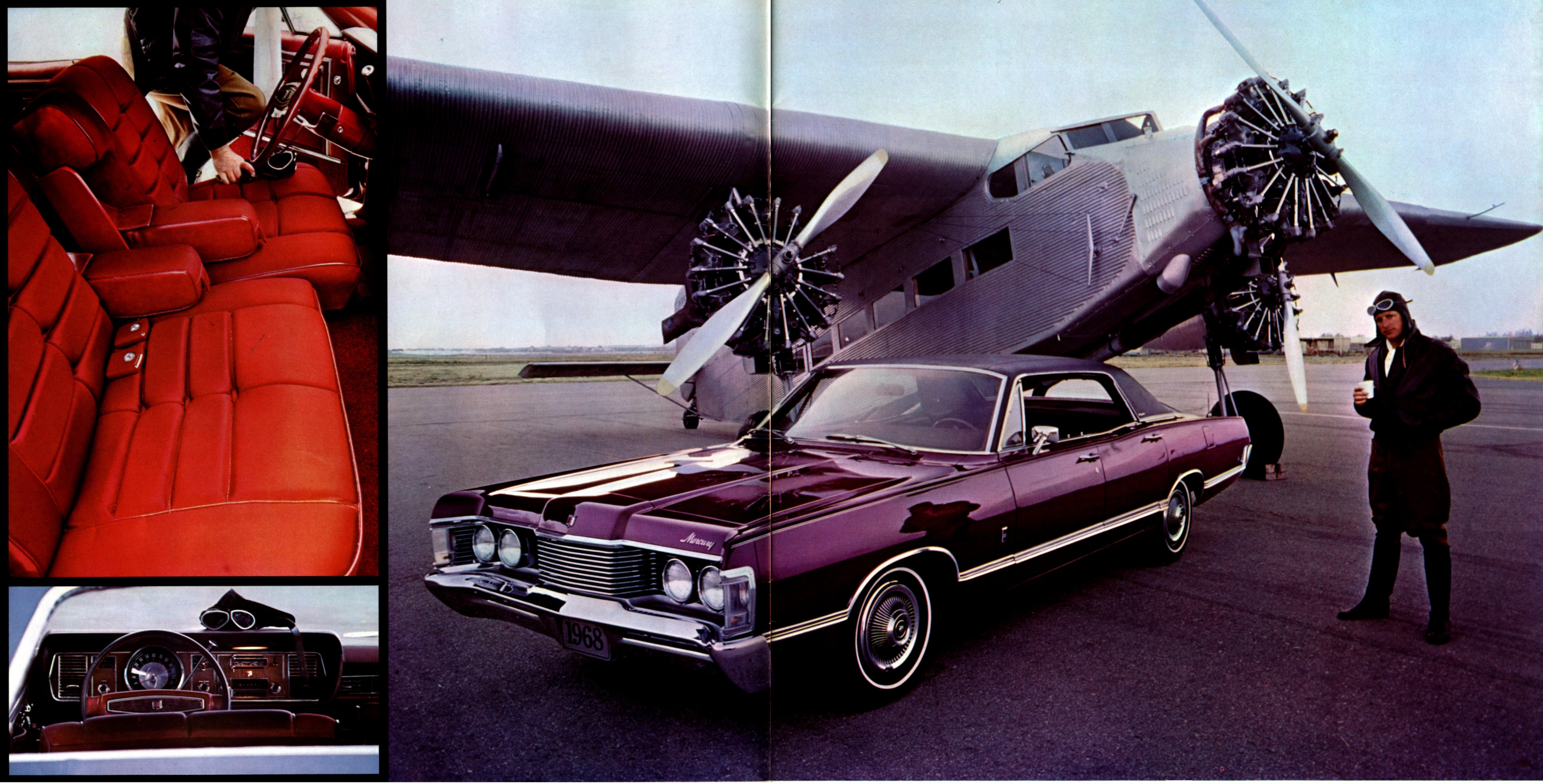
MER 1968 URY

BROUGHAM/MARQUIS/PARK LANE/MONTCLAIR/COLONY PARK





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

Now, from a heritage of better ideas, comes another better way to travel: Mercury Park Lane Brougham. Marked by distinguished new front bumper design and dramatic grille, by distinctive exterior styling touches, here's passenger-pampering, luxurious transportation. From taillight and classic wheel

cover styling to new roofline, every line is enhanced by a fine car touch. Even to the richly chromed Brougham insignia on the rear roof pillar and an impressive powerdome hood.

All the power that's needed to move this stately car with quiet authority is yours to command in the new Marauder Super 390-4V V-8 matched with optional Select-Shift Merc-O-Matic transmission. You add a truly significant look of formality with the standard vinyl-covered Oxford roof. And, of course,

everything standard with Park Lane comes with the Park Lane Brougham.

