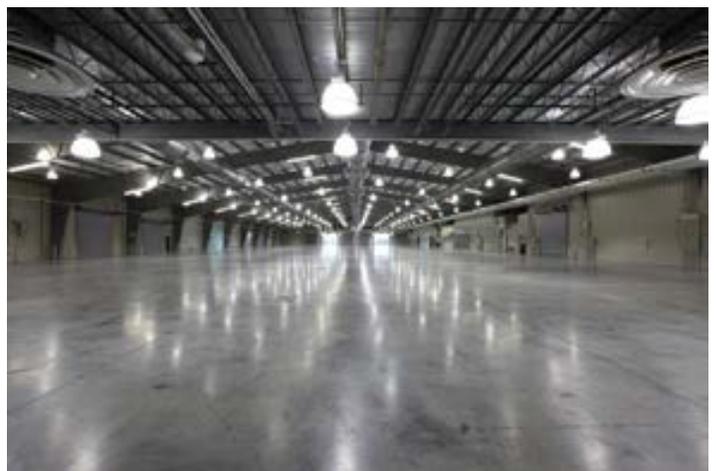
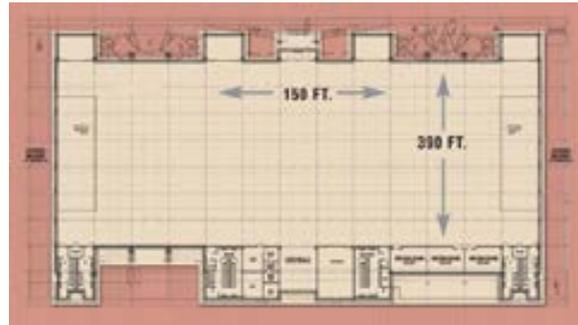
Vice President

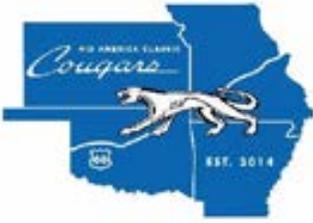
Mid America Classic Cougars

E-mail: midamericacougars@gmail.com

Website: www.midamericaclassiccougars.com

Facebook: [Mid America Classic Cougars](https://www.facebook.com/Mid-America-Classic-Cougars)





Mid America Cougar Nationals

Friday April 21st 2017

3pm-5pm- Hotel Check in / Registration Packet Pickup
5pm-7pm- 66 Cruise and Photos (meet at the Expo Center)
7pm-10pm - Dinner and Mingle Optional (Close to hotel)

Saturday April 22nd

7am - 9am Cars start lining up / Registration packet pickup
9am - Start moving cars inside
10am - Judging Starts
2pm - 4pm - Move cars out
4pm - Awards Banquet set up
6pm - 9pm Awards Show and Banquet (Barbeque Buffet)

Points of Interest

50/50 Raffle
Mid America Cougars Booth (shirts hats etc,)
Guest Speakers for banquet
Vendors booths - Can start setting up at 7am on 4/22
Feature Cars for Display only



Cougar Club of America Mid America Cougar Nationals

Hosted by Mid America Classic Cougars w/ Lone Star Cougar Club

Friday, April 21, 2017 – 5pm to 10pm

Location: Courtyard Tulsa Central - 3340 S 79th E Ave, Tulsa, OK

Saturday, April 22, 2017 – 8:30am to 7pm

Location: Exchange Center at Expo Square, 4145 East 21st Street - Tulsa, OK

****Registration Check-In from 7:00am to 9am (Cars must be in place by 10am)****

All cars must be registered by March 15th, 2017 to be guaranteed an indoor spot.

Dash Plaques will be included for all entered vehicles. 1st-3rd place trophies will be awarded in each class.

There will also be trophies given independent of class for each of the following:

Best In Show, Longest Driven Distance, MACC Top Cat, and Kids' Choice.

Car Entry Classes

(Classes may be combined, expanded, or omitted pending registration)

Class 1: 1967 (A) Standard, (B) XR7

Class 2: 1968 (A) Standard, (B) XR7

Class 3: 1969-70 Coupe (A) Standard, (B) XR7

Class 4: 1969 Convertible (A) Standard, (B) XR7

Class 5: 1970 Convertible (A) Standard, (B) XR7

Class 6: 1971-73 Coupe/Convertible

Class 7: 1974+ (Cougars Only)

Class 8: Specialty (GT, Big Block)

Class 9: Specialty (XR7G, GTE)

Class 10: Specialty (Eliminator)

Class 11: Modified Cougar/Resto-mod (All Years)

Class 12: Other Mercury Motors

Class 13: Wounded Cat/Daily Drive

Please print the information below in black or blue ink.

Date: _____

First Name		Last Name	
Address			
City	State	Zip Code	
Email Address		Phone Number	
Year	Make/Body Style	License Plate #	Entry Class #

Are you a member of a regional cougar club? _____ If so, which club? _____

Are you a member of the Cougar Club of America? _____ Membership # _____

Registration Fee (Incl. 1 BBQ buffet): \$40 (CCOA members), \$50 (Others). Additional buffets are \$20/person.
Please calculate your total: Registration Fee _____ + (Number of additional BBQ Buffets _____ x \$20) = _____

Would you like your cougar to be '**Concours**' judged? _____

Do you intend to attend the "Route 66 Cruise" on Friday, April 21st? _____

If possible, please send a picture of your Cougar(s) to MidAmericaCougars+Show@Gmail.com

Please mail your completed registration and check to:

Mid America Classic Cougars
3209 S Linwood Drive
Sand Springs, OK 74063



Waiver of Liability

In consideration of acceptance of the right to participate, Members and Attendees, by the execution of this waiver, release and discharge Mid America Classic Cougars and Lone Star Cougar Club, and their officers, directors, employees, agents, representatives, and servants, and anyone else connected with management or presentation of any and all club meetings, shows, swap meets, events, outings, clinics, or functions from any and all known or unknown damages, injuries, losses, judgments, and/or claims whatsoever that may be suffered by any club member, member's family, friends, guests, or acquaintances to his/her personal property. Further, each member or attendee expressly agrees to indemnify all of the foregoing entities, firms, persons, and bodies of and from any and all liability occasioned or resulting from the conduct of a Club member, member's family, friends, guests or, acquaintances of participant assisting or cooperating with the Club member, member's family, friends, guests, or acquaintances and under the direction or control of a Club member, member's family, friends, guests, or acquaintances.

If you have any questions, please call:

Randy (Show Chairman): (918)-398-3315

Dwight (Registration): (918)-720-7108

Email: MidAmericaCougars+Show@Gmail.com

Website: www.MidAmericaClassicCougars.com



Cougar Club of America Mid America Cougar Nationals

Hosted by Mid America Classic Cougars w/ Lone Star Cougar Club



Sponsorship/Vendor Registration Form Saturday, April 22, 2017 – 8:30am to 7pm

Location: Exchange Center at Expo Square, 4145 East 21st Street - Tulsa, OK

****Registration Check-In from 7:00am to 9am****

If you wish to sponsor a class, please call for availability first. Class sponsorships will be determined on a first come, first serve basis. Vendor booths will be located around the perimeter of the indoor show area and are sold on a first come, first serve basis until there is no designated space left.

Car Entry Classes

(Classes may be combined, expanded, or omitted pending registration)

Class 1: 1967 (A) Standard, (B) XR7

Class 2: 1968 (A) Standard, (B) XR7

Class 3 1969-70 Coupe (A) Standard, (B) XR7

Class 4: 1969 Convertible (A) Standard, (B) XR7

Class 5: 1970 Convertible (A) Standard, (B) XR7

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Class 7: 1974+ (Cougars Only)

Class 8: Specialty (GT, Big Block)

Class 9: Specialty (XR7G, GTE)

Class 10: Specialty (Eliminator)

Class 11: Modified Cougar/Resto-mod (All Years)

Class 12: Other Mercury Motors

Class 13: Wounded Cat/Daily Driver

Please print the information below in black or blue ink.

Date:

Club/Company Name		Contact Name	
Address			
City	State	Zip Code	
Email Address		Phone Number	
Desired Class Sponsorship		Vendor Booth Size 10'x10'(\$100) or 10'x20'(\$200)	

Sponsorship Fee: \$100 per class. Vendor Booth Fees: 10'x10' (\$100), 10'x20' (\$200)

If you are a vendor, please give us a short description of the types of products or services you will be selling.

In order to have your logo appear on promotional materials, you must send a high-resolution copy to us by email as soon as possible at MidAmericaCougars+Show@Gmail.com

If you have any specific requests or concerns, feel free to write them on the reverse side of this form or contact us at the phone numbers or email below.

Please mail your completed registration and check to:
Mid America Classic Cougars
3209 S Linwood Drive
Sand Springs, OK 74063



If you have any questions, please call:
Randy (Show Chairman): (918)-398-3315
Dwight (Registration): (918)-720-7108
Email: MidAmericaCougars+Show@Gmail.com
Website: www.MidAmericaClassicCougars.com

Waiver of Liability

In consideration of acceptance of the right to participate, Members and Attendees, by the execution of this waiver, release and discharge Mid America Classic Cougars and Lone Star Cougar Club, and their officers, directors, employees, agents, representatives, and servants, and anyone else connected with management or presentation of any and all club meetings, shows, swap meets, events, outings, clinics, or functions from any and all known or unknown damages, injuries, losses, judgments, and/or claims whatsoever that may be suffered by any club member, member's family, friends, guests, or acquaintances to his/her personal property. Further, each member or attendee expressly agrees to indemnify all of the foregoing entities, firms, persons, and bodies of and from any and all liability occasioned or resulting from the conduct of a Club member, member's family, friends, guests or, acquaintances of participant assisting or cooperating with the Club member, member's family, friends, guests, or acquaintances and under the direction or control of a Club member, member's family, friends, guests, or acquaintances.

Delmarva Cougar Club Annual Meeting Holiday Lunch

By Carl Graziano (#6158)



DCC Treasurer Jim Karamanis' 1970 Eliminator tribute surrounded by club members' late-model Mustangs.



Hannah Mead's sharp '70 convertible.



Delmarva Cougar Club members pose for a group shot after the club's annual meeting and holiday lunch, Dec. 12, in Gaithersburg, Md. Back row, left to right: Mike Tarlton, Ken Compher, Carl Graziano, Steve Palmer, Shawn Mead. Front row, left to right: Wayne Wachter, Tom Tilden and son, William, Jim Karamanis, Hannah Mead, Phillip Payne.



Daddies, Cougars and a Lot of Fun

Introducing the Cougar Club of Germany

By Mike Hofer (#9580)

Vintage US cars are pretty popular in Germany, the country of no speed limit and the Autobahn. Here you can see some Cadillacs, GTOs, a few Challengers or Chargers, more Firebirds and Camaros, many Corvettes and some thousand Mustangs of the first generation. Cougars, however, are so rare that even today you are most likely the one and only Cougar at most of those 30+ US car meetings all over Germany during the summertime.

