

1974 MERCURY

Marquis
Monterey
Montego
Cougar
Comet



Test your car's ride against our ride. At the sign of the cat.

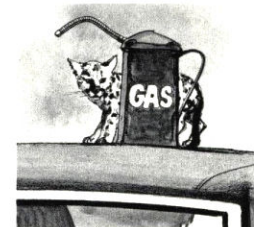
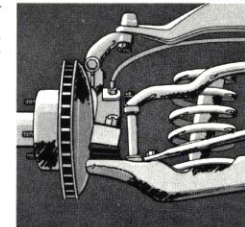
Mercury for 1974—Built to ride beautifully!

Our Mercury reputation for building fine riding cars is a hard-earned one. In test after test we've set out to demonstrate this dramatically on TV. Like the time we split a diamond now worth \$125,000 in the back seat of a traveling Marquis Brougham.

In other tests Marquis models were rated superior to a succession of expensive luxury sedans and limousines by panels of professional chauffeurs and airline pilots asked to judge them on riding or driving comfort. And those tests in which panels of competitive owners rated a personal-size Montego superior in riding comfort to three leading competitors in the same size and price class, and to our competition's best-selling full-size model in yet another test.

After we had demonstrated the outstanding ride of these Mercurys, we decided to show how well Mercury's great ride could stand up. So we put 40,000 highway miles on a Marquis Brougham, driving it day and night and pausing only for routine maintenance and less than \$47.00 in repairs. Then still with its original steel-belted radials, it was matched against a \$28,000 European luxury sedan with less than 600 miles on the odometer. Professional chauffeurs, asked to compare riding comfort, picked the Marquis by better than three to one as superior in riding comfort.

The remarkable riding stability of a 1974 Mercury Montego



was demonstrated recently on TV. The technical director of National Astro Laboratories assembled a tiny 1½-inch television set while riding in the rear seat at speeds of 20 to 60 mph. Performing 204 hand operations, he put the 146 components together in just over 16 hours and had it working on a closed circuit signal. It took skill and concentration plus the smooth ride and steady "work surface" provided by the Mercury Montego.

In still another commercial, a ride demonstration, we invited actress-model Jennifer O'Neill to apply her makeup while riding in a 1974 Mercury Marquis Brougham at speeds of 20 to 45 mph over a variety

of road surfaces. Jennifer took 8 minutes and 48 seconds to complete her makeup and because of the Marquis' smooth ride she had no problems.

For 1974 we've polished Mercury's ride by computerized selection of springs on all models from the Marquis Brougham to the Mercury Comet. And because, today, you also need a car you can afford to operate, we have dealt with this problem. Our 1974 Mercurys are designed to save you from 19% to 26% in estimated average maintenance costs for 50,000 miles of normal driving compared to similar costs in 1973. And our 1974 Mercury models use regular gas.

Mercury for 1974—cars that are designed and built to ride beautifully and with saving ways!

Mercury Marquis Brougham

Restyled for '74, our most elegant Mercury was built to be more than beautiful. It was built to give you a smooth, steady, quiet ride with a feeling of solid comfort as you drive.

40469

MERCURY MARQUIS

005110

EUROPEAN LUXURY CAR

Last year we drove a 1973 Marquis Brougham day and night for 40,000 miles, and then matched its ride against a \$28,000 European luxury sedan with less than 600 miles on the odometer. Out of 50 chauffeurs, 38 rated Marquis superior in riding comfort.

Standard features on Mercury Marquis Brougham: 460-4V V-8 engine • Solid State Ignition • Select-Shift automatic transmission • Power front disc brakes • Steel-belted radials • Power steering • Power windows* • Impact resistant bumpers • Front bumper guards • "Halo" vinyl roof* • Deluxe sound insulation • Power ventilation • Deluxe wheel covers with inserts* • Left-hand remote control mirror* • Electric clock • Visor-mounted vanity mirror, passenger side* • Shag cut-pile carpeting* • Door pull straps* • Front door courtesy lights, pillar lights and lights under instrument panel* • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

*Brougham exclusive standard features over Marquis



Mercury Marquis Brougham 2-Door Hardtop

Mercury Marquis Brougham 4-Door Pillared Hardtop





Mercury Marquis Brougham with Grand Marquis option interior

Mercury Marquis Brougham Interiors

The Grand Marquis option may well be the ultimate luxury in a medium-price car. Your touch tells you everywhere. In the deep, soft cut-pile carpeting. In the rich leather or plush velour seating surfaces with facings of sleek vinyl. You sense an unsparing concern for your comfort in countless details: passenger assist handles, individualized map reading lamps, digital clock. All included. In addition, the Grand Marquis interior provides a unique instrument panel, luxury steering wheel, and each seat can be adjusted for personal comfort and has its own armrest. The smaller illustration, upper right, shows the Marquis Brougham interior with standard flight bench seat in cloth-and-vinyl. You can choose this combination in black, medium blue, medium green, beige, gold or saddle.

The lower right illustration is the Marquis Brougham interior with optional Twin Comfort Lounge Seats in cloth-and-vinyl and reclining passenger seat option. Available colors are the same as those for the standard flight bench seat interior. In super-soft all-vinyl upholstery, this interior is also available in white with black, medium blue, medium green, gold or saddle components.

ADDITIONAL MERCURY MARQUIS BROUGHAM FACTS:

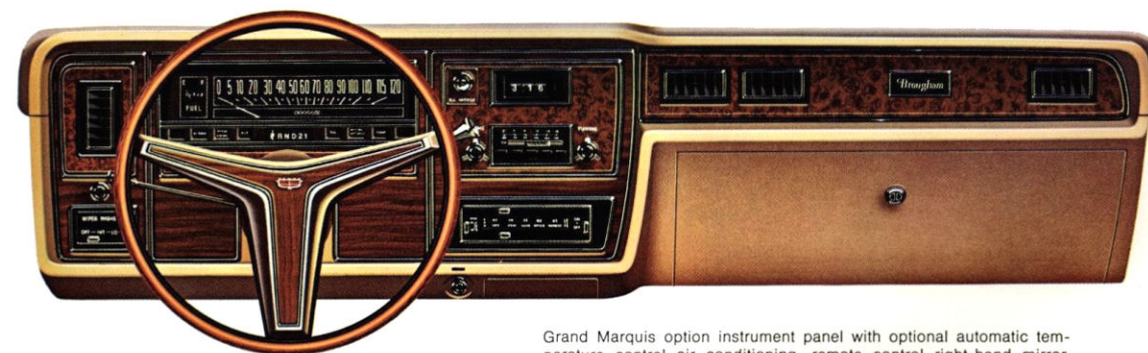
Wheelbase	124.0"
Overall length	226.8"
Overall width	79.6"
Overall height (4-door models)	54.7"
Tread, front/rear	64.1"/64.3"
Luggage capacity, cu. ft.	20.5
Fuel tank capacity, gals.	22.0 approx.



Mercury Marquis Brougham flight bench interior



Mercury Marquis Brougham optional Twin Comfort Lounge interior. Shown with optional reclining passenger seat



Grand Marquis option instrument panel with optional automatic temperature control air conditioning, remote control right-hand mirror, interval windshield wipers and AM/FM/MPX radio

Mercury Marquis

One of the foundations of the full-size Mercury's fabulously smooth and steady ride is its advanced suspension design. It is specifically tuned for the steel-belted radial tires.



Last year, in a test of driving comfort, 44 out of 50 airline pilots rated a 1973 Marquis Brougham more comfortable to drive than a \$31,000 European town car. The majority rated the Mercury smoother, steadier, quieter and easier to handle.

