

The Official Magazine of the Cougar Club of America

TM

VOLUME 40 | ISSUE 2  
SUMMER 2021



# HOT SUMMER THROWBACK

**Boss  
COUGAR**  
*SPECIAL Feature*







CCOA Ball Caps

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

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Cover Design: **David Hyatt**





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submissions@cougarclub.org

**Spring 2022 Deadline** - send your submissions no later than Oct 31st, 2021

### Membership – RATES (Since 1/1/20)

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

- FREE online only membership for members who make regular contributions to ATSOTC Magazine. Members that make significant contributions to the magazine will receive a complimentary print version.
- \$30 for members who receive the magazine by email.
- \$45 for members who receive the magazine by postal mail to a U.S. address.
- \$50 for members who receive the magazine by postal mail to a non-U.S. address.

To join or renew, point your internet browser to:  
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# A VIEW FROM THE CHAIR



**GAVIN SCHLESINGER**

CCOA Chairperson  
CCOA #5780

## CHAIR UPDATE

I want to start off by thanking all our members and volunteers for your continued support for the Cougar Club of America. Since 1980, the club has continued to change, evolve, and grow.

For 2022, we are having our first-ever "Lifetime Achievement Award" with an issue of **ATSOTC** dedicated to Tom Lawrence of KTL. We will need everyone's support to make this special issue a success, with members sharing memories, photos, and personal stories. We are also seeking images of owners' stories featuring Mercury Cougars restored by KTL. This cannot happen without your participation, so please email me via [chair@cougarclub.org](mailto:chair@cougarclub.org) with your contributions.

*Ladies and gentlemen, start your engines...*

Summer is upon us, and cats are out on the prowl. I am excited to see Cougars not only online, but also on the road. That's not to say it hasn't been a nice escape to see Mercury's pony car on Facebook, [ClassicCougarCommunity.com](https://www.classiccougarcommunity.com), and our newly redesigned [CougarClub.org](https://www.cougarclub.org) but, seriously, we need to see cars with their owners. A good friend, Gary Woodward, has said on more than one occasion, "The cars remain the same, but it's the people who change and are important". We are social beings who are far better together than alone.

For me, 2020 and a lot of 2021, have been a bit of a waiting game—waiting for vaccines, borders to open, flights to be deemed safe, schools to resume in person, etc. Saturday, October 2, 2021, is the next big event I am looking forward to attending.

It will have been almost two years since I attended an event in person, which is hard to believe as previously there were many on the schedule to attend. I am optimistic that we will see more light at the end of the tunnel and the world getting back to the

"New Normal".

It almost feels like a lifetime ago that 2017 and the 50th Anniversary events across the country and around the world. The first event to celebrate the 55th Anniversary of the Mercury Cougar will be taking place in Northern California. The date and details are currently being finalized for the upcoming July 2022 show in Oakley, California. The Mercury Stray Cats Club has announced they are hosting a **CCOA** Western Regional event to celebrate the 55th Anniversary of the Mercury Cougar (with the potential for it to be a national event). I would anticipate, with 11 months to plan, attendance could be record-setting. As soon as there is a show flyer to share, you can count on me being one of the first to register. It would be great to have a caravan traveling to the event from states meeting at points along the way.

I frequently visit [CougarClub.org](https://www.cougarclub.org) and look at all of the amazing information that Conan has been adding. I am especially fond of the section for "Members Rides" as it is neat to have a virtual car show at your fingertips anytime you want to see Cougars of various years, colors, and option groups. If you have not yet visited, please do so and if you need your car(s) added to the section, please email Conan via [webmaster@CougarClub.org](mailto:webmaster@CougarClub.org).

*"Founded by Mercury Cougar Enthusiasts, made strong by our Membership and Volunteers."*

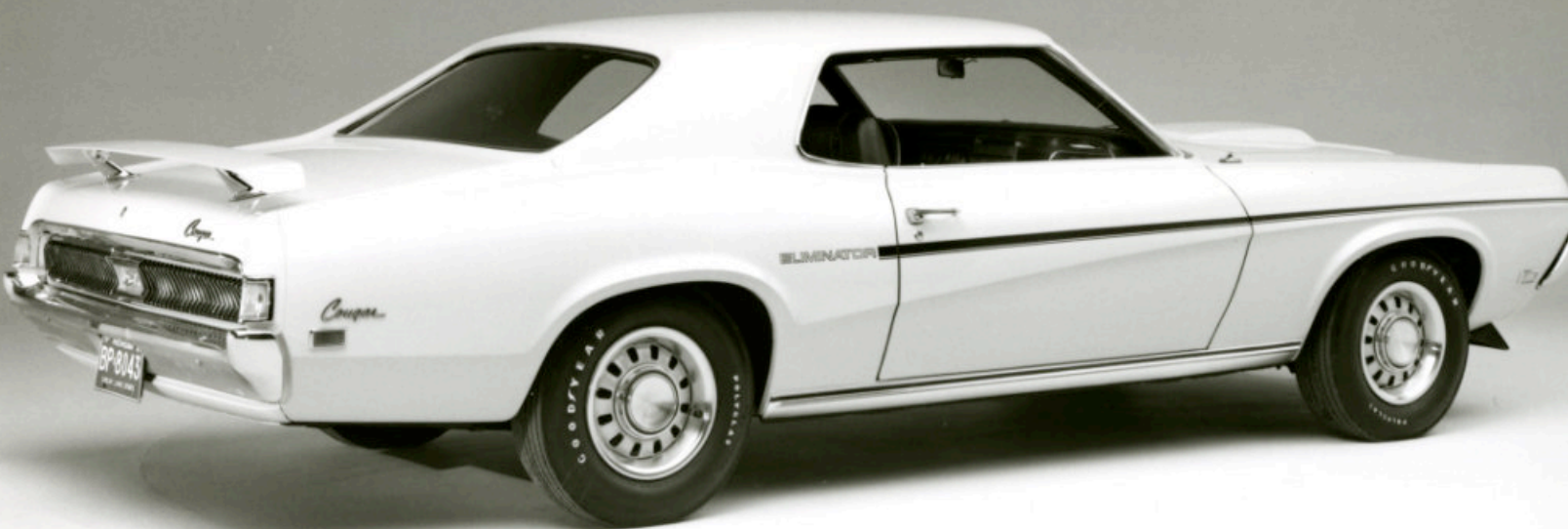
As we are a nonprofit (or "Not for Profit") organization, we sometimes have to clean up inventory to make room for other merchandise. With that being said, I want to mention our first-ever Buy One, Get Two Free sales event in the online store section of [CougarClub.org](https://www.cougarclub.org). We have a specific area that Dwight Griffis has dedicated aptly named Dwight's Deals. Using the coupon code "**Hats&Shirts**", the goal is to clear out existing aged inventory to make room for the 55th Anniversary items we are developing coming in 2022. We owe a lot to Randy Goodling who as Merchandise Manager, takes the time to manage the majority of our inventory as well as print labels, package, and ship to the folks who purchase items. This is a big job and, as a volunteer, I would certainly say it plays an important key role in the success of the **CCOA**.