If you drive a classic Cougar in Germany, you can see daddies brood over the make of the car when they are with their sons at the local supermarket. You can overhear them saying something like "It's like a Jaguar." Or you can have a discussion at a gas station where an older man asks you about the missing headlights. What a fun telling him that, as the USA is completely illuminated, cars don't necessarily need headlights. After a few moments, you pull on the headlight switch, and reveal the missing lights. It is even more fun being told at a traffic light that this is a fantastic Mustang. You let the young guy talk a while just to tell him that this is not a Mustang at all before driving away. And it always brings a big smile to your face when kids in the car behind you jump off their backseats, lean between their

parents in the front and go mad about your sequencing turn lights. Daddy and Mummy are pretty fascinated too.

In general, Germans are very skilled when it comes to cars and know both domestic and foreign makes pretty well. So why don't they recognize a Mercury? Well, there are a few brands, and Mercury is one of those, that have never been officially sold in Germany. Therefore, they are so rare that people have never ever seen the brand's name or logo in their life. Not in real life, nor on TV. Mercury is not an individual brand in Germany and many other European countries but a Ford sub-brand. A German Cougar title tells you that this is a Ford-Mercury, not a Mercury.



Kalender 2015



The Cougar Making Its Way to Germany

Muscle-cars and the whole muscle-car era were perceived very differently in Europe than in the US. The most powerful US muscle-cars such as Chargers, Roadrunners, Cudas, etc., were only known by a few enthusiasts. The Mustang was the most prominent US car and powerful enough to stand for the US muscle-car on its own.

In 2005, I was looking for a first generation Mustang on all of the European internet platforms. The Cougar was, and still is, almost unknown amongst the average people. I came across my 68 Cougar just because someone advertised the car on a German platform as a "Mustang" to improve the chance of it being sold. The first time I saw that car was the moment I fell in love with the cat. I started doing some research and found out that there is little to no information in Europe on the Cougar. Thank God, my English is pretty good, as I used to drive GIs around in an army truck during my time in the German Bundeswehr (army) back in 88. So I surfed US websites and I found out all about the

mystery marketing, amazing introduction, and final success of the Mercury back in the 60s. The one I had seen, was sold just a few days later and not a single one showed up in all of Europe during 2005. I purchased my cat unseen through Ebay from Andy Helsinger in New York. When I picked it from the import company in Germany in early 2006, it was the first time I saw a Cougar in person and you bet I was blown away.

In contrast to the Mustang, the Cougar had no defined "image" in Europe. The Mustang stands for a wild, powerful pony-car, a Cadillac for the typical 50s fully-loaded large luxury car, but a Cougar was "just" a Cougar and stands for nothing more and nothing less than itself. During the last few years, things have changed. Cougars have been seen on a few shows and people liked that sleek car body with hideaway headlights and sequential turn lights. In addition, Mustangs got way too common on US car shows. The Cougar was more realistically priced and the interchangeability of many Mustang parts available in Europe makes restoration and repair much easier. Between 2008 and today, more and more Cougars are finding their way to Europe, especially to Germany.

The Cougar Club of Germany

In 2013, we established a small German Classic Cougar Facebook group, named "Cougar Club of Germany", with a logo dependent on the "Cougar Club of America" (we did ask for an "OK" first.) This platform was the first one for owners of '67 to '70 Cougars in Germany. I was amazed about the number of Cougars and decided to invest some time and money to set up a platform and forum so the club came alive.

The Cougar Club of Germany is not a registered association but an informal, casual club; no president, no board, no costs, just Cougar enthusiasts. We are an owner's club, which means you have to own a Cougar built from 1967 up to 1970 to be a member. The forum is a closed one, so you have to be a member to gain access. If you sell the cat, you lose access to the club's platform. Today we have 130 members, some from Switzerland, with few from other European countries. We represent about 90% of all Cougar owners in Germany.

Since 2016 we have basic statutes, just to make sure everyone is treated the same. We have close to 20,000 posts on more than 2,000 subjects and more than 3,500 pictures in our forum made up of the typical forum categories.

In 2014, we had our own German Cougar Club calendar. Every club member could send in three favorite photos of their Cougar and during two weeks all members voted for the 12 calendar pictures.



Club Members

Just like all over the world, our club members are all kinds of people doing all kind of jobs. You can find a car mechanic, doctor, car salesman, wine merchant, manager, 3D-car designer, car repair shop owner, etc. Compared to other clubs, I can tell that we have, even for a German car club which is traditionally very technical-focused, a very high technical skill level in our club.





Club Activities

Since the club forum was established, the activities stepped up significantly. Besides the participation of individual club members on various US-car events, we had our first club meeting in June 2015 during the traditional Street Magazine Event in Geiselwind, South Germany. We had a so-called "Schraubertag", with one of our engine specialists in one of our member's car repair shop, visited a drive-in-cinema, and in early 2016, we had our season opening at "Birds Diner" near Munich.

From June 17-19, 2016, we will have our second club meeting during the Street Magazine US-car event in Geiselwind and prepare for a 50th anniversary party in 2017.

Mike Hofer, Cougar Club of Germany

www.cougar-club-of-germany.de
kontakt@cougar-club-of-germany.de





Photos by Ted Taylor (#9385), Gary Woodward (#8813) and Gavin Schlesinger (#5780)

SOUTHERN CALIFORNIA COUGAR CLUB



A day off to remember...

On January 30th, while many of the usual suspects were in Scottsdale, Arizona for the annual Cougar events, Rob and Steve Crowder had planned on visiting me in Southern California as they spend several weeks a year in Palm Springs and like me, they were unable to attend the Scottsdale events this year.

I guess I need to backtrack a little and update everyone that does not know that as of January 1st, 2016, Rob is the President of the Mercury Stray Cats www.ClassicCougar.com and his brother Steve was elected to the position of Club Historian. Prior to me relocating to Southern California from Northern California, I held the position of president and with the Mercury Stray Cats club thriving, it was critical to have members volunteer to be on the ballot who were willing to dedicate the time and energy to keep the club going.

When Rob called me in December and gave me the dates he was in the area and available to meet, we both thought it was a great idea to spend time with Don Stratemeyer, Zoli Csik and Mike Brown. But what were the chances that they would also not be going to Arizona and that they would be available. With a few emails and phone calls, we were able to arrange a day and time that we all could meet. That is where the fun begins...

In normal fashion, once there is an event in the making, I began to ask the people planning it if we could include more of the local SoCal Cougar Club members www.SoCalCougarClub.com. I spoke with Don, whose home we were planning to visit and Mike, who is the SoCal club president and could help spread the word to the local club members who would be up for a road trip and an adventure.

Once we had an estimate of 10 to 12 cars and at least that many people interested, I called Don back again to ensure it would not be an imposition. Don said that he was open to 40+ cars to arrive and was certainly willing to open his home to everyone... I asked again to ensure he was sure... I then called and emailed Lou Fishman a few times. Lou is the president of the San Diego Cougar Club cougarclubofsandiego@gmail.com, and since Murrieta is only 30 miles north of San Diego, and Don said the more, the merrier, it was only logical to also have Lou attend with his club members.

In sending out emails, Rob said one of the local club members that he was not certain his car would be up to making the trip, so I offered to meet him in Fullerton and we could either caravan down or ride together. Two 1968 Cougars going down the highway, I digress as I am always wrong on this one... (In SoCal I-15 is the freeway, where elsewhere in the country I would indicate calling the road an interstate, as that is what it actually says on the sign. Yes, I'm from Florida where I-95 is actually an interstate).

Rather than Rob and I meeting alone, I opened the spot up to the others on my email list and Michael also joined in his 1971 Cougar Convertible. It was neat having three cats on the road. The next stop was Corona, California, where Ted, Skip, Gary, John, and Larry were originally going to meet us. By 6:30 am, due to high winds north of Los Angeles, and a schedule conflict, two of the five people had to cancel. So three cats meet up with three other cats and then we had six people and six cars all headed down to Don's, well sort of. I was on E or very close and needed to refuel prior to continuing on. Call it driving a big block, or having heavy shoes, gas certainly is one thing I need often in my 390 4V powered 1968 XR7-G.

Well as you can imagine, Zoli, Rob, Steve, Lou and others were already at Don's prior to my group arriving. When I called Don on my way, he said "We have guests already". It really turned out to be an amazing day due to all of the people who were able to attend with or without their Cougars. It was also amazing to be able to see Zoli's place, the views and, of course, his new garage in person.





Don said "We are welcome back anytime, next time a few people will be recruited to help clean his cars as well".

It was an amazing adventure I look forward to repeating in the months to come.

It was a full day of traveling with lots of fun along the way.

- 8:00 AM Redondo Beach, CA
- 9:00 AM Fullerton, CA 92831
- 9:40 AM Corona, CA 92883
- 10:30 AM Murrieta, CA
- 12:30 PM Lunch in Murrieta, CA
- 2:30 PM Lake Elsinore, CA
- 6:00 PM Redondo Beach, CA



Mercury Stray Cats

By John Swanson (#2918)

Here are some photos from the December 12th Club Meeting & Holiday Brunch Event

www.classiccougar.com



CCOA Western Regional Show

Hosted by the Mercury Stray Cats
Friday & Saturday, June 24th & 25th, 2016



Join the Fun in the Warm California Sun

8:00am to 4:00pm

Dash plaques for all cars entered

Participants Choice Awards:

1st thru 3rd trophies in each class

Best in show selected by the CCOA representatives

Longest distance driven award

Wounded Cat Award

Fun for the whole family:

Music

Horseshoes

Volleyball

Tennis

Swimming

(1) Lunch is included in the entry fee (see registration form for details)

Contact:
John Swanson
cougelim@att.net

Gavin Schlesinger
(925) 596-0870
Chair@CougarClub.org

www.classiccougar.com

Location: Oakley, California



COUGAR CLUB OF AMERICA WESTERN REGIONAL CAR SHOW

Hosted by the Mercury Stray Cats Cougar Club



**** FRIDAY, JUNE 24, 2016 ** 2 PM to 8 PM ****

Cruise and end up at the Crowder's Home for Pizza by the pool

1:30 PM Meet at the Hotel 5549 Bridgehead Road Oakley CA 94561

**** SATURDAY, JUNE 25, 2016 ** 8 AM to 4 PM ****

Location: 4790 Knarlwood Road, Oakley, CA 94561

JOIN THE FUN IN THE WARM CALIFORNIA SUN!!!

PARTICIPANT'S CHOICE AWARDS!

