



1968 MERCURY

33 models with the fine-car touch...from the makers of Lincoln Continental

Mercury • Montego • Cyclone • Cougar

Mercury for 1968 — cars that look and feel and ride like the fine cars they are! Cars that give you greater worth and solid quality because they are crafted by the same men who make Lincoln Continental. Cars that offer you better ideas and fine-car touches everywhere you look.

From a long line of better ideas, Mercury's best: Mercury Brougham

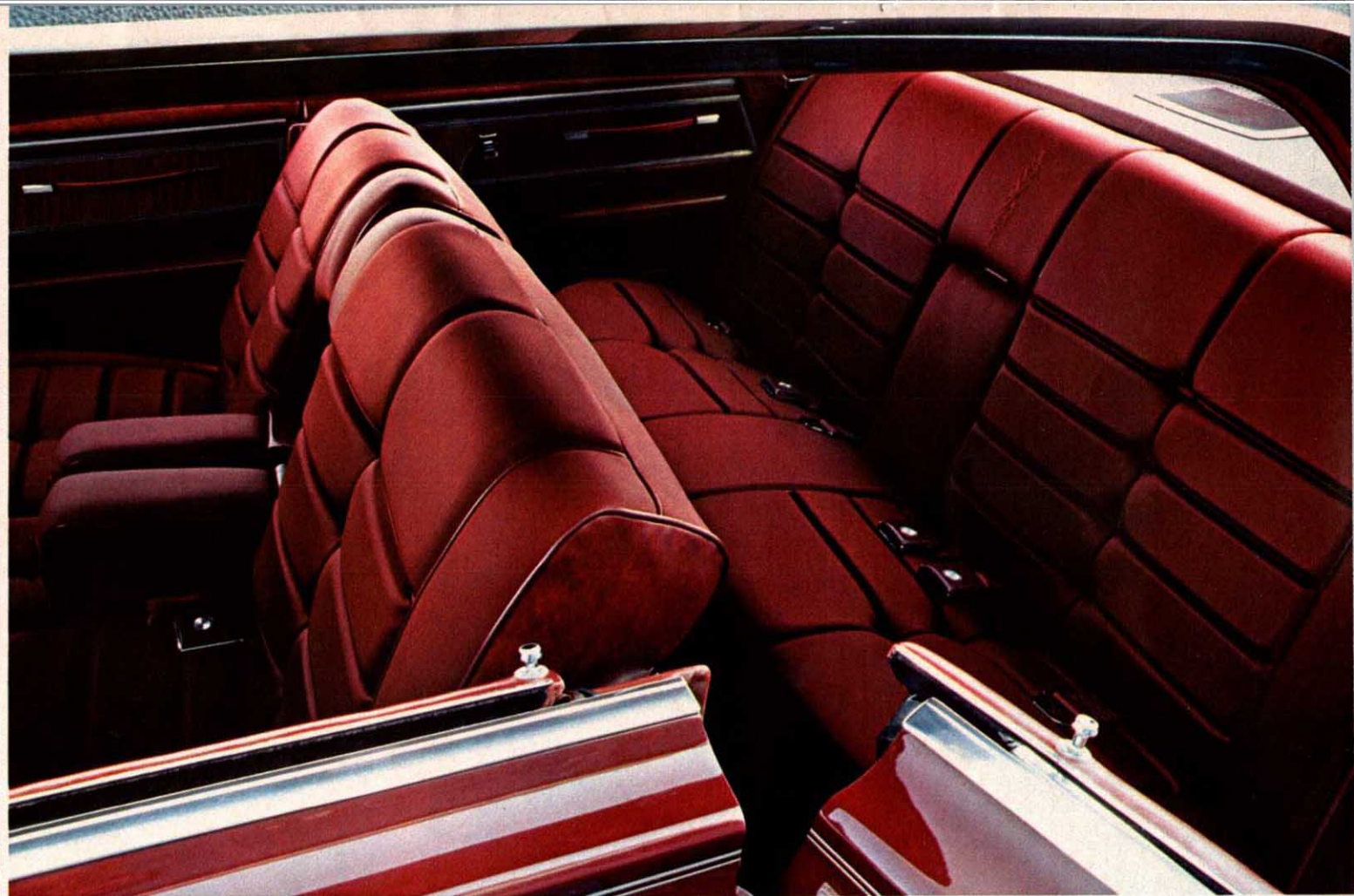
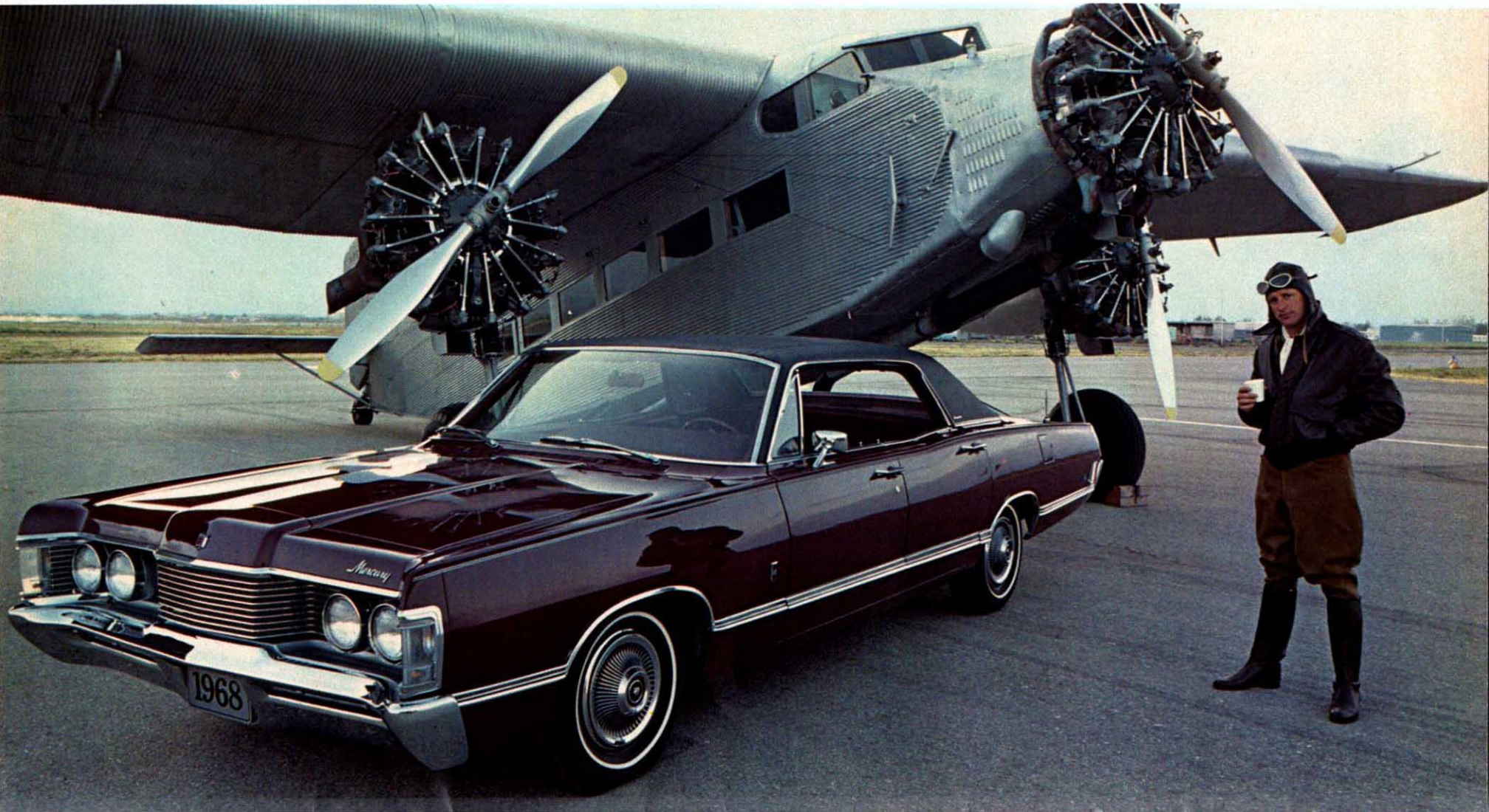
Now, from a long heritage of better ideas, comes another "better way to go": Mercury Brougham, from the makers of Lincoln Continental, America's most distinguished motorcar. Marked by distinctive exterior styling touches and attention to detail that sets it apart from other cars, here is pas-