Park Lane Brougham has Twin-Comfort Lounge Seats. Each is individually adjustable, each has its own centre armrest. Tastefully upholstered with rich Camelot fabric and complemented by crinkle-grain vinyl front and side facings and bolsters. Deep-loop carpeting blends with colour-keyed door and other luxury-level interior trim. Door assist handles are provided, front and rear, as well as wide armrests, a

rear pillar roof light and lower door courtesy lights. A wood-grain steering wheel and wood-grain instrument panel are also standard. Comfort Stream Ventilation and Heating System is optional; or you may add the optional Whisper-Aire Conditioner.

PARK LANE BROUGHAM 4-DOOR HARDTOP

In addition to all the standard Park Lane features the Brougham also includes unique door trim panels, a dual upper body paint stripe and the impressive Brougham script on the rear roof pillar. And, all the Ford Motor Company Safety Design Features.





Mercury Marquis enters its second year as style leader. At rest, or in motion, Marquis is beautiful! With the fine car touch of the twodoor hardtop roof line, here's a car that lets

you give Marquis any kind of action you want: Three-speed manual, column-shift, or the optional Select-Shift Merc - O - Matic. Your choice of cloth, or vinyl upholstery too; and at

come: Consider the optional equipment Whisper-Aire Conditioner, the Tilt steering wheel, or a combination AM radio/stereo tape system. There's a host of power options too. Power That's Marquis. Fine car appointments that surround you on every side. The kind of appointments you'd expect from the makers of Lincoln Continental.



PARK LANE 4-door hardtop above, 4-door sedan upper right and new 2-door hardtop.

It's a love match, whichever of these three beautiful Park Lanes you choose.

The Park Lane four-door hardtop is a car that's proud of its heritage and shows it. From the Cloisonne coachmark on the front fender, to the Park Lane plaque on the rear, this is truly a car with the fine car touch. It's apparent everywhere. In the sculptured lines. The classic roof. The total look that flows into a feeling of luxury.

Four-door hardtop spells wide open spaces with

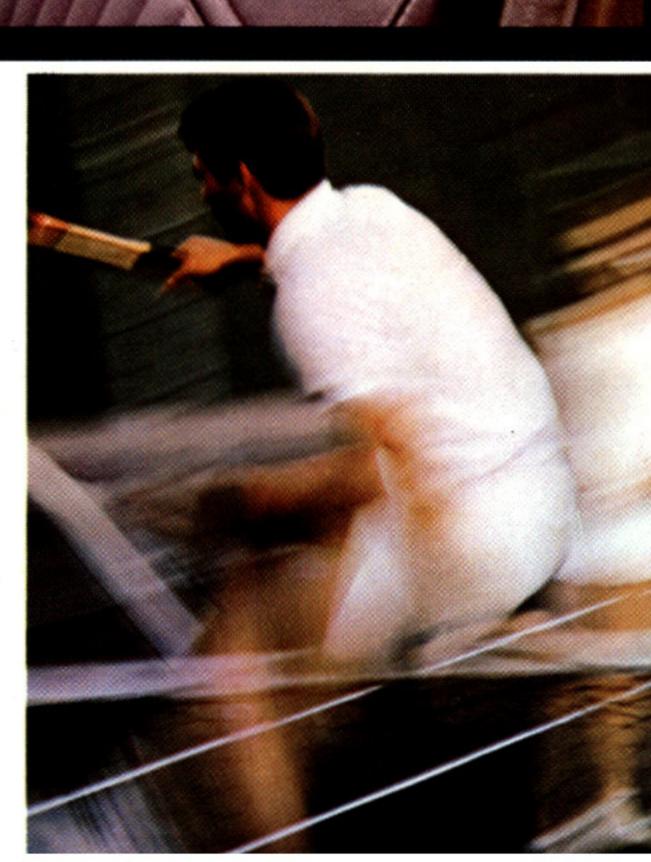
a panoramic view. And Park Lane has it. Inside, the fine car touch of a simulated walnut dash. The rich fabric and vinyl finishes. Here's an interior that speaks of quiet quality and excellent taste.