Dash Plaque for all cars entered. **Lunch included with PRE-Registration ONLY.**

1st - 3RD place Trophies for each class; Best-in-Show; ATSOTC; Top Cat Wounded Cat; & Long Distance Driven

*** Registration Check-In from 8 am to 9:30 am (Cars must be in place by 9:30AM).**

Car Entry Class: (Classes may be combined, expanded or dropped pending entries received)

- Class 1 1967 (A) STD; (B) XR7**
- Class 2 1968 (A) STD; (B) XR7**
- Class 3 1969-70 Coupe (A) STD; (B) XR7**
- Class 4 1969 Convertible (A) STD; (B) XR7**
- Class 5 1970 Convertible (A) STD; (B) XR7**
- Class 6 1971-73 Coupe / Convertible**
- Class 7 Specialty (GT, Big Block)**
- Class 8 Specialty (XR7G)**
- Class 9 Specialty (GTE)**
- Class 10 Specialty (Eliminator)**
- Class 11 Modified Cougar / Resto-Mod (all years)**
- Class 12 .Other Ford Powered (all years)**

Additional Information: Call: Gavin Schlesinger (925) 596-0870 or e-mail: John Swanson Jr. cougelim@att.net

>>>>> Cut here and send lower portion of form with payment. Keep upper portion for your information. <<<<<<

REGISTRATION FORM (Registration # _____ | Cash or | Check # _____ Total \$ _____)

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Car Year: _____ Make/Body Style: _____ License Plate#: _____ Entry Class # (see above): _____

Club Affiliation: CCOA _____ Stray Cats _____ other (specify) _____

REGISTRATION FEE: Pre-Registration \$40 per car; (2) lunches are included by May 30th ****After June 1st \$45 per car**
(Additional lunches or Lunch only is \$15 per personTwo are included if post marked by 5/30/16 only)**
Additional Cars, as some members will bring more than one are only \$15 per additional car

FILL IN NUMBER FOR LUNCH: Chicken Beef Pulled Pork

<http://www.shawstexasstylebbq.com/> ****Potato Salad, Baked Beans and (1) beverage is included**

NOTE: PRE-REGISTERED to have lunch included. * Registrations post marked after 5/30/16 do not include lunch*****
All Registration must be postmarked on or before June 13th, 2016, this is a private estate and not open to the general public

Make your NON-REFUNDABLE registration fee check or money order payable to: "Stray Cats".

Mail Registration Form to: John Swanson, P.O. Box 41, Fairfield, CA 94533

Waiver of Liability

In consideration of acceptance of the right to participate, Members and Attendees, by the execution of this waiver, release and discharge the Mercury Stray Cats Classic Cougar Automobile Club, and its officers, directors, employees, agents, representatives, and servants, and anyone else connected with management or presentation of any and all club meetings, shows, swap meets, events, outings, clinics, or functions from any and all known or unknown damages, injuries, losses, judgments, and/or claims whatsoever that may be suffered by any club member, member's family, friends, guests, or acquaintances to his/her personal property. Further, each member or attendee expressly agrees to indemnify all of the foregoing entities, firms, persons, and bodies of and from any and all liability occasioned or resulting from the conduct of a Club member, member's family, friends, guests or, acquaintances or participant assisting or cooperating with the Club member, member's family, friends, guests, or acquaintances and under the direction or control of a Club member, member's family, friends, guests, or acquaintances.

Signature: _____

Date: _____

Photos below are of the event location



Best Western Plus Delta Hotel ★

[Website](#) [Directions](#)

4.2 ★★★★★
3-star hotel

Address: 5549 Bridgehead Rd, Oakley, CA 94561

Phone: (925) 755-1222

Directions for Day of Show: [Approximately 1 mile from Hotel]

Turn right (south) on Bridgehead Road and continue south past traffic light onto Neroly Road. About half mile down, at 4-way Stop sign, turn left (east) onto Oakley Road. Proceed a quarter mile and take the first right (south) onto Knarlwood Road. Enter the gated estate entry, about 1/10 of mile on left. Proceed slowly down driveway to registration check-in table.

Recommended Lodging:

Best Western Plus Delta Hotel

Phone (925) 755-1222

Please book early, rooms will be based upon the availability of the hotel.

KING SUITE \$115.99 10% TAX

DOUBLE QUEEN SUITE \$199.99 10% TAX

WHIRLPOOL SUITE \$159.00 10% TAX

FAMILY SUITE \$125.99 10% TAX

Group Name: COUGAR CLUB OF AMERICA

Arrival Date: Thursday, June 23, 2016

Departure Date: Sunday, June 26, 2016

The Hotel is about a ½ mile away so please plan accordingly if you require additional snacks.

The lunch will be determined closer to the event date based on participation.

Additional Details will be available on the Registration form.

We anticipate 60 Cougars to be in attendance, with space for 100 cars.

To make the event a success we need your support. Please RSVP early so we can plan for the appropriate amount of people.

It's always a great time to visit Northern California!



Cruisin' with my **MERC**

25th Anniversary Celebration 1991-2016

July 27-30, 2016, Louisville/Elizabethtown, Kentucky

Member's Name _____

Spouse's Name _____ Address _____

City _____ State _____ Zip _____ # persons attending _____

Day Phone _____ Eve Phone _____

E-mail _____ Cell Phone _____

Vehicle 1 Judged: Yes ___ No ___ Year _____ Model _____ Style _____

Vehicle 2 Judged: Yes ___ No ___ Year _____ Model _____ Style _____

Definitions: Model=Custom, Monterey, Montclair, Park Lane, Comet, Cougar, etc.

Style = coupe, convertible, 2 door, 4 door, hardtop, sedan, station wagon, etc.

Please indicate any modifications that have made your car different from the factory stock version it represents:

Vehicle 1 (1 \$40 car included with registration fee) _____

Vehicle 2 (\$30 additional for each add'l vehicle(s)) _____

Only vehicles 25 years or older can be entered for judging (1991 or older year model). All cars, regardless of year, are eligible for participant's choice awards and we encourage you to bring your Mercury.

Vehicles cannot be entered for judging after June 27, 2016.

You Must Register For The IMO A Show Before Your Make Hotel Reservations!

Hotel Reservations Special IMO A Rates Single or Double Rate \$109.00 + taxes

To make your room reservations, cut & paste the link below: *(Limited rooms are available so register early, first come, first served basis. Hotel will release remaining rooms on June 27. If you have a problem making a online reservation contact the Marriott Louisville East, 1903 Embassy Square Blvd, Louisville, KY 40299*

To make reservation call 800-228-9290 or cut and paste link below

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14386714

You must mention following Group Name: *Mercury Owners Association* when booking your room(s)

THE DEADLINE FOR REGISTRATION IS JUNE 27th	Price Each # attending	Total
<p align="center">IMOA SHOW <u>Registration Fee \$40</u></p> <p align="center">Additional Cars Are \$30 each.</p> <p align="center"><u>Car Show will be held at Marriott Louisville East</u></p>	<p align="center"><u>\$40</u></p> <p>Add'l Cars @\$30 each</p>	<p align="center">\$ _____</p>
<p><u>Group Bus Transportation only to</u> (Thursday(July 28) bus to Museum Row) <u>the following tours which are available for groups of 20</u></p> <p>Kentucky Derby Museum: 1.5 hour tour, Louisville Slugger Museum & Factory Tour(Evan Williams Distillery: 1 hour <i>These are some of the possible tours available at a cost to each IMOA Member</i></p>	<p align="center">\$10ea</p> <p># Attending</p> <p>_____</p>	
<p>\$18 per Person. Sloppy Joes Brats, Condiments, Sauteed Onion, Sauerkraut, Pasta Salad, Fruit Salad, Chips and Ice Water. (Served during IMOA Show-Time TBA)</p>	<p align="center">\$18ea</p> <p># Attending</p> <p>_____</p>	<p align="center">\$ _____</p>
<p>T-shirts (2016 show) – Specify quantity and size M, L, XL, 2X, 3X</p> <p align="center">Quantity _____ Size _____</p> <p><i>(T-shirts Can Be Picked Up At Show Or We Can Ship To Continental US Only for \$8 for 1 T-shirt and \$2 for each additional T-shirt)</i></p>	<p align="center">\$17/ea</p>	<p align="center">\$ _____</p>
	<p align="center">Total Enclosed</p>	<p align="center">\$ _____</p>

I accept and assume full liability for any injury or loss to me or my property, agents, or employees at any time and from any cause on the premises of the show. I expressly release the International Mercury Owners Association and its agents or employees from any liability for such loss or injury and agree to provide and pay for my own insurance.

Signature _____

We are pleased to accept American Express Discover MasterCard Visa

Please complete the information below

Account Number _____ Security Code _____ Mo. _____ Yr. _____
Expiration Date

X _____ \$ _____ Date _____
Cardholder Signature Amount

Return this form with your payment to: The International Mercury Owners Association, P.O. Box 1245, Northbrook, IL 60065-1245, www.mercuryclub.com. If you have any questions contact Don Culling 847-722-5318, Joe Blair 561-310-1500 or Jerry Robbin at 847-997-8624; fax# 847-272-1850

COUGAR OWNERS UNITE!



Join with hundreds of **Cougar Club of America** members to celebrate the Mercury Cougar. 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.

Use this form or the online registration form at www.cougarclub.org/join.htm today. Annual dues are **\$20** for members who receive the newsletter by email. For members who want a printed newsletter by mail, the dues are **\$30 for U.S. addresses** or **\$35 for non-U.S. addresses** (payable in U.S. funds only). Become a member of the club that is *exclusively* dedicated to the preservation of the Mercury Cougar.

New— if you are a dues-paying member of an approved regional Cougar club, take \$10 off the price of your CCOA membership. Approved clubs are listed at www.cougarclub.org/regional-cougar-clubs.htm

New Member _____ Renewal _____ (make changes below)

Name: _____

Address: _____

City: _____ State/Province: _____ ZIP: _____

Country: _____

E-mail: _____

(please print clearly and include email even if choosing regular mail membership)

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

_____ \$10 discount for Membership in _____
(Regional Cougar club name)

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

Yes _____ No _____

*To join or renew, please fill out this form and mail it with payment
(Make checks payable to **CCOA**) or use the on-line form at www.cougarclub.org/join.htm*

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

Tell us about your Cougar!

The Mercury Cougar - Why and How

Starting with the spring issue of At The Sign of The Cat, Bill Quay (#1515) is bringing you the publication:

The Mercury Cougar - Why and How

Every issue until the winter issue, we will be publishing four to five pages. All in all, there are 21 pages.

by

B.T. Andren

and

T.J. Feaheny

FORD MOTOR COMPANY



INTRODUCTION

The new Mercury Cougar represents Ford Motor Company's second major engineering response to the growing light specialty car market — whose existence has been clearly validated since the introduction of the Ford

Mustang two and a half years ago. The Cougar, however, represents a specific response to the luxury end of this amazing light car market. It is the only contemporary American vehicle that quite fits this class, and as such, European makes of this class can be numbered among its competitors.

ABSTRACT

The Mercury Cougar, Lincoln-Mercury Division's entrant in the rapidly expanding specialty car market, is discussed. Attention is given to the growing demand for this type of vehicle, its styling evolution, and unique product features. Details of body and chassis construction along with safety features, powertrain, convenience, and performance options are reviewed.

