1967 Lincoln Continental has many new product and mechanical features

DEARBORN, Mich. — Refinements in its classic styling and significant advances in luxury interiors, comfort, convenience and safety for a 1967 enhance Lincoln Continental's reputation as America's most distinguished motorcar.

Lincoln Continental for 1967 has met the challenge of improving on a car with a tradition of quality and overall product continuity by incorporating new product and mechanical features with a subtle touch from the stylist.

The four-door sedan, two-door coupe and four-door convertible will be introduced in Lincoln-Mercury dealerships on Friday, September 30.

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"LINCOLN-MERCURY Division's overall product development philosophy — to originate and market premium motorcars — is epitomized by the Lincoln Continental," said Paul F. Lorenz, Ford Motor Company vice president and division general manager.

"The results are reflected in its reputation for beauty and value and confirmed by its growth in sales. Sales for the 1966 model year will reach 53,000, 40 percent more than the previous model year and double the 1961 model year."

The 1967 Continentals reach new goals in overall quality, in attention to detail, in inventive new features and engineering designs. Styling refinements include recessing the front grille slightly and a blending of the vertical and horizontal grillework. Taillights are restyled to complement the new front grille treatment.

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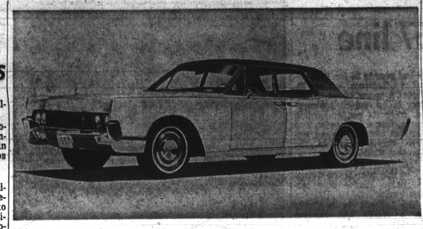
THE ULTIMATE in passenger luxury is a reclining front passenger seat with power adjustable headrest, an innovation which permits the passenger to select the most comfortable reclining angle. This new option is available with six-way power bench seats and is standard with the optional individually adjustable contour seats.



SIGNIFICANT ADVANCES in comfort, convenience and safety and subtle improvements in its classic styling mark the Lincoln Continental for 1967. The Continental attains new goals in overall quality, in inventive new features and in engineering designs to enhance further its reputation as America's most distinguished motorcar. Lincoln Continental offers a two - door hardtop coupe and America's only four - door convertible.

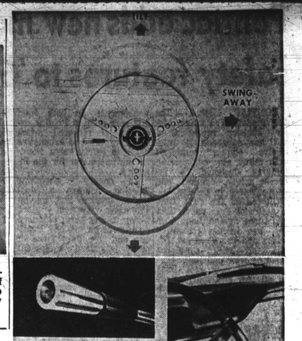
New levels of passenger comfort are attained with Lincoln Continental's fresh-flow ventilation system, standard on all models. The fresh-flow system includes controlled air outlets in the front doors operated automatically by interior air pressure. Quiet and draft-free air flow is produced by turning on the blower fan.

• • •

SEVERAL OTHER improvements in the heating, cooling and vent systems contribute to still greater passenger comfort and convenience. The heater and air conditioning system incorporates the latest advances in air-blending and heater design, together with reheat air conditioning. A refined automatic temperature control option incorporates new controls which more quickly stabilize interior temperature.

Ford Motor Company standard safety features for 1967, include dual hydraulic brake system with warning light, impact-absorbing steering wheel with deep-padded hub, and padded instrumed panel, sun visors and windshield pillars. Other safety features include double yoke safety door latches and positive door lock buttons, remote control outside rear view mirror, non-glare (daynight) inside mirror with flexible backing and double-pivot inside mirror arms.

Also standard are deluxe front and rear seat belts with front retractors and reminder light.



A TILT AWAY sterring wheel which swings upward and to the right automatically when the driver's door is opened, is a new factory - installed options, making the 1967 Mustang more exciting to own than ever. By pushing the turn signal lever forward, the driver has his choice of nine different sterring wheel tilt positions. A new Fingertip Speed Control is built into the turn signal lever. At a touch of the finger the driver can hold the car at any desired speed. The slightest pressure on the brake pedal releases the control.

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Youth risk a problem to automobile insurers

NEW YORK (UPI)—cutting down on risk and adjusting to a market that is getting younger and younger each year have become increasingly difficult tasks for automobile insurance companies each year.

Insurers like to stay as far away as opssible from the lower end of the driver age spectrum.

But some insurance companies don't want to stay out altogether, of the youth driver market which, replaces clients in older categories. The job then is to select the best drivers from an age group with the poorest driving record.

