FALCON for 1967 retains its distinctive, long-hooded "Mustang look" and offers the buyer an even greater selection of engines, transmissions and optional features. The engine lineup now includes a 221-horsepower, four - barrel 289 CID V-8 with Select Shift Cruise - O - Matic which permits manual or automatic gear shifting. The Futura Station Wagon (above) has an optional two - way tail gate while the Futura Sports Coupe (below) is distinguished by a new grille, a spear-like trim moulding and two deeply sculptured "waste-gate" areas behind the front wheel cutout.

A LUXURY SPORTS CAR, The Mercury Cougar, with clean, uncluttered lines and the look of motion about it, makes its debut in the Lincoln - Mercury dealerships, Sept. 29. The European flair of its styling is emphaized by it long hood and short deck. The Mercury Cougar is a two - door hardtop on a wheelbase of 111 inches. Its overall length of 190.3 inches assures comfort for both front and rear passengers. A choice of three V-8 engines and three transmissions is offered.

1967 Falcon boasts new style, fuel economy

DEARBORN, Mich. — The Ford Falcon, popular compact car, will appear in 1967 with new power and transmission options, new safety features and a number of styling and product improvements that will give the economy - minded buyer more car for his money.

Already established as a leader among cars of its size, Falcon for 1967 boasts even greater fuel economy, added comfort and convenience, smart styling and greater passenger safety.

Styling changes for 1967 include a new grille, new deeply sculptured accents on the front fender panels and bold new taillights with built-in back-up lights. Interior styling is highlighted by new fabrics, color-keyed to body colors.

An expanded engine line-up offers 1967 Falcon buyers an optional 225-horsepower 289 CID V-8 engine, which brings a new dimension of performance to the compact car field. Other Falcon engines include the standard 289 CID V-8 and the 170 CID and 200 CID Sixes, all of which have been improved.

Select Shift Cruise-O-Matic, which permits either manual or automatic operation, is available along with 3 and 4-speed manual transmissions.

Optional in the Falcon line for 1967 are radial ply tires which prolong tire life 50 to 80 per cent, improve gasoline mileage, provide better lateral stability and give a smoother ride at highway speed. Standard tires have a standardized pressure feature which eliminates the need to adjust pressure for varying loads or road conditions.

Among new standard-equipment safety features are an impact-absorbing steering wheel with deep-padded hub, collapsible energy-absorbing safety arm rests, a dual hydraulic brake system, padded windshield pillars, break-away day/night interior rear vision mirror, remote control outside rear view mirror, two-speed electric windshield wipers and a new lane-change turn signal position.

As in 1966, Falcon will be available in seven basic models including two sedans, three club coupes and two station wagons. The Falcon Club Wagon series also is continued, offering three "super-size" utility vehicles. All models will be on display in dealer showrooms on Sept. 30.

synchronized three-speed manual transmission or optional four-speed manual or Select-Shift Merc-O-Matic transmission.

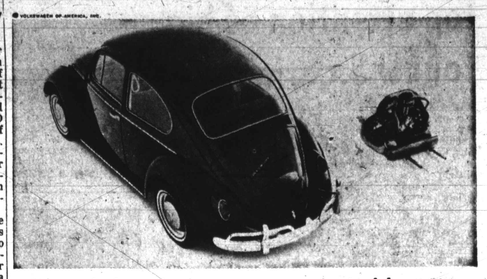
Transmission levers are floor-mounted or sports console-mounted. In addition, there's a performance handling package option and a GT performance group option. Available exclusively as a two-door hardtop model, it has a 11-inch wheelbase and 190.3 overall length which assure built-in comfort for both front and rear passengers.

KKK to take part in N.C. State Fair

RALEIGH, N.C. (UPI) — The Ku Klux Klan has rented space for a booth at the North Carolina State Fair opening here Oct. 10.

Grand Dragon Bob Jones of Granite Quarry paid a deposit on the space to Art Pitzer, fair manager.

Pitzer said the Klan will distribute literature and sell records at the booth.



We made the car go faster.

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We've added a full 3 m.p.h. to the top speed of the Volkswagen.

If that doesn't sound like a lot to you, it's because it isn't. And wasn't meant to be. We put most of the power increase (from 50 horsepower to 53) into the lower gears. So you could climb hills easier. And accelerate quicker.

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You'll be very happy to know this speedy new Volkswagen has dual brakes as standard equipment. If the front brakes should ever fail, the rear brakes will stop you. And vice versa.

We even put in some changes you can see, like retracting seat belts, recessed inside door handles, and back-up lights. They're standard, too.

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Cougar combines luxuary, sports

DEARBORN, Mich. — A new dimension is added to the auto industry as Mercury unleashes the Cougar, America's first luxury sports car at a popular price, with features and appointments that previously had been available only in the larger, more expensive American luxury personal cars.

The Cougar also offers responsive performance, refinement and elegance that rival the best of the European road cars that are far more expensive to own and operate," says Paul F. Lorenz, Ford Company vice president and Lincoln-Mercury Division general manager.

THE MERCURY COUGAR introduces an entirely new kind of motoring experience. A specialty car lithe in apperance with long hood and short deck testifying to the European flair of its styling, it offers, plus-performance with a choice of three V-8 engines matched with fully

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Offer open to all licensed drivers except American Oil Company employees and their dependents, its agents and employees, jobbers, dealers and their employees, and affiliates. No purchase necessary to participate. Winning picture collections subject to verification. Void where prohibited by law. All redemptions must be made within 15 days after the announced closing of promotion, but in no event later than 3/1/67.

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Supplement to THE AFRO-AMERICAN Saturday, October 8, 1966

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*19-inch overall diagonal, 172 sq. in. viewable area

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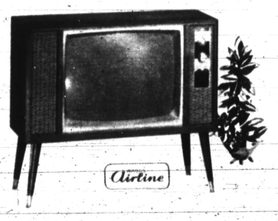

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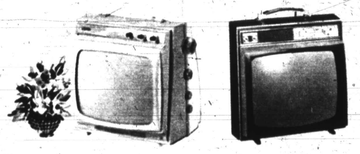

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*19-inch overall diagonal, 172 sq. in. viewable area

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