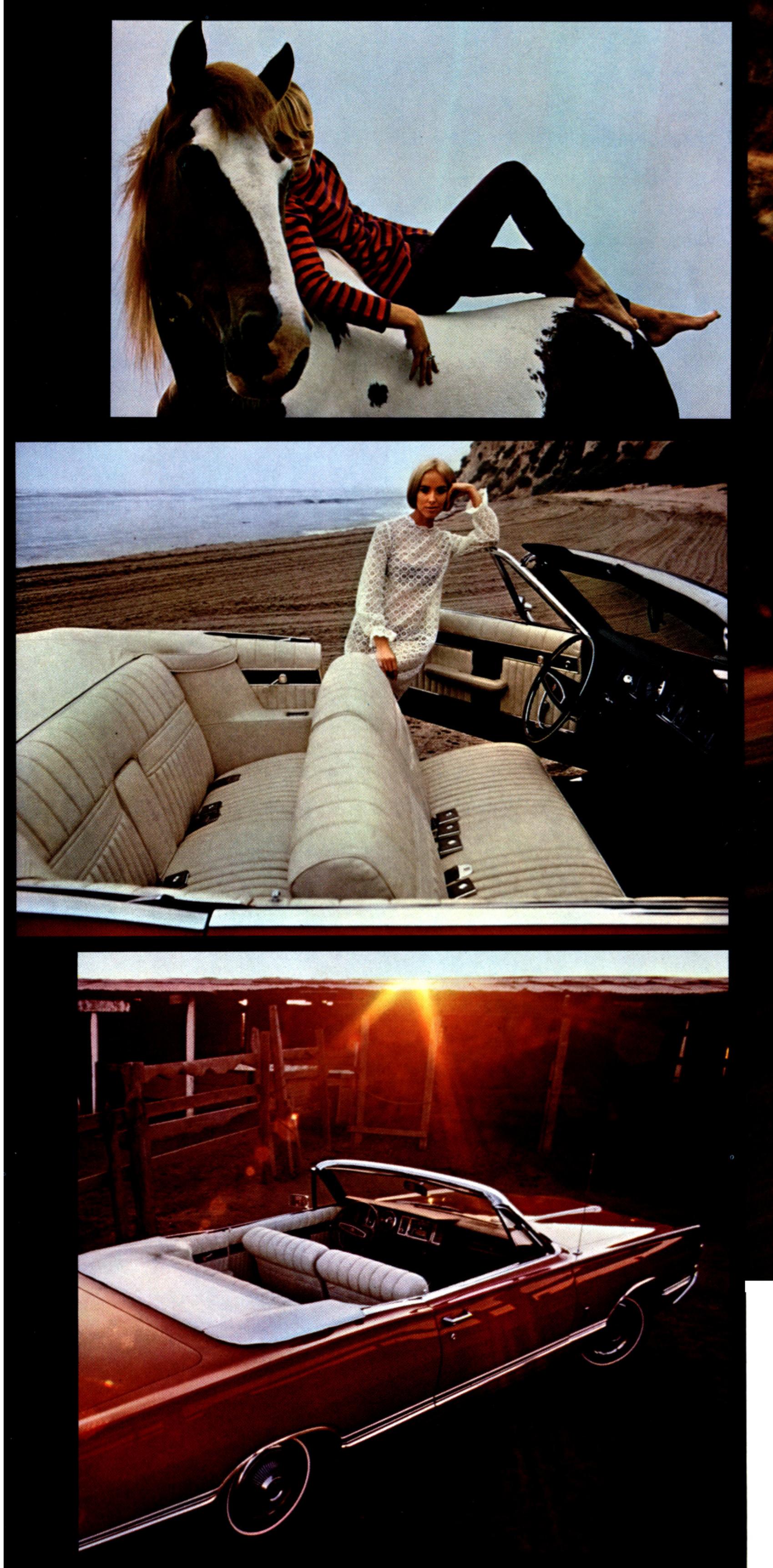
Even where you can't see it, Mercury quality comes through. Like increased insulation to insure cool driving, and a remarkably hushed ride. Standard engine is the big Marauder Super 390 4-barrel V8. Coupled with the optional equipment Select-Shift Merc-O-Matic transmission, it's the match for any road. Other standard features include a rear

seat centre armrest, aluminum seat side shields, lower body side molding with wood grain inserts, and spare tire cover.

If you prefer your luxury in a four-door sedan, choose Park Lane and make beautiful tracks anywhere. The Park Lane four-door sedan offers all the features that make the four-door hardtop the fine car it is. For added touches of fine car luxury you can add such options as a tinted windshield, Comfort Stream Heating and Ventilation system or the Whisper-Aire Conditioner.

The Park Lane two-door hardtop offers everything you could want in a luxurious look of power. Clean sweeping lines, and the fleet grace of superb hardtop styling. Fine car touches include jewel-like taillights, bright finish metal around the windshield, rear window, wheel lips and along lower body sides. Among options you might consider: A bigger engine (up to 428 cubic inches), and AM-FM Multiplex Stereo radio, headrests, Comfort Stream Heating and Ventilation system and that very handy rear window defogger.







Kick up your heels in the wide open spaces with a Park Lane convertible.