How did it come upon the scene? What are its distinguishing characteristics? What problems did the Cougar's design and development incur, and how were they solved? The answers to these questions are to be found in the Company's activities in market research, product planning and appearance design, as well as

product engineering. A discussion of all these areas is deemed appropriate to this paper because the Cougar represents, not a new version of an existing model, but a fresh response to a segment of the market that is the major sales phenomenon in today's American automobile industry.

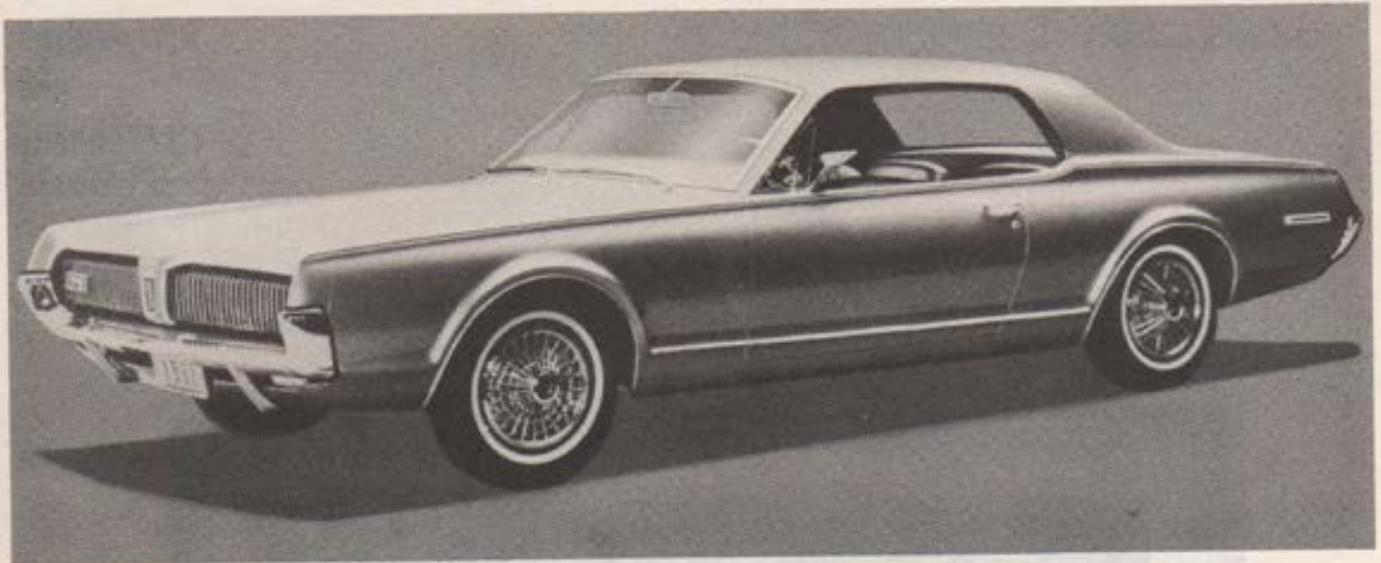


Figure 2

THE MARKET

The history of the automobile in the United States has seen an unknown number of unique vehicle designs carried to the point of production by various companies, and over 3,000 different makes of cars were actually produced.

Around the time the S.A.E. was formed in 1905, as many as ninety new cars entered the automobile market each year. By the 1920's, the number of new cars created each year was exceeded by the number leaving the automotive scene. Today, each year's new cars can usually be counted on one hand. The Eldorado, Cougar and Camaro are the 1967 model year entrants thus far.

With today's mass automotive markets, new product development is unique in terms of the size of investment required, lead time involved from product conception to production, and intense competition from other manufacturers in this country and abroad.

In view of the risks involved in new product development — risks in the form of huge expenditures of time and effort and money — a thorough job of market research was per-

formed before the first work was begun on our all new car for 1967 — the Mercury Cougar.

Four possibilities for a new car were investigated:

1. A Thunderbird-type at or near the Thunderbird price.
2. A Mustang-type at or near the Mustang price.
3. A two-passenger sports car.
4. An entirely new car with much of Thunderbird's luxury but priced closer to the Mustang.

Market research studies indicated that the greatest potential for this new market area was toward the luxury end of the spectrum where more style, room, comfort, and performance can be expected. It was natural that the Lincoln-Mercury Division, with an existing image for luxury products, decided that an entirely new-type family sports car, luxurious, yet low in price, would be an effective offering for this relatively untouched portion of the market. Developing such a car — luxurious, low-priced and sporty — presented challenging tasks for many areas, including engineering.

Market research studies also highlighted three important market considerations that had impact on the Cougar. These were: 1) Customer age 2) Education 3) Number of cars owned. Each factor will be discussed separately.

Customer Age

- A major change is occurring in the U.S. population age group distribution. This change is producing a dramatic increase in the number of young people reaching driving and working age. Figure 3 shows this distribution. Note the shaded areas which designate the percent of change. Of special significance is the increase in the age groups 15-19, 20-24, and 25-29, which will take place before 1970, only three years away. The arrival of these younger consumers in the market has started, and the Cougar has been designed with them in mind.

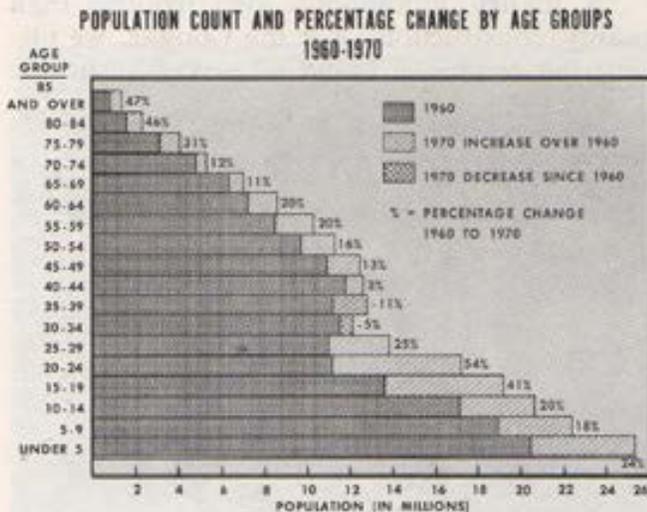


Figure 3

Education

- Automobile customers are becoming more highly educated and demand superior products to meet their specific likes and dislikes. Figure 4 shows predicted college enrollment through 1970.

Historically, the new car buying rate has increased proportionately with the educational level of the consumer public (Figure 5). Note that while those who have some college education make up only 17% of the total driving age population, they account for nearly half of the new car sales, while the 83% with only high school education or

less, account for the other half. As this "some college" group expands beyond its present 17% of total, some segments of the automobile market will be greatly strengthened. The Cougar is planned for this area of the market.

GROWTH IN U.S. COLLEGE ENROLLMENT

AMERICA'S COLLEGE MARKET HAS TRIPLED IN 20 YEARS AND NOW TOTALS SOME 4,207,000 STUDENTS. BY 1980 IT WILL MORE THAN DOUBLE ITS PRESENT SIZE.

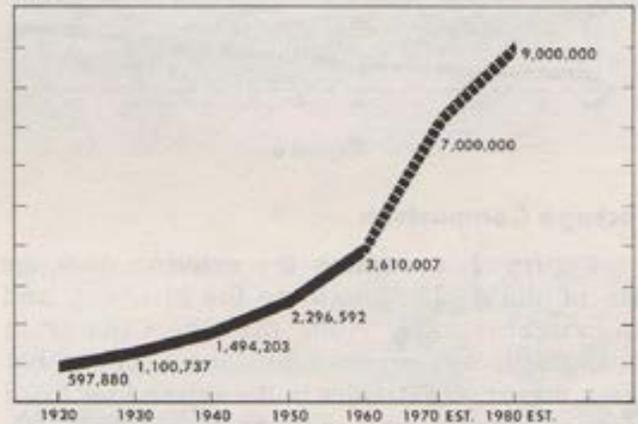


Figure 4

NEW CAR BUYING RATE INCREASES WITH EDUCATIONAL LEVEL

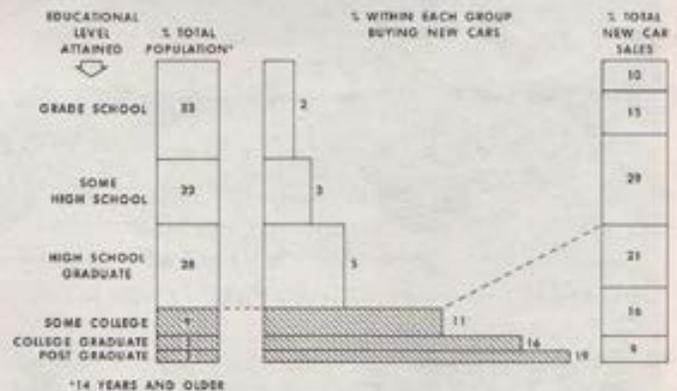


Figure 5

Number of Cars Owned

- There is a continuing increase in the number of two and three car families in the U.S. Figure 6 shows the steady increase in the spending units with two or more cars. It is interesting to note that a check of the first 3,200 Cougar sales revealed 47%, or nearly half, of the buyers, had no trade-in. This suggests that these buyers are higher-income types and that the new Cougar was a second or third car in the family.

**MULTIPLE CAR OWNING SPENDING UNITS
JANUARY, 1960-1970**

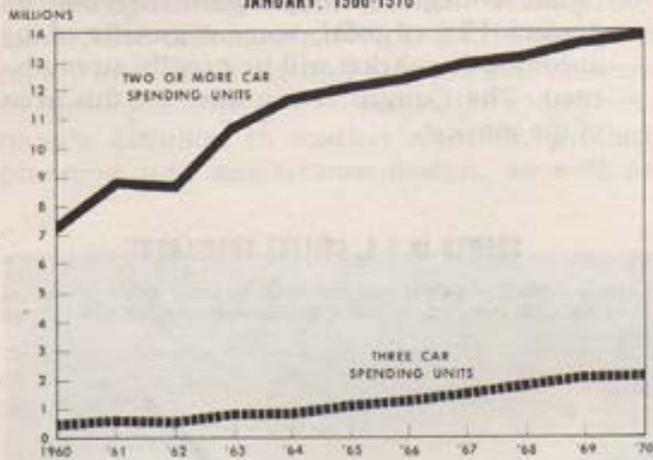


Figure 6

Package Comparison

Figure 7 compares the exterior package size of the 1967 Cougar to the Mustang and Thunderbird cars. Note, that the Cougar in most features occupies a position midway between these two extremes in the expanding Ford Motor Company personal car line-up.

