



MMOCC Newsletter –

JULY 2022

*Mid Mo Old Car Club
PO Box 1594,
Jefferson City, MO 65102*

WHAT'S IN A NAME?

The **Lincoln-Mercury** big cat appeared in TV commercials from 1973 to 1981. Chauncey, who was owned by two California professional animal trainers, was the car's official mascot although other cougars sometimes appeared in the television commercials.



Chauncey the Cougar became the spokescat for all Lincoln-Mercury dealer products, not just the Mercury Cougar. The Cougar was so recognizable in advertisements that the Lincoln-Mercury slogan became "At The Sign Of The Cat". The Cougars from the advertising campaign would tour the country and visit dealers to promote Lincoln-Mercury.

History Of The Mercury Cougar

The name was already in the family. It was one of the finalists when the eventual winner, Mustang, was chosen for Ford's ponycar a few years earlier. The name "Cougar" sends a strong message of sleek style and easy gliding, but the powers went another direction in 1964 for Mustang, opting for the speed through the prairie feel. In retrospect, this allowed for a perfect fit for the next time a need for a name came up. The decision to develop a car in the Mercury product line gave the innovators a chance to improve upon a proven concept. The car-buying public bought Mustangs in record

numbers. Now, the company was looking to up the ante with a similar-sized car (as far as perception) with more emphasis on style and comfort. The end result also sold far more than expected.

In reality, the Cougar began well before the Mustang. Known as "T-7," the project to develop this car languished until Ford's Pony bolted out of the gate. Now, with renewed enthusiasm, engineers went to work on T-7. And since no one was using the Cougar name, it was attached to this project. Like the Mustang, the Cougar design came as a result of several teams working independently to come up with the plan.

The design was finalized in early 1965 as a "man's car that a Mustang owner could step up to." Ford believed there needed to be a step between the Mustang and Thunderbird. That part about it being a "man's car" will be addressed later.

The cat was let out of the bag in early 1966. Publicity campaigns started letting the world know of Mercury's plans and the name of the car before the first model was available for sale. The hype leading up to the showroom debut late in 1966 was a multi-pronged effort to fan the fires of the smaller-car buyer.

The world finally got to see the car after media previews in California and the Bahamas. The buying frenzy had begun with strong sales from the first transaction in late 1966. Optimistic projections targeted Cougar sales at 85,000. It was nowhere near the Mustang launch figures, but it was still a heady task to put up that kind of number on an initial offering. When the response started to take shape, production facilities realized this figure was too low. When it was over for the first model year, the car had sold in excess of 150,000 and positioned itself in a respectable position among new ventures.

The Cougar's drawing card was its looks. The Mustang had been on the scene for a few years, selling well. Because the Mustang was considered the root of the idea, there was plenty about the Mustang beneath the Cougar, but the buyers were seeing from the outside in. In its preview of the new Cougar, Motor Trend (Aug. '66) labeled the cat "Certainly one of the prettier cars of the coming year." In its buyers' guide later in the year (November), Motor Trend also acknowledged, "And while it shares a great deal with the wildly successful Mustang, the Cougar has its own aura and personality, so it isn't just a repeat of the car that started the whole rage." That same magazine selected the Cougar as "Car of the Year" for 1967 for good reason.

This was the image the designers had been looking for. In the first marketing campaigns, the Cougar was called "Untamed Elegance," sending the message that strikes a responsive chord that this car is different. Those differences were stunning and remain an integral part of automotive history to this day.

From the unveiling of the car until today, one of the most distinguishing features of the earlier-model Cougars is the "hideaway" headlights. Run on a vacuum-actuating operation, the headlights tuck away to yield a continuation of the grille, itself a strong style point. This unique treatment helped blend the style throughout the whole car, taking a necessary evil (headlights) and making it part of the design concept.

Another element of the early Cougar that drew rave reviews was the use of the sequential turn signals in the taillights. It's something often imitated, but never duplicated, at least with the success of the Cougar. The floating banks of vertical bars at the rear blended perfectly with the grillework at the front, giving the car an aesthetic balance.

In general, the Cougar's overall styling allowed the Mercury line to establish its own niche. The car was clearly not a Mustang. It was a few inches longer, had a bigger wheelbase, and was packed full of the types of goodies the upscale buyer would be seeking. In fact, one of the drawing cards happened to be the number of items found optional on other cars that came standard on Cougar. The 3-inch-longer wheelbase translated into rear-seat legroom. The suspension and ride received rave reviews in testing, even under trying conditions.