As we continually inform all Cougar enthusiasts of upcoming events and activities, we try to maintain information provided on [CougarClub.org](https://www.cougarclub.org) and our Facebook page. The more you share events, the more fellow **CCOA** members can plan to attend events of which they may not have been aware. Send all of your favorite cat photos from events attended or cruising around town to [submissions@CougarClub.org](mailto:submissions@CougarClub.org) and you just may find your photos selected to appear in an issue of **ATSOTC** Magazine or on our club Facebook page.

If you are interested in more information about the **CCOA** 55th Anniversary events, please email me directly at [chair@cougarclub.org](mailto:chair@cougarclub.org).

*Keep both hands on the wheel, and I hope to see you out on the street!*





If you are interested in more information, please  
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MIKE BROWN  
NORTH HOLLYWOOD, CA  
CCOA #6669

Photos by Ted Taylor

## COVERAGE THROWBACK



**M**OST OF THE PHOTOS are from car shows where it's hard to get great shots of cars without distraction in them. 🐾













# NEW DEADLINES 2022

We are shifting our deadlines! As we take in submissions, it takes us 3 months to build an issue. This update will give us the lead time we need going forward.

Submissions received by October 31st will go towards the issue we are working on.

Submission Due Date – Release Month:

October 31st, 2021 – Releases in JAN

January 31st, 2022 – Releases in APR

April 29th, 2022 – Releases in JUL

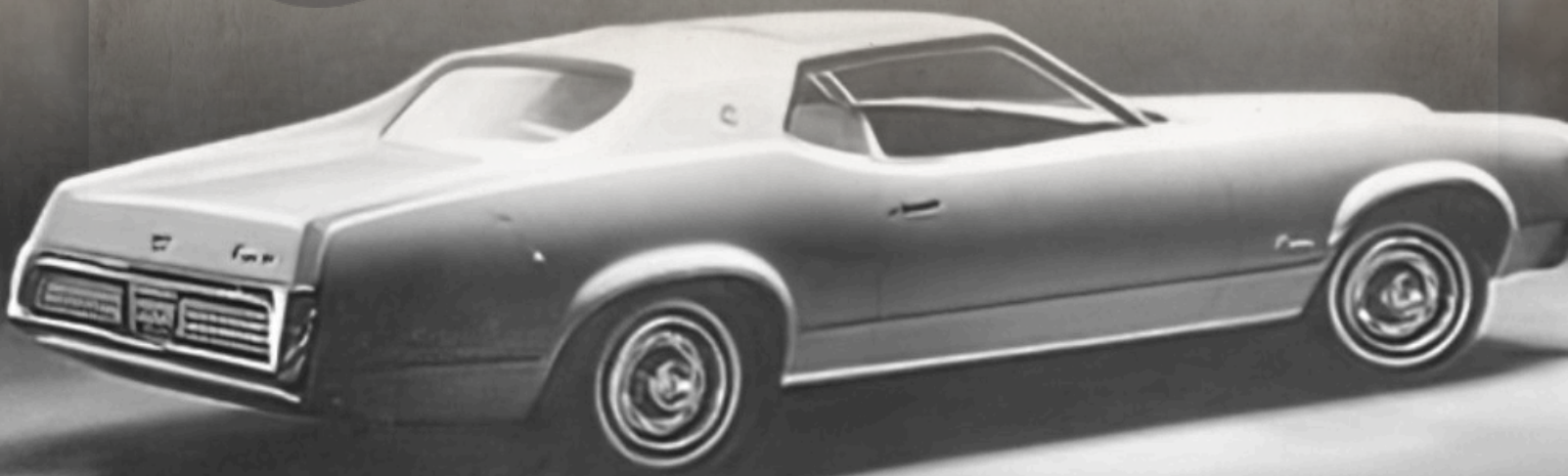
July 31st, 2022 – Releases in OCT

SUBMISSIONS

WANTED



Published  
REWARD







GENE HOFFMAN  
LONG BEACH, CA  
CCOA #10302

# PAINT COLOR

**A**S GENE HOFFMAN writes to us, we felt it was worth sharing this information for others that may have run into this dilemma.

Gene is repainting his 1968 XR-7 and needs to choose a color. He wanted to reach out to local SoCal Cougar enthusiasts to see if there is a way he can physically see the colors he is looking for on his Cougar before he spends the money and ends up unhappy.

Conan Tigard, our webmaster, responds, "What paint color were you thinking of? Are you going with the original color, or were you thinking of doing something different? We have a lot of pictures of Cougars. I have also attached the paint chip of available factory colors for the 1968 Cougar.

"What color is the interior of your car? And are there any exterior colors you are leaning towards?"

Gene replies, "Thanks...I was thinking of Black Cherry

Pearl or Midnight Blue. The interior color is black. The original color when I purchased the car 32 years ago was a dark blue but I don't think it was Midnight Blue."

"With your Midnight Blue comment, are you considering Wellington Blue—which is the darkest, or more like Nordic Blue?" asks Conan.

We have attached some photos of Mark Smith's Black Cherry 1968. It is a beautiful color.

If you are in a similar dilemma, we suggest that you begin your research by visiting the "CCOA Member's Rides" pages on the CCOA website. <https://cougarclub2.org/cougars/membersrides>

There are separate pages for each year 1967 - 2002, so you can get an idea what the colors look like on an actual car.





# INDEX NO. 12



## 1968 MERCURY PARKLANE - MONTCLAIR - MONTEREY COMET - COUGAR

SPECIFY: DDL For DURACRYL® acrylic lacquer • DAR For DELSTAR® acrylic enamel • DQE For DITZCO® alkyd enamel  
Paint Code



B 50746  
BLACK CHERRY



\*D 13357  
NORDIC BLUE POLY.



F 13329  
MADRAS BLUE POLY.



I 43576  
LIME FROST POLY.



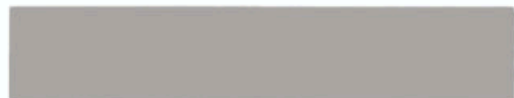
M 8378 8734  
POLAR WHITE POLAR WHITE #2



N 11683  
DIAMOND BLUE



O 43529  
SEA FOAM GREEN



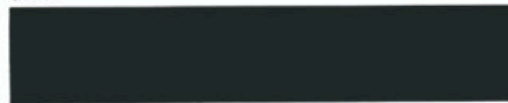
P 22744  
PEWTER BEIGE POLY.