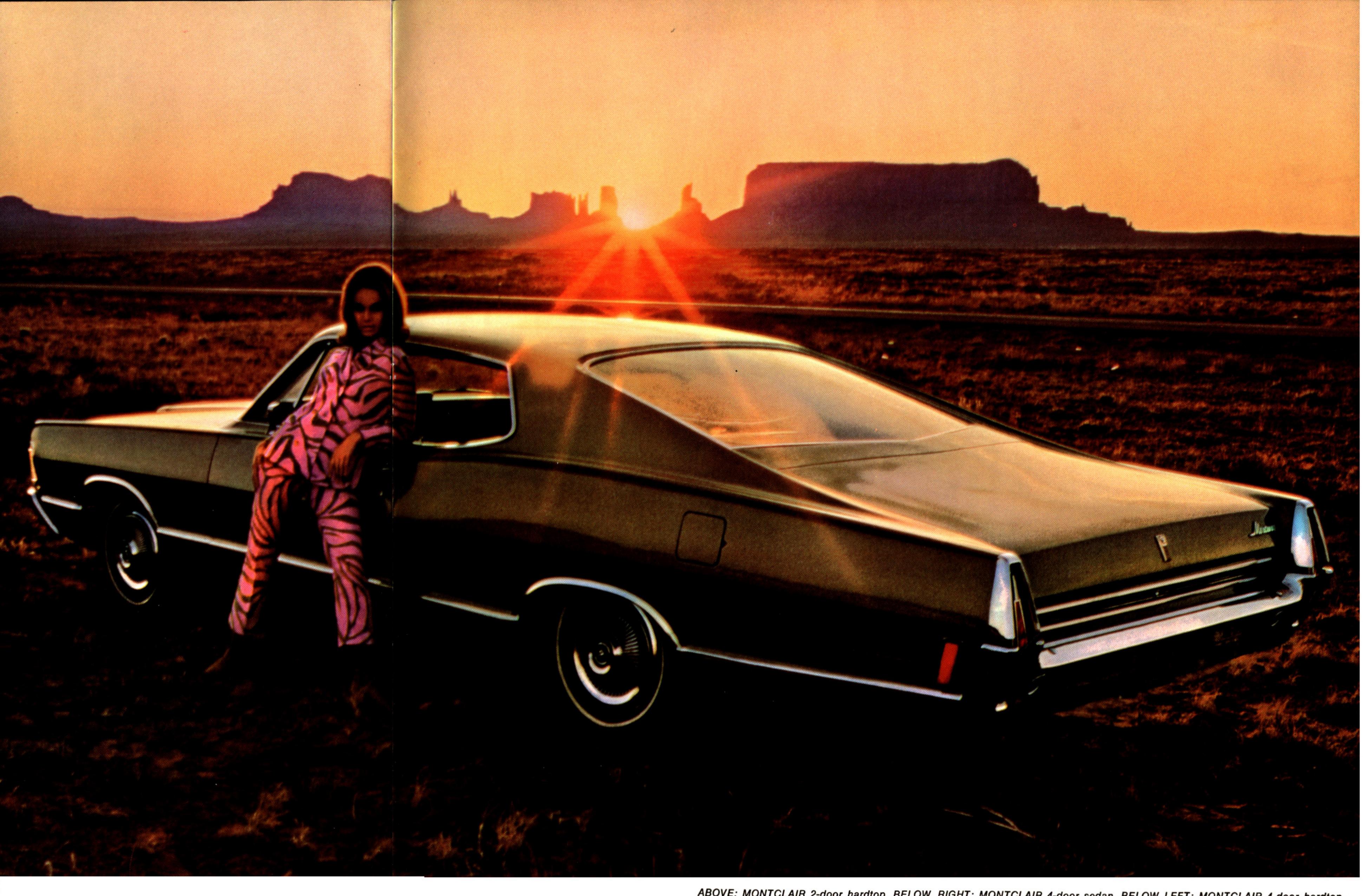
Topless under the sun, you can really communicate with the wind and sky in a Park Lane convertible. And there's no need to unzip the backlight before lowering the soft top on a Mercury convertible. It's made of tempered, scratch-resistant glass. Pony swift power is

provided by the new Marauder Super 390 4-barreled V8. Rugged, all-vinyl upholstery is standard. The warmth of walnut wood grain adds an extra touch of craftsmanship to the instrument panel, complemented by pleated door trim panels. The deluxe steering wheel, with wood grain is standard. And there's deeploop, colour-keyed carpeting under foot. Large armrests have integral squeeze-type door handles inside.

Other standard equipment features include: 3-speed manual transmission . . . spare tire cover . . . rear seat centre armrest . . . automatic parking brake release (when equipped with Select-Shift Merc-O-Matic) . . . bright aluminum seat side shields lower body side molding with woodgrain inserts . . . and the full complement of Ford Motor Company Safety Design Features.