The '67 models utilized the popular 289 V-8 engine, offered in three versions (including a low-compression export), and the 390 Marauder big-block. The engine choices were even better when the '68 models were introduced, with the bulk of the production done with 302 engines beneath the bonnet. For the first time, Cougars were available with 427ci and 428 Cobra Jet engines, though the production number of each was small. The 351 Windsor came into the mix in 1969. The following year saw both Cleveland and Windsor versions of the 351 available in a Cougar.

It's clear there was an emphasis on performance in addition to style with the more powerful engines finding a home in the platform. While this may be running parallel to the upgrades in Mustang engines, there is one element Cougar fans point to with pride. In 1968, you could get a 427 in a Cougar, but not a Mustang.

At the start, Cougar owners preferred the automatic transmission, with nearly 80 percent of the cars manufactured with an automatic.

At first, Mercury offered only two basic body styles. More than 80 percent of the cars made in the first year were standard coupes (hardtops).

In very early '67, the XR-7 ("XR" stands for "Experimental Racing" and the 7 may have come from the original T-7 designation of the project) was added and proved to be a popular choice. In 1969, the standard convertible and XR-7 convertible were added to the array, and buyers snatched up the drop-tops while they were still in style. By 1972, Mercury was making more of the XR-7 convertibles than the standard, but production

numbers had started to wane. The XR-7 convertible numbers, as well as overall production numbers, picked up in 1973.

While the Cougars of the first generation attracted so much attention, subsequent models have developed their own backers. The car took on a different look to closely emulate its Ford siblings. By the mid-'80s, the Cougar had become a carbon copy of the Thunderbird (interesting when you remember the car was developed as a bridge to the T-bird).

As the years hurtled toward the 21st century, Cougar searched for its own identity in a world of cookie-cutter domestic cars. Mercury continued to build the car until a decision about a year ago to terminate the brand, one of four product lines ousted from the Ford family. It's become a sad end to an American icon, arguably the car that bolstered the Mercury line into prominence among a competitive automotive society. The Mercury line was once seen in the shadow of Ford, but the Cougar changed all that. The popularity of the car allowed Mercury to position itself as a player. The success of the Cougar led to the idea of quality "at the Sign of the Cat," utilizing a snarling cougar perched atop a Lincoln Mercury sign. It was the success of the Cougar that allowed the company to claim "Lincoln Mercury leads the way." The slogan "Try Cougar and see how great a winner can be" urged buyers to consider the car and check out the luxury offerings available at the Mercury showroom, at times keeping them from the Ford dealer down the street.

Yes, Cougar history is one that is filled with plenty of areas of automotive pride. In preparation for a look at the 35 years of Cougar, we sought opinions from different members of present-day Cougar Clubs regarding these cars. These opinions were given in an online survey of Cougar owners who are directly connected to the product and well-suited to understanding the nuances that complete this car.

CATS ON THE PROWL

They were noted for their style and luxury as far as the sales approach went, but there was always the idea that a Cougar would make a fine race car. There is no better proof than the Group II racing campaign (also known as Trans-Am racing) of the Sports Car Club of America in 1967. Mercury put the Cougar to the test, going head-to-head with Mustangs, Barracudas, and Darts. This newcomer (another newcomer, Camaro, was entered as well) proved more than adequate. Cougar started in the front row in the first event at Daytona, which set the stage for the rest of the year. The car's first win came in Texas, and Peter Revson subbed to make it two in a row with a Lime Rock victory. Going into the season finale, the record book showed four wins for the Mustang and four wins for the Cougar, definitely a surprise to the Ford camp. Parnelli Jones' Cougar experienced some pit-stop misfortune and Ford ended up winning the title by a mere two points. It was a defeat that sits hard with Cougar fans even to this day. The car did not compete in subsequent sanctioned road-course racing.

The twists and turns weren't the only places where Cougar racing was evident. Dyno Don Nicholson and Fast Eddie Schartman, among others, piloted Cougars to many drag race wins.

While not on the major league level, Cougars have been put to work on oval tracks as well. Mark Myers of Wheatfield, Indiana, shared the story of his Cougar oval track car. "The picture of the car is from 1980. I used to run the car at Rensselaer Raceway (no longer in operation) and Broadway Speedway (now Crown Point Speedway), both in northwest Indiana. A guy who had been running a '68 Cougar with a Boss 302 engine was whipping the Chevys pretty good. When I hurt my Mustang pretty bad, I had already been hooked on the Cougar, so I knew what my next car would be."