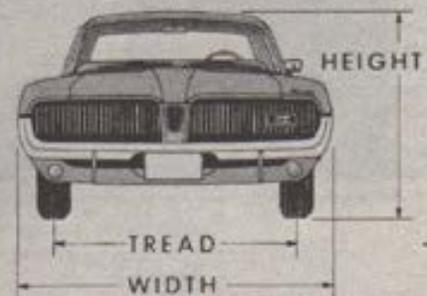
Figure 8 outlines key dimensions for the Cougar interior. As in the case of the exterior comparison, the Cougar is midway between the Mustang and the Thunderbird. The rear seat knee room approximates that of the Thunderbird.

Over-all weight, like the dimensional data, reveals the character of the Cougar (Figure 9). With its standard V8 engine, the Cougar two-door hardtop at 3,142 pounds weighs 213 pounds more than a 1967 Mustang with comparable powertrain. With an optional large V8 engine and other options approximating Thunderbird's equipment levels, the Cougar at 3,458 pounds weighs 967 pounds less than a 1967 Thunderbird comparably equipped.

A car planned to compete as a luxury vehicle requires careful attention to interior and exterior appearance. A European flair was used to create an elegant exterior appearance (Figure 10).

A luxury automobile also requires high quality construction. For the Cougar, we utilized the approach found so successful on the

COUGAR EXTERIOR PACKAGE

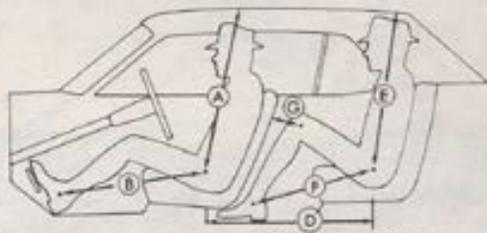


1967 PERSONAL CARS:	MUSTANG	COUGAR	T-BIRD
WHEELBASE	108.0	111.2	114.5
LENGTH	183.6	190.3	206.9
HEIGHT	51.7	51.8	52.8
WIDTH	70.9	71.2	77.3
TREAD, FRONT	58.0	58.0	62.0
TREAD, REAR	58.0	58.0	62.0

Figure 7

Lincoln and Thunderbird car lines. A limited number of body types built at a single plant enables us to keep a close check on quality.

COUGAR INTERIOR PACKAGE



	1967 MUSTANG	1967 COUGAR	1967 T-BIRD
FRONT			
A HEAD ROOM	36.9	36.8	37.4
B LEG ROOM	42.0	42.7	41.5
C SHOULDER ROOM*	53.4	53.8	57.8
REAR			
D COUPLE DISTANCE	29.6	31.6	32.0
E HEAD ROOM	35.8	35.8	36.9
F LEG ROOM	30.1	32.0	34.8
G KNEE ROOM	2.5	4.0	4.1

*NOT ILLUSTRATED
NOTE: DIMENSIONS ARE FOR DRIVER POSITION

Figure 8

WEIGHT 2-DOOR HARDTOP



1967 MUSTANG STANDARD 2929 POUNDS



+ 213

1967 COUGAR STANDARD 3142 POUNDS
EQUIPMENT FOR THUNDERBIRD LEVEL 3458 POUNDS



+ 967

1967 THUNDERBIRD 4425 POUNDS

Figure 9



Figure 10

As shown in Figures 11 and 12, the 1967 Cougar is a two-door hardtop, with a styling that is new, distinctive and sporty, yet elegant.



Figure 12

STYLING EVOLUTION

The development of automotive style is usually a long process and sometimes an agonizing one. The final result must meet the functional and manufacturing demands of the engineer; must be consistent with the marketing image required for the car; must be easily assembled in the plant; and must present a fresh and appealing appearance. It must also meet cost objectives established for the vehicle. We believe the styling of the 1967 Cougar meets each of these demands admirably, as the fine public acceptance accorded the Cougar thus far indicates.

EXTERIOR STYLING

The next series of photographs (Figures 13 through 24) show pictorially how the Cougar style evolved. Specifically, we will cover just two areas; first, the front end exterior and second, the instrument panel.



Eliminators on the Market

By Michael Banks (#9953)

While stripes, scoops and spoilers are not to everyone's taste, there is no denying that the 1969 and 1970 Eliminators rank high on the list of Mercury muscle favorites – and rightly so! Nestled between the quite-rare '71 Cougar GTs and 429CJ cats and the also quite-rare '68 GT-E and XR7-G cars, the Eliminator did its part to uphold Cougar honor during the middle part of the classic years. Produced in overall greater numbers than their early and later counterparts, Eliminators are still considered “hard to find” by most folks. That can be true if you are holding out for a specific color combination or drivetrain, but if you simply want to bring an Eliminator home, you can be cruising those stripes, scoops and spoilers up and down the local strip in short order.

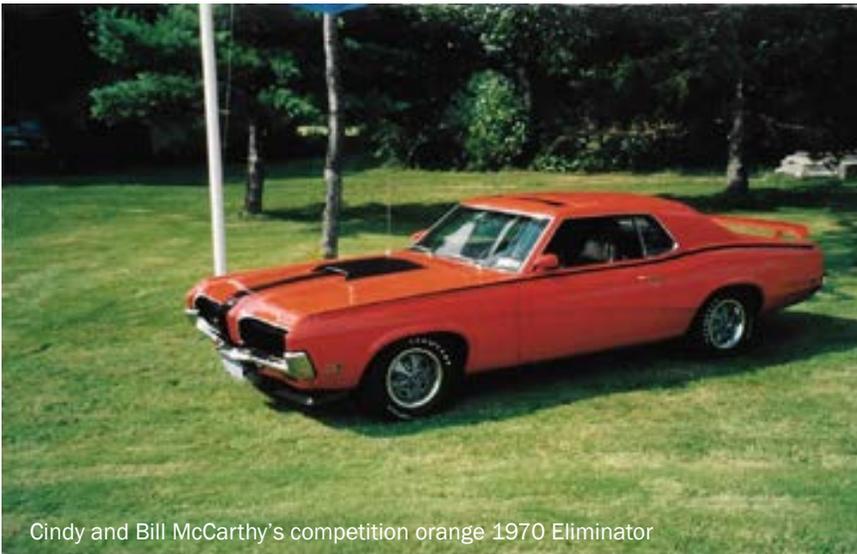
For the last five years or so I've been combing various websites and posting a compilation of “Eliminators on the Market” on the classic Cougar forums. I do it because I love Cougar Eliminators. When I see a beat down and rough “E-cat” for sale, I want to see it go to a good home where it will be appreciated and possibly restored. When I see a clean and polished Eliminator for sale, I want someone turning the keys and taking it out for a spin at the neighborhood cruise-in. I know, you can't save them all, and some are just too nice to be driven... but I can try. ;-)

If you know of an Eliminator for sale or are looking for an Eliminator, please feel free to contact me at EliminatorSearch@CougarClub.org. I'll do my best to help you find the Eliminator you are looking for, or help find a new home for your Eliminator, if possible. Also, be sure to check out the Eliminator Owners and Enthusiast group on Facebook – you don't need a Facebook account to browse!

A few tips to remember when shopping for a Cougar Eliminator:

- They were only built in 1969 and 1970, so that “1968 Eliminator” you saw advertised is either listed as the incorrect year, or is not an Eliminator at all - but it might still be worth a look to see exactly what they have. You might stumble across a GT-E or XR7-G!
- Always purchase a Marti Report before you purchase the car. Eliminator clones are relatively common. A \$15 Marti Report is cheap insurance.
- Don't be afraid to ask for help confirming or otherwise identifying an Eliminator. The Eliminator Registry and Cougar Club of America are great sources of information about these seldom-seen cars.

Now, let's talk about a few E-cats that are currently “on the market”. In the classifieds section of the Cougar Club website, there are a few Eliminators listed. One of which is Cindy and Bill McCarthy's competition orange 1970 Eliminator (VIN: OF91M537431). There is one of the 100 Eliminators that was ordered by the Hertz Rental Car Company for 1970 and factory equipped with an electric sunroof. While the sunroof was a regular option on other Cougars, it was not normally available in conjunction with the Eliminator option, which makes this a truly uncommon E-cat. Like all of the Hertz Eliminators, it is also equipped with air conditioning, power brakes, power steering, a 351C-4V engine and the FMX automatic transmission. Located in NY, it is listed for \$43k on the CCOA website (http://www.cougarclub.org/cars_classifieds.htm), and the sellers can be contacted via email at wilcynchr@aol.com, or at 716-433-1274.



Cindy and Bill McCarthy's competition orange 1970 Eliminator

Top of the "want" list for many muscle car shoppers is a manual transmission. Imagine the feel of jamming through the gears while you consider Robert Anderson's 1969 Eliminator project (VIN: 9F91M567566). His car features a factory 351W-4V and 4-speed - which is quite rare, as only 180 Eliminators were built with this engine / transmission combination in 1969 (for all paint / interior combinations). Rob's car was originally competition orange with a black interior, and is also equipped with power steering and power brakes. It served as his daily driver years ago, but has been hibernating in storage. The car comes with the factory invoice (aka "Eminger Invoice"), and a build sheet was found under the carpet. Robert is asking \$4,500, and he can be contacted at rcs390@msn.com. More pictures can be seen at <http://imgur.com/a/O6wMq>



Robert Anderson's 1969 Eliminator project

ELITE REPORT
 Proud to display this symbol
 Copyright Kevin Marti 2005

12007 W. PISCATAWAY AVENUE
 EL MIRAJE, AZ 85035
 (602) 935-2168
 (602) 935-2570 FAX

Thank you for your interest in our services. We have determined the following information for your car from the Ford Database on-line:

VEHICLE ORDER IMAGE
 Serial Number 9F91M567431
 S 1970
 F Built at Dearborn
 SE Cougar Hardtop
 M 351-4V
 37-4314 Mercury vehicle scheduled for production at Dearborn
 05/70 Built: January, 1970
 65A Cougar Hardtop
 1 Competition Orange Paint, Ford #1730-A
 1A Black Standard Bucket Seats
 B 3.00 standard axle ratio
 X FMX Cruise-O-Matic Transmission
 21 Atlanta Coloring Chart

ORDER TYPE: FLEET- TO BE REPURCHASED
 DSO ITEM #: 0035
 DEALER#: 21E115
 WILSON MOTORS INC
 1101 HARDEN ST
 COLUMBIA SC 29205

IMPORTANT DATES:
 ORDER RECEIVED: 01/26/70
 CAR SERIALIZED: 01/27/70
 BUCKED: 01/15/70
 SCHEDULED FOR BUILD: 01/20/70
 ACTUALLY BUILT: 01/19/70
 RELEASED: 01/28/70
 SOLD: 02/13/70

STATISTICE
 Your car was one of:
 1,333 With this Paint Code
 680 With these Paint/Trim Codes
 2,336 With these Engine/Transmission Codes
 1,730 Ordered from this DSO
 3,207 With Eliminator Package
 For the 1970 Cougar Hardtop

Your vehicle was ordered with the following options:
 Eliminator Package
 FMX Speed-Shift Cruise-O-Matic
 F7014 Belted Tires w/ Raised White Letters
 Sun Roof
 Power Front Disc Brakes
 Power Steering
 Air Conditioner - Selected
 AM Radio
 Tinted Windshield
 Competition Suspension
 Your car was actually produced on January 16, 1970 - six days ahead of schedule.