senger pampering, luxurious transportation. From distinctive front-end styling to new formal roofline, Mercury Brougham truly reflects its fine-car heritage. A new Marauder Super 390 V-8 teamed with optional Select-Shift Merc-O-Matic transmission moves this impressive car

with quiet authority. The ride itself is the finest this side of Lincoln Continental—supremely smooth, superbly comfortable. A wide range of modern options and accessories is available for you to equip your Brougham to your individual requirements. For instance, you may add a signi-

ficant look of dignity with the optional vinyl-covered Oxford Roof. And, of course, everything standard with Park Lane is yours in a Brougham. (See page 5.) And now—for the ultimate in interior comfort and luxurious appointments, we invite you to step inside . . .

Mercury Brougham 4-door hardtop shown; also available as 4-door sedan.

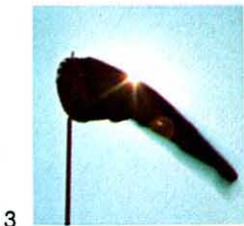


Inside, the fine-car touch is everywhere you look

Complementing its stately exterior is the Mercury Brougham's luxurious passenger compartment. Twin-Comfort Lounge Seats are standard, each individually adjustable, as shown above, each with its own center armrest for the ultimate in personal comfort. Tastefully upholstered with rich Camelot fabric, the Brougham interior surrounds

you with deep luxury, typified by jewel-like appointments and the warm, rich tones of wood-grained vinyl. Wide armrests invite you to relax; door assist straps are provided to allow graceful entry and exit. Other fine-car touches are courtesy lights in the doors, a rear roof pillar light, the wood-toned instrument panel with its

Brougham script on the glove-box door. To let you travel comfortably in any weather, you may choose an optional Comfort Stream Ventilation and Heating System or a Whisper-Aire Conditioner. And your Brougham is equipped with the complete roster of Ford Motor Company Lifeguard Design Safety Features.



Mercury Marquis: a uniquely luxurious 2-door hardtop

Beautifully impressive at rest or in motion, here is a Mercury that lets you know its fine-car heritage in a hurry. You see it in the wide-pillared vinyl-covered Oxford Roof accented by the jeweler-inspired Marquis medallion . . . in the rapier sweep of full-length body stripes . . . in the proud thrust of its massive front grille. Inside, too, you know in a hurry this is truly a

unique motorcar . . . in the tailored elegance of its upholstery (either cloth-and-vinyl or all-vinyl trim) . . . in the hand-crafted look of interior appointments. You can enhance the luxury even further, with such desirable options as Twin-Comfort Lounge Seats in front that adjust individually and Whisper-Aire Conditioner. You ride smoothly, silently—powered by a

standard Marauder Super 390 V-8, teamed with 3-speed manual or optional Select-Shift Merc-O-Matic transmission. And there are any number of fine options to help you personalize your Marquis. **Standard Marquis equipment includes:** Marauder Super 390 V-8 . . . fully-synchronized 3-speed manual transmission . . . outside rearview mirror . . . electric clock . . .

simulated wood-grain instrument panel . . . unique seat upholstery . . . special exterior ornamentation . . . deep-loop nylon carpeting . . . 25-gallon gas tank . . . spare tire cover . . . deluxe wheel covers . . . lower body side molding and five tape stripes . . . Oxford (vinyl-covered) Roof . . . and the complete list of Ford Motor Company Lifeguard Design Safety Features.