ABOVE: MONTCLAIR 2-door hardtop. BELOW RIGHT: MONTCLAIR 4-door sedan. BELOW LEFT: MONTCLAIR 4-door hardtop.

Sweptback styling puts you in the lead in this new Montclair two-door hardtop.

Sculptured lines. An elegant look of action. That's the Montclair two-door hardtop. And that responsive look is for real. A new 390 cu.in. 265 hp engine is standard with optional Select-Shift Merc-O-Matic transmission. A 280 hp engine is also available.

From the spacious luggage compartment to the forward-thrust grille, you know in a hurry this Mercury is big. 220 inches overall. And inside, the fine car touch is everywhere. Standard interior trim is either cloth and vinyl, or all vinyl. Deep-loop carpeting, wide, comfortable armrests, a deluxe steering wheel with wood tones, a rear pillar courtesy light, and an electric

clock are all standard Montclair features.

Make your Montclair the luxurious four-door sedan! New parking lamps appear above hefty new bumpers, framing a distinctive new grille design. And new taillights are a standard feature, as is the outside rearview mirror. Power is the standard Marauder 390-2V V8 with a fully synchronized 3-speed transmission.

If you like wide open spaces, you'll love the Mont-clair four-door hardtop. Handsome lines, highlighted by lavish use of bright metal from front to back, even around the side windows. The four-door hardtop continues the long list of Montclair standard equipment features with seat belts - front and rear, deluxe wheel covers, bright-finish wheel lip moldings, keyless door locking, and all the Ford Motor Company Safety Design Features.



Colony Park: Flagship of the Mercury station wagon fleet.

If Lincoln Continental made a station wagon, this would be it — luxury unsurpassed in all the station wagon world for cruising comfort and sheer smartness. And the fine car touch shows itself proud. From distinctively styled grille, to the better idea tailgate. A standard tailgate with dual action that swings wide for

people, or as a deck that drops flush for loads. Side panels with the look of richly grained veneer sweep full length, and bright molding on drip cap and window frames add gleaming highlights. The Marauder 390-2V V8 is standard power, and Mercury's advanced suspension design provides a ride that is limousine-like in its road holding quiet. Interior accommodations are spacious, superbly comfortable. Comfort-Weave vinyl is standard, comple-

mented by fine car touches like the woodgrained steering wheel insert, bright metal seat side shields, electric clock, door and rear seat armrests, standard power rear window, and squeeze-type door handles. Among fine options you can select are rear facing and dual centre facing third seats, luggage carrier, tinted glass, air conditioning, optional headrests. The full roster of Ford Motor Company Safety Design Features are standard.



Choose extra special comfort and convenience with the fine car touches of Mercury options and accessories

Whether you want air conditioning or a stereo tape system or power steering, the choice is yours with Mercury! There are many big features included as standard equipment. But you can select a wide range of options to please you even more. Look at the fun you'll have customizing your new Mercury just the way you want it. And remember: the extra cost is surprisingly low; the extra comfort and convenience extremely high!



The combination AM radio/stereo-sonic tape system lets you slide in an 80-minute tape cartridge for the music you prefer; quickand-easy station selection by push buttons.



Wire wheel covers suggest a sporty flavor and exuberant mood for the young-inheart (all '68 Mercury drivers, of course).



Power windows may be operated singly or from a control panel at the driver's side.



An AM/FM stereo radio provides twochannel stereophonic sound with two speakers in front door trim panels.



Dual side-facing rear seat wagons let you take full advantage of that rear cargo space for passengers too. Seats fold down flush when not in use.

The Warranty Story

Never before have car buyers had a better package of investment protection than Ford of Canada's 3-point

1) 5 year 50,000 miles on the power train, steering, suspension and wheels.

The 5 year or 50,000 mile warranty on the power train, steering gear and linkage, front and rear suspension, and road wheels, provides free parts and labour where a defect in workmanship or material is found in normal

2) 2 year 24,000 miles on entire car. The 2 year or 24,000 mile warranty on the entire car provides repair and related labour of any part with a defect in workmanship or labour, under normal use. Tire

warranty is covered by tire manufacturers. Only one dealer certification per year. Ford of Canada gives you a whole year between required dealer certification, no matter how many miles you drive.