Kevin Marti

LINCOLN-MERCURY DIVISION *Eminger Invoice* 11E 326 9F91M 567566

COMPOR FOR HARDTOP		
ELIMINATOR EQUIPMENT PKG INCL	3016 00	2455 00
HI-BACK BUCKET SEATS	129 60	102 46
UNIQUE INSTRNT PANEL W/TACH		
RALLYE CLOCK & TRIP ODOMETER		
VISUAL CHECK WARNING LIGHTS		
ANTI-LIFT FRONT SPOILER		
REAR DECK AIR FOIL SPOILER		
STYLED STEEL WHEELS		
BLACK-OUT FRONT GRILLE		
HOOD SCOOP		
BODY/SIDE ELIMINATOR TAPE		
RACING MIRROR L/H R/C		
PERFORMANCE L/H R/C		
ELIMINATOR AXLE		
ELIMINATOR DECOR GROUP INCL	69 90	55 32
CUNG WELDING		
RIM SLOW-STEERING WHEEL		
CUSTOM DOOR TRIM		
REAR SEAT ARM RESTS		
DOOR MOUNTED COURTESY LIGHTS		
PADDLED INTERIOR HOLDINGS		
4-SPEED MANUAL TRANSMISSION	33 20	42 01
PERFORMANCE TIRE/HANDLING GRP	204 70	161 89
F70X14 BELTED TRACTION TIS	78 50	60 49
POWER-STEERING	99 80	78 90
BD 6A-FRONT DISC BRAKES	64 80	51 23
TOTAL OPTIONS	698 50	552 26 *

201.90 73.50 3080 76
 * GALS GAS 3788 00
 CLR ADV FUND 1 33
 20 00

INVOICE # 56357 DATE 1/16/70
 AMOUNT 7,272

A C JOHNSON JR INC
 524 NORTH ST
 PITTSFIELD

11E326 2 XC46
 MA 01201 04 22 69 1101646 SA 08

SPRINGFIELD DEARBORN NEW YORK NY-78 916331



Bob Solsky's 1969 Eliminator

FORD-MERCURY DIVISION		VEHICLE IDENTIFICATION NO.
COUGAR 2DR HARDTOP	3016 00	2455 00
BRIGHT YELLOW		
ELIMINATOR EQUIPMENT PKG INCL	129 60	102 46
H1-BACK BUCKET SEATS		
W/COMFORTWEAVE VINYL		
UNIQUE INSTRUMENT PANEL W/TACH		
HALLTE CLOCK & TRIP ODOMETER		
VISUAL CHECK WARNING LIGHTS		
ANTI-LIFT FRONT SPOILER		
REAR DECK AIR/FOIL SPOILER		
STYLED STEEL WHEELS		
BLACK-OUT FRONT GRILLE		
HOOD SCOOP		
DOOR SIDE ELIMINATOR TAPE		
RACING MIRROR L/H R/C		
PERFORMANCE AXLE		
ELIMINATOR DECOR GROUP INCL	69 90	55 32
CURB PADDING		
RIN BLOW STEERING WHEEL		
CUSTOM DOOR TRIM		
REAR SEAT ARM RESTS		
DOOR MOUNTED COURTESY LIGHTS		
PASSENGER INTERIOR HOLDINGS		
3-SPEED 4-SHIFT TRANSMISSION	127 00	100 41
PERFORMANCE TIRE/HANDLING GRP	227 00	188 30
W/70X14 BELTED TRACTION TYS	76 50	60 45
W/70X14 BELTED TRACTION TYS	60 90	48 16
W/70X14 BELTED TRACTION TYS	60 90	48 16
TOTAL OPTIONS	690 90	555 10
VEHICLE & DEMO 202.20 SCHEDULE B 88.00 88.00		
TOTAL FOR VEHICLE		3794.90 3098.30
4 GALS GAS		1.33
GLN ADY FUND		25.00
2		
70 10	57 00	2288 00
13 10	519 90	290 20
TOTAL FOR VEHICLE		3124 43
HY COLLINS FORD INC 210194 1		
431 P O BOX 99		
RTVILLE AL 35950 04 25 69 2100335 54 06		
155 DEARBORN FORD MTR CR CO 000001		

Do you prefer the looks of the '69 Eliminators and want something you can tinker with, but you don't want a full-scale project? Bob Solsky has a great car that still wears its original bright yellow paint and black interior. His 390-4V, C-6 automatic Eliminator is one of only 182 Eliminators built with that drivetrain combination in 1969 (again, for all paint / interior combinations). Located in Pennsylvania, Bob is asking \$37.5k for his unrestored mildly updated E-cat. Contact Bob at bbsolsky@frontiernet.net, and read more about his fine car here: http://www.cougarclub.org/cars_classifieds.htm

Finally, for your consideration we have the makings of a mean green machine. While the metallic green paint and gold stripes are far from original, they strike me as a great combination! Louie, of Milton, Florida is selling his competition green 1970 Eliminator project (VIN: 0F91M511649). The 351C runs, but poorly, while an FMX automatic and black décor interior complete the package. Documented by a Marti Report which

states 132 Cougar hardtops were built with this combination of paint and interior in 1970, Louie's car would be less common since Eliminators are included in those hardtop numbers. Louie is asking \$10k and is selling the car with the help of a friend. Contact Mike at 850-380-7324, or email him at ford706@aol.com.



Louie's competition green 1970 Eliminator project

For a complete list of active Eliminator listings that I've put together for the month, be sure to visit the Eliminators on the Market thread in the Classic Cougars for Sale section of the Classic Cougar Community forum, here: <http://www.classiccougarcommunity.com/forum/viewforum.php?f=10>

The statistics quoted above are courtesy of Marti Auto Works, where you can purchase a Personalized Statistics Report for your own classic Cougar to determine just how rare your car really is.

Thanks, and have a great day!

Mike B.
EliminatorSearch@CougarClub.org



Donald E. Wussler

AGE: 82 • Scotch Plains (#5899)

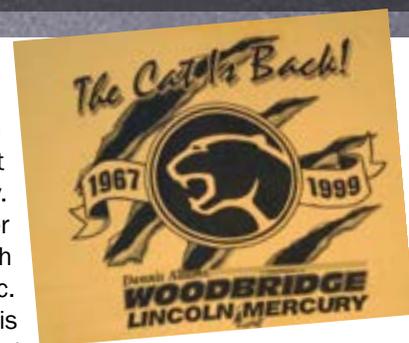
Donald E. Wussler, 82, the founding member of the Cougar Club of New Jersey (later changed to NJ/PA), passed away on December 28, 2015 and was laid to rest on Thursday, December 31, 2015.

Don, a resident of Scotch Plains, NJ was approached by the CCOA in 1998 and asked to start a club in New Jersey. Even though the Cougar was his wife Judy's car, he gladly started the club. He contacted other Cougar owners in New Jersey and we held our first meeting at the Woodbridge, NJ Lincoln Mercury. From that first meeting, he was the driving force behind the club. He held the position of president and vice president for many years, missing very few club events. The club hosted two Nationals (2002 and 2011) and participated in many more over the years. Don was always willing to drive the Cougar to support the Cougar community. Don also owned a 1946 4-door Ford Deluxe and was a member of the Unforgettable Autos of Mid-Jersey. He planned and participated in many car shows in NJ with both clubs. The Street Fairs in Fanwood and Scotch Plains were two shows he loved organizing each year. Other accomplishments include graduating from Scotch Plains High School in 1952 and serving in the United States Army during the Korean War. He attained the rank of Corporal and received the Purple Heart Medal, the U.S. National Defense Bronze Medal, the Distinguished Service Medal, and the Korean Defense Service Medal. Don drove buses for the Wussler Bus Company where he met his wife of 55 years Judy (Wood). He then went on to have a successful career in the banking industry, focusing on new business development for a number of banks in Central & Northern New Jersey.

Don was an active member of St. Bartholomew the Apostle Church where he was an altar boy at the groundbreaking ceremony. He was a Eucharistic minister and a member of the Scotch Plains-Fanwood Ministerial Assoc. He was involved in many of his children's activities which included the Scotch Plains-Fanwood Little League, Junior Raiders Org and the Scotch Plains-Fanwood High School Band. Don was on the Scotch Plains Recreation Commission, chaired the Memorial Day Parade Committee and a long time member of the Scotch Plains Lions Club. He was on the committee responsible for the fundraising, design, and placement of the Korean War Memorial Clock at the Scotch Plains Municipal Building in '09. In recognition of his extensive community involvement, Don was named the Fanwood-Scotch Plains Rotary Club Volunteer of the Year in '10 and was presented the Knights & Dames Award from St. Bartholomew Church in '11.

In addition to his wife, Don is survived by his children, Don Jr. (Jill), Randy (Patricia), Joel, and daughter Valerie, and his grandchildren Natalie, Katie, Lexie, Bailey, Drew, Tara, and Brian.

Don will be sorely missed in the towns he served for so many years and in the Cougar community. The CCNJPA has lost the "Keystone" of our club.





Cougar cuff links

Building Cougar Excitement!

By Dennis Pierachini (#0054)

When promoting any new product, the manufacturer spends a great deal of thought and effort figuring out how best to promote it. With automobiles, especially in the '60s, the medium of television was one of the easiest ways to convey what you had to sell. Cars, voice over copy and locale were very carefully chosen to set the mood. But... commercials build awareness which can be fleeting. How best to catch the prospective buyer's attention? How best to build lasting awareness? How to build brand loyalty?

Fortunately for Mercury's new Cougar, a very talented gentleman by the name of Gayle Warnock was charged with building some Cougar excitement. Much has been written about the marketing ideas that he put to very good use with the press and dealers, so we won't cover those efforts here. Rather, this will be the first in a series of articles featuring items designed to build awareness about the Mercury Cougar, to get people into the showrooms, and to show their pride once the purchase had been made. This article will cover items available for the introduction through the '68 model year.

Dealerships were offered a few different items to build excitement for salesmen and other dealer personnel – the prismatic Cougar winking eye lapel button, and the Cougar viewer, which was a small keychain viewer that had a photo of a Cougar inside. According to original Cougar promotional materials, "over 71,000" of these were also mailed out to barbers as part of a DARE magazine promotion. In addition, Mercury blazers, Cougar ties and name badges were available – these were meant to be worn by salesmen to help promote both the Mercury brand and Cougar. I've never seen either of these apparel items, but a few of them are undoubtedly out there! To serve as refreshments, preferably at '67 new model announcement events, dealers were offered "Cougar snacks" and fortune cookies with Cougar-themed fortunes inside. Also, a 3-D Cougar postcard was offered to dealers.



