

TO:

FROM:

At the sign of the cat
**The
 Bronze**

Your Lincoln-Mercury dealer presents
 "The Bronze Age" Collection. New special edition cars
 in tones of Burnished Bronze.

And beyond Bronze—still more precious metals at the sign of the cat...

MERCURY MONTEGO MK BROUGHAM with Custom Trim Option and optional white sidewall tires



GOLD—more brilliant than Bronze—more luxurious than a Brougham, is this new Gold Mercury Montego MK Brougham with Custom Trim Option. Available on the Montego MK Brougham 2-Door Hardtop. Includes new Embassy vinyl in White Odessa grain vinyl. Or if you prefer, you can even order the same pattern and color in a conventional full vinyl roof. Five rich exterior colors are available besides Medium Gold Metallic shown here. Wheel covers will be color-keyed to the body color. Inside, you're surrounded in Gold beauty and quietness—the floor is covered in thick 25-oz. cut-pile carpeting, seats are the plush Flight Bench style covered in cloth and super-soft Mezza Gold vinyl. There's a deluxe steering wheel, vanity mirror and a soft sound package.



Embassy vinyl roof with optional rear window defogger



Custom Trim Custom interior with optional Select Shift automatic transmission and power windows

CONTINENTAL MARK IV with Silver Luxury Group and Moonroof Options



SILVER—the most precious of all metals from Lincoln-Mercury—the newly minted silver Continental Mark IV with its Silver Luxury Group. Highlighting the soft silver Levant grain vinyl roof is a power-operated reflective glass panel moonroof that permits one-way vision. The body, painted in silver Moonraker Metallic, is set off with rich Cranberry paint stripes. Inside, beauty and comfort are at its finest with plush high-luster silver leather seating surfaces and color-keyed interior components. Even the spare tire is covered in silver color-keyed material and the luggage compartment is lined in 25-oz. cut-pile carpeting.



Moonroof—power-operated



Silver Luxury Group Interior

Information shown here was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change specifications or designs at any time without notice or obligation. Some features shown or described herein are optional equipment items, which are available at extra charge. Some options are required in conjunction with other options.

**Your Lincoln-Mercury dealer presents
"The Bronze Age" Collection. New special edition cars
in tones of Burnished Bronze.**



MERCURY MONTEREY 2-DOOR HARDTOP with special "Bronze Age" Trim Option

For the buyer who wants a big car with a lot of luxury and a lot of extra sparkle, the Monterey 4-Door Pillared Hardtop and the Monterey 2-Door Hardtop are both available with the handsome new special "Bronze Age" Trim Option. Includes: rich new Laguna grain Metallic Bronze "Halo" vinyl roof, a Decor Group with deluxe steering wheel, deluxe wheel covers, wheel lip molding and bright rocker panel molding. Even fender skirts, white sidewall tires and the newest Bumper Protection Group are part of this bright trim package. And, if you wish, you can choose from any one of five handsome exterior colors including the striking new Saddle Bronze shown here. Inside, the choice is yours too. You can select between the rich new Tobacco all-vinyl shown here, or if you prefer the bright side, Beige all-vinyl is also available.



Monterey all-vinyl interior



MERCURY MONTEGO MX 2-DOOR HARDTOP with special "Bronze Age" Trim Option



Mercury Montego MX with Metallic Bronze vinyl trim and optional Select-Shift automatic transmission.

No other model displays "Bronze" more beautifully than the Mercury Montego MX. Available on the 2-door hardtop, the "Bronze Age" Trim includes the handsome new Laguna grain Metallic Bronze vinyl roof. The body, in rich new Saddle Bronze paint, is highlighted with dual racing mirrors, luxury wheel covers, special rear rocker panel moldings, protective body-side moldings, front bumper rub strips and white sidewall tires. Of course, you get all of these extras with any of the other five exterior colors available. The Bronze color scheme and Laguna pattern vinyl (shown above) is carried through to the interior with plush Metallic Bronze Laguna pattern vinyl seat inserts and Tan facings. The door trim panels are Tan vinyl in rolled pleat style with all other interior components in Tobacco.



MERCURY COUGAR 2-DOOR HARDTOP with special "Bronze Age" Trim Option.

If you want a luxury car that's also a sporty car, you want a Mercury Cougar. And now you can get the cat in Bronze by ordering the special "Bronze Age" Trim Option. Your Cougar will come with a new Laguna grain Metallic Bronze vinyl roof, a new Saddle Bronze exterior color, even a Decor Group which has a deluxe steering wheel, deluxe wheel covers, bright rocker panel moldings and the newest seat and door trim available on any Cougar. Front bumper rub strips and white sidewall tires are also yours on the "Bronze Age" Cougar. If Bronze isn't your favorite color, you can select any one of six other exterior paints. Inside, bucket seat inserts match the unique Laguna vinyl roof pattern, and the bolsters are in super-soft Tan vinyl. Mercury Cougar—it's not like anybody else's car.



Cougar with Metallic Bronze interior



MERCURY COMET 2-DOOR SEDAN with special "Bronze Age" Trim Option



Comet with bucket vinyl interior

Comet—Mercury's better built small car in 2-door size is yours with all the standard features plus these "Bronze Age" extras. The handsome Metallic Bronze Laguna grain vinyl roof. A Saddle Bronze exterior. Or if you prefer, you can get your Comet in any one of six other paint colors. And the body is highlighted with such extra features as deluxe wheel covers, Bumper Protection Group, protective body-side molding and white sidewall tires. Comet's spunky on the inside too, with its GINGER tooling vinyl seat insert and super-soft vinyl Tan seat facings and bolsters.