Park Lane: to give you a better idea of luxury

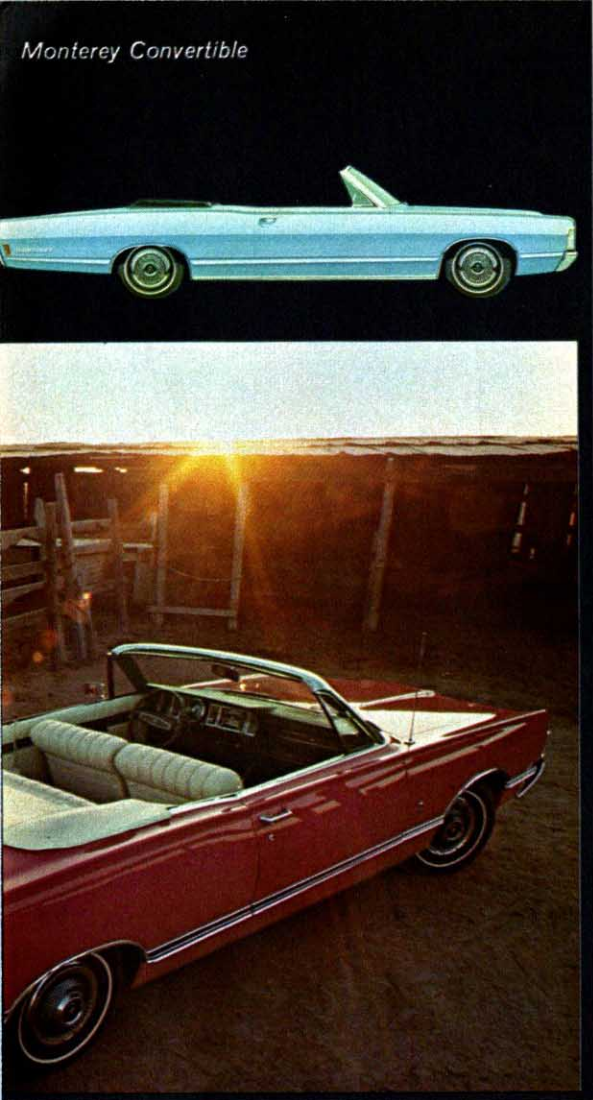
Park Lane 4-door hardtop shown; also available as 4-door sedan, 2-door hardtop or convertible.

First thing about Park Lane that catches your eye is the spirited Mercury hardtop styling with its bright blend of open-air-ness and 4-door convenience. Glance along its sculptured length. From front fender cloisonné coachmark to distinctive Park Lane plaque near the rear—elegance is evident everywhere. Inside, the warmth of simulated walnut accents instrument panel design, setting off the fine-car touch of its rich interior. Sound insulation is

lavishly used to give you a remarkably hushed ride. A 315-hp Marauder Super 390 V-8 is standard Park Lane power to give you silken performance befitting its elegance. And, add options such as Comfort Stream Ventilation and Combination AM Radio/Stereo-Sonic Tape System. **Standard Park Lane equipment includes:** Marauder Super 390 V-8 . . . fully synchronized 3-speed manual transmission . . . deluxe steering wheel . . . deluxe wheel

covers . . . simulated wood-grain applique on instrument panel . . . spare tire cover . . . rear seat center armrest . . . Park Lane script on glove-box door, plaque on rear fender . . . automatic parking brake release (when equipped with Select-Shift Merc-O-Matic) . . . deep-loop nylon carpeting . . . bright aluminum seat side shields . . . lower body side molding with simulated wood-grain inserts . . . all the Ford Motor Company Lifeguard Design Safety Features.





Park Lane convertible, shown lower left and above.

Choose from two Mercury convertibles and kick up your heels in the wide open spaces

Topless under the sun, tuned in to wind and sky, you'll cut a pretty caper in your Park Lane or Monterey convertible. Here are lean-muscled good looks that will make you feel tall in the saddle every mile you drive. The snug, tailored top has a tempered glass rear window that resists

scratches and doesn't need to be unzipped when you lower the top. Pony-swift power is delivered by the new Marauder 390 V-8 (twin-barreled for Monterey; a four-barrel carburetor for Park Lane). Rugged all-vinyl upholstery is standard in both models. Wide armrests have integral squeeze-type

door handles, typical of many fine-car touches you'll find in Mercury for '68. Both models include the complete list of Ford Motor Company Lifeguard Design Safety Features. Standard Park Lane equipment is listed on page 5; Monterey equipment is listed on page 8.



Montclair 4-door sedan shown; also available as 2- or 4-door hardtop.

Go in a Mercury Montclair . . . you'll make beautiful tracks anywhere

If you like to travel relaxed, stretched out, surrounded by deep luxury in nerve-soothing, road-smoothing silence as you go—then a Mercury 4-door sedan is your ticket. You travel in high style, too, as evidenced by the fine-car look of the Montclair sedan, shown above, with deluxe wheel covers, electric clock, interior trim of cloth-and-

vinyl or all-vinyl and padded roof rails as standard equipment. Rear roof pillar lights and rear door courtesy light switch are also standard with Montclair. Power to make tracks almost anywhere is delivered by a big new 265-hp Marauder V-8 or you can choose the 280-hp V-8 with optional Select-Shift Merc-O-Matic transmission.

You may also select optional Breezeway Ventilation which permits the rear window to lower two inches (shown above) for flow-through ventilation with side windows closed. Additional fine-car touches: nylon carpeting, spacious luggage compartment, foam-padded seat cushions. **Standard equipment on Montclair:** 265-hp

Marauder 390 V-8 . . . fully synchronized 3-speed manual transmission . . . electric clock . . . deluxe wheel covers . . . bright wheel-cut moldings . . . courtesy light group (map, luggage compartment, ashtray and glove box lights and parking brake warning light) . . . and all the Ford Motor Company Lifeguard Design Safety Features.

Monterey: the look that makes you a winner going away

There's something thoroughbred in the fleet grace and sleek sweep of its new roofline that marks this Monterey 2-door hardtop. Something in its luxurious look of power that wins you immediately. Here is styling that makes luxury a sporting thing, with such fine-car touches as distinctive die-cast roof chevrons, jewel-like taillights, bright trim highlighting windows,

