

Close-out Sale!

\$3630
\$2967*
\$663

SUGGESTED
RETAIL PRICE \$3352
OUR SPECIAL
SHOPPER'S PRICE \$2847**
THE BIG
DIFFERENCE \$505



All colors available

THE DAN GURNEY SPECIAL COUGAR

SPECIALLY EQUIPPED: • Cougar 302 cu. in. V-8 • Select-Shift Merc-O-Matic Drive • AM pushbutton radio • Wide-tread E70 x 14 whitewall tires • Decor group • Turbine wheel covers • Remote control sideview mirror • Special "Dan Gurney" decal

CHECK THESE FINE COUGAR FEATURES: • Custom-grade Laredo Vinyl trim and upholstery • Hideaway headlamps • Contoured bucket seats, foam padded • Triple taillight group • Sequential rear turn signals • Wood-grained steering wheel • Door-mounted safety/courtesy lights • Bright curb molding • Color-coordinated wall-to-wall carpeting • Rear seat armrests • Choice of 16 luxurious exterior colors • Full complement of Ford Motor Company Lifeguard Design Safety Features

**INCLUDES FREIGHT CHARGES. Price is an average of prices determined in an independent shopping survey made between June 7 & 10 among 211 of all Detroit Area Mercury dealers. Some prices were higher, some lower. See your nearby Mercury dealer for his price and terms. State taxes, license and title extra.

THIS BIG, LUXURIOUS **MERCURY** 2-DOOR HARDTOP

SPECIALLY EQUIPPED:

- Select-Shift Merc-O-Matic Drive
- Power Steering
- White-Sidewall Tires
- Deluxe Steering Wheel
- AM Pushbutton Radio
- Deluxe Wheel Covers

PLUS ALL THIS AND MORE: • Marauder 390 cu. in. V-8 • Color-Keyed Nylon Carpeting • Deep Foam-Padded Seats, Front and Rear • Chrome Finished, Die-Cast Front Grille • Courtesy Light Group • Bright-Finish Wheel Moldings • Bright Window/Windshield Moldings • Spacious Luggage Compartment • Walnut-Tone Instrument Panel • 123-inch Wheelbase

*INCLUDES FREIGHT CHARGES. Price is the average of prices determined by an independent shopping survey of 20% of all Detroit Area Mercury Dealers conducted on June 12 and 13, 1968. Some prices were higher, some lower. See your nearest Mercury dealer for his price and terms. State taxes, license and title extra.

NOW AT ALL GREATER DETROIT MERCURY DEALERS:

BART LINCOLN-MERCURY, INC.
3700 East Jefferson, DETROIT

DAVE COOGAN, INC.
13832 Jos. Campau, DETROIT
South of Six Mile Road

CREST MERCURY SALES, INC.
19840 Van Dyke, DETROIT

EVANS LINCOLN-MERCURY, INC.
12955 Grand River Avenue, DETROIT

MULLIGAN LINCOLN-MERCURY, INC.
7700 Grand River Avenue
DETROIT

PARK MOTOR SALES COMPANY
18100 Woodward Avenue, DETROIT
Opposite Palmer Park

MULLIGAN of DEARBORN, INC.
21511 Michigan Avenue
DEARBORN

EVANS MOTOR SALES, INC.
4688 West Jefferson, ECORSE

BOB DUSSEAU, INC.
32411 Grand River, FARMINGTON

STU EVANS, INC.
32000 Ford Road, GARDEN CITY

FRANK ADAM, INC.
130 Kercheval Avenue,
GROSSE POINTE FARMS

BILL FARRAH, INC.
265 N. Gratiot Avenue, MT. CLEMENS

WEST BROS. MOTORS, INC.
534 Forest Avenue, PLYMOUTH

HILLSIDE LINCOLN-MERCURY, INC.
1250 Oakland Ave., PONTIAC

KAVERLEY MERCURY
420 Main Street, ROCHESTER

ARNOLD LINCOLN-MERCURY COMPANY
Gratiot and 12 Mile, ROSEVILLE

HUTCHINSON LINCOLN-MERCURY, INC.
221 N. Main St., ROYAL OAK

BOB BORST LINCOLN-MERCURY, INC.
1950 W. Maple, TROY

SESI LINCOLN-MERCURY, INC.
950 E. Michigan Avenue, YPSILANTI