One approach to the problem, initiated four years ago, was to grant discounts to male college and high school students 25 and under who maintain a grade average of "b", or similar scholastic achievement listing.

STATE FARM MUTUAL, which has has such a program operating for four years now, counts it a success to the discount to 25 from 20 per cent.

Thomas C. Morrill, vice president, admits the "good student" discount approach to picking the most responsible drivers is successful.

"It is based on the axiom that young driver who spend more time at home cracking books spend less time on the highways. cracki g fenders," he said.

With the new 25 percent discount rate, the saving averages $56 per year. In metropolitan areas where the under-25 insurance rate runs higher, the saving reaches $180 annually. The increased discount has been approved in 34 statesand the District of Columbia. Approval still is pending in the state of New York.

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RIGHT NOW READY FOR YOU TO DRIVE
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Great New Warranty:
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GRACE! It's all-new style for now. Longer over the hood, sleeker, poised on all-new 118" wheelbase. Graceful but gutty. SPACE! The handy half-dozen size! Seats six brawnies, shoulder-to-shoulder and with head and leg room aplenty! PACE! Great new rear suspension glides down corners and swivel corrers, matches the extra urge of Marlin's all-new optional 290 hp Typhoon V-8.

Marlin
RAMBLER AMERICAN! Now — Typhoon V-8 Thunder comes to America's low-price economy champ. Choose the Six that's a Pure Oil Acceleration Champ, or a 290-cube Typhoon V-8 that unleashes 225 hp. Try it with a 4-speed stick and specially tuned suspension. Safety features for now: energy-absorbing steering column, "lane-changer" turn signals, others.

Rambler American Rogue Hardtop
AMBASSADOR! Now—luxury cars created for today. Look how beautifully Ambassador fits out its new, larger 118" wheelbase, bringing to gracious good elegance on the most expensive cars. New Typhoon V-8 engines for the luxury of smooth, quiet performance. A full 93 cubic feet of large space in wagons. Five a beautiful price to fit this beauty!

Ambassador DPL Hardtop
REBEL! Now — the first Excitement Machines in the intermediate class! Big, bold and brash on a new 114" wheelbase. 3 engines to choose from, topped by a new 343-cu.-in. Typhoon V-8. New ideas in convertibles, sports sedans. Wagons with more cargo space than any other intermediate. A dozen new safety features for Now.

Rambler Rebel SST Hardtop
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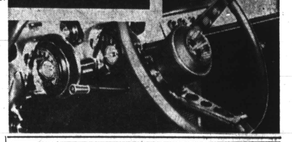
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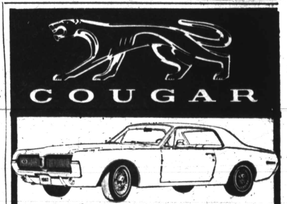
$75. DOWN—CASH OR TRADE! Immediate delivery from biggest stock of new MERCURYS COMETS COUGARS!
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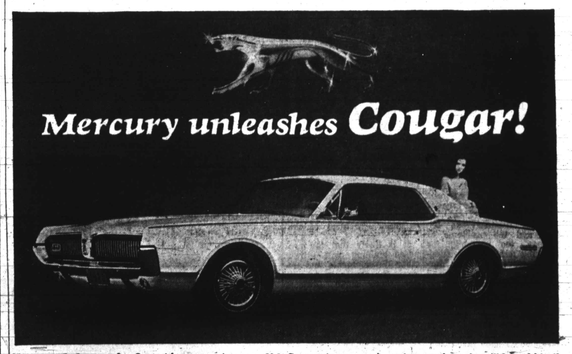
Look what's happening at Mercury!

Mercury unleashes Cougar!
Untamed elegance! America's first luxury sports car at a popular price.
This is the day of the Cougar. An entirely new kind of driving machine from Mercury.
Mercury Cougar is a true luxury car. With an ice-cool elegance. With a European flair and thrust to its styling. With a roomy, full-width rear seat! With standard features found, until now, only in expensive cars. Examples:
Sequential rear turn signals are standard! They flash in three steps (at the rate of 70 times a minute) to point the way you're turning.