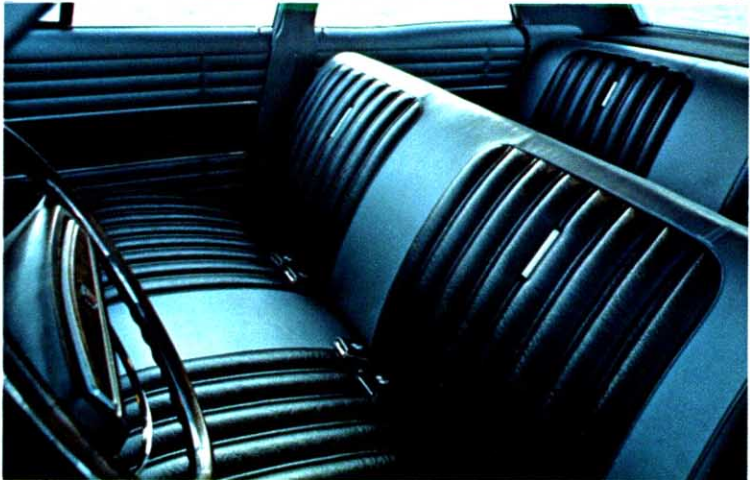
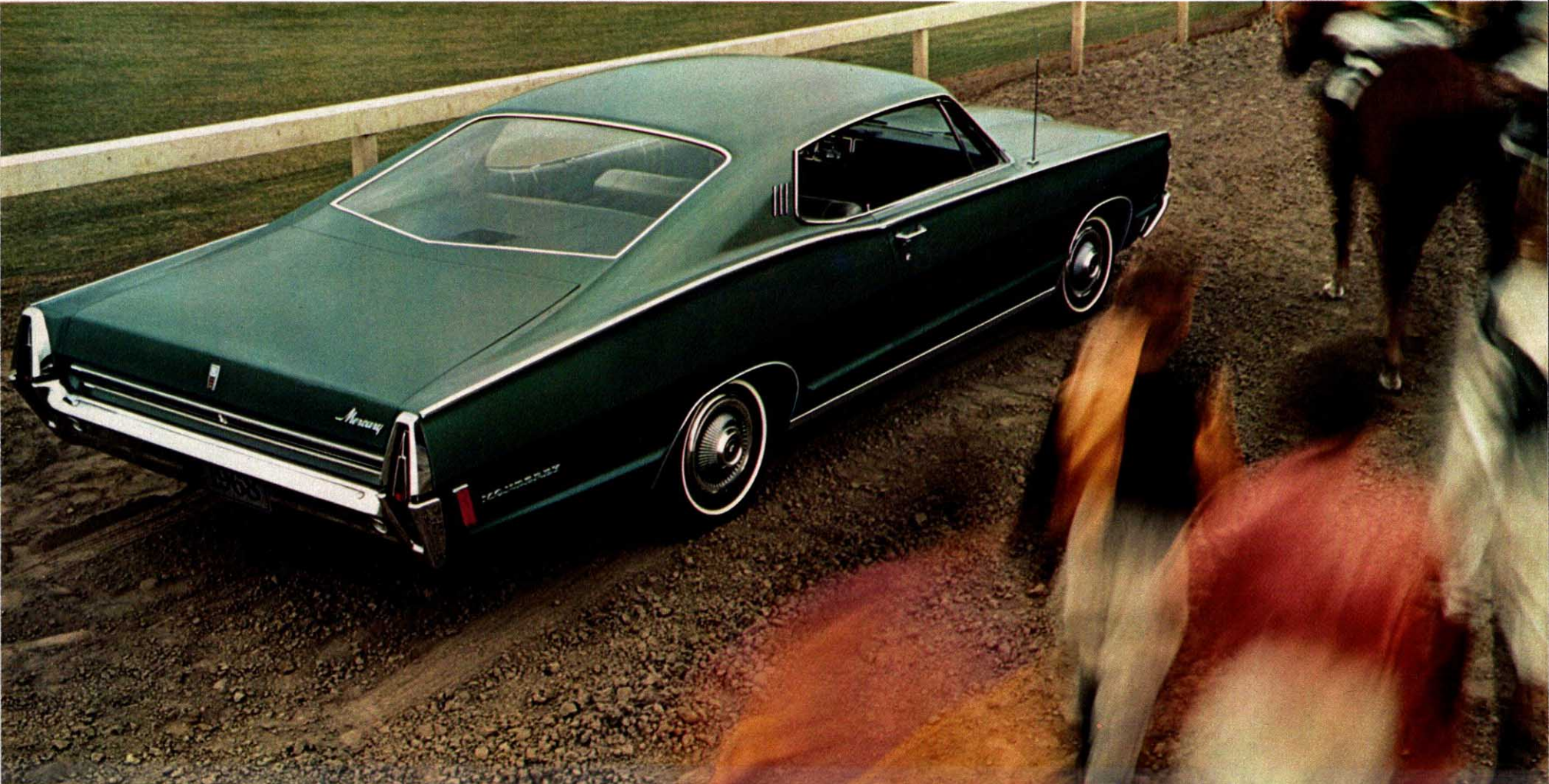
wheel lips and curb molding. Sporty in performance, too, with a new 280-horsepower Marauder 390P V-8 standard when teamed with optional Select-Shift Merc-O-Matic transmission. And an advanced suspension gentles your ride as you relax in foam-cushioned comfort. Among options to consider: a bigger engine (up to 428 cubic inches) . . . an AM-FM Stereo Radio

. . . front seat headrests . . . Comfort Stream Heating and Ventilation System . . . a rear window defogger.

Standard Monterey equipment includes: 265-hp Marauder 390 V-8 . . . fully synchronized 3-speed manual transmission . . . pleated cloth-and-vinyl interior . . . bright trim on windshield and rear window moldings . . . simulated wood-grain instrument

panel . . . bright finish curb and wheel-lip moldings . . . color-keyed deep-loop nylon carpeting . . . foam-padded seats . . . courtesy light group (map, glove box, luggage compartment and ashtray lights and parking brake warning light) . . . 25-gallon cross-country fuel tank . . . plus the full complement of Ford Motor Company Lifeguard Design Safety Features.

Monterey 2-door hardtop shown; also available as 4-door sedan, 4-door hardtop or convertible.



. . . with fine-car touches in every detail

The rich good looks of Mercury exteriors only hint at what's waiting inside: interior decor and appointments in an advanced state of luxury. You can feel the fine-car touch in luxurious fabrics and seats padded with inches of foam. You can see it in

meticulous attention to fine-car details as demonstrated in the richly pleated patterns of the standard Monterey cloth-and-vinyl interior shown above, at left. Complementing this smart interior are such fine-car touches found in every Mercury as

color-keyed, deep-loop nylon carpeting, color-keyed vinyl headlining, elegantly tailored upholstery fabrics, instrument panels with simulated-walnut inserts and appointments with the gleam and look of hand-crafted jewelry. At lower right you see the

optional Monterey interior in supple all-vinyl. Shown, upper right, is the handsome cloth-and-vinyl trim also optional in Monterey. And each interior trim style is available in a wide range of colors complementing the exterior body color.