Standard features on Mercury Marquis: 460-4V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Front bumper guards • Deluxe sound insulation • Concealed headlamps • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Fender skirts • Electric clock • 100% nylon carpeting • Courtesy lights • Lighting in luggage compartment, glove box and instrument panel ashtray • Ford Motor Company Lifeguard Design Features, such as steel guard rails in side doors • Note: Other equipment shown is optional.

Mercury Marquis 4-Door Pillared Hardtop



Mercury Marquis 2-Door Hardtop





Mercury Marquis Brougham with optional Twin Comfort Lounge Seats



Mercury Marquis standard interior with optional power windows

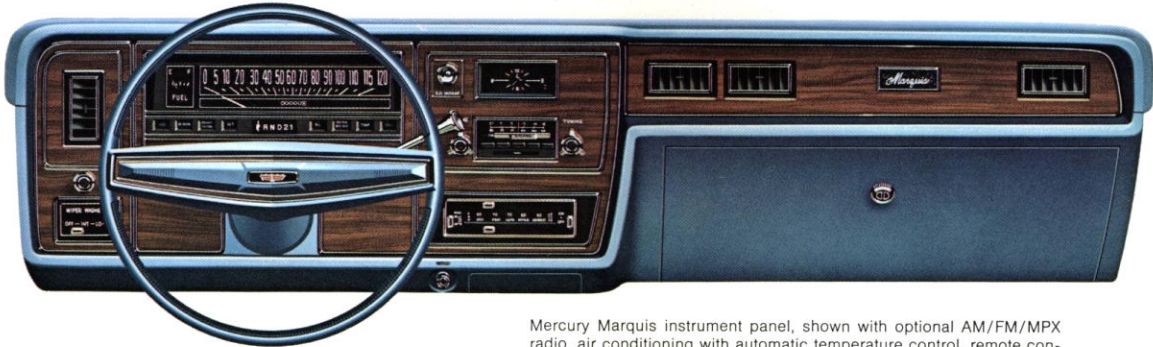
Mercury Marquis Interiors

A world of thoughtful elegance surrounds you as you ride comfortably in your '74 Mercury Marquis. Deluxe sound insulation helps minimize road noise. Twin Comfort Lounge Seats, shown in the optional Marquis Brougham interior above are also available on Marquis. They are individually adjustable, each with its own armrest. This interior is available in black, medium blue, medium green, beige, gold and saddle in cloth-and-vinyl. In super-soft all-vinyl the Twin Comfort Lounge Seats are available in the same colors as above; also in white with components of black, medium blue, medium green, gold or saddle.

The Marquis standard interior is shown to the right, available in cloth-and-vinyl or all-vinyl in black, medium blue, medium green, beige, gold or saddle.

ADDITIONAL MERCURY MARQUIS FACTS:

Wheelbase	124.0"
Overall length	226.8"
Overall width	79.6"
Overall height (4-door models)	54.7"
Tread, front/rear64.1"/64.3"
Luggage capacity, cu. ft.	20.5
Fuel tank capacity, gals.	22.0 approx.



Mercury Marquis instrument panel, shown with optional AM/FM/MPX radio, air conditioning with automatic temperature control, remote control right-hand mirror and interval windshield wipers

Mercury Monterey Custom

In your 1974 Monterey Custom the luxury is built in solidly to last, and to give you years of quality and satisfaction.



We've demonstrated the excellent ride of a 1973 Monterey Custom in a dramatic test: A vial of nitric acid was safely suspended over a \$50,000 natural Russian sable coat on loan from Maximilian of New York while traveling over rough road surfaces.

- Standard features on Mercury Monterey Custom:** 400-2V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Front bumper guards • Concealed windshield wipers • Power ventilation • Automatic parking brake release • Deluxe wheel covers • Custom series script • Wheel lip moldings • Deluxe steering wheel • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Mercury Monterey Custom 2-Door Hardtop



Mercury Monterey Custom 4-Door Pillared Hardtop



Mercury Monterey

A car noted for its comfortable ride doesn't "just happen." It begins with sound engineering, a concern for the smallest details of design. And it follows through with demanding quality standards at every stage of assembly.



The soundness of our approach was clearly demonstrated in an unusual test of ride smoothness in 1972. We carried high-explosive nitro carbol connected to a sensitive detonator while traversing rough and irregular Texas terrain in a 1972 Monterey.

Standard features on Mercury Monterey: 400-2V V-8 engine • Select-Shift automatic transmission • Solid State Ignition • Power front disc brakes • Steel-belted radials • Power steering • Impact resistant bumpers • Front bumper guards • Concealed windshield wipers • Power ventilation • Automatic parking brake release • 100% nylon carpeting • Dome light, glove box light, instrument panel ashtray light • Ford Motor Company Lifeguard Design Safety Features, such as energy-absorbing armrests, safety-designed coat hooks, and energy-absorbing steering column and steering wheel, padded sun visors, head restraints for front outboard passengers • Note: Other equipment shown is optional.

Mercury Monterey 4-Door Pillared Hardtop

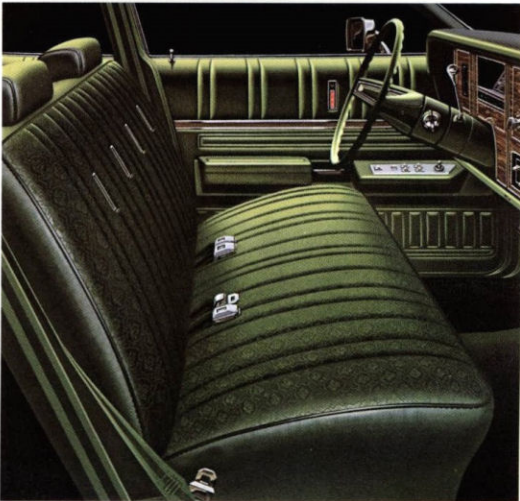


Mercury Monterey 2-Door Hardtop





Mercury Monterey Custom interior

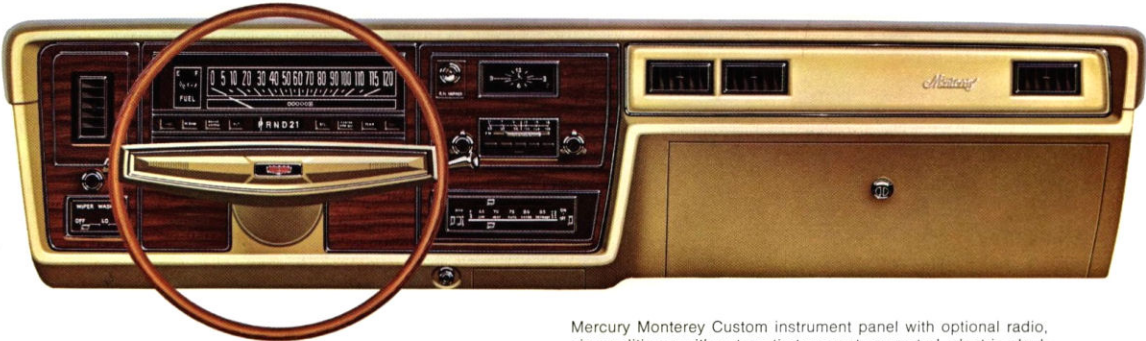


Mercury Monterey interior with optional power windows

Mercury Monterey Custom and Mercury Monterey Interiors

Shown above is the smartly tailored Monterey Custom standard interior in all-vinyl upholstery. You may also choose this interior in cloth-and-vinyl. Either choice is available in a wide range of colors including black, medium blue, medium green, beige, gold and saddle. The smaller illustration shows the standard Monterey interior in cloth-and-vinyl, also available in optional all-vinyl. Colors you may select are black, medium blue, medium green or saddle. Mercury Monterey and Monterey Custom interiors also

- include 100% nylon carpeting.
- ADDITIONAL MERCURY MONTEREY FACTS:**
- Wheelbase124.0"
 - Overall length226.8"
 - Overall width79.6"
 - Overall height (4-door models)54.7"
 - Tread, front/rear64.1"/64.3"
 - Luggage capacity, cu. ft.20.5
 - Fuel tank capacity, gals.22.0 approx.
 - Monterey optional engine460-4V V-8



Mercury Monterey Custom instrument panel with optional radio, air conditioner with automatic temperature control, electric clock and remote control right hand mirror

Mercury Montego MX Brougham with Custom Trim Option

Our personal-size 2-door in its most elegant guise. A luxurious look outside and its most luxurious interior ever.