Concealed headlamps are standard! They hide by day and, cat-like, open at night.
Inside, vinyl-covered bucket seats, cushioned with molded foam, are standard!
Wall-to-wall deep-loop carpeting, standard! 3-spoke steering wheel, standard!
And in a car this luxurious, you'd expect a V-8 engine. Cougar has it: A 289 cu. in. V-8. Compression ratio 9.3:1. And it uses regular fuel.
When we say Mercury unleashes Cougar, we mean it. Cougar is a superb sports car. It moves on our feet. Tracks true. Rides smoother, quieter.
The price? Less than you'd expect. At previews, people have overguessed by $1,000!
We believe Cougar is the best-equipped luxury sports car for the money.
And at Cougar's price, you can indulge yourself in such better-idea options as:
Styled steel wheels. 4-speed stick or "Mr. and Mrs." Select-Shift Merc-O-Matic that lets a man run it through the gears . . . lets his wife leave it in automatic. Also a 4-barrel Marauder 390 GT V-8. Vinyl-covered Oxford Roof. Sports Console.
Also: Tilt-Away steering wheel. Power disc brakes up front. A finger-tip speed control mounted on the turn signal lever. But first: See Mercury Cougar. Untamed elegance. At your Mercury Man's, your Mercury dealer's.

Cougar excitement runs through the whole Mercury line. See all 28 models. See your Mercury dealer listed at right.
SEE YOUR NEAREST MERCURY DEALER
Ford LINCOLN-MERCURY DIVISION

Styling, safety get top attention of big four U.S. carmakers

DETROIT (UPIP)—PPIP psh, performance, protection and price hikes are the outstanding features of the 1967 cars unveiled this month by the four big American carmakers.

Styling glamour, luxury interiors, hotter engines, and a host of additions and changes to conform to safety standards are another way of saying it.

Price increases to pay for it all averaged $56 dollars on GM products, $92 on Chrysler cars, and about $113 on the Ford lines, causing many propective purchaser toshh the Ford lines, causing many prospective purchasers to gulp and giving a jolt to government efforts aimed at slowing down consumer spending.

• • •

CHRYSLER CORP. set off the introduction treadmill by displaying its new cars to newsmen in Los Angeles at the start of the month. They were followed by General Motors, Ford, and Lincoln-Mercury in mid-September, and American Motors last week.

Some of th ecars were given only face-lifts in styling, while others were new from stem to stern. All received the safety treatment such as extra padding, breakaway inside rear view mirrors, dual-control hydraulic brakes, recessed control knobs, soft plastic control handles and other items aimed at avoiding or reducing injuries in a collision.

Actually, the carmakers applied safety standards set by the Government's General Services Administration (GSA) for 1967, and in some cases 1968, cars purchased for Government use.

As a technical point, none was required by the new safety law passed by Congress, because that will become effective with 1968 models. However, the GSA standards probably will be the basis for the standards set for all cars beginning in 1968.

• • •

MOST OF the models were upgraded in refinements, including plusher seating, newly designed instrument panels, and wood-grain moldings on interior trim.

In styling, the main theme of most of the cars was the extension throughout model lines of the graceful upswept over the rear wheels at the beltline, a styling that had been on only the top-of-the-line models last year.

New rooflines were given some of the cars, sweeping down gracefully to the rear deck in a modified fastback theme.

The one exception was Chrysler Corp. which, incidentally, started that upsweep trend with its 1960 models but dropped it for conventional styling when they didn't sell. This year's models by Chrysler continue to feature a smooth, even beltline from front to rear except for the Plymouth Fury to which was given the upsweep treatment.

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TWO ALL-NEW cars were introduced to join the Mustang in the low-priced sporty car field. Chevrolet unveiled its Camaro and Ford's Lincoln Mercury division introduced the Cougar, a longer version of the Mustang with luxury refinements including disappearing headlights.

Oldsmobile division of General Motors extended its Toronado styling throughout its entire line and renamed its old Dynamic 88 line as the Delmont 88. Changes included lengthening of hoodline and shortening of the rear deck to conform to the sporty styling of the Toronado. But it meant a sacrifice of up to 3 cubic feet in trunk space.

Ford Thunderbird was completely restyled and sported probably the longest hoodline of any American car. And for the first time, T-Bird offered a four-door model.

IN POWER, the low and intermediate lines of cars introduced new high performance engines available as options. Mustang raised its top horsepower to 320 with a new 390 cubic inch V-8 engine exceeding the top engine available on the new Camaro, at 295 horsepower.

Barracuda, Chrysler's entry in the sporty car field, was restyled to put it right in the Mustang corral, and offered a 383 cubic inch engine.

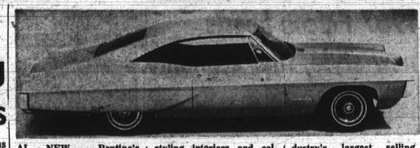
For the regular lines of Dodge and Plymouth cars, Chrysler offered a 440 cubic inch engine as its highest performer, except for its specialty 426 hemi-engine.