Montego MX Brougham: Mercury's newest luxury car

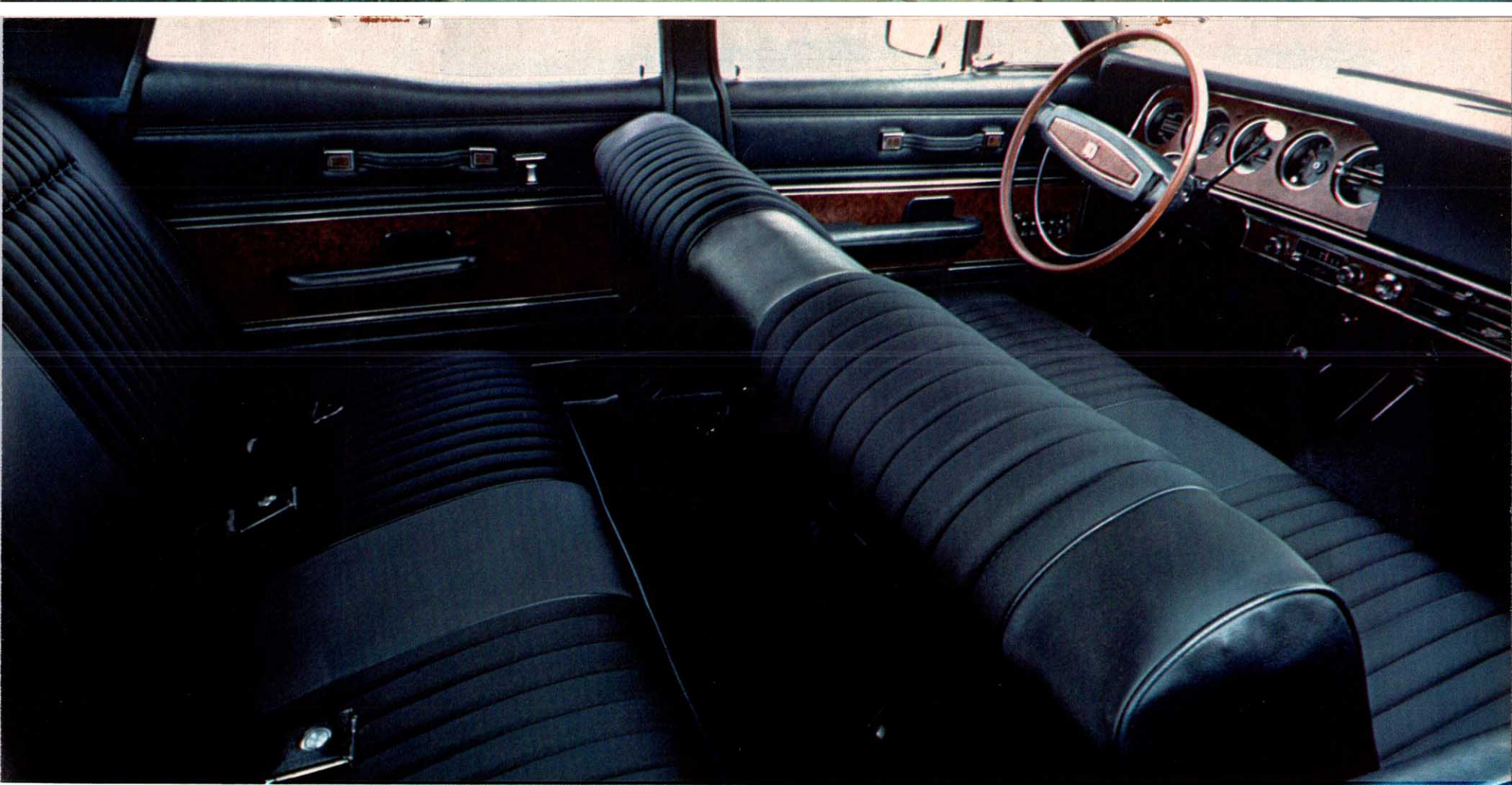
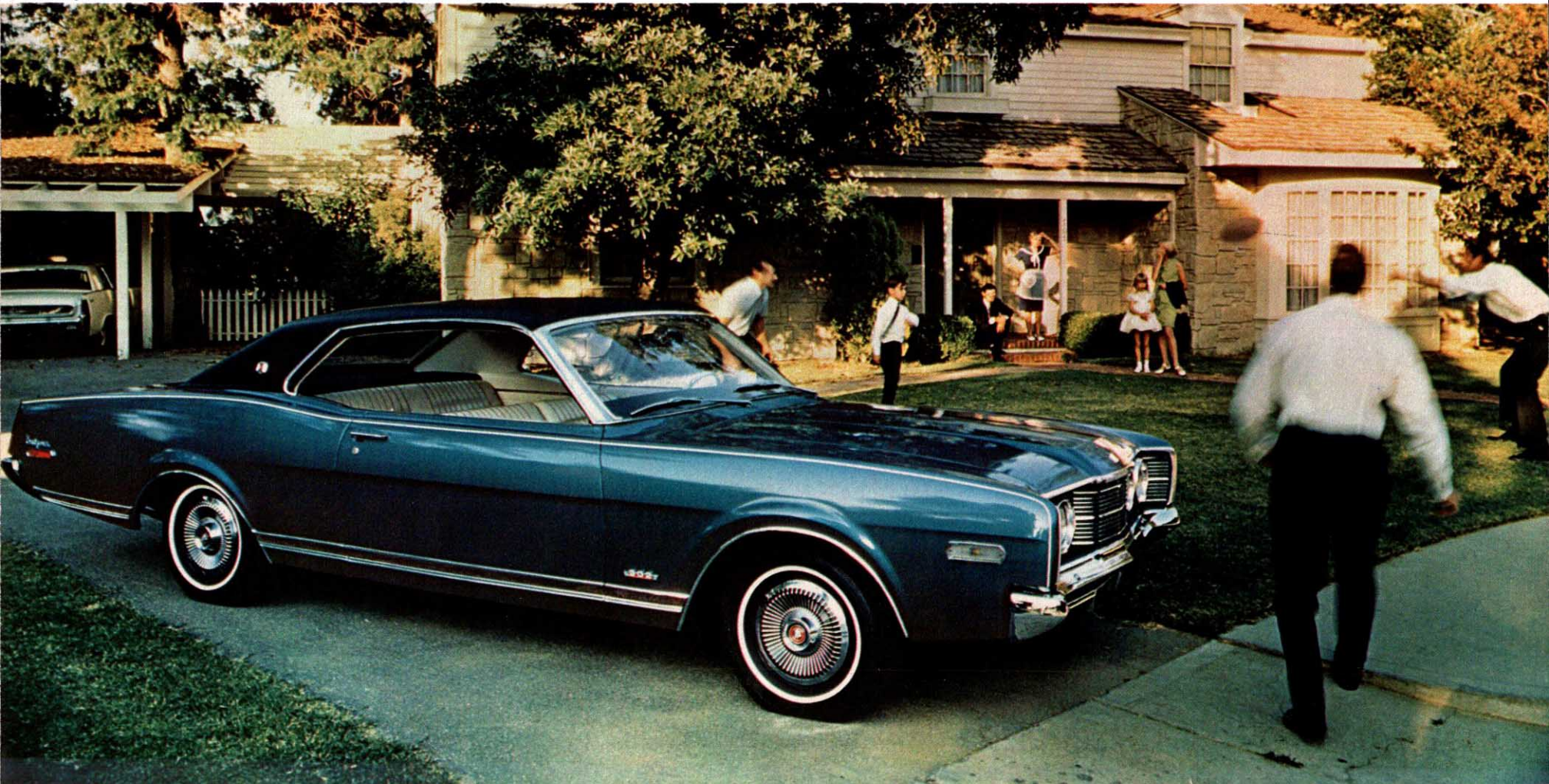
In the tracks of the Cougar comes Mercury Montego—a beautiful new blend of youthful spirit and luxury that combines Cougar excitement with full six-passenger comfort. With Mercury fine-car touches, inside and out, and topped with an optional vinyl roof, the Montego MX Brougham, below, is a two-door hardtop for the young-