Ford of Canada's "3-Point Warranty Plan" is the most convenient a new car buyer can get. Ask your dealer for

Color and trim selector

		ONIVY	MADRAS BLUE	DIAMOND	GLACIER BLUE	CARIBBEAN	WELLINGTON	SEA FOAM	AUGUSTA	LIME FROST	GRECIAN	FAWN	PEWTER	SAXONY	TAHITIAN	BLACK	CARDINAL	POLAR WHITE
MODELS	EXTERIOR COLORS		(Dk. Aqua Met.)			BLUE (Med.Aqua Met*)	BLUE	GREEN	GREEN (Dk. Grn. Met.	LIMIE PROST	GOLD		BEIGE	(Yellow)	ROSE	CHERRY	RED	POLAR WHITE
	INTERIORS		12															
MARQUIS		Black, Dk. Blue, Dk. Ivy Gold, Aqua, Nugget Gold	Black, Aqua	Black, Dk. Blue	Black, Dk. Blue	Black, Aqua		Dk. Ivy Gold	Black, Dk. Ivy Gold, Nugget Gold		Black, Nugget Gold	-	Black, Dk. Ivy Gold, Nugget Gold	Black, Nugget Gold	Black	Black	Black	Black, Dk. Blue Dk. Ivy Gold, Aqua, Nugget Gold
	VINYL(1)	Black, Dk. Blue, Dk. Red, Nugget Gold, Parchment	Black, Parchment	Black, Dk. Blue, Dk. Red	Black, Dk. Blue	Black, Parchment	Black, Dk. Blue	Black, Parchment	Black, Parchment, Nugget Gold	Black, Parchment	Black, Nugget Gold, Parchment	Parchment	Black, Nugget Gold, Parchment	Black, Nugget Gold, Parchment	Black, Parchment	Black, Parchment, Dk. Red	Black, Parchment, Dk. Red	Black, Dk. Blue, Dk. Red. Nugget Gold, Parchment
BROUGHAM	CLOTH & VINYL	Black, Dk. Red, Dk. Blue, Nugget Gold, Dk. Ivy Gold	Black	Black, Dk. Red, Dk. Blue	Black, Dk. Blue	Black	Black, Dk. Blue	Black, Dk. Ivy Gold	Black, Nugget Gold, Dk. Ivy Gold	Black, Dk. Ivy Gold	Black, Nugget Gold	Black	Black, Nugget Gold, Dk. Ivy Gold	Black, Nugget Gold	Black	Black, Dk. Red	Black, Dk. Red	Black, Dk. Red, Dk. Blue, Dk. Ivy Gold, Nugget Gold
PARK LANE	CLOTH & VINYL(2) (N.A. CONVERTIBLE)	Black, Dk. Blue† Nugget Gold, Dk. Ivy Gold† Aqua†	Black, Aqua†	Black, Dk. Blue†	Black, Dk. Blue†	Black, Aqua†	Black, Dk. Blue†	Black, Dk. Ivy Gold†	Dk. Ivy Gold†		Black, Nugget Gold	55540000000	Black, Nugget Gold, Dk. Ivy Gold†	Black, Nugget Gold	Black	Black	Black	Black Dk. Blue†, Nugget Gold, Dk. Ivy Gold†, Aqua†
	VINYL	Black#, Dk. Red‡ Dk. Blue, Parchment, Dk. Ivy Gold, Aqua°, Nugget Gold#	Black#, Parchment, Aqua ^o	Black#, Dk. Red‡, Dk. Blue	Black#, Dk. Blue	Black#, Parchment, Aqua°	Black#, Dk. Blue	Black#, Parchment, Dk. Ivy Gold	Black#. Parchment, Dk. Ivy Gold, Nugget Gold#	Black#, Parchment, Dk. Ivy Gold	Black#, Parchment, Nugget Gold#	Parchment	Black#, Parchment, Dk. Ivy Gold, Nugget Gold#	Black#, Parchment, Nugget Gold#	Black#, Parchment	Black#, Dk. Red‡, Parchment	Black#, Dk. Red‡, Parchment	Black#, Dk. Red‡, Dk. Blue, Parchment, Dk. Ivy Gold, Nugget Gold#, Aqua°
MONTCLAIR	CLOTH & VINYL	Black, Blue, Nugget Gold, Ivy Gold, Aqua	Black, Aqua	Black, Blue	Black, Blue	Black, Aqua	Black, Blue	Black, Ivy Gold	Black, Nugget Gold, Ivy Gold	Black, Ivy Gold	Black, Nugget Gold		Black, Nugget Gold, Ivy Gold	Black, Nugget Gold	Black	Black	Black	Black, Blue, Nugget Gold, Ivy Gold, Aqua
	VINYL	Black, Dk. Red, Blue, Parchment	Black, Parchment	Black. Dk. Red, Blue	Black, Blue	Black, Parchment	Black, Blue		Black, Parchment	Parchment	Black, Parchment	Black, Parchment	Black, Parchment	Black, Parchment	Black, Parchment	Black, Dk. Red, Parchment	Black, Dk. Red, Parchment	Black, Dk. Red, Blue, Parchment
COLONY PARK	COMFORT WEAVE VINYL	Black, Blue, Dk. Red, Ivy Gold, Parchment	Black, Parchment	Black, Dk. Red, Blue	Black, Blue	Black, Parchment	Black, Blue	Black, Parchment, Ivy Gold	Black, Parchment, Ivy Gold	Black, Parchment, Ivy Gold	Black, Parchment	Parchment	Black, Parchment, Ivy Gold	Black, Parchment	Black, Parchment	Black, Dk. Red, Parchment	Black, Dk. Red, Parchment	Black, Blue, Dk. Red, Ivy Gold, Parchment
STATION	CLOTH & VINYL	Nugget Gold	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	Nugget Gold	N.A.	Nugget Gold	N.A.	Nugget Gold	Nugget Gold	N.A.	N.A.	N.A.	Nugget Gold
WAGONS	TWIN-COMFORT LOUNGE SEATS*	Black, Nugget Gold	Black	Black	Black	Black	Black	Black	Black, Nugget Gold	Black	Black, Nugget Gold	Black	Black, Nugget Gold	Black, Nugget Gold	Black	Black	Black	Black, Nugget Gold