General Motors intermediate lines offered new 400 cubic inch engines on its intermediate lines including the Pontiac GTO, and a 428 cubic inch engine on the big cars.

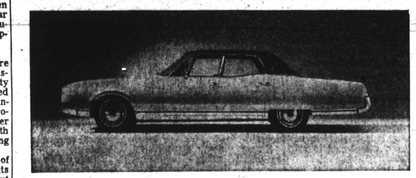
• • •

FORD AND MERCURY, however, are offering their performance 427 cubic inch engine on the intermediates, including Fairlane and Comet.

Candidate for sleeper of the year among all the 1967 cars in the new Rambler Rebel.



AL NEW — Pontiac's volume selling Catalina series is represented here by the 1967 hardtop coupe with the Venture option. The Catalina's distinctive styling, interiors and colors, many standard equipment safety items and a wide selection of options along with Pontiac's famous V-8 engines has made this series one of the industry's largest selling cars. The Catalina is also available in two and four door sedans, a four - door hardtop, a convertible and six and nine passenger station wagons.



OLDSMOBILE's wholly restyled 98's for 1967 offer an even greater degree of elegance and luxury. Together with the 88's the new 98's (luxury sedan above) display a 5 - inch reduction in rear deck length and a corresponding increase in the hood and front fenders, clerly suggesting the distinctive profile of Oldsmobile's 425 - cubic - inch 4-barrel Super Rocket V-8 engine.

New cars benefit from the Toronado

LANSING — Oldsmobile for 1967 has completely restyled its 88's and 98's, consolidated and realigned its series and body styles, and engineered into every new Oldsmobile a long list of advancements for improved comfort, convenience and safety, it was announced recently by the division's general manager, Harold N. Metzel.

"All our new cars," he said, "strongly reflect in styling and in many areas of their engineering, the knowledge gained from our experience in developing the highly successful Toronado.

"This is particularly apparent in the new 88's and 98's which benefit heavily from the Toronado's styling influence," Metzel continued. "These cars, with a 2-inch reduction in rear deck length and a corresponding increase in the hood and front fenders, clearly suggest the distinctive profile of the now famous front wheel drive Oldsmobile."

Metzel revealed important changes aimed at consolidating and realigning Oldsmobile's product lineup.

"In the Medium Price Class," he said, "we are introducing the new Delmont 88. To be offered in a pillar sedan, a hardtop sedan, a hardtop coupe, and a convertible, the Delmont 88 may be ordered with either a 330 cubic inch or a 425 cubic inch engine, each with its own drive line and rear axle.

"When ordered with the bigger engine, the car is physically identified with a 425 insigna on the front quarter. Otherwise the cars are identical. The Delmont 88 replaces the Dynamic 88. The Jetstar 88 has been dropped."

Metzel added that the 425 cubic inch Super Rocket engine continues standard on the Delta 88. With a more luxurious interior and exterior identification specific to this series, the Delta 88 is offered in four body styles.

"Completely new, and taking its place in our price range just a step above the Delta 88, is the Delta Custom," he continued. "The Delta Custom is distinctively and boldly designed with sporty flair and is available as a hardtop coupe or a hardtop sedan. The Starfire will no longer be offered."

He said the wholly restyled 98's for 1967 offer an even greater degree of elegance and luxury. An optional black Custom Royale trim with leather inserts for the 1967 Luxury Sedan is "the most beautiful interior treatment Oldsmobile has ever offered."

Pontiac built for safety

PONTIAC, Mich. — Pontiac Motor Division has merged all of today's engineering knowledge with the practical limitations of the industry to make their 1967 models safer, more durable and more reliable than ever

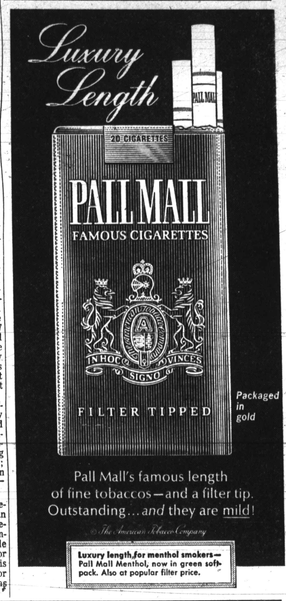
"Since the first Pontiac was introduced over 40 years ago no consideration has ever been more important to us than safety," John Z. DeLorean, a General Motors vice president and Pontiac general manager, said.