POST-'73

While much of the attention is given to classic Cougars of the 1967-1973 era, the car continued to occupy a place on American highways with new models each year. As is the case with every long-running marque, there are some periods that are less positive than others.

A complete history of the Cougar from 1967 to the present is found at www.coolcats.net. This site is primarily devoted to '83-'88 models, but does utilize cyberspace to inform interested readers about changes in the cat's evolution. The following information was obtained from that source. (Thanks to Eric Dess for permission and great insight.)

- * '74-'76--Low on power, using LTD II/Montego platform and virtual clones to these cars
- * '77-'79--Thunderbird chassis. Realize best sales year (213,000) in 1978
- * '80-'82--Fox chassis, starting to lose some identity. Offered with four-cylinder engine and V-6
- * '83-'86--Fox chassis, but gaining back styling cues. XR-7 offered with turbocharger
- * '87-'88--Encompassed 20th anniversary and special cars were sold before they were made
- * '89-'90--Car was stretched and suspension was improved. Unfortunately, no V-8 engine
- * '91-'92--H.O. 5.0 engine now available. The controversial 25th anniversary edition released

OK O.K.'s 3rd Annual Casing round-up! To meet the demand for our popular trailmaster winter-tread, we need your old casings! We're going overboard on deals to get 'em!

America's Greatest Budget Tire
Dayton Flyer

Size	Black Wall	USE YOUR CREDIT
750x14	13.85	White Walls Only \$2.50 More Regular Width or New 1961 1" Size
800x14	16.95	
Tube Type		
6.70x15	\$11.95	
7.10x15	\$14.43	
7.60x15	\$16.88	

All Prices Plus Tax and Old Tire Off Your Car

TIRE BUY OF THE YEAR!
Dayton Thorobred

\$16⁸⁸

SIZE	BLACK*	WHITE*
TUBELESS		
7.50x14	\$16.88	\$18.95
8.00x14	\$17.95	\$20.95
6.00x13	\$13.95	\$15.95
6.50x13	\$14.95	\$16.95

*All prices plus tax and old tire off your car.

It's been a long time since you've seen a better tire value than this Fall special. The Dayton Thorobred is meant for those wanting premium tire features—at a special low price. Take a look! All nylon for premium strength. A big, full-size carcass and wide, massive tread for long, safe mileage. We decided to give you another big reason for driving in during our CASING ROUNDUP. So stop by soon.

WHEEL ALIGNMENT
\$5⁹⁵
Most Cars

OK Rubber Welders
 BUDGET TERMS
 Hwy. 50 West

BRAKE ADJUSTMENT
99^c

THEY GOTTA GO! YOU GOTTA SAVE!!!

★ You can't miss cause we've got to move out all the 62's!
 ★ Pick the car you want — and see how much hard cash you'll save now!

★ COMETS, METEORS and MONTEREYS — they've all gotta go — so we're cutting prices all the way down the line! C'mon in!

COMET


METEOR


MONTEREY


PADEN MOTOR COMPANY
 1011 W. Dunklin Jefferson City

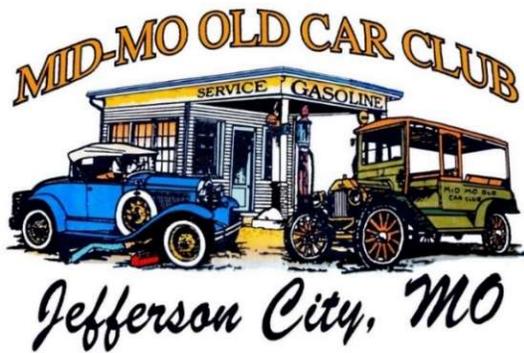
 **Carter Kemna**
6 hrs ·

I buy all old broken down 4 wheelers, 3 wheelers, dirtbikes, etc... preferably non running/driving ... if you've got anything like that sitting and want it gone I'll be there with cash. (573-691-3668) thanks!



June 14, 1922 – The Osage River Bridge connecting Cole and Osage Counties at Huber's Ferry, Lisletown, was dedicated. The bridge about 12 miles east of Jefferson City on the route that became US 50 included a 100 foot span that was lifted vertically to allow boats to pass. The bridge was replaced in 1960 and then demolished.





Officers:

- President Tim Petty
- Vice President Dennis Smith
- Secretary Lyle Rosburg
- Newsletter Editor / Creator – VACANT.
- Treasurer Larry Rhea
- Historian Ron Bandelier
- Car Show Chairs Tom and Karen Winters
- Immediate Past President