Q 13619  
GLACIER BLUE POLY.  
ACCENT STRIPE COLORS

White	8378
Black	9000
Silver	32520
Red	71243

FOR SPECIAL COLORS—PLEASE SUPPLY DETROIT OFFICE  
WITH DSO OR PTO NUMBER AND SERIAL NUMBER OF  
CAR FROM WARRANTY PLATE.



R 43644  
AUGUSTA GREEN POLY.



T 71528  
CARDINAL RED



U 12745  
CARIBBEAN BLUE POLY.



W 81584  
SAXONY



X 13356  
WELLINGTON BLUE POLY.



Y 22833  
GRECIAN GOLD POLY.



2 22737  
TAHITIAN ROSE POLY.



3 60449  
CALYPSO CORAL



6 22249  
FAWN

A ONYX 9000, 9300

\*ALSO 1967 SPRING COLOR

IN TWO-TONE COMBINATIONS THE FIRST LETTER OR  
NUMBER INDICATES LOWER COLOR; THE SECOND  
LETTER OR NUMBER INDICATES UPPER COLOR.

(OVER)

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Form 6810  
Rev. 2/69



KEITH HYATT  
ORANGE CITY, FL  
CCOA #10018

# COUGARAMAS!

Photography by: David Hyatt

**G**ET YOUR COUGARAMAS! Get your Cougaramas while they last!

I coined the term Cougarama from 'diorama' (which is a 3D model or displayed scene) and "Cougar" (naturally). I have been collecting Cougar models, whether plastic or diecast, for many years. I generally prefer diecast because they are ready to go, plus they are easier to appreciate since my vision and hands don't work so well at my age. In my search for models, I happened to notice dioramas and, hence, began searching for ones I liked.

You can make your own display scene, buy one ready-to-go, or use a toy—for example, toy garages made by / for Hot Wheels cars. I found one that is a Ford dealership with manually operated moving parts.

There are some very nice displays made for model railroaders. Railroad King by MTH Electric Trains is the best I've seen, as some have working lights and electric moving parts. Prices on eBay range from \$50-200. A more affordable brand is MotorMax, branded as American Graffiti. These are cool, with small displays priced from \$20-50 on eBay. They come with or without cars but, either way, you can use your own H.O. scale cars in the display. Matchbox size cars are 1/64 or H.O. scale.

Pictured are several of my fave Cougaramas. What would your Cougarama look like? 🐾















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DAVID HENRY  
TOPEKA, KS  
CCOA #9695

# TAKE YOUR PICK



**S**HORTLY AFTER I turned 16 in 1984, my dad said, "I suppose we should get you a car. What would you like?" I replied, "I want your car!" He had a deep gold metallic 1970 Cougar XR7 with a 351 Windsor 2V and ginger Houndstooth top. Of course, my dad said "no" but after some negotiation I bought it from him. That is how my love of Cougars began.

I ended up owning three Cougars with the hope of making one souped-up Cougar but, since I was a teenager, I made some bad decisions and that hope never became reality.

Thirty-two years later, in 2016, my wife and I went to a car show where my love of Cougars came to the surface again. After much discussion with her, she supported what would be the next three-plus-year journey.

I found a running 1970 Cougar XR-7 with a 351 Cleveland 2V, automatic transmission, and all matching numbers. After spending the previous 30 years in an Arizona barn, it was transported to Kansas. My wife and I looked at each other, blinked, and then got to work.

After much discussion with my wife and several friends, we decided to go back to stock after receiving the Marti Report, which stated only 365 were built with "G" Medium Lime metallic with "6A" black leather hi-back bucket seats. We had

the motor rebuilt and had the transmission gone through. We also installed new suspension pieces. The leather XR-7 interior needed to be completely restored, with only the dash being kept simply because I couldn't locate a new one. We went with the original paint. The original hue, Medium Lime metallic, was resprayed, complemented by a new black vinyl top. After seeing a few coats on the flanks, I then knew we made the right decision.

Our Cougar was completed in May 2020, right when COVID-19 was spiking in Kansas and all car shows were canceled. As things have settled somewhat, we have gone to a VA cruise for the Veterans, and we are excited for car shows to pick up again so we can show it off! 🐾











DOUGLAS HERZOG  
WARRENTON, MO

By David Hyatt

# TWO RARE BOSS COUGARS



**E**DDIE “FAST EDDIE” SCHARTMAN was a racing legend in the 1960-70s. Though he both won and lost many races, he proved that he was the fastest, having won the 1966 NHRA Nationals over “Dyno” Don Nicholson (a close competitive friend) and eventually winning the 1966 World Finals.

By late 1968, Mercury and Ford dropped out of the Funny Car class. Arnie Behling raced Fast Eddie’s 1968 car in 1969. Mercury Racing built the 1970 Mercury Cougar for the AHRA Super Stock as well as NHRA Pro Stock featuring a Boss 429 Cougar at the start of the 1970 season. It was built for use as a clinic car and Pro Stock.

In 1969, NASCAR rules stipulated that for a car and engine to compete, at least 500 examples had to be built for the general population. Ford was competing with Chrysler’s mighty 426 Hemi which, at the time, was the gold standard. For homologation purposes,

Ford (with assistance from Brighton, Michigan’s Kar Kraft) squeezed the Boss 429 into 859 Mustangs in 1969 plus two Mercury Cougars. The Cougar was marketed as “the gentleman’s muscle car.” It was one of the few vehicles in the Ford lineup that could only be ordered with a V8 in 1967. The BOSS 429 engine

*Editor’s Note: Clinics were held in 1970, by Autolite and the dealership.*

became an option in Mustangs, but sadly never in Cougars during the ’69 and ’70 model years.

Both Cougars were originally built





Three photos: Douglas Herzog's Boss 429.





by Mercury Racing Division to promote high-performance demonstrations led by Fast Eddie at Mercury dealers across America. Records show Fast Eddie's car was sold on April 24th, 1969 and later completed by Kar Kraft on April, 29<sup>th</sup> as per the Marti Report. However, they were designated as "clinic cars" by Mercury and were not seen by the public until January 1970.

Dyno Don and Fast Eddie helmed the front lines of Ford's war against Chrysler and competed with success in their funny cars. Dyno Don immediately ditched the Boss 429 engine, replacing it with the 427 Ford SOHC "Cammer" and painted his car red. Mercury updated Eddie's car with the addition of a Canadian built fiberglass front end, Fast Eddie kept the Boss 429 engine with blue highlights and lettering (courtesy of Paul Shedlick of Detroit) for an iconic look.

Ford's Replacement Parts Division, Autolite (spark plug and battery subsidiary), contracted the Cougar to be updated to reflect the new 1970 model year, with the 1970-style front-end clip.