Last year in a test of riding comfort by competitive owners, a 1973 Montego MX Brougham was chosen as having a superior ride over our three top competitors. And all three of our competitors' cars were in the same size and price class as the Montego.

Standard features on the Montego MX Brougham with Custom Trim Option: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Deluxe wheel covers with color-keyed inserts • Special grain vinyl roof • Super sound insulation package • Luxury steering wheel • Visor vanity mirror on passenger side • Locking steering column • Concealed windshield wipers • Color-keyed cut-pile carpeting • Door pull assist straps • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional. *351-2V V-8 engine and automatic transmission are required options in California

Mercury Montego MX Brougham 4-Door Pillared Hardtop with Custom Trim Option



Mercury Montego MX Brougham 2-Door Hardtop with Custom Trim Option



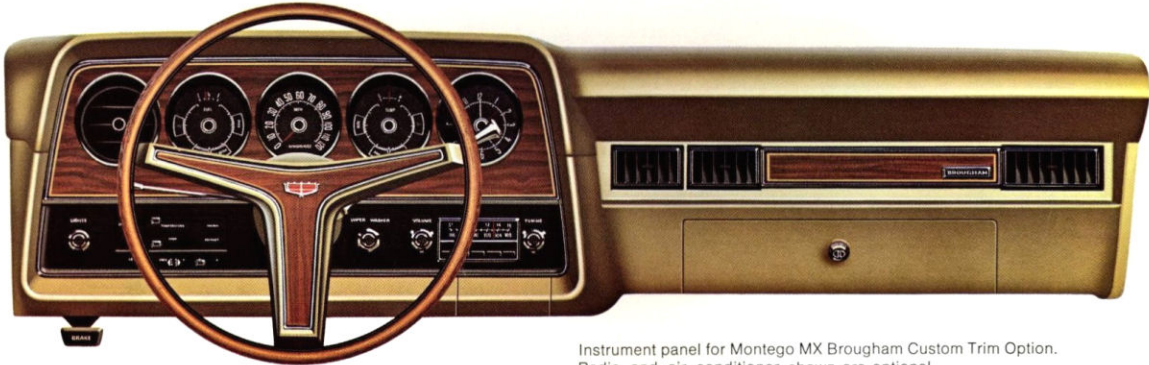


Mercury Montego MX Brougham with Custom Trim Option (automatic transmission optional)

Mercury Montego MX Brougham Interior with Custom Trim Option

A custom decor look sets the tone of high elegance in this unique Montego MX Brougham optional interior. The luxurious Twin Comfort Lounge Seats are carefully tailored with seating surfaces of rich striped velour. In contrast, the seat bolsters are of super-soft vinyl. Underfoot is deeply resilient 25-oz. cut-pile carpeting. Among other niceties distinguishing this interior are the passenger visor vanity mirror, door pull assist straps and a distinctive steering wheel and instrument panel. The Custom Trim Option interior can be chosen in medium blue or gold striped cloth-and-vinyl.

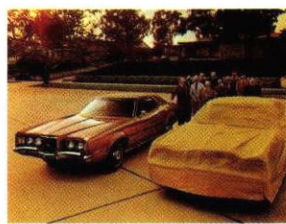
ADDITIONAL MERCURY MONTEGO MX BROUGHAM FACTS:			
	4-Door	2-Door	
Wheelbase	118.0"	114.0"	
Overall length	219.5"	215.5"	
Overall width	78.6"	78.6"	
Overall height	53.6"	52.9"	
Tread, front/rear	63.4"/63.5"	63.4"/63.5"	
Luggage capacity, cu. ft.	16.5	16.5	
Fuel tank capacity, gals.	26.5 approx.	26.5 approx.	
Optional engines	351-2V V-8	400-2V V-8	460-4V V-8



Instrument panel for Montego MX Brougham Custom Trim Option. Radio and air conditioner shown are optional

Mercury Montego MX Brougham

The trim Montego is smaller than most full-size cars, yet it boasts the same type of suspension system designed for our most expensive luxury car.



Not long ago, in tests supervised by Nationwide Consumer Testing Institute, a personal-size '72 Montego challenged one of our competitor's best-selling full-size cars. By a margin of almost two to one, car owners chose Montego in the blindfold ride test!

Standard features on Mercury Montego MX Brougham: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Super sound insulation package • Wheel covers • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features, such as energy-absorbing steering column and steering wheel, safety-designed coat hooks, radio control knobs and push buttons and turn indicators with lane-changing signal feature • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are required options in California



Mercury Montego MX Brougham 4-Door Pillared Hardtop



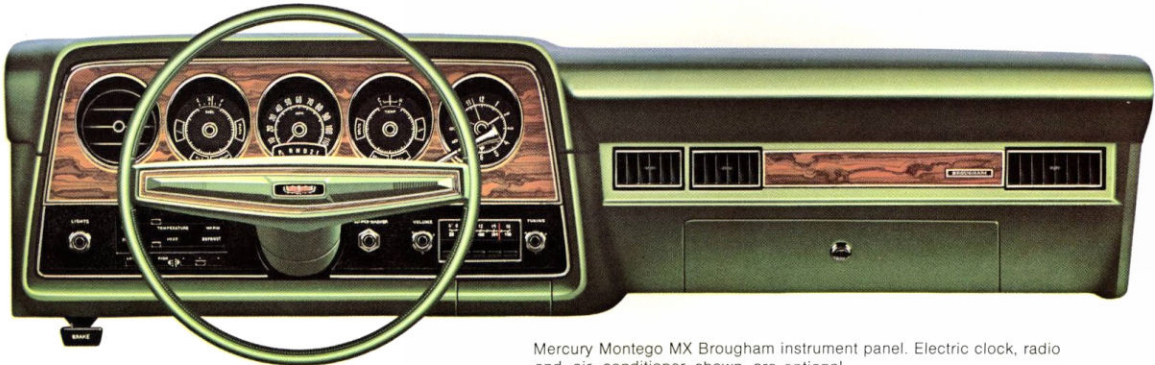


Mercury Montego MX Brougham flight bench interior (automatic transmission optional)

Montego MX Brougham Interior

Little has been spared in the way of fine appointments to make even the shortest drive in Montego a refreshing experience. Shown is the beautifully outfitted Montego MX Brougham interior with flight bench seat in cloth-and-vinyl. It is also available in an all-vinyl fabric of super-soft texture. Colors in cloth-and-vinyl are black, medium blue, medium green, tan, gold or saddle. In all-vinyl the variety is even greater. You may choose from the same solid colors and also (2-door only) from white with components of black, medium blue, medium green, gold or saddle.

