

# New Cougar Eliminator. Password for action. Spoilers hold it down. Nothing holds it back.

You're looking at raw muscle. Muscle straining for the kind of action you want. The Eliminator sports aerodynamic spoilers front and rear. A standard 351-4V kicks up 300 hp. Optional powerplants include a high-output "Boss" 302-4V with mechanical lifters and

the CJ 428-4V. Standard features include: high-performance axle ratios, hood scoop, rally clock, tach, black-out grille. Optional 4-speed Hurst Shifter.\* Everything you need to take on the competition. Cougar Eliminator from Mercury, password for action in the 70's.



Introducing the Houndstooth Cougar... with a little something to match by Pauline Trigère.



Inside deep, foam-padded, hi-back buckets in optional houndstooth check cloth and vinyl.



Outside: optional houndstooth check vinyl roof available in medium brown (shown) or black.

It's wild. It's sophisticated. It's elegant. The sporty look of houndstooth for spring. Cougar sets the trend with houndstooth check vinyl roof and hi-back cloth-and-vinyl buckets. Designer Pauline Trigère comes up with a swaggering houndstooth cape to match. Cougar... far more than just a sporty car. It's styled with European flair. Lean and sculptured, with concealed headlamps and sequential rear turn signals. Powered by a restless 351 cubic-inch V-8. It's the best equipped luxury-sports car in its class. Cougar. Definitely the top cat for spring... now dressed in houndstooth. Ask about it at the sign of the cat: your Lincoln-Mercury dealer.

MERCURY COUGAR