Both Cougars were contracted to be returned to Ford when the racers were done with them but, instead, Fast Eddie listed it for sale in National Dragster in 1971. Lou Cerra bought and raced the Cougar until 1973, then sold it to Steve Comstock (best friend of the current owner). Douglas Herzog and Doug Daniels raced the Cougar in 1974 though, due to not having a roll cage or frame connectors, it suffered damage and ended its run in 1975. It has since been restored to its full glory.

Douglas Herzog of Herzog Motor Sports, Warrenton Missouri now owns Fast Eddie's Boss 429 Cougar. Plans are to make exhibition passes with it in Nostalgia Pro Stock contingent to bookings. 🐱





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Special Vehicles Activity - Room #384362  
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SEE MEMO BELOW

CUSTOMER ORDER NO.	DATE SHIPPED	OUR ORDER NO.	SHIPPED VIA	SALESMAN	INVOICE DATE
	4/29/69	#1684 & 1685	See Memo	D. M. K. Ruth	4/30/69
QTY. ORDD.	QTY. SHPD.	DESCRIPTION	UNIT PRICE	AMOUNT	
2	2	This invoice represents cost for modification of 429 Blue Crescent Engine assemblies and installation of engines in 2-1969 Cougars - Serial Nos. #9F91R567772 and #9F91R-567773. Also included is cost for unique structures and components required for installation.			
		(Memo) Vehicles shipped to Kar-Kraft, Inc., (Dearborn Ofc.) for pick-up by Mr. E. Loeffler.			
		Transfer Price	\$4,444.26	\$8,888.52	

704 \*Seller represents that with respect to the production of the articles covered by this invoice, it has fully complied with the provisions of the F...

LINCOLN-MERCURY DIVISION *Ford Motor Company* 842 07K 9F91R 567772

DESCRIPTION	UNIT PRICE	AMOUNT
COUGAR ZDR HARDTOP	3016 00	2455 00
SPCL. DLR. ACCT. ADJ. CR.		57 00-
TOTAL BASE VEHICLE	3016 00	2398 00 *
WHITE		
CJ 429-4V ENGINE		
COMPETITION HANDLING PKG	336 80	266 40
4-SPEED MANUAL TRANSMISSION	204 70	161 89
DRAGPAC	155 90	122 95
F70X14 F/G HLD TRACTN TRS	NC	NC
KAR AIR INDUCTION	138 60	109 63
MOOD LOCK PINS	7 80	6 15
HEAVY DUTY BATTERY	7 80	6 15
DSG-B4 8018		
COUGAR NASCAR PACKAGE	48 00	37 00
178-D-470 KAR KRAFT		
SPCL. DLR. ACCT. ADJ. CR.		16 17-
TOTAL OPTIONS	899 20	694 00 *

CONCOURSE QUALITY, HOBBYIST PRICE

STANDARD REPORT

12007 W. PEORIA AVENUE  
EL MIRAGE, AZ 85335  
(623) 935-2558  
(623) 935-2579 Fax



Proud to display this symbol

Copyright Kevin Marti 2007

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

## DOOR DATA PLATE INFORMATION

Serial Number 9F91R567772

9 1969  
F Built at Dearborn  
91 Cougar Hardtop  
R 428-4V CJ Ram Air

67,772nd Mercury vehicle scheduled for production at Dearborn

65A Cougar Hardtop

M White Paint, Ford #1619-A

1A Black Standard Bucket Seats

30D Scheduled For Build: April 30, 1969

848018 Home Office Reserve Ordering District Under Special Order #8018

V 3.91 Traction-Lok axle ratio

6 Four-Speed Close Ratio Manual Transmission

DEALER# 84207K

Your vehicle was ordered with the following options:

Four-Speed Close Ratio Manual Transmission

4285CJ Engine- Drag Pack after 2/20/69

Traction-Lok Differential

F70X14 Traction Tires w/ Raised White Letters

Ram Air Induction

Hood Pins

Heavy Duty Battery

This Cougar was shipped to Kar Kraft to have a Boss 429 Conversion done. This Cougar was assigned KK # 1885.  
Your car was actually produced on April 23, 1969 -- seven days ahead of schedule.

*Kevin Marti*  
Kevin Marti

D & D, SCHEDULE A, MENDY	212.30	SCHEDULE B	21.00	21.00
TOTAL FOR VEHICLE		3936.20	3113.00	
4 GALS GAS			1.33	
DLR ADV WAIVED				
INTRA COMPANY ALLOWANCE		CR	39.25-	

2

SALES OF  
APR 24 1969

BASE MSRP	2231.00	TOTAL MSRP	233.30
OPTIONAL EQUIP	648.70	TOTAL MSRP	59.25-
TOTAL FOR VEHICLE		TOTAL FOR VEHICLE	3055.08

SOLD TO  
FMC ADMIN SERVICES  
RM 247 17001 ROTUNDA  
DEARBORN MI 48121 04 23 69 8409073 1A 63

SHIP TO DEARBORN MI 48121 04 23 69 8409073 1A 63

KAR KRAFT  
BRIGHTON MI

SHIP THROUGH  
958 274





CLIFF GARDINER  
CENTERPORT, NY  
CCOA #5997

# COUGAR SIGHTINGS

Photography by: Cliff Gardiner

Photo: Patrick  
Nawrocki's 1968 XR7G.



Photo: Sean Walsh's 1968.







Photo: Craig Keith's,  
Brookfield, MA. CCOA# 7318







PHIL PARCELLS  
LIMA, NY  
CCOA #2554

# 1968 CALYPSO COUPE

**D**URING THE SECOND YEAR of production, a group of Mercury Cougar dealers in the Dallas region (primarily Eagle Lincoln-Mercury) came up with their own regional promotion for the 1968 Mercury Cougar and Monterey. They both were called the Calypso Coupe.

In regards to the Cougar, this unique Mercury had a black vinyl roof with fancy chrome badges spelling "Calypso Coupe" added to each C-pillar. All cars were painted special-order Calypso Coral (with blank paint code). This color was a regular-production hue for the 1968 Comet series (paint code 3 and Ditzler PPG code 60449) but first appeared on the 1964½-1965 Mustang as Poppy Red and later was called Competition Orange for 1969-71 Mercurys. If you bought a Calypso Coupe during this promotion, you received a free Calypso hat!

A month or so later, Rohla Lincoln-Mercury in Albuquerque and Foss Lincoln-Mercury in Colorado Springs also began to advertise this regional promotion.


These ads show a '24 kt Gold Bonus option' consisting of gold-plated script insignia, gold-plated wheel covers, and vinyl oxford roof. Lime Frost was also available as a color choice. Per the database, there is a report of an original owner refusing the gold wheel covers because "she knew they'd get stolen".