ADDITIONAL MERCURY MONTEGO MX BROUGHAM FACTS:			
	4-Door	2-Door	
Wheelbase	118.0"	114.0"	
Overall length	219.5"	215.5"	
Overall width	78.6"	78.6"	
Overall height	53.6"	52.9"	
Tread, front/rear	63.4"/63.5"	63.4"/63.5"	
Luggage capacity, cu. ft.	16.5	16.5	
Fuel tank capacity, gals.	26.5 approx.	26.5 approx.	
Optional engines	351-2V V-8	400-2V V-8	
	460-4V V-8		



Mercury Montego MX Brougham instrument panel. Electric clock, radio and air conditioner shown are optional

Mercury Montego MX

A beautiful choice if you admire a smooth, quiet and luxurious ride, but also enjoy the ease of handling and maneuvering that a more personal-size car can give you. The Montego MX 2-door hardtop puts it all together nicely.



Last year, a 1973 Montego MX Brougham challenged three competitors in a test of riding comfort. In blindfold comparison tests under constant conditions, 101 out of 150 owners of the competitive cars rated the Montego tested superior in riding comfort.

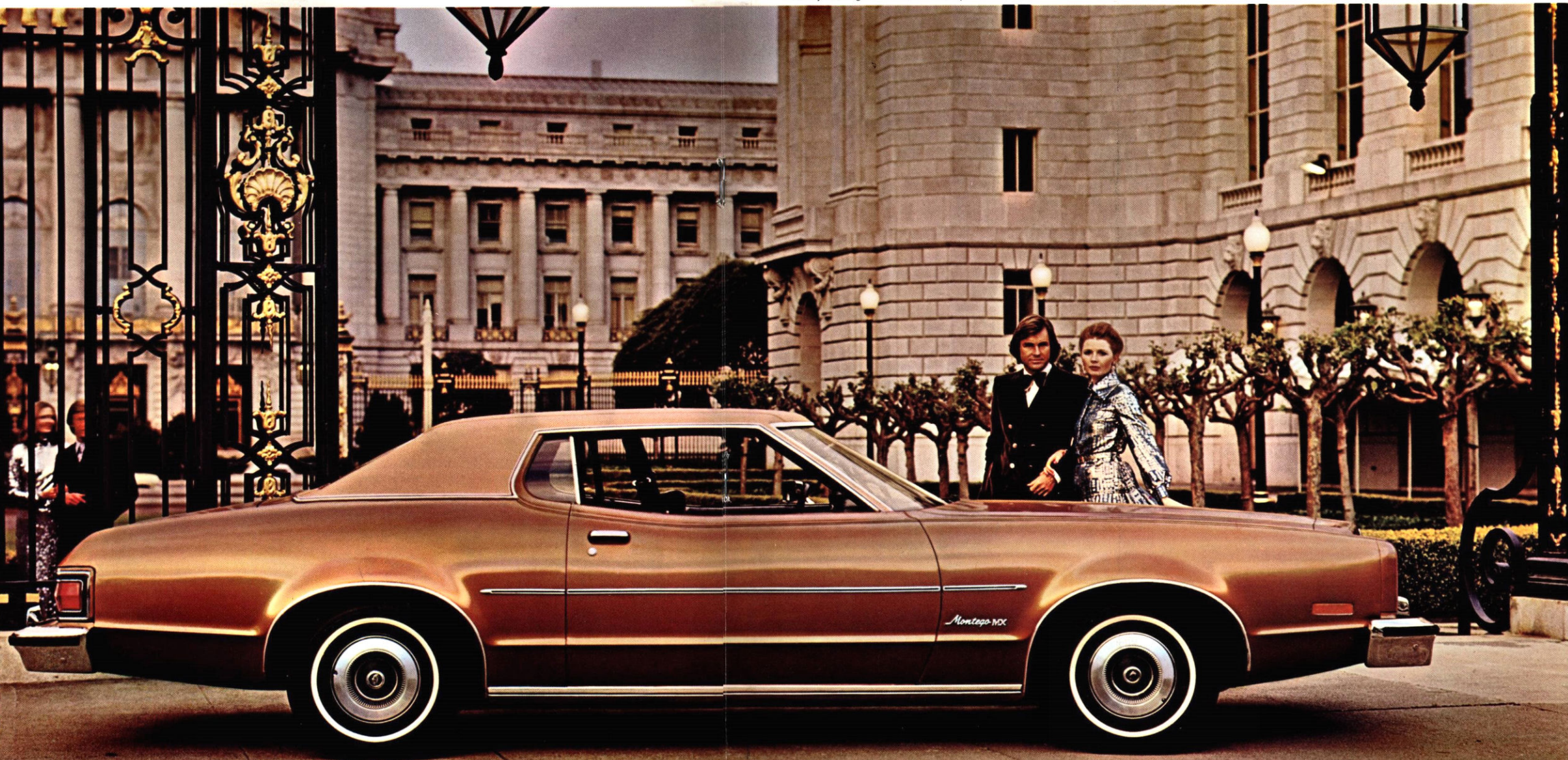
Standard features on the Mercury Montego MX: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Deluxe sound package • Dual headlamps • Rocker panel molding • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features, such as energy-absorbing instrument panel with padding for right and center front passengers, padded sun visors and positive reminder warning light and buzzer for all front seat passengers, energy-absorbing armrests and safety-designed door handles • Note: Other equipment shown is optional.

*351-2V V-8 engine and automatic transmission are required options in California

Mercury Montego MX 4-Door Pillared Hardtop



Mercury Montego MX 2-Door Hardtop



Mercury Montego and Sports Appearance Group

A good deal of Montego's ability in traffic and on the open road stems from its stance—one of the widest in its class. Beyond performance, Montego has great style! And if you want to add even sportier flair to your Montego, look into the Sports Appearance Group!



Last year we filmed wild horses from a moving 1973 Montego to show the smoothness and steadiness of its ride. An axle-mounted camera blurred the images, but shooting inside the car produced sharp, steady pictures—a most convincing demonstration.

Standard features on the Mercury Montego: 302-2V V-8 engine* • 3-speed manual transmission* • Front disc brakes • G78x14 BSW tires • Impact resistant bumpers • Front bumper guards • Dual headlamps • Locking steering column • Concealed windshield wipers • Inside hood release • Color-keyed deep loop carpeting • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional. **Optional Sports Appearance Group includes:** Performance instrumentation package including tachometer and temperature gauges • Sports hood • Dual racing mirrors • Black-painted hub caps with bright trim rings • Lower body paint/tape stripe • Wide-oval raised white letter tires • Blackout lower back panel • Leather-wrapped steering wheel.