in-heart. Ventless side windows allow a look of wide-open-for-fun when side windows are rolled down. Simulated-walnut inserts add warm woodtones at lower body sides and on instrument panel and doors inside. Bright metal accents are on door frames (sedans only) and windshield. Fine-car options such as Whisper-Aire Condi-

tioner or Combination AM Radio/Stereo-Sonic Tape System are available, and you can choose others from a long list. **Standard Montego MX Brougham equipment includes:** 200 "6" or Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . door assist straps . . . deep-loop nylon carpeting . . . upper body

paint stripe . . . bright-finish moldings . . . deluxe sound insulation package . . . simulated-wood inserts, inside and out . . . cloth and vinyl interior trim . . . deluxe steering wheel . . . Brougham ornamentation . . . instrument panel-mounted courtesy lights . . . all the Ford Motor Company Lifeguard Design Safety Features.

Montego MX Brougham 2-door hardtop; 4-door sedan also available.



Luxury surrounds you in a Montego MX Brougham

Tones of rich simulated walnut add a note of warmth to an already luxurious interior in Mercury's Montego MX Brougham: on the doors, on the instrument panel, and on the deluxe steering wheel. Camelot fabric

and vinyl is the standard interior trim in your choice of dark blue, dark red, black, ivy gold or nugget gold. Unique door trim panels include passenger assist straps for graceful entry and exit, and a Brougham

ornament embellishes the instrument panel to remind you this is a truly fine car, with all the fine-car touches Continental craftsmanship can add. Deep padding in the richly pleated seats makes your ride

more comfortable; sound insulation makes your ride quieter. And if you wish to equip your Brougham even more luxuriously, there are many fine options and accessories available.

Mercury Montego MX—newest kind of Mercury going—a car that looks, feels and rides like the fine car it is. Youthful in every line with new-as-now touches like sculptured wheel openings and short-deck, long-hood design. With the warmth of simulated walnut in interiors and the tailored smartness of cloth-and-vinyl or all-vinyl upholstery. A car that combines the excitement of Cougar with full six-passenger comfort and touches of luxury all its own; a lavish use of bright metal outside, a sumptuous level of trim inside and you can select options galore: Whisper-Aire Conditioner, a Select-Shift Merc-O-Matic transmission—and more.

Standard Montego MX equipment: 200 "6" or Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . bright metal upper door frames (on sedan) . . . upper body paint stripe . . . lower body side molding with simulated wood-grain insert . . . bright wheel-lip moldings . . . color-keyed, deep-loop nylon carpeting . . . bright applique with wood-grain vinyl insert on instrument panel . . . instrument panel-mounted courtesy lights . . . unique door trim panels, with wood-grained vinyl inserts . . . bright pedal moldings . . . plus the full complement of Ford Motor Company Lifeguard Design Safety Features for 1968.



Montego MX:
every young-hearted inch, excitingly new

Montego MX 4-door sedan and convertible; not shown: 2-door hardtop and station wagon.



Montego: sure to draw a crowd

Montego 2-door hardtop shown; also available as 4-door sedan.

Montego—Mercury's newest and lowest-priced luxury series is designed to fit beautifully into your life. It all has to do with Montego's fine-car look: typified by the smooth, clean hardtop styling with ventless side windows that permit full-open sides, bold distinctive grille, bright trim around windows with bright and black curb molding. Inside, the fine-car touch is continued, with a simulated wood-grain instrument panel, richly detailed door panels and cloth-and-vinyl or all-vinyl bench seats. **Standard Montego equipment:** 200 "6" or Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . foot-operated parking brake . . . dual headlamps . . . squeeze-type door handles . . . cigarette lighter . . . glove-box lock . . . curb molding . . . all the Ford Motor Company Lifeguard Design Safety Features.



Comet Sports Coupe—for the young-in-heart at an easy-to-handle price. Under a formal roof, there's a lot of Mercury present—206 inches of overall length, a gas-saving 200 "6" engine and a fully synchronized 3-speed manual transmission. The interior smartly blends Excelsior fabric and crinkle-grain vinyl, styled for lasting comfort. And you may add such options as a deluxe steering wheel, deluxe wheel covers, or up to a Cyclone 427 V-8 engine. **Standard equipment on Comet Sports Coupe:** 200 "6" or Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . armrests, front and rear . . . squeeze-type door handles and all the Ford Motor Company Lifeguard Design Safety Features.