Cougar is silver blue, image is not clear due to 3-D effect

Since Cougars were likely to be in short supply, a Special Order Holding program was initiated. Dealers were offered the opportunity to send a dash plaque to those who ordered a new Cougar and were waiting for it to arrive. It was about 5" long and featured a walking Cougar emblem, and was engraved with the purchaser's name. It was sent directly to the owner by Lincoln-Mercury Division. Dealers were also offered 1/25th scale AMT model kits of the '67 Cougar at a discount to use as contest prizes or giveaways. Of course, these were also available in toy and hobby stores.

As the model year progressed, a few additional items became available. The Cougar promo was available directly to dealers as a giveaway item, and was also promoted by postcards and magazine ads. Just fifty cents and it was yours, postage paid. I have read that it came in four colors but have only ever seen three: red, green, and aqua.



1967 red Cougar promotional with original mailer box

It was mailed out in a box with a return address of “Cougar Headquarters” in Michigan; a leaflet titled “untamed elegance” was included and not often found today. Made by the Gay Toy Co., the 10.5” car continued to be available via the promotion in ‘68, and during both years in toy stores, in other colors such as blue. And, though not offered as part of the Lincoln-Mercury promotion, a similar toy store version was available with a black hood scoop. The versions I’ve seen were either yellow or red/orange (Calypso Coral?).

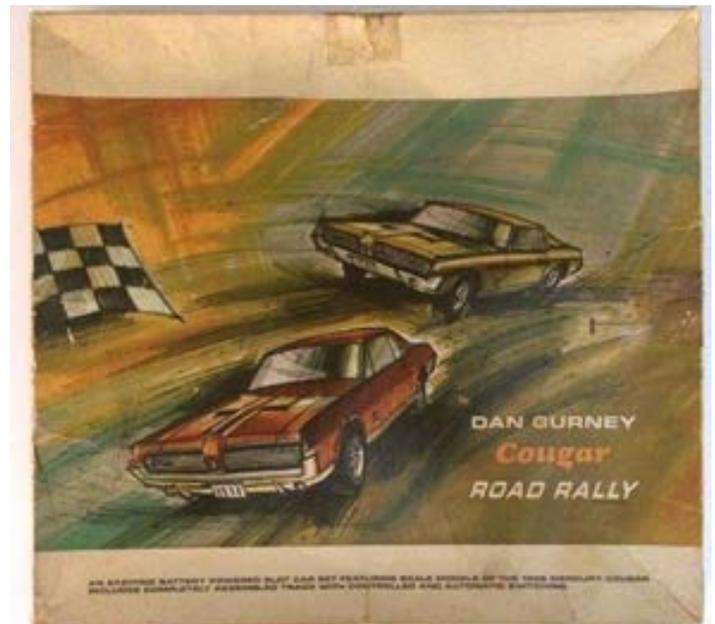
Another item that was sure to get the attention of children of all ages was the 15” long stuffed Cougar. There were at least two similar versions – the most noticeable difference being how the head sits on the body. At least one of the versions came with a necklace/emblem that is almost always missing on examples still around. The small tag label reads “Made exclusively for Lincoln-Mercury the friendly people “At The Sign of The Cat”, and on the reverse “Animal Fair, Chanhassen, Minn.” Also offered was a Cougar hand puppet; the label reads the same. A life size version was offered to dealers for showroom display purposes and is a very rare find today.



Stuffed Cougar toy and hand puppet made by Animal Fair

A bit of Cougar-themed jewelry was also offered – tie tacks, cuff links, and key chains (see photo on top of previous page). A bit of “Untamed Elegance” from Mercury, the Man’s Car! And Cougar playing cards were also offered to dealers as another way to spread the Cougar “word”. And let’s not forget that Cougar was featured on books of matches, almost always with the dealer’s name and address printed on them.

As we all know, Lincoln Mercury enticed well known race car driver Dan Gurney into providing his name to a variety of ventures, most of them related to Cougars. In addition to the Dan Gurney Special and XR7-G, Dan also lent his name to a “Dan Gurney Cougar Road Rally” slot car set. Made by Republic Tool and Manufacturing Corporation of Los Angeles, it included two sections of track, red and yellow battery powered Cougar slot cars in about 1/32 scale, and enough stickers to cover the entire set.



Dan Gurney Cougar Road Rally slot car set

The recognition of, and, in some cases, uniqueness of the Lincoln Mercury marketing activities certainly did a great deal to boost Cougar sales – first year sales of nearly 151,000 were nearly double original estimates, and the additional nearly 114,000 Cougars sold in ‘68 were also above the original sales estimates.

In future articles, we’ll cover the items offered through the remainder of Cougar’s life, as well as product tie-ins, The Lincoln Mercury Sports Panel, sweepstakes, and the like.

EBAY CATS



Year/Model: 1967 GT
VIN: 7F91S5XXXXX
Miles: Not listed
Condition: 4
Winning bid: \$4,191.41
Total # of Bids: 42

Comments: This STD Cat has the rare GT package with the 390 4v/C6. Has all original drivetrain. Has all original engine chrome pieces: valve covers, vipstick, crankcase vent/oil filler and air cleaner. This GT runs, but has been sitting for several years. Needs bodywork, rusted roof and the engine compartment shows signs of repaired accident damage. Have original wheels with wire wheel covers (1 damaged), factory build sheet and lots of original sales paperwork and owner's manual.



Year/Model: 1972 XR-7 convert
VIN: 2F94H5XXXXX
Miles: 26,624
Condition: 3
Winning bid: \$7,000
Total # of Bids: Not listed

Comments: XR-7 convertible with only 26k miles on its 351 2v with a factory ordered Hurst 4spd and factory drag pack. This Cat has been garaged most of its life, but needs some TLC. Has PW, PL, PB & PS. Part of side grill near headlight is cracked, but a factory replacement is included, part of passenger side convertible latch handle is broken. This Cat needs some minor body work, paint, a new gas line and air conditioner refurbishing. Interior seating was reupholstered. Side mirror was replaced because motor on original was bad, original side mirror included. Car has been brought back to running condition. Has the original owner's manual, trunk/spare tire liner and factory Mercury wheel covers.

Year/Model: 1970 XR-7 convert
VIN: 0F92H5XXXX
Miles: 98,890
Condition: 2
Winning bid: \$10,500
Total # of Bids: 16

Comments: 98k miles on its 351w/auto, runs well and has new exhaust. This Cat is from the South and the body is very solid, floor pans and truck are excellent. The paint is good and the interior has almost new maroon OEM bucket seats. Brakes and brake lines are new as well as shocks, gas tank and alternator. Has 15 inch magnum 500's with new redline tires. Also have a spare new redline tire. Top is in good shape (plastic is clear) with no rips or tears and goes up/down with no hesitation, has new boot. All gauges and lights work.



Year/Model: 1987 20th Anniv
VIN: 1MEBM60F6XXXXXX
Miles: 29,300
Condition: 1
Winning bid: \$6,600
Total # of Bids: 33

Comments: Two owner 20th Anniversary Edition Cat that has prowled the streets for only 29k miles and has always been kept in a climate controlled environment, one of only 5,000 produced. This rare Cat has all options except the sunroof. The interior looks and smells new, the 20th anniversary mats have not been removed from the original protective bag. Some of the options on this Cat are: cruise, tilt graphic equalizer/cassette, digital dash, power heated seats, power mirrors, safety trac rear, special gold wheels, power trunk, keyless entry, rear defogger and 20th anniversary safety kit with original instructions. All special books that were made just for this edition are included as well as the window sticker, two sets of original keys with dealer tag. All books manuals and dealer service books are included. This rare Cat is a true time capsule.



Year/Model: 1978 XR7
VIN: 8H93HXXXXX
Miles: 58,000
Condition: 3
Winning bid: \$3,050.05
Total # of Bids: 18

Comments: This XR7 is in great shape for its age, just needs a little TLC. The 351 has only 58k miles and runs and drives great. New parts include: starter, starter solenoid, battery, alternator, voltage regulator, belts, cap, rotor, plugs, wires, gas tank and all 4 tires. The center caps for the wheels are in the trunk. Original 8 track radio, cruise control, all lights, horn and even the door buzzer all work. Receipts for the new parts. Items that need attention: Right front turn signal lens is broken, XR7 badge is missing from the trunk lid, small tear in the driver's seat, Both interior door pulls are cracked. Paint is faded and has minor scuffs, but in great shape for the age. This car is a lot of fun to drive and is constantly getting compliments!



Year/Model: 1997 XR7
VIN: 1MELM62WXXXX
Miles: 34,000
Condition: 2
Winning bid: \$5,600
Total # of Bids: 1

Comments: Two owner Cat with only 34k original miles on its V8. A lot of maintenance was done by 2nd owner who bought it with 22k miles. Parts replaced: Front lower and upper control arms, Front sway bar links, Rear sway bar link bushings, Front and rear rotors/pads and New tires. Some of the options are: Sport package, sunroof, climate control, premium sound w/ CD and Power Antenna. The body is rust free with all original paint, but has some flaws that come with age. The interior is in very good condition with only some nicks in the steering wheel and some scratches in the driver's side door cup. Have the original window sticker, build sheet and manuals.

PERSONAL ADS

FOR SALE:

1969 Original Owner's Manual. \$40 or best offer. Call Gail Taylor (540) 896-6525

PARTS FOR SALE

1970 428 SCJ short block: block date 0A14; with intake, intake date 0A10 \$4,200.00 1969 429 CJ long block: block date 8M7, heads date 8L26, \$3,800. 1969 428 CJ somewhat complete motor: block date 9F24, heads 9F3 & 9C24, intake 9E17, etc. \$6,500. 1967 Ford/Mercury 390 A/C system: original Ford A/C compressor, A/C clutch, clutch pulley, brackets, idler pulley, water pump pulley, crankshaft pulley etc. \$500. 429 Police Interceptor heads: cast # D20E-AB, dates 2E5 & 2E18, \$850.00 429CJ/SCJ long block: 4 bolt main block cast # D1VE-6015-A, date 1A19; heads cast # D00E R, dates 0L18 & 0M4 \$6,250.00 1967 Cougar or Mustang: stainless steel power front disc brake 6 piece line set. \$75. Boss 302 block, cast # D1ZE-6015-BA, fresh from machine shop, 40 over \$2,000; Boss 302 crank, fresh from machine shop, 10/20 \$550; 1968 302 4V intake, cast # C8ZE-9425-A, date 8A31, with extras \$300. 1968 302 4V valve covers, with extras, \$75. 1968 302 short block, cast # C80E 6015 A, cast date 8B3, machine date 8B13B, \$500; 1995 302 heads cast #E7TE, date codes 4K22 & 4L12, \$150 for the pair. 1967 289 heads, cast # C6AE,

date codes 7D18 & 7E2 \$100.00; NEW: 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 GT 390 carb cast # C70F-9510-A, list 3793, date 784, good core \$250.00; 1966 428 short block \$2,500.00; N.O.S. 87-88 Cougar red headliner part number E7WY-6651916-ABD, \$150.00; 351W heads, cast #E7TE, date codes 5B15 & 5B17, \$150 for the pair. 351C crank, \$75. 1970 351C 4V closed chamber heads: cast # D0AE; dates 0E16 & 0E20, \$800.00 1973 351C 4V open chamber heads: cast # D3ZE; dates 3A17, \$600.00 1972 351C 4 bolt main block, cast # D2AE-CA, date 2G13, \$895. 1967 289 heads: cast # C6AE; dates 7D18 & 7E2, \$200.00 1965 289 Hi Po aluminum water pump: cast # C5AE-8505D, \$400. 1965 289: rods, cast # C3AE D, matching set of 4, \$50; 1965 289 2V intake cast # C5AE 9425 D, dates 4K6 & 5A4 \$75 each. 1965 289 original gold valve covers, \$60. 1965-66 289 heat shield, air cleaner shroud, \$75. etc. much more inquire (314)480-2556 Keith Litteken St. Louis MO or email kslitteken@aol.com

WANTED

Carburetors part # on air horn C8AF-AD C80F-AB & C80F-AA; FE distributors Part # on housing C80F-D, C80F-F, C80F-H C70Z-12127-D, C70F-12127-F C70F-12127-F-G, C8AF-12127-AD. 1968 Cougar red dash pad. (314) 480-2556 Keith Litteken St. Louis MO or email kslitteken@aol.com

Subscribe now to



For years, the classic Cougar community has been slighted or ignored by most mainstream automotive publications, content to run one or two features a year. That ended in 2014 when **Legendary Cougar Magazine** was launched!