*351-2V V-8 engine and automatic transmission are required options in California

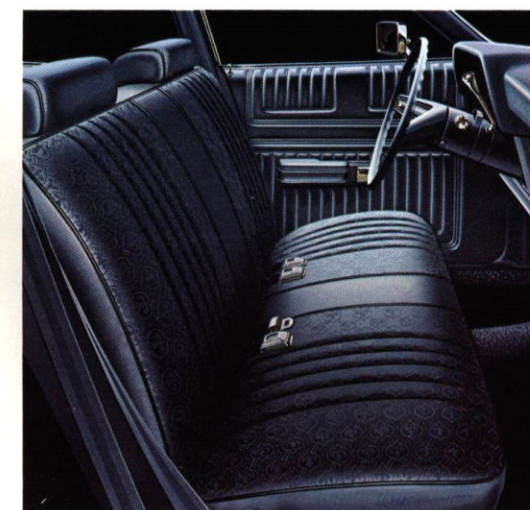


Mercury Montego 4-Door Pillared Hardtop





Mercury Montego MX interior (automatic transmission optional)



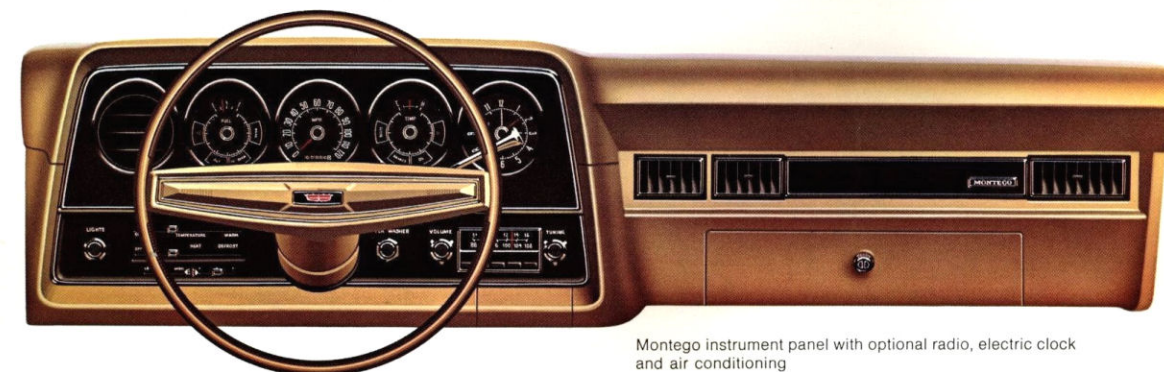
Mercury Montego interior (automatic transmission optional)

Mercury Montego MX and Montego Interiors

The larger illustration shows the extremely handsome Montego MX standard bench seat interior decor. It can be selected either in cloth-and-vinyl or all-vinyl. When ordered in cloth-and-vinyl, available colors are black, medium blue, medium green, tan, gold or saddle. In all-vinyl (2-door model only) you may also choose white. The smaller illustration shows the standard Montego interior in attractive cloth-and-vinyl. This same interior is also available in all-vinyl upholstery at no extra cost. The colors you may choose from are black, medium blue or tan. All Mercury Montego and Montego MX interiors include color-keyed deep loop carpeting and instrument panels.

ADDITIONAL MERCURY MONTEGO FACTS:

	4-Door	2-Door
Wheelbase	118.0"	114.0"
Overall length	219.5"	215.5"
Overall width	78.6"	78.6"
Overall height	53.6"	52.9"
Tread, front/rear	63.4"/63.5"	63.4"/63.5"
Luggage capacity, cu. ft.	16.5"	16.5"
Fuel tank capacity, gals.	26.5 approx.	26.5 approx.
Optional engines	351-2V V-8 351-CJ V-8 400-2V V-8 460-4V V-8	



Montego instrument panel with optional radio, electric clock and air conditioning

Mercury Cougar XR-7

Cougar for '74—totally new and totally unlike any Cougar anybody's ever seen before! Longer in its stride, and with a new wider stance to help give you a steady ride on steel-belted radials. This new Cougar possesses a long, sleek body noticeably roomier on the inside and more luxurious than ever. A fabulous leap upward . . . into a whole new class of car and comfort. A Cougar like nobody else's car. **Standard features on Mercury Cougar XR-7:** 351-2V V-8 engine • Select-Shift automatic transmission • Power front

disc brakes • HR78x14 steel-belted radials with specially tuned suspension system • Impact resistant bumpers • Front bumper guards • Dual headlamps • Seat belt interlock system • Locking steering column • Power steering • Performance instrumentation • Bucket seats and console or Twin Comfort Lounge Seats • Luxury steering wheel • Luxury-weight cut-pile carpeting • Inside hood release • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.



Mercury Cougar XR-7 Twin Comfort Lounge Seats with Sports Accent Trim

Cougar XR-7's measure of luxury deserves a lot of room. So XR-7 gives you more room for legs, hips and shoulders than ever before. More elegance, too, as you can see in these deep, plush Twin Comfort Lounge Seats with Sports Accent Trim.

Mercury Cougar XR-7 2-Door Hardtop



Mercury Cougar XR-7

In the mid-size personal luxury car field, our excitingly new Cougar XR-7 for '74 is a bold new breed! Still retaining European flair, it's a more spacious Cougar, wild but elegant . . . untamed but sophisticated—the only new car in the mid-size personal luxury class. There's new styling, inside and out.

The elegant new opera window is fabricated of crystal clear laminate and imbedded with a jewel-like miniature Cougar; it nicely sets off the Landau vinyl roof. Note, too, the stand-up hood ornament proclaiming this a most distinctive mem-

ber of the personal luxury class. Steel-belted radials, of course, standard; even the suspension is specially tuned to help provide an elegant ride. The tires are HR78x14 and should provide you thousands of extra miles over non-radials. Inside, among many fine details included for your driving ease and pleasure, are a three-spoke steering wheel with rim-activated horn blow feature and a full array of driving gauges including tachometer, clock and odometer all hooded and mounted in deeply padded vinyl. Definitely on the move and definitely up. Cougar XR-7!



Mercury Cougar XR-7 interior

Bigger, roomier than ever, and certainly luxurious in interior appointments. Cougar XR-7 lets you choose between Twin Comfort Lounge Seats or bucket seats with center console. Super-soft all-vinyl seats shown here.

Mercury Cougar XR-7 2-Door Hardtop





Standard Mercury Cougar XR-7 interior

Mercury Cougar XR-7 Interiors

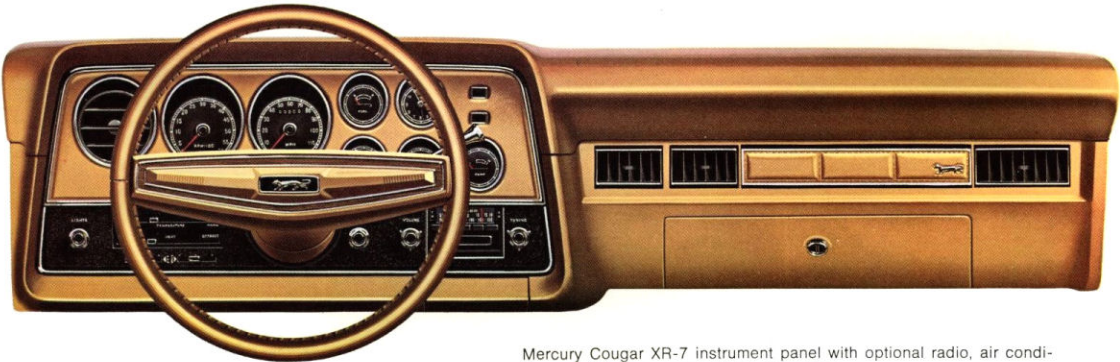
Shown above is the uniquely stylish Cougar XR-7 interior with contoured front bucket seats in super-soft all-vinyl. (You may select from black, white, medium green or tan. Sports Accent Trim of medium blue/silver blue, or saddle/tan are also available.) Bucket seats are offered in optional vinyl with leather seating surfaces. Available colors are black, tan and white. As part of the Sports Accent Trim you may also have your choice of either two-tone medium blue/silver blue or two-tone saddle/tan. The smaller illustration shows the Twin Comfort Lounge Seat interior, in standard super-soft all-vinyl available in medium blue/silver blue, in saddle/tan (both as part of the Sports Accent Trim) and in medium green, black, tan or white. Twin Comfort Lounge Seats in optional velour cloth-and-vinyl are

available in medium green and tan, and as part of the Sports Accent Trim, in medium blue/silver blue, or saddle/tan. For the ultimate in luxury, Twin Comfort Lounge Seats are offered in optional vinyl with leather seating surfaces, in the same colors as for all-vinyl.