Because it was a regional promotion and not a factory-derived option, the term "Calypso Coupe" will not appear on the Marti report or window sticker. Documentation such as a bill of sale is needed for authentication.

Other than these ads and the eight known surviving cars, very little else is known about the Calypso Coupe promotion. We know of five suspected Calypso Coupe DSO orders and, of those, only one is a verified Calypso Coupe order (DSO 229130). Four known cars exist from the latter order but, for the four other DSO orders, we do not have enough



information to arrive at any conclusions.

If you own one of these unique Cougars and have any further information, please contact us so we can add your work to our knowledge database. 













# CCOA APPLICATION

## 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 window decal for your car that identifies you to fellow Cougar enthusiasts wherever you go.

Use this form or the online registration form at <https://ccoa.cornerstonereg.com> today. Annual dues are **\$30** for members who receive the newsletter by email. For members who want a printed newsletter by mail, the dues are **\$45 for U.S. addresses** or **\$50 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 Member \_\_\_\_\_ Renewal \_\_\_\_\_ (make any changes below)

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

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

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

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

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

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

E-member (\$30) \_\_\_\_\_ U.S. mail member (\$45) \_\_\_\_\_ Non-U.S. mail (\$50) \_\_\_\_\_

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

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

Are you a member of a local Cougar Club? \_\_\_\_\_

*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 <https://ccoa.cornerstonereg.com>*

Cougar Club of America  
c/o Cornerstone Registration, Ltd.  
PO Box 1715  
Maple Grove, MN 55311-6715  
Toll-Free: 866-427-7583 (In the U.S. only)  
Tel: 763-420-7829  
Fax: 763-420-7849  
E-mail: [ccoa@cornerstonereg.com](mailto:ccoa@cornerstonereg.com)

Tell us about your Cougar!

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RON KEISTER  
COLUMBUS, OH  
CCOA #10119

## 1971 MERCURY COUGAR XR-7



**I** HAVE ALWAYS BEEN a car kid/guy. My family operated a Union 76 service station in a small town, and I worked evenings while attending high school in the late sixties. I had lots of exposure to cool cars like Mustangs, Camaros, and Mopars. I vividly remember one of the local doctors purchasing a 1967 Cougar for his son that was attending college. It was more plush than a Mustang, plus I felt it was much better-looking. Every time that Cougar was in for gas or service, I was all over it. It was the only one in town.

When I was off to college, practicality was paramount when it came to transportation--of course, that meant a VW Beetle. A few years later, as I embarked on my career, a friend told me that his sister purchased a new car and was selling her 1969 Cougar XR-7. I had seen the car several times and decided to buy it without doing an inspection. I loved the car! It was a light cream color with a dark green vinyl roof and a dark green leather interior. It was a low-mileage vehicle and mechanically perfect, but the winters in northern Ohio had taken their toll as it had serious rust issues. I had some minor body work done and then sold it about a year later.

As most car guys do, I was always checking out used car lots while driving. One day I spotted a Cougar at one of the local Ford dealerships, a 1971 standard Mercury Cougar. The car was nearly perfect, and the body and undercarriage were rust-free. After the test drive, I bought it. At 5' 7", I fit perfectly in the front seat. The floor shifter was way cool and I loved the

high dash. A couple of months after the purchase, I had a vinyl roof installed. It felt like the perfect car for me! Then, one night, it was stolen. I was sick to my stomach. A week later it was recovered in a different state. Insurance repaired the ignition (which had been ripped out) and the trunk lid (which had been ripped open). Unfortunately, the joy was gone as every time I drove it, I thought about the theft and the person(s) who had done it. I sold it.

Time marches on. Working for a financial institution in Columbus, I would attend the repo auctions. I had a good sense for what cars to buy that could be easily resold. I did this for a few years and then purchased a home. I then redirected my spare time into home updates. Four homes later and 36 years in IT, I decided to retire early. Once I had adjusted to retirement, it was time to find another Cougar.

In the fall of 2013, I started searching online. I found a 1971 XR-7 on eBay listed by a classic car dealer in Lakeland, Florida. It had not met reserve, and likely the dealer was using eBay as an advertising tool. I contacted him, then studied all the pics very closely and decided to make the leap and buy it sight unseen on October 15, 2013. Luckily, after being shipped to Columbus, I learned the dealer was very forthright with his description.

This Cougar was built in Dearborn as Pastel Blue with a medium blue interior and blue  $\frac{3}{4}$ -vinyl roof. It then was



shipped to Stanford Lincoln-Mercury in Menlo Park, California where it was sold to a local couple in Menlo Park. They kept it until 2011 when the dealer in Florida purchased it. He refreshed the Cougar, which included a respray. One of his regular clients bought it and drove it around for about a year before trading it in. As such, I'm the third owner.


The car is pastel blue with a medium blue interior and blue  $\frac{3}{4}$  vinyl roof. At the time of my purchase in 2013, it had 48K original miles, and I've added another 8K. It now has 56K miles. In the spring of 2014, I embarked on a two-week detailing spree. To this day, I am impressed with its originality and condition. Everything works! The vinyl top is nearly perfect,

guidance on details, this car could easily be used for reference.

Nonetheless, the Cougar is not perfect. There are minor cosmetic issues, though you have to get close to find them. Three years ago I purchased a second Cougar, a fully restored standard 1967. I would like to find another and consider selling the 1971 because I have limited storage. But I am fully aware of how difficult it would be to locate another '71 this nice. Yet things have a funny way of working out sometimes because this past April I bought an original Augusta Green 1968 XR-7 with Saddle interior. This car, a factory 4-speed with 20K miles, even has its original exhaust system.



as is the interior, including the original carpet. The undercarriage is also amazing. The trunk is totally rust-free and includes one of the original double whitewall tires on the spare. Open the hood and you'll find totally rust-free shock towers. The overlap of metal (where the fenders are attached) is completely rust-free. I've also added Magnum 500 wheels, as I feel they provide a better look; of course, I still have the stock wheels and XR-7 wheel covers. If someone is embarking on a '71 restoration of a similar car and he or she needs

I have participated in many car shows in the central Ohio area over the years, including the big Goodguys show in Columbus. The Cougar always does well, and it is always the only '71 at the show. It would be difficult to part with this Cougar. 







# JOHN'S CLASSIC COUGARS

1967-1973 Cougar parts at

***JohnsClassicCougars.com***

Your Headquarters for 1967-1973 Cougar Parts  
& Accessories. Servicing Customers with Quality  
New, Used, & Reproduction Cougar parts since 1982.