^{*}Optional at extra cost †Except 2-dr. hardtops #Except 4-dr. sedan Convertible only ^oExcept 4-dr. sedan and convertible

(1) Twin-comfort lounge seats optional at extra cost (2) Twin-comfort lounge seats optional at extra cost for black, blue (except 4-dr. sedans) and nugget gold interiors

EXTERIOR ACCENT STRIPES MERCURY BROUGHAM: Black, red or white (color-keyed to exterior) MERCURY MARQUIS: Black, white or red (color-keyed to exterior)

CONVERTIBLE TOPS Black or ivory with all exterior colors, blue available with Diamond Blue, or White Polar, when blue interior is ordered, Glacier Blue, or Wellington Blue

OXFORD ROOFS*

MERCURY (Std. on Marquis) Black or Ivory. Blue available with Diamond Blue, or Polar White, when blue interior ordered, Glacier Blue, or Wellington Blue

Every 1968 Mercury has all the safety features listed below:

- dual hydraulic brake system with warning light
- energy-absorbing steering column and steering wheel
- energy absorbing armrests and safety-design door handles
- front and rear seat belts with front outboard retractors
- turn indicators with lane-changing signal feature
- bend-away day/night inside mirror, wind-shield mounted
- padded instrument panel and sun visors padded windshield pillars
- 2-speed or variable-speed windshield wipers windshield washers
- thick laminated safety plate glass windshield
- double-yoke safety door latches and safety hinges
- positive door lock buttons 4-way emergency flasher
- back-up lights
- front and rear side markers (lights or reflectors)
- front seat back with energy absorbing structure and padding
- self-locking folding seats
- plastic, safety-design coat hooks
- plastic, safety-design window control knobs
- and radio control push buttons
- padded seat belts on second station wagon seat
- outside rearview mirror, left side
- safety-rim wheels and load-rated tires corrosion-resistant brake lines
- uniform transmission shift quadrant

1968 Mercury Specifications

1968 Mercury Model line-up

Colony Park Station Wagon • Montclair 4-door sedan • Montclair 4-door hardtop • Montclair 2-door hardtop • Park Lane 4-door sedan • Park Lane 4-door hardtop • Park Lane 2-door hardtop • Park Lane convertible • Marquis 2-door hardtop • Park Lane Brougham 4-door hardtop • Park Lane Brougham 4-door sedan.

Options and accessories

Engines: Marauder Super 390 cu. in. 4 barrel V8 (standard on Park Lane Brougham, Park Lane, Marquis) or Super Marauder 428 cu. in. 4 barrel V8.

Transmission: Select-Shift Merc-O-Matic.

Power Train and Power Equipment: Heavy duty battery · Speed control (available only with automatic transmission) • Power transfer axle • Power disc brakes (front) • Power Steering • Power windows (side) • Power bench seat (6-way), (not available in Marquis) • 6-way power Twin-Comfort

lounge seat (driver's side only or both seats), (not available in Montclair) . Power Antenna.

Appearance and exterior items: Interval selector windshield wipers • Left hand remote control side view mirror • Right hand side view mirror • Tinted glass (full) • Tinted windshield • Luggage carrier (available only on station wagon) · Wheel covers (Deluxe, Deluxe with Medallion, Wire) . Oxford vinyl covered roof (not available on convertibles or fastback models) . White sidewall tires.