ADDITIONAL MERCURY COUGAR FACTS:	
Wheelbase	114.0"
Overall length	215.5"
Overall width	78.5"
Overall height	52.5"
Tread, front/rear	63.4"/63.5"
Luggage capacity, cu. ft.	16.5
Fuel tank capacity, gals.	26.5 approx.
Optional engines	351-CJ V-8
	400-2V V-8
	460-4V V-8



Mercury Cougar XR-7 Twin Comfort Lounge interior with optional leather-wrapped steering wheel



Mercury Cougar XR-7 instrument panel with optional radio, air conditioner and leather-wrapped steering wheel

Mercury Comet with Custom Option

We took a little Cougar luxury and put it into our Mercury Comet with Custom Option. You can see a touch of the cat in the elegantly textured vinyl roof . . . in the standard steel-belted radials like the big cat . . . in color-keyed wheel covers with the custom look!



Standard features on the Mercury Comet with Custom Option: 200-1V "Six" engine • Fully synchronized 3-speed manual transmission • DR78x14 WSW radial

ply tires • Dual body paint stripe (rear fender striping no longer available) • Color-keyed wheel covers • Locking steering column • Blend-Air heater with 3-speed blower • Full-length body side molding • Impact resistant bumpers • Front and rear bumper guards • Leather-wrapped steering wheel • Reclining front bucket seats • Cut-pile carpeting • Odense grain vinyl roof • Remote control left-hand mirror • High-level sound insulation • Day/night rearview mirror • Dual beam dome lamp • Glove box light • Deluxe color-keyed seat belts • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Mercury Comet 4-Door Sedan with Custom Option



Mercury Comet 2-Door Sedan with Custom Option



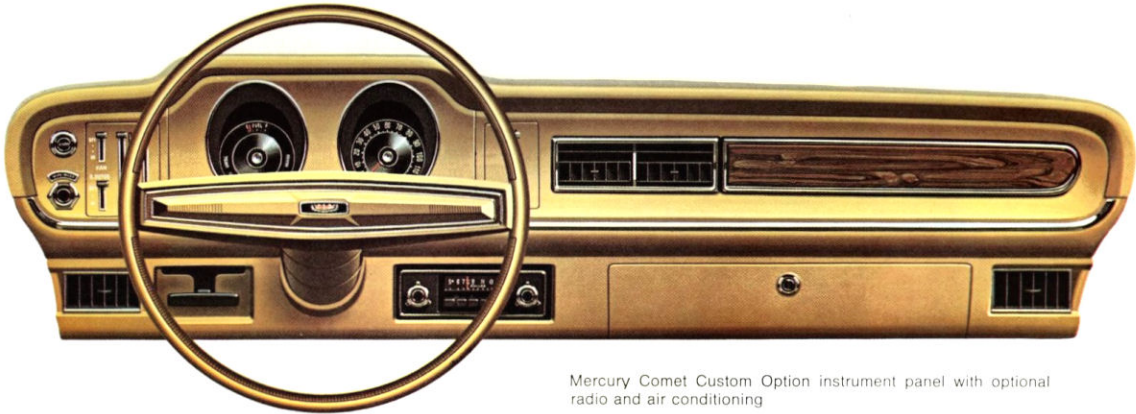


Mercury Comet Custom interior (floor shift and automatic transmission optional)

Mercury Comet Interiors

As you can see, there's more than a touch of the cat in this luxurious Comet Custom Option. Thick cut-pile carpeting throughout, and overhead rich vinyl sheathes sun visors and headlining. Leather-wrapped steering wheel and reclining bucket seats. Super-soft expanded vinyl covers the

European-influenced bucket seats and even the door panels. There are rich tones of woodgrain vinyl along the instrument panel. The feeling of European luxury . . . and more than a touch of the cat. Available colors are tan or silver blue.



Mercury Comet Custom Option instrument panel with optional radio and air conditioning

Mercury Comet and Comet GT

This is the tough little car that built a name for durability. Built of the same type high-quality steel as our biggest Mercurys. Solid unibody; sturdy steel side beams in the doors. Big-car ideas, big-car stamina—but priced right down with the little imports. The Comet GT model adds sporty touches uniquely its own.

Standard features on the Mercury Comet: 200-1V "Six" engine • Fully synchronized 3-speed manual transmission • Seat belt interlock system • 6.45x14 BSW tires on 2-door; C78x14 on 4-door models • Blend-Air heater with 3-speed blower • 2-speed windshield wipers • Windshield washers

• Deluxe 2-spoke steering wheel • Impact resistant steering column and steering wheel • Impact resistant bumpers with front bumper guards • Locking steering column • Cigar lighter • Ford Motor Company Lifeguard Design Safety Features • Note: Other equipment shown is optional.

Exclusive added features on Mercury Comet GT shown right: Color-keyed hood scoop (non-functional) • Dual racing mirrors • Black hub caps with bright trim rings • Black-out hood front • Blackout lower back panel • Hi-Back bucket seats • Deluxe sound insulation package • Leather-wrapped steering wheel • Luxury-weight cut-pile carpeting.



Mercury Comet GT 2-Door Sedan

Mercury Comet 4-Door Sedan





Mercury Comet Deluxe Interior (Automatic Transmission Optional)



Mercury Comet GT Interior (Automatic Transmission Optional)



Mercury Comet Interior (Automatic Transmission Optional)

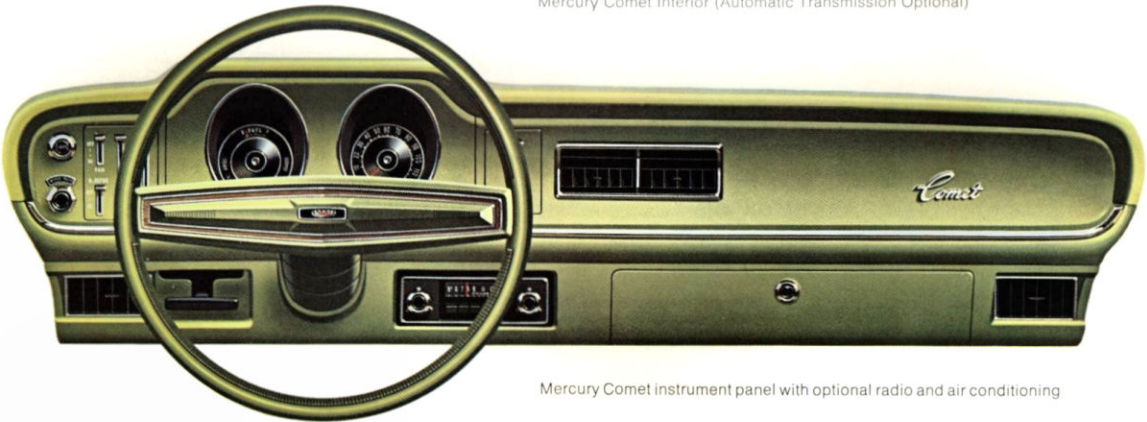
Mercury Comet Interiors

Shown above is the Comet Deluxe Trim option interior with bench seat in cloth-and-vinyl, also available in super-soft all-vinyl in black, medium blue, avocado and tan. Also available in 2-Door Sedan only in orange vinyl. Carpeting is cut-pile. Deluxe sound insulation package and burloom luggage compartment mat included. Shown right is the optional Comet interior (standard on GT) with Hi-Back bucket seats, available in 2-Door Sedan only. You may choose this interior in super-soft all-vinyl, in black, avocado or tan (orange also available on GT). A deluxe sound insulation package and luxury-weight cut-pile carpeting add further to your riding comfort. Shown lower right is the Comet standard bench seat in-

terior in striped cloth-and-vinyl, available in black, medium blue, avocado or tan. Tooled vinyl, at extra cost, is also available in the same colors with the addition of orange (in 2-Door Sedan only).