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11522 East Lakewood Blvd.  
Holland, Michigan 49424  
Phone: 616-396-0390  
Email: johnscougars@gmail.com



3053

EST. 1982

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MIKE'S "BLUE THUNDER"  
1970 ELIMINATOR





DONNA STONE & SCOTT DOUGHERTY  
BECHTELSVILLE, PA  
CCOA #10113

## 1971 BASE CONVERTIBLE



**WE HAVE OWNED** our car for about a year and a half, and have had a wonderful time figuring out what our car is going to be. Having had some trouble finding original parts, we opted to make the car our pride and joy and enjoyment, which means we are putting quality time and money into making it look as good as it can while being safe and durable for the next 50 years.

That being said, our car is a 1971 base model Cougar convertible. The engine 351C and C-4 transmission are the proper original models and sizes for this particular car—not saying that they are original parts, but appropriate for the car. Along with the engine and transmission, the ragtop now has dual exhaust. The original color according to documents we have been able to acquire was Medium Blue metallic, though now it is painted white with a white interior. We have added a new top, pinstripes, and new whitewall tires (with the original wheel covers and emblems, no less).

The story about our Cougar started about three years ago when we started contemplating getting a classic car, having a possible Mustang in mind as we both had Mustangs in our past. I had a Cougar for a short period of time in my 20s so it wasn't out of the parameters of our search. After looking at hundreds of cars, online and locally, we found a site in NC that had some good classic cars. We saw our (future) car but weren't sure how we could get it without buying a sow's ear. My daughter happens to live in NC, as luck would have it, and she

and her husband agreed to inspect the car and take it for a drive. After they went, we spoke with the previous owner; being satisfied with the info that he told us, we bought it sight unseen. We had budgeted for needed improvements that we knew about such as a few mechanical parts, new carpet, and other small items to make it the car we have today. By the time you read this, it should have had some framework done, and possibly the Holley carb changed from a manually operated one to electronic if the mechanic feels it should be changed. Then it will be our R&R vehicle.

We have the owner cards of the previous two owners, along with several Virginia inspection cards. I was wondering if there is anywhere to find out who was the original of this car. Is there a site to look up 13 digit VINs, and is it searchable? Any information I could get on that would be so helpful. Alas, we have not been able to determine the identity of the original owner.

Nonetheless, we love this car and hope to be driving it for many years. We are 59 and 68, and it takes us back to being teenagers when we need to go back. The way some things are going, I'm not sure "gas guzzlers" are going to be legal. We will drive ours until they take the keys from our cold dead hands.











STEPHEN PACK  
INMAN, SC  
CCOA #10306  
By Phil Parcells

# COUGAR RADIO UPGRADE

**S**TEPHEN PACK writes, "I am a new member who is restoring a 1971 Cougar XR-7. Can I have the original AM/FM radio fixed, or is it best to buy a new one?"

Yes, you can have your original radio repaired. There are several individuals and companies you can find online who repair radios. The original factory radio is actually a very good unit as it has a very sensitive tuner and a great-sounding amplifier. Its biggest downfall is it is only four watts per channel, but that was the industry standard at the time.

Not only do we suggest repairing your radio but also upgrading it with modern features. There are several companies online that provide this service. A company that I have had great success with is Retro Radios (<https://retroradio.biz>) in Elizabethtown, PA. They offer three levels of service:

**Restoration:** This includes replacing the parts that normally go bad over time, i.e. the paper capacitors, resistors, filter caps, etc. They replace the rectifier with a solid-state rectifier, and polish the buttons, knobs, and face. If your dial indicator is faded, they will repaint that, plus bead blast or paint the case when necessary. Dead dial light bulbs will also be replaced. This goes beyond a simple repair because these radios are quite difficult to disassemble. If you are going to disassemble the case, why not go above and beyond and achieve a much more reliable radio by replacing these 50 year-old, notoriously failure-prone parts?

**Basic upgrade:** This option allows you to add FM to a factory AM radio, thus keeping the original appearance intact but giving you FM reception plus modern options. All original functions are fully operational, yet digital-controlled tuning eliminates drift. Switching between AM and FM bands is handled by turning the radio off and then back on. Balance and fade are easily adjusted using a unique option that allows the tone control to be used for multiple functions on radios that did not originally have a balance/fader controls. Pushbuttons can be set for AM or FM stations using the same method that was used originally. Output is a clean 45 watts per channel. Radios can be configured for up to 4 speakers when powered from a 12-volt system. The radio can be programmed for North American or, for some of our International members, European channel spacing. The case is bead-blasted and/or painted when necessary. The face, dial, and buttons are cleaned and polished. All radios are equipped with a 3.5mm stereo input jack for connection to an MP3 player, phone, Sirius/XM, or any

audio device.

**Upgrade a la Carte:** All of the above plus these available options: Bluetooth, USB, or line-out connection to another separate amplifier or subwoofer system.

At the time of this writing, I just had a 1968 AM/8-Track unit restored/upgraded by Retro Radios for my current project. I wanted to add the USB option because I can put hours of my favorite tunes on a thumb drive and listen with no commercials. After discussing my needs and options with Mike at Retro, we agreed to hide the cable and connector for the USB inside the 8-track door. Other good options

may depend on your model: for a standard Cougar, dangle the cable inside the "garage door" on the console; for an XR-7, hide the cable in the glove box.

Add some Rockford Fosgate speakers (or your own favorite brand) and your Cougar will become a rolling Fillmore West! 🐾





# Stripes bring out the tiger in Cougar. Mercury Cougar.



How do you like your stripes, tiger? Blue, Ginger, Black, or Green? These great upbeat stripes are optional on Mercury Cougar.



Why drive a pussycat when you can have a Cougar? Mercury Cougar with gr-r-reat, wild, expressive striped interiors.

The stripes on the seats are framed with soft vinyl bolsters and trim. And there's an instrument cluster of large, easy-to-read pods inspired by classic European road cars.

And for every interior, there's a choice of color-coordinated exteriors. As many as 16. From light pewter to bright red.

Pound for pound, dollar for dollar, Mercury Cougar is America's best value in a luxury sports car.

You get a standard V-8 engine that uses 91 octane regular gas. With options up to the 429 CJ. Standard transmission is a three-speed, floor mounted manual. Options: Select-Shift automatic or 4-speed manual with Hurst Shifter®.

Other standard highlights: sequential rear turn signals, belted tires, hi-back bucket seats, and steel guardrail protection in each door.

Mercury Cougar. We took the best luxury-car ideas, added the best sports-car ideas, to bring you a better luxury sports car. Mercury makes better cars to buy, rent or lease.

Better ideas make better cars.