In addition to the safety improvements already included as standard equipment, Pontiac has engineered many others into their 1967 models as standard items and a number of accessories are safety orientated.

Every 1967 Pontiac will have an energy-absorbing steering column and a dual braking system with separate front and rear wheel control as standard equipment. In the event of a severe front-end collision, the 1967 Pontiac steering column will "collapse", cushioning the impact of the driver. If any part of the brake system fails to function a warning light appears on the instrument panel.

DeLOREAN ALSO NOTED the following other safety developments all standard on Pontiac's 1967 models: Inside rear view non-glare tilting mirror; free wheeling non-accident door locks; locks on all folding seats in two-door models; a traffic hazard flasher; and a lane changer.

Other Pontiac standard facilities include: dual speed windshield wipers designed to reduce the sun's reflection, washers, rear seat belts, padded instrument panel, padded sun-visor and improved penetration-resistant windshield glass.



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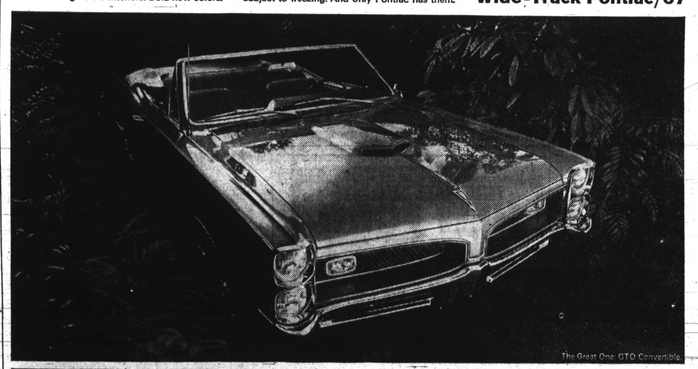
You're looking at the most beautiful Pontiacs ever to ride on Wide-Track. The incomparable GTO returns with a 335-hp 400 cubic inch engine under a magnificently refined new skin. Or you can order the 255-hp version or the fabulous new 360-hp Quadra-Power 400. And for the first time, you can order your GTO with our famous three-speed Turbo Hydra-Matic.
The La Mans and Tempests come back better than ever. Bright new interiors. Bold new colors.
A 165-hp Overhead Cam Six is standard. Or you can specify a 215-hp version, a 250-hp regular gas V-8 or its 285-hp premium gas cousin. Or step into the neatest grand touring car this side of the Atlantic with our OHC 6 Sprint package.
Our big Pontiacs are new from the famous split grille to the slickest innovation of the year —disappearing windshield wipers! They're less subject to freezing. And only Pontiac has them.
Also new: a Grand Prix convertible!
There are new 400 and 428 cubic inch V-8s. New safety features such as front seat belt retractors, a four-way traffic hazard flasher, folding front seat back latches and General Motors' new energy absorbing steering column.
Of course, all Pontiacs come with the road-hugging security of Wide-Track.
Wide-Track Pontiac/67

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Posts given 3 in Ford's new graduate program

DEARBORN, Mich. — Three 1966 college graduates at Ford Motor Company's frame plant here joined the company for various reasons, but they all agree on one thing: Ford offers them an excellent opportunity for advancement.

The three, salaried employes since June, are James E. Agnew, of 8745 Dumbarton St., J. Alphonso Brown, of 3410 W. Chicago Blvd. and Laurence B. Smith, of 18540 Wisconsin St., all of Detroit.

Agnew and Brown had been part - time employees while in college.

Agnew is a quality control analyst in the technical control section, quality control department. A native of Ecorse, Mich., he was graduated from St. Augustine's College, Raleigh, N.C., with a major in chemistry.

Brown is a labor relations representative in industrial relations and a graduate of Wilberforce University where he majored in business administration. A native of Louisville, Ky., he believes Ford offers him an opportunity for advancement, plus job security and excellent employe benefits.

SMITH, assigned to the scheduling section of the production control department, was graduated from Wayne State University with a major in psychology.

A native of Dayton, he joined Ford Motor Company because "it's a growing company." Two friends, also employed by Ford under the College Graduate Program, told him there were ample opportunities for advancement.

Employes hired under Ford's College Graduate Program work in a series of assignments over a two - year period. The assignments are designed to give broad exposure to company operations and policies, as well as to the basics of the automotive industry.