ADDITIONAL MERCURY COMET FACTS:

	4-Door	2-Door
Wheelbase	109.9"	103.0"
Overall length	196.9"	190.0"
Overall width	70.5"	70.5"
Overall height	52.8"	53.0"
Tread, front/rear	56.5"/56.5"	56.5"/56.5"
Luggage capacity, cu. ft.	12.8	11.3
Fuel tank capacity, gals.	15.0 approx.	15.0 approx.
Optional engines	250-1V "Six"	302-2V V-8



Mercury Comet instrument panel with optional radio and air conditioning



MERCURY FOR 1974:

Built for easy care
and to put your safety first!

Every 1974 Mercury offers a number of low-maintenance advantages to save you time and money and to make your car durable, reliable and easy to service. For example, Mercurys feature Solid State ignition standard on all 400- and 460-cu. in. V-8 equipped models. Among its advantages over conventional ignition systems are 1) fuel savings and added battery life due to quicker engine starts; 2) time and money savings through elimination of breaker points; 3) virtually maintenance-free, saving you time and money and reducing hydrocarbon emissions as a result of improved starting performance. You can drive your Mercury 36,000 miles or 36 months, whichever occurs first, before radiator coolant change and chassis lubrication are required. You can drive 24,000 miles between brake lining inspections. After the first 6,000 miles there is no scheduled requirement to replace the fuel filter on your Mercury. There is no scheduled requirement to rotate the tires. Mercury's brakes are self-adjusting, chassis joints are sealed and a number of operating fluids are designed to last the life of your car. In numerous similar ways, your 1974 Mercury will

prove to be saving and carefree. If you use leaded fuel you can expect reduced scheduled maintenance costs of from 19% to 26%, compared to costs for 1973 models. This is based on an estimate of national average costs for 50,000 miles of normal driving.

Your 1974 is designed not only to meet national safety standards but also to meet the highest standards in driver and passenger comfort and convenience. We believe you will find our new seat belt interlock system, shown at left, an improvement over anything you've used before. It is meant to protect you from the moment you start your car while at the same time offering you freedom of movement and maximum comfort as you ride, once you've buckled up. Other protective features are improved impact-resistant front and rear bumper systems, and roof structures revised to enhance passenger protection. Ford Motor Company and Lincoln-Mercury Division have been engaged in safety research for over a quarter century and were among the first to offer safety component packages. We think you will note this continuing concern for your safety in Mercury for 1974.



1. Illuminated visor vanity mirror



2. Tilt steering wheel



3. Opera window



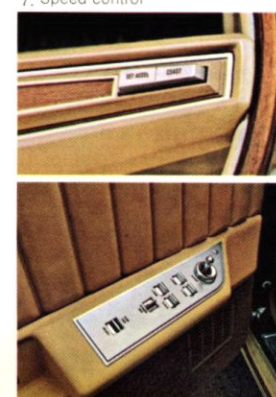
4. Sunroof



5. Rear window defroster



6. Mini-vent window



7. Power window control



8. Remote control mirror; digital clock; AM/FM multiplex radio with stereo tape

Options For 1974 Mercurys

Although every Mercury for 1974 boasts a long list of standard features, you may want to customize your new car with select options for added comfort, appearance, convenience or performance. Whether you want air conditioning or a complete stereo tape music system, power seats or an electric rear window defroster, Mercury makes the choice yours. On the following pages you will find a complete check list which will help you know which options are available for the model you have in mind. And remember, whatever options you choose, you will find the extra cost surprisingly reasonable, the extra comfort and convenience pleasantly high. Options are a nice way of adding your own personal touch! A few examples are shown here as thought-starters for your consideration.

1. Your passengers on the distaff side will especially appreciate the optional illuminated visor vanity mirror.
2. Tilt steering wheel tilts up for easy entry; ad-

justs to nine positions for driving comfort.

3. Opera window (shown on the Montego) adds high prestige and handsome distinction.
4. Sunroof option adds the fun and flair of an open car when you want sun and air. Power-operated.
5. Rear window defroster is electrically heated to keep your rearview visibility at its peak free from mist and snow in bad weather.
6. Mini-vent window is a power-operated convenience to afford partial draft-free ventilation as you drive.
7. Control Panel houses finger switches for operation of power windows individually or as a group. Also shown is optional Speed Control, especially useful on long trips.
8. Shown are right-hand remote control mirror, digital clock and AM/FM multiplex radio with stereo tape; extremely desirable options.

Ford Motor Company Lifeguard Design Safety Features you will find on every 1974 Mercury:

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Impact-resistant front and rear bumper systems
- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Energy-absorbing instrument panel with padding for right and center front passenger
- Padded sun visors
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Head restraints or high-back seats for front outboard occupants
- Safety glove-box latch
- Inside yieldaway rear-view mirror
- Impact-absorbing laminated safety glass windshield
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Backup lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed or variable-speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Locking steering column with warning buzzer
- Non-reversing odometer

1. Includes higher rate springs and heavy-duty shock absorbers. On Cougar, also includes rear stabilizer bar.
2. Mandatory on 351-, 400- and 460-cu. in. engines.
3. Not available with Class III trailer towing package. Includes air/hydraulic rear springs, air pump and automatic controls.
4. Available with 460-cu. in. engine only.
5. Includes left-hand remote control mirror.
6. Available only on 4-door models with tinted glass. Requires power side windows.
7. Lock Convenience Group: includes power door locks, trunk lid release, automatic seat back release (2-door models only) and left-hand remote control mirror (std. on Marquis Brougham).
8. Included in Convenience Group.
9. Available only with 351-2V, 400-2V and 460-4V engines and automatic transmission.
10. Includes two door-mounted and two rear package tray-mounted speakers.
11. Included in the Comet Convenience Group.
12. Optional with AM radio.
13. Tinted rear window standard. Includes 61-amp. alternator on Montego; all others 70-amp. alternator.
14. Tinted glass recommended.
15. Included with Grand Marquis Trim Option.
16. Requires optional vinyl roof except on Marquis Brougham.
17. Includes deluxe wheel covers, wheel lip moldings, rocker panel moldings and deluxe 2-spoke steering wheel.
18. Includes carpeting, spare tire cover and side lining board.
19. Right hand not remote on Comet or Comet GT.
20. N/A with 6.45 x 14 tires or Custom Trim Option.
21. Available on Monterey only with Decor Group Option.
22. Available on 2-door models only. Not available with Embassy vinyl roof.
23. Standard on Comet with Custom Option.
24. Mandatory with 351-cu. in. engines and above and with 302-cu. in. engine with air conditioning.
25. Included as part of Lock Convenience Group only.
26. Landau roof is standard on Cougar XR-7.
27. Available on 2-door hardtops only; includes sporty hood, dual racing mirrors, wide-oval tires, leather-wrapped steering wheel, performance instrumentation.
28. Includes front floor mats (front and rear on Marquis Brougham, Marquis, Monterey Custom and Monterey), door edge guards, spare tire lock, license plate frames and hood lock (Marquis Brougham, Marquis, Monterey Custom and Monterey only).
29. Available on 2-door models only. N/A with opera window.
30. No extra cost.
31. Includes rear bumper guards with rubber inserts and horizontal rub strips on front and rear bumpers.
32. Includes rear door courtesy light switches (std. Marquis and Marquis Brougham), under-hood light, luggage compartment light, right-hand remote control mirror, instrument panel courtesy light (std. Marquis Brougham), dome/dual beam map light and visor-mounted vanity mirror (std. Marquis Brougham).
33. Includes dual beam dome reading lamp, under-hood lamp, ashtray lamp, luggage compartment lamp, glove box lamp, under-instrument panel lights, headlamp-on warning buzzer, parking brake warning light, illuminated headlamp switch dial.
34. Includes headlamp-on warning buzzer, instrument panel courtesy light, glove box light, ashtray light, luggage compartment light, dome/map light and illuminated headlamp switch control.
35. Includes deluxe color-keyed seat belts, automatic seat back release (2-door models only, not available on Comet), left-hand bright remote control mirror, right-hand visor vanity mirror, day/night rearview mirror.
36. Available only when Class II or III trailer towing package is ordered.
37. Requires automatic transmission.
38. Requires column shift.
39. Available on Comet with Custom Option.
40. Requires rocker panel molding.