If Lincoln Continental made a wagon, this would be it—unsurpassed in all the station wagon world for cruising comfort and sheer smartness. Side panels, with the look of richly grained veneer, sweep full length and bright moldings on roof edge and window frames add gleaming highlights. The Marauder 390 V-8 is standard power, and Mercury's advanced suspension design provides a ride that is limousine-like in its road-smoothing quiet. Interior accommodations are spacious, superbly comfortable. Comfort-Weave vinyl—with tiny holes that "breathe" to help you keep cool—is standard, complemented by fine-car touches like bright metal seat

side shields, electric clock, door armrests, power rear window, squeeze-type door handles and Dual-Action Tailgate. The Commuter, at right, offers its own touches of prestige and practicality. Among fine options you can elect are a luggage carrier, tinted glass, Whisper-Aire Conditioner and Automatic Ride Leveler which keeps your wagon on an "even keel" no matter what the load. **Standard equipment on Commuter and Colony Park station wagons includes:** Marauder 390 V-8 . . . fully synchronized 3-speed manual transmission . . . Dual-Action Tailgate . . . Channel-Aire rear roof pillars . . . wheel-cut moldings . . . bright window

frames . . . color-keyed vinyl headlining . . . deep-loop nylon carpeting . . . plus all the Ford Motor Company Lifeguard Design Safety Features. **In addition, Colony Park includes as standard:** power rear window . . . electric clock . . . deluxe steering wheel and wheel covers . . . Comfort-Weave vinyl seats.



Commuter station wagon



Colony Park: flagship of the Mercury station wagon fleet!



Montego MX: Mercury wagon with winning ways

Good looks carry extra weight in Mercury wagons—and especially in the handsome Montego MX. Among its young-at-heart features: bright work around wheel openings and on windshield moldings, door and window frames, special upper body paint stripe, simulated wood-grain inserts on lower body and tailgate panel, deep-

loop nylon carpeting. Power rear window, car-top luggage carrier, deluxe steering wheel and a third-seat option are also available. Standard power is the "200" Six or Cyclone 302 V-8 with fully synchronized 3-speed manual transmission. **Standard Montego MX wagon equipment includes:** 200 "6" or Cyclone 302 V-8

. . . all-vinyl interior trim . . . 85.0 cu. ft. cargo compartment . . . self-storing 2nd seat . . . foam-padded seat cushions . . . bright upper door frames . . . color-keyed, deep-loop nylon carpeting . . . stowage compartment and glove-box locks . . . bright wheel-cut moldings . . . all the Ford Motor Company Lifeguard Design Safety Features.

Above, top; rear-facing 3rd seat; optional on all Mercury wagons for 1968.

Above, middle; center-facing 3rd seats; optional on Colony Park and Commuter.

Above, bottom; Dual-Action Tailgate swings open for people, drops down for cargo. Standard on Colony Park, Commuter; optional on Montego MX.

Named by *Motor Trend* magazine "Car of the Year" its first year out, Cougar for '68 is out to win new worlds. Four new models—each with an equipment list that would turn every other car in its class green with envy. Each with personal luxury touches previously found only on the costliest of European models. Pound for pound and dollar for dollar, Cougar is the best-equipped luxury sports car in America. Take the standard Cougar shown below. Its Cougar 302 V-8 engine delivers 210 hp. Its exciting, inviting interior makes luxury a personal thing with such

standard features as deep-cushioned front bucket seats, color-keyed nylon carpeting, padded instrument panel, folding door handles, a steering wheel highlighted with the tawny tones of simulated walnut, padded roof rail moldings, padded front seat backs, coat hooks, glove-box light, full vinyl trim so richly supple you'd swear it was leather. For added luxury select an optional interior decor group which includes deep-pleated padded bucket seats, custom-grade seat and door trim, door-mounted courtesy lights, color-keyed rear window interior moldings and deluxe wheel covers.

Standard Cougar features include: Hidden headlamps that automatically appear when lights are switched on . . . sequential rear turn signals to point the way you are turning . . . bright curb moldings . . . front bucket seats . . . Cougar 302 V-8 and floor-mounted, fully synchronized 3-speed manual shift . . . wall-to-wall carpeting . . . extra heavy sound deadeners including super-quieting fiber glass under the hood . . . deep-coil front springs and extra-long rear leaf springs for cat-sure handling . . . all the Ford Motor Company Lifeguard Design Safety Features.



Mercury Cougar: no cat leads two lives so beautifully!



Above, Cougar XR-7 interior; top right, Cougar XR-7; bottom right, Cougar 7.0-Litre GT-E; not shown: Cougar G1.

Cougar XR-7 From the outside you will think it was hand-tooled in Europe! On the inside you'll swear to it! Cougar XR-7—the very peak of sports car elegance with the hand-crafted look of Europe's most exotic road machines. Settle into XR-7's lap of luxury and let it stir your senses. Smell the rich, glove-soft leather and vinyl lavished on seats, front and rear. Feel the supple support of the deep-cushioned bucket seats. Sweep your eyes along the burnished walnut tones of the instrument panel with its authoritative group of gauges (oil pressure, temperature, am-

meter, tachometer, trip odometer, fuel—all standard). Reach easily and touch the competition type toggle switches. Glance up at the overhead console, complete with warning lights for low fuel, parking brake, door ajar and a seat belt reminder light. Grip the simulated wood-grained gearshift knob, the sporty steering wheel with its simulated wood-grained inlay. Flick the ignition switch and listen to the throaty purr of the high-torque Cougar 302 V-8. No other American sports car can take you to such a height of delight and unequalled motoring elegance.