## MERCURY

LINCOLN-MERCURY DIVISION







**DAVID HYATT**  
Editor & Designer  
*At the Sign of the Cat*  
Magazine

## *Letter from the Editor*

**A**T THE TIME of this writing, we have hit a crossroads with submissions on a stand still. While this has forced us to different directions, we continue to gather stories from within the CCOA to reaching out for people to send in submissions. As much as we love to get photos, there is a calamity of new stories. This is where we creatively pull our heads together and seek out old stories that we see value in to refresh and share with our readers. It is our goal to always put a new spin on the stories that are out there where we can bring value. Which brings us to the crossroads we now face...

As you may have seen our new deadlines in this issue, there has been a glaring problem when taking in submissions on the same date of publication. To correct this, we are shifting gears to burn the tires when the light turns green as expected.

To pull this undertaking off, we have quietly been building on the content for Fall and Winter at the same time while working on this issue.

This turn pushes us to start building ahead of schedule as submissions are now being reserved for Spring of 2022.

*See you all next issue & Stay safe out there!*

*I welcome to hear your feedback, please email me directly at: [editor@cougarclub.org](mailto:editor@cougarclub.org)*



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



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



## MEMBER REPORT



**CHARLIE BROWN**  
Member Services Director  
CCOA #8693

## WELCOME TO CCOA

I hope everyone is enjoying the start of summer and have had a chance to get your Cougar out one way or another. Please keep posting pictures of your Cougars, no matter the state they are in out on the Cougar Club of America Facebook page. I wish all of you a safe and fun summer and I hope we can all get together again this summer. I wish all of you the best.

CCOA membership is flat, but this report is for only one month. I wanted to share some statistics.

As of July 19th, 2021, Cougar Club of America has 800 active members, down from 832.

From June 10th to July 19th, 2021, a total of 72 members renewed their membership

From June 10th to July 19th, 2021, we added 9 new members and one returning member.

## MEMBERSHIP RENEWAL

Check your CCOA membership card for your due date. All members receive, if you are an e-member, the email with the download link will let you know if it's time to renew. If your renewal is due, just use the "JOIN" button at [cougarclub.org](https://cougarclub.org) and this link will take you to Cornerstone Registration for renewal Membership processing (<https://ccoa.cornerstonereg.com>). If you prefer, you can send a check using the membership form found elsewhere in this newsletter.

## SPREAD THE WORD

If you know someone who appreciates the Cougar but who is not yet a member of the CCOA, share your newsletter or invite them to visit our website. New members are always welcome!

## NEW MEMBERS

Joining the club since the last ATSOTC (through July 19th, 2021) are the following new members:

CCOA#	Member Name	City	State
10355	CRAIG LASNIER	KINGS PARK	NY
10356	MARK FRANCIS	SAN ANTONIO	TX
10357	JAMES LAMASTER	MINERAL WELLS	TX
10358	DARIN THOMAS	TACOMA	WA
10359	JOSEPH & ALEX BROWN	CLAREMONT	CA
10360	LEE O STONER	SWANTON	OH
10361	MIKE TARLTON	MANCHESTER	MD
10362	TERRANCE BLANSET	SURPRISE	AZ
10363	MICHAEL WUNDERLICH	OKLAHOMA CITY	OK

Be sure to let Cornerstone Registration know if you change your postal or email address. We use this data to mail out the ATSOTC. You can also change your personal information on their site. It pains me when mail is returned undeliverable. If you have an issue updating your personal information please don't hesitate to contact Cornerstone Registration.



I N S P E C T I O N I G U L L V M G A R D I N E R  
 E R D A R R T T P C P C E J Q D W J G X C Q I I B  
 O W W U E O F T A P A R N O J J O H X F I I A Y Q  
 N V K J X I V H C R A S A P A U Y M A C X Q Y O A  
 D X L B I D I R K V X U P W Q P E C H J C V P Y M  
 A V Q N V G X O F Y I B R A D I O V E W Y I K Y A  
 V J B E R N Z W L R V M G J B A S E C O U G A R P  
 H S L W V G M B A S D I P H U M N F P H B D L R T  
 E H A M B N O A I Z Y S G A W O E V L Y U T Y H R  
 E S W E B T D C R N N S N T X P Y X A L F P Y V U  
 B S F M G F E K X Q Y I G S V A H A R D T O P D V  
 K L S B Y C L T Q Z V O D A C R Z Z H G U X B R B  
 F O K E T U S Z L L Y N I N L S Q Q O B P U S E D  
 S N S R S C S X H V X S F D R O F P T J A P A C A  
 U G P S U B A A L J Q L N S E C E R D O I W N O X  
 P B K P B U O L I X U V R H G O U O F H N M L I Z  
 E E D H W X U S Y R M X X I I U R M A N T F Y H M  
 R A V H N N H P S P F M I R S G O O C S C P D O L  
 S C U N Z I P E G C S O Z T T A P T T C H U X Q J  
 T H N H Q V U V Z R O O R S R R E I O C I T L U B  
 O C V R I H Y D I E A U O C Y A A O R S P E J D W  
 C B V A J A B M Z F V D G X E M N N Y P S H E V L  
 K N B D E A D L I N E S E A W A K U G M G P K Y E  
 A Y Z J S T O N E D U J Y T R S F A S T E D D I E  
 U Y A H D Z T T V T V N S S S S S G F A M L P M Y

HATSANDSHIRTS	SUBMISSIONS	BOSSCOUGARS	SUPERSTOCK
PAINTCHIPS	BASECOUGAR	COUGARAMAS	USAIRFORCE
THROWBACK	INSPECTION	NEWMEMBERS	LONGBEACH
DEADLINES	FASTEDDIE	REGISTRY	PROMOTION
EUROPEAN	JOHNSCC	GARDINER	HARDTOP
UPGRADE	MOPARS	RADIO	FACTORY
STONE	CALYPSO	NHRA	MODELS
FLAIR	PACK		



1971 50<sup>TH</sup>

## MERCURY COUGAR XR-7

Take the best luxury car ideas. Add the best sports car ideas. And you'll have a better luxury sports car. That's Cougar XR-7 for 1971. In addition to the 2-door hardtop shown here, an exciting convertible model is offered. The XR-7 is all-new with sleek, sophisticated European flair, new hi-back bucket seats with leather seating surfaces, and full instrumentation that includes a tachometer, trip odometer plus authentic toggle switches. A unique new vinyl roof distinguishes hardtop models, and all XR-Ts have distinctive wheel cover and ornamentation. There's plenty of performance packed in the big 351-2V standard engine, but you can order as much as you can handle up to the 429 CJ with ram air induction.