Now in its second year, **Legendary Cougar Magazine (LCM)** brings to the classic Cougar community the best writing and photography on Mercury's famous cat, in a newsstand-quality publication. Published six times a year, 52 all-color pages, each issue spotlights a 1967-68 Cougar, a 1969-70 Cougar and a 1971-73 Cougar, spanning the entire classic 1967-73 Cougar era.

Each issue also features easy-to-follow tech tips, event coverage and features that focus on the history and the very special people that make up the classic Cougar community. **LCM** is available as a digital edition for \$23.99 and a print edition for \$59.99 for the United States, \$77.99 for Canada and \$104.99 for the rest of the world, shipping and handling included.

To subscribe to Volume Two of **LCM**, visit our website at:

legendarycougar.com

FINANCIAL DIRECTOR'S REPORT

By Greg Fritz (#5269)
FORMER Financial Services Director

Income Statement		
	As of 09/30/15	As of 12/31/15
Revenue		
Dues - Checks	\$4,059.00	\$1,035.00
Advertising	\$0.00	\$0.00
Calendars	\$0.00	\$0.00
Merchandise	\$565.43	\$97.90
Donations	\$0.00	\$0.00
PayPal - Dues	\$1,395.00	\$2,015.00
PayPal - Merchandise	\$871.65	\$501.65
Total Revenue	\$6,891.08	\$3,649.55
Expenses		
Postage	\$326.63	\$300.90
Office Supplies	\$4.24	\$169.88
Membership Supplies	\$0.00	\$0.00
Advertising Refunds	\$0.00	\$0.00
Bank Fees	\$35.00	\$17.46
Checkprint Charges	\$0.00	\$0.00
Newsletter	\$2,749.17	\$4,578.34
Web Site Fee	\$0.00	\$150.00
PayPal Fees	\$95.12	\$93.03
Legal Fees	\$0.00	\$0.00
Merchandise Cost	\$1,556.67	\$26.75
Merchandise Refund	\$0.00	\$40.00
Shipping	\$0.00	\$0.00
Postal Express	\$108.34	\$78.57
Memorial	\$0.00	\$0.00
Nat'l Show Expense	\$0.00	\$0.00
Web Site Pgm Exp	\$0.00	\$7,012.85
Total Expenses	\$4,875.17	\$12,467.78
Net Income	\$2,015.91	-\$8,818.23

Balance Sheet		
	As of 09/30/15	As of 12/31/15
Assets		
US Bank	\$17,737.10	\$7,003.82
PayPal	\$9,025.58	\$10,940.63
Total Cash	\$26,762.68	\$17,944.45
Accounts Receivable	\$0.00	\$0.00
Total Current Assets	\$26,762.68	\$17,944.45
Inventory Assets	\$877.00	\$0.00
Fixed Assets	\$0.00	\$0.00
Office Furniture/Equipment	\$0.00	\$0.00
Total Fixed Assets	\$877.00	\$0.00
Other Non-Current Assets	\$0.00	\$0.00
Computer Software	\$0.00	\$0.00
Total Assets	\$27,639.68	\$17,944.45
Liabilities		
Current Liabilities	\$0.00	\$0.00
Long Term Liabilities	\$0.00	\$0.00
Total Liabilities	\$0.00	\$0.00
Equity	\$31,127.97	\$25,623.77
Inventory Writeoff		-\$877.00
Current Earnings	\$2,015.91	-\$8,818.23
Total Owners Equity	\$27,639.68	\$17,944.45
Total Liabilities & Equity	\$27,639.68	\$17,944.45



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MEMBERSHIP REPORT

By Rob Merritt (#8323)
Member Services Director

AUCTION WEEK IN SCOTTSDALE, AZ ...

The Cougar community gathered in the Phoenix area for the annual automotive auction week events. Barrett-Jackson, Russo & Steele, Gooding, RM Sotheby, and others attract buyers, sellers and lookers from around the world. While this year seemed a little short on Cougars crossing the block, there were enough to spark some conversation with those CCOA members and other Cougar fans who made the trek.

Thursday's dinner was supplied by the Four Peaks Grill & Tap. The company of Cougar guys was terrific. The food and service were excellent. The selection of locally-brewed craft beers intrigued a few and was a bit overwhelming for others. Sometimes you just want a regular old beer. Some folks like the double espresso latte frappe while others prefer coffee, black. I guess that's why Henry Ford let you pick any color you wanted for your Model T (as long as it was black).



Saturday saw the 11th Annual Barrett / Jackson Cougar Reunion Party hosted by Scott Taylor (1969-70 428CJ Registrar) and the Arizona Cougar Club. Scott opened his Chandler home, and more importantly, his garage and workshop, to the Phoenix area Cougar clan as well as those visiting for auction week. A number of very nice Cats were brought to the show, and there were a few of Scott's in various stages of restoration from nearly completed to not even started, as well as parts, parts and more parts stacked on shelves to the ceiling. After touring all the polished and primed cars at the auctions, it was rather refreshing to see some dull paint and a little rust. Once again, though, the camaraderie of Cougar owners was the real highlight of the gathering. One such person brought some recently found literature that most never knew existed, and others had only seen in photos. Subscribers of *Legendary Cougar Magazine* may get to read about this material in a future issue, as LCM editor Bill Basore very carefully examined the documents.



Friday's dinner drew a Cougar crowd to Tavern Americana for more banter on the fine points of automobilia along with everyone's other passions from family to jobs to the places we've been and the people we've met. Technical tips, repair and restoration advice, stories about the latest finds (and the ones that got away), and maybe a tall tale or two were heard around the table.

A person can spend all sunny day looking at cars and experiencing the auction extravaganzas during auction week in Scottsdale. Throw in some Cougar fellowship, and it grows into another great way to enjoy the hobby with others who share our passion for the Cougar. But there's plenty of other distractions and attractions around town when you need a change of pace.

This year, we took in the Desert Botanical Garden and a drive through Cave Creek and the surrounding conservation areas among other side trips. Highly regarded, we made our second visit to the Musical Instrument Museum – and still haven't seen all the exhibits at this treasure of a museum. This year, they had a special exhibit of the works of the Cremona, Italy masters like Stradivarius and Amati. You know who else has a Strad? None other than the Henry Ford Museum in Dearborn, Michigan – you know, that place that made Cougars.

Next year's auction week will be January 14 – 22, 2017. Put it on your calendar. With a little planning and luck, it can be the kick-off for a great celebration of the 50th Anniversary of the Mercury Cougar. Since my better half thinks going to Phoenix is her idea, I hope to be there again and see Cougar friends, old and new.

JOIN US FOR THE BIG 50TH ANNIVERSARY CELEBRATIONS

The 50th Anniversary of the Cougar rapidly approaches. As noted elsewhere in this edition of At the Sign of the Cat, many great events are being planned as you read this. Events will be held around the country, from coast to coast and even some in between. There's never been a better time to be a member of the club dedicated to the appreciation and preservation of the Mercury Cougar. If you know folks who enjoy Mercury's best who aren't CCOA members, be sure to let them know about us, and invite them to join the crowd. Cougar people are some of the best – just like the car.

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 on-line form at www.cougarclub.org/join.htm or the form printed toward the back of this newsletter if you prefer to renew by regular mail.

Be sure to let me know if your postal or email address changes. If you just need to update your information, or have a question about your status, feel free to email me at membership@cougarclub.org

NEW MEMBERS

Joining the club since the last At the Sign of the Cat, through March 1st, are the following new members:

CRITTER CREEK RESTO	RED DEER CTY AB CANADA
LEE MINZ	CAESAREA ON CANADA
JAY ROSZELL	VICTORIA HARBOUR ON CANADA
MARKUS LAMMI	HELSINKI FINLAND
JOERG WELLER	GRIMMA GERMANY
DAVE PEARSON	FRANKFURT GERMANY
ROLAND FROELICHER	DIETWIL SWITZERLAND
DAVID GUARINO	TUCSON AZ
DANIEL RAGEN	DIXON CA
CHRISTOPHER ROBINSON	HERCULES CA
MICHAEL ROE	PEYTON CO
STEVEN CALAUTTI	MANCHESTER CT
HUGH RICHARDSON	LAWRENCEVILLE GA
RUSSELL WILSTON	ROSSVILLE GA
JOHN MARTIN	FAIRFIELD IA
SCOTT ZELLER	EVANSTON IL
SCOTT WHITE	CHICAGO IL
DAN FAY	LAFAYETTE IN
MARK KULWIK	WOLVERINE LAKE MI
TODD PRILL	MONROE MI
DENNIS GLOSIK	BYRON CENTER MI
DEAN MEIER	JEFFERSON CITY MO
WILLIAM THOMPSON	NASHUA NH
ABRAHAM PLATT	MIDDLESEX NJ
JACK CALVERT	FREDON NJ
WILLIAM DUNN	ROOSEVELT NY
GREGORY SCERE	AMHERST NY
LOREN BALDWIN	GOSHEN OH
KEITH VERMILLION	EDMOND OK
MICHAEL BANKS	PORTLAND OR
STEVEN GILL	EXTON PA
BYRON SJOBLOM	MIDDLETOWN RI
JUHA LAPPALAINEN	COPPELL TX
FRANK GARRETT LEE	CULPEPER VA
DONALD WALSH	VIRGINIA BEACH VA
SCOTT FLYNN	HAYWARD WI
MARK BEECHER	PARKERSBURG WV

WELCOME TO ALL NEW MEMBERS!

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