OPTIONS FOR 1974 MERCURYS

	Marquis Brougham	Marquis	Monterey Custom	Monterey	Montego MX Brougham	Montego MX	Montego	Cougar XR-7	Comet GT	Comet
PERFORMANCE-RELATED										
Select-Shift Automatic Transmission	Std	Std	Std	Std	X(2)	X(2)	X(2)	Std	X	X
Steel-Belted Radial Tires	Std	Std	Std	Std	X	X	X	Std	X	X(23)
Traction-Lok Differential	X	X	X	X	X	X	X	X	N/A	N/A
Cross Country Suspension (1)	X	X	X	X	X	X	X	X	X	X
Power Brakes (disc front/drum rear)	Std	Std	Std	Std	X(2)	X(2)	X(2)	Std	N/A	N/A
Heavy-Duty Battery	Std	Std	X	X	X	X	X	X	X	X
Load Equalizer Trailer Hitch Platform (36)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Load Adjusters, Automatic (3)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Sure-Track Brakes (4)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Trailer Towing Package	X	X	X	X	X	X	X	X	N/A	N/A
COMFORT & CONVENIENCE										
Anti-Theft Alarm System	X	X	X	X	X	X	X	X	N/A	N/A
Power Side Windows	Std	X(5)	X(5)	X(5)	X	X	X	X	N/A	N/A
Power Vent Windows (6)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Lock Convenience Group (7)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Tilt Steering Wheel	X	X	X	X	X(37)	X(37)	X(37)(38)	X(37)	N/A	N/A
Speed Control	X	X	X	X	X(9)	X(9)	X(9)(38)	X(9)	N/A	N/A
Radio, AM	X	X	X	X	X	X	X	X	X	X
Radio, AM/FM/MPX (10)	X	X	X	X	X	X	X	X	X	X
Radio, AM/FM/MPX with Stereo Tape (10)	X	X	X	X	X	X	X	X	N/A	N/A
Dual Rear Speakers (12)	X	X	X	X	X	X	X	X	N/A	N/A
Rear Window Defroster, Electric (13)	X	X	X	X	X	X	X	X	N/A	N/A
Air Conditioner, Automatic Temperature Control (14)	X	X	X	X	X	X	X	X	N/A	N/A
Air Conditioner, Manual (14)	X	X	X	X	X	X	X	X	X	X
Clock, Electric	Std	Std	X	X	X	X	X	Std	N/A	N/A
Clock, Digital (15)	X	X	X	X	N/A	N/A	N/A	N/A	N/A	N/A
Seat Belts, Deluxe	X	X	X	X	X(8)	X(8)	X(8)	X(8)	X	X
Sunroof, Power-Operated	X(16)	X(16)	X(16)	X(16)	N/A	N/A	N/A	X	N/A	N/A
Tinted Glass, Complete	X	X	X	X	X	X	X	X	X	X
Visor Vanity Mirror, Illuminated	X	X	X	X	X	X	X	X	N/A	N/A
Cornering Lamps	X	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Remote Control Mirror, L.H.	Std	X	X	X	X	X	X	X	X	X(11)
Interval Windshield Wipers	X	X	X	X	X	X	X	X	N/A	N/A
Visibility Light Group	X(32)	X(32)	X(32)	X(32)	X(33)	X(33)	X(33)	X(34)	N/A	N/A
Convenience Group (35)	N/A	N/A	N/A	N/A	X	X	X	X	X	X
Door Locks, Power	X(25)	X(25)	X(25)	X(25)	X	X	X	X	N/A	N/A
Power Steering	Std	Std	Std	Std	X(24)	X(24)	X(24)	Std	X	X
Leather-Wrapped Steering Wheel	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X	Std	X(39)
Power Seats	X	X	X	X	X	X	X	X	N/A	N/A
APPEARANCE & PROTECTION										
Appearance Protection Group (28)	X	X	X	X	X	X	X	X	X	X
Bumper Protection Group (31)	X	X	X	X	X	X	X	X	X	X
Decor Group	N/A	N/A	N/A	X(17)	N/A	N/A	N/A	N/A	N/A	N/A
Fender Skirts	Std	Std	X(40)	X	N/A	N/A	N/A	N/A	N/A	N/A
Rocker Panel Molding	Std	Std	X	X(21)	Std	Std	N/A	N/A	N/A	Std
Protective Body-side Molding	X	X	X	X	X	X	X	X	X	X
Vinyl Roof, Conventional	N/A	N/A	X	X	X	X	X	X(26)	X	X
Vinyl Roof, "Halo"	Std	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Embassy Roof	N/A	N/A	N/A	N/A	X(29)	X(29)	X(29)	N/A	N/A	N/A
Opera Window	N/A	N/A	N/A	N/A	X(22)	X(22)	X(22)	Std	N/A	N/A
Glamour Paint	X	X	X	X	X	X	X	X	X	X
Tu-Tone Paint	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X	X
Sports Appearance Group	N/A	N/A	N/A	N/A	N/A	X(27)	X(27)	N/A	N/A	N/A
Luggage Compartment Trim Option (18)	X	X	X	X	X	X	X	X	N/A	N/A
Wheel Covers, Deluxe	N/A	Std	Std	X	X	X	X	Std	X	X
Wheel Covers, Luxury	X	X	X	X	X	X	X	N/A	N/A	N/A
Wheel Covers, Base	N/A	N/A	N/A	N/A	Std	X	X	N/A	N/A	N/A
Hub Caps and Trim Rings	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X(30)	Std	N/A
Wheel Covers, Sporty	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X	N/A	N/A
Wheels, Forged Aluminum	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X(20)	X(20)
Wheels, Styled Steel	N/A	N/A	N/A	N/A	X	X	X	X	N/A	N/A
Dual Racing Mirrors (Remote control)	N/A	N/A	N/A	N/A	N/A	X	X	X	X(19)	X(19)

X=Optional Std=Standard N/A=Not Available

A Better Idea for Safety: Buckle Up.

All 1974 cars must meet federal emissions standards before sale. 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 incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options.



MERCURY

LINCOLN-MERCURY DIVISION