# Cougar MEMORABILIA & TOYS









## MERCURY COUGAR



**Price: \$26,700**

**TOTAL BIDS** 16

**Year/Model:**  
1971 XR-7 convertible  
**VIN:**  
1F94M560113  
**Miles:**  
32,500  
**Condition:**  
1

**Comments:** All original XR-7 convertible showing only 32k miles believed to be original, the mileage is only verified by the last owner and the old oil sticker from a Phillips66 Station that reported 29,235 miles in 1997; has only seen 2,500 miles since 1997. This cat looks new both in and out, has been well cared for & always stored inside since the new. The body is rust-free and solid to the core. The car runs and starts very nice and idles strongly, the engine has no known leaks or problems. All the original factory marks on the engine and the tags are still there. The Ivory convertible top is clean, solid, tight, and soft; goes up and down perfectly and quickly. All power windows work fantastic and all function and seal perfect. The AC is all there but will need to be recharged. This XR-7 has 4 new "paws" with only 950 miles on them.

## MERCURY COUGAR



**Price: \$6,000**

**TOTAL BIDS** 38

**Year/Model:**  
1978 XR7  
**VIN:**  
8H93S606006  
**Miles:**  
36,000  
**Condition:**  
1

**Comments:** One owner Cat with only 36k original miles!! This is the limited production Chamois Editions and most came in the midnight blue version and very few came in this color combo. Has PS, PB, A/C, Speed Control, Tilt-Wheel, Factory AM/FM/8 Track/stereo radio, Half Landa Roof, bucket seats, console, RPM Tachometer, full gauges, and factory painted wheels This XR7 has always been garaged and babied since new, always covered with blankets. Has never been wrecked or painted and never smoked in; still has that "new" car smell. Has a new battery, newer tires, a fresh tune-up, and a new exhaust. The original spare tire and jack have never been used and are like new. The interior is like new. This Cat purrs down the road like it did in 1978. Comes with a Protect-o-plate, all original books and manuals, and all service records from day one.

## MERCURY COUGAR



**Price: \$1,925**

**TOTAL BIDS** 2

**Year/Model:**  
1999 Cougar  
**VIN:**  
1ZWFT61L1X5619645  
**Miles:**  
85,157  
**Condition:**  
2

**Comments:** First year for the front-wheel-drive and the hatchback Cat with only 85K miles on its V6/auto, starts right up and sounds great. It was recently inspected and a new set of tie rods and washer tube was replaced. This cat has power windows, locks, mirrors, tilt, cruise, and an alarm system. Has a new Sony stereo with Alpine speakers. The interior is new with the exception of the hood latch which works but is not hooked up properly. The body is decent but does have some scrapes and dings. The only issue is the air does not blow cold and a minor oil leak that drips from the valve cover gasket onto the exhaust manifold when it reaches operating temperature. Otherwise, it doesn't leak at all. Overall, it's a great car and fun to drive.

## MERCURY COUGAR



**Price: \$4,250**

**TOTAL BIDS** 10

**Year/Model:**  
1997 XR7  
**VIN:**  
1MELM62W8VH624898  
**Miles:**  
103,570  
**Condition:**  
1

**Comments:** 30th anniversary Cat in the 2nd issued color which is rarely seen. Has the optional V8 (4.6) with just a little over 100k miles that still runs great. It had been sitting for a while in the previous owner's garage in Florida until 5 years ago when it was shipped to New York where it is garaged kept, only driven on nice days; no winters. Loaded with all the usual options including A/C, tinted glass, AM/FM/Cass radio, power seats and mirrors, power windows, and much more luxury options. All work great with no issues. The body is excellent with no rust or damage, the paint still shines like new. The interior is original showing minimal wear, the back seat looks as though no one has ever sat in it. This Cat has been well cared for since new, a true time capsule. On this 30th anniversary, Cat gets plenty of compliments, especially at car shows.

## MERCURY COUGAR



**Price: \$6,000**

**TOTAL BIDS** 1

**Year/Model:**  
1971 Std convertible  
**VIN:**  
Not listed  
**Miles:**  
18,000  
**Condition:**  
2

**Comments:** This convertible was stored in a garage for 20 years until last year, showing only 18k and believe to be original miles (not 180k). Has new starter, rear end, brakes, alternator, master cylinder, bumpers, battery and a fresh tuneup. Runs and drives very well and is quite fast with the 351c 4v and dual exhaust. This cat sounds excellent and not loud, just excellent. The top has some wear to it and sometimes needs some help getting up and down.

## MERCURY COUGAR



**Price: \$12,000**

**TOTAL BIDS** 20

**Year/Model:**  
1969 XR-7 convertible  
**VIN:**  
9F94R531190  
**Miles:**  
52,451  
**Condition:**  
4

**Comments:** A rare XR-7 convertible in need of a total restoration. This cat has the 428CJ Ram AIR (1 of only 127 built) with a C6 tranny (only 96 were built), only 8 of them were bright blue metallic and 5 only had white leather bucket seats with blue interior components. 3 of those had styled steel wheels and only 1 had radial white sidewall tires. This is that 1 of 1 car. It is believed that this XR-7 was the PHILCO Radio corp. factory show car. This car has not been wrecked in the front and both Ford "R" code hidden VIN numbers are correct, has nice core support, a beautiful big block shock tower, an original buck tag, an original VIN tag, and a door warranty tag. This Cat appears to be wearing its original paint, a solid Texas car with some typical Cougar. Unfortunately, it is missing its transmission and other obtainable parts. The engine has been placed in the car for shipping purposes only, it was said to be rebuilt many years ago. This is a very rare XR-7 convertible and deserves to be restored.





# Submissions

## SUBMISSION GUIDELINES:

In order for your photos to be considered for publication, we will require the following information.

Member Name:

CCOA Number:

Club Name:

Submission to be considered for?

Car Make/Model Info:

Location:

Photographer Credit:

Is article write-up included or being penned?

\*The article should be in attached as a word, doc or pdf file preferred.

**NOTE:** Photos included should be submitted in high-resolution format. Be sure to rename the images to best describe the photo.

- Submissions may be emailed to:  
submissions@cougarclub.org & editor@cougarclub.org

- For large-format files, if an email will not work, you may send them using WeTransfer:

<https://wetransfer.com/>

Send to: submissions@cougarclub.org & editor@cougarclub.org



## ANSWERS

I	N	S	P	E	C	T	I	O	N	I	G	U	L	L	V	M	G	A	R	D	I	N	E	R	
E	R	D	A	R	R	T	T	P	C	P	C	E	J	Q	D	W	J	G	X	C	Q	I	I	B	
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N	V	K	J	X	I	V	H	C	R	A	S	A	P	A	U	Y	M	A	C	X	Q	Y	O	A	
D	X	L	B	I	D	I	R	K	V	X	U	P	W	O	P	E	C	H	J	C	V	P	Y	M	
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S	N	S	R	S	C	S	X	H	V	X	S	F	D	R	O	C	E	P	T	J	A	P	A	C	A
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