Cougar 7.0-Litre GT-E Immediately above you see the Cougar GT-E. Under its Twin-Scoop Hood is a V-8 that's everything it's shaped up to be! The Cougar 427E V-8 (7.0 Litres) delivers 390 hp with silken smoothness and the same great V-8 dependability that won at Indianapolis three years running and led to an American victory in the classic LeMans 24-hour Grand Prix. For superior sports car handling and roadability, the GT-E boasts competition grade suspension design. Power front disc brakes, stiffer springing front and rear, massive stabilizer bar, adjustable heavy-

duty shocks are standard. In addition to regular Cougar features, you also get a heavy-duty battery, power booster fan, engine dress-up, wide-tread radial-ply tires (white- or red-band), Select-Shift Merc-O-Matic transmission, power steering, quad exhaust pipes and styled steel wheels. The GT-E exterior is distinguished by its modified grille and taillight design, Twin-Scoop Hood, special 7.0-Litre GT-E badge and the custom touch of argent paint on the lower body. And Cougar GT-E offers a choice of five appointment and interior trim schemes to match your taste.

Cyclone 2-door hardtop, formal roof



Cyclone 2-door hardtop, fastback (below)



Whether you prefer the swift unbroken lines of a fastback or a formal roofline, Cyclone has a look of grace poised to really move. Standard engine is a twin-throated Cyclone 302 V-8; or you can go up to the big Cyclone 427 (4V). A deluxe steering wheel with simulated wood-grain insert, bench seats and an all-vinyl interior are standard; you can add optional buckets and a sports console.

Standard Cyclone equipment includes: Cyclone 302 V-8 . . . fully synchronized 3-speed manual transmission . . . Ruffinograin vinyl seat trim . . . upper body paint stripe and lower body tape stripes . . . Cyclone script on rear quarter panel; plaque on glove box . . . deluxe steering wheel . . . unique door trim panels . . . and the full complement of Ford Motor Company Lifeguard Design Safety Features.

Make the scene in a sporty manner: Cyclone hardtop



Buckets—GT stripes and V-r-o-o-m for five . . . Cyclone GT

Here's a performance-minded car with practicality for the family man. An upper body tape stripe hints at the classic performance to be had. Touch the throttle on the standard Cyclone 302 V-8 and you know! Front shoulder belts come with the standard twin bucket seats upholstered in Comfort-Weave vinyl—a special kind of weave with tiny holes that "breathe".

Wide-tread, white sidewall tires are standard with Cyclone GT, as are the unique GT (turbine-styled) wheel covers. There's GT identification above the glove box and on the lower body tape stripe. A hands-down winner as it stands, you may add an optional 390- or 427-cu. in. engine. An optional GT engine accessory group with bright components (shown) and power

booster fan is also available. Other options include an electric clock or tachometer, styled steel wheels, wire wheel covers, Speed Control or headrests. **Standard equipment on the Cyclone GT includes:** Cyclone 302 V-8 . . . exhaust with stainless and aluminized steel mufflers . . . bucket seats . . . deluxe steering wheel . . . special performance handling package:

stiffer front and rear springs, heavy-duty shocks and large-diameter stabilizer bar . . . wheels with wide 5½-inch rims and GT (turbine) wheel covers . . . wide-tread white sidewall tires . . . upper and lower body tape stripes (reflective tape option available) . . . GT identification and the full list of Ford Motor Company Lifeguard Design Safety Features.

Mercury for '68 ... 33 models with the fine-car touch!

MERCURY 4-DOOR HARDTOPS



BROUGHAM



PARK LANE



MONTCLAIR



MONTEREY

MERCURY 4-DOOR SEDANS



BROUGHAM



PARK LANE



MONTCLAIR



MONTEREY

MERCURY 2-DOOR HARDTOPS



MARQUIS



PARK LANE



MONTCLAIR



MONTEREY

MERCURY CONVERTIBLES



PARK LANE



MONTEREY

MERCURY MONTEGO 4-DOOR SEDANS



MONTEGO MX BROUGHAM



MONTEGO MX



MONTEGO

MERCURY MONTEGO 2-DOOR HARDTOPS



MONTEGO MX BROUGHAM



MONTEGO MX

MERCURY COMET



COMET



COMET SPORTS COUPE

MERCURY MONTEGO CONVERTIBLE



MONTEGO MX

MERCURY STATION WAGONS



COLONY PARK



COMMUTER



MONTEGO MX

MERCURY COUGAR 2-DOOR HARDTOPS



COUGAR



COUGAR XR-7



COUGAR GT



COUGAR 7.0-LITRE GTE



CYCLONE



CYCLONE FASTBACK



CYCLONE GT



CYCLONE GT FASTBACK

Obviously, this booklet can only give you a glance at all the fine-car touches and better ideas awaiting you in Mercury for '68. *Young* ideas like the exciting, provocative Montego models . . . *luxurious* ideas like the elegant Mercury Brougham . . . *sporty* ideas like all four Cougars for '68.

The cars—all 33 models—are waiting for you at your Mercury dealer's. He's got the keys—all it takes is your hand at the wheel to know everything newest and finest from the makers of Lincoln Continental—Mercury for 1968. We invite you to go see!

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Every 1968 Mercury has all the safety features listed below:

- Dual hydraulic brake system with warning light.
- Glare reduced, instrument-panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars.
- Energy-absorbing steering column and steering wheel.
- Energy-absorbing armrests and safety-designed door handles.
- Front and rear seat belts with front outboard retractors.
- Turn indicators with lane-changing signal feature.
- Inside day/night, yield-away, windshield-mounted rearview mirror.
- Energy-absorbing instrument panel with padding.
- Padded safety sun visors.
- Padded windshield pillars.
- Two-speed or variable-speed windshield wipers.
- Windshield washers.
- Double-thick laminate safety glass windshield.
- Double-yoke safety door latches and safety hinges.
- Positive door-lock buttons.
- 4-way emergency flasher.
- Back-up lights.
- Side marker lights or reflectors.
- Energy-absorbing front seat backs with padding.
- Self-locking folding seats.
- Shoulder belts for outboard front seat passengers (except convertibles).
- Vehicle structure designed to limit steering column displacement.
- Safety-designed coat hooks.
- Safety-designed window regulator knobs.
- Safety-designed radio control push buttons.
- Padding on back of second seat in station wagons.
- Outside rearview mirror, driver's side.
- Safety rim wheels and load-rated tires.
- Corrosion-resistant brake lines.
- Uniform transmission shift quadrant.

While the information herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to change specifications or design without notice and without liability therefor. Heater-defroster is included as regular equipment on all models. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience or performance items that are optional at reasonable extra cost. Many are described herein; a full listing of options and accessories is available at your local authorized dealer's.

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