Interior items: AM pushbutton radio with antenna • AM/FM stereo radio with antenna and speakers • Combination AM radio/Stereo-Sonic tape system (not available with AM/FM radio. Includes dual front speakers located in front doors and dual rear speakers) • Dual rear speakers • Whisper-Aire Conditioner (55-amp alternator, heavy-duty cooling package and controlled air outlets standard) • Rear window defogger (not available on convertible or station wagon). Comfort Stream ventilation

and heating system (not available with Whisper-Aire Conditioner). Breezeway ventilation (sedans only). Twin Comfort lounge seat (optional on Park Lane sedan and hardtops, and Colony Park station wagon, and standard equipment on Brougham). Tilt steering wheel (requires power steering and Select-Shift Merc-O-Matic). Headrests, adjustable. Deluxe seat and front shoulder belts, with reminder light. Shoulder belts, deluxe rear (not available on convertible). Automatic ride leveller Remote control deck lid release (not available on station wagon) • Third seats, dual, centre facing or rear facing on station wagon (includes 2 seat belts) • Visual check panel (includes door-ajar warning light, seat belt reminder light, warning lights for low fuel and parking brake). Appearance protection group (includes door edge guards, license plate frames and vinyl twin front and rear floor mats). Spare tire cover (standard on Park Lane, Marquis and Brougham) (not available on station wagon).

NGINES:	MARAUDER 390-2V V8	MARAUDER 390-2V V8	MARAUDER SUPER 390-4V V-8	SUPER MARAUDER 428-4V V-8
Standard With:	Montclair, Colony Park	Montclair, Colony Park	Park Lane, Marquis, Brougham	
Optional at Extra Cost With:			Montclair, Colony Park	Montclair, Park Lane, Marquis, Brougham, Colony Park
PECIFICATIONS:				
Displacement (Cubic Inches)	390	390	390	428
Bore & Stroke (Inches)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.13 x 3.98
Horsepower (Adv. @ rpm)	265 @ 4400	280 @ 4400	315 @ 4600	340 @ 4600
Torque (Adv. lbft. @ rpm)	390 @ 2600	403 @ 2600	427 @ 2800	462 @ 2800
Carburetor	2-barrel	2-barrèl	4-barrel	4-barrel
Compression Ratio	9.5:1	10.5:1	10.5:1	10.5:1
Fuel	Regular	Premium	Premium	Premium
Exhaust (a)	Single	Single	Single	Dual
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Alternator (Amp.)	42	42	42	42
Oil Capacity (Imp. Qts.)	4.1	4.1	4.1	5
Cooling System Cap. (Imp. Qts.)	17	17	17	17
RANSMISSIONS:				
Standard	3-Speed Manual	Select-Shift Merc-O-Matic (b)	3-Speed Manual	Select-Shift Merc-O-Matic (b)
Optional	Select-Shift Merc-O-Matic		Select-Shift Merc-O-Matic	

DIME	NSI	ONS:
------	-----	------

	MONTCLAIR, PARK 4-DOOR HARDTO SEDANS	PS AND SEDANS	MONTCLAIR, PARK LANE MARQUIS 2-DR. HARDTOPS	PARK LANE CONVERTIBLE	COLONY PARK STATION WAGON
Wheelbase	123.0"	123.0"	123.0"	123.0"	119.0"
Wheel tread, front	62.0"	62.0"	62.0"	62.0"	62.0"
Wheel tread, rear	62.0"	62.0"	62.0"	62.0"	62.0"
Overall length	220.1"	220.1"	220.1"	220.1"	215.4"
Overall height—design	56.0"	55.0"	54.5″*	55.1"	56.8"
Overall width	77.9"	77.9"	77.9"	77.9"	77.9"
Useable luggage capacity (Cu. Ft.)	19.1	19.1	18.9	18.7	91.3
FRONT COMPARTMENT					
Headroom (eff.)	38.9"	38.0"	37.5" †	38.9"	39.0"
Legroom (Max.)	41.9"	41.9"	41.9"	41.9"	41.9"
Hiproom	62.6"	62.6"	62.6"	62.6"	62.6"
Shoulder room	60.0"	60.0"	60.0"	60.0"	60.0"
REAR COMPARTMENT					
Headroom (eff.)	37.7"	37.5"	36.7"‡	37.3"	2nd seat 3rd seat 40.0" 38.3"
Legroom (Min.)	37.6"	36.3"	33.3"	33.4"	36.8" 32.4"
Hiproom	62.7"	62.8"	61.7"	49.7"	62.7" 43.6"
Shoulder room	59.9"	59.9"	58.7"	49.7"	59.9" 48.4"
*Marquis—54.9" †Ma	arquis37.9"	‡Marquis—37.4"			



The specifications contained herein were in effect at the time this folder was approved for printing. However, because of continuing product improvements and refinements, Ford Motor Company of Canada Limited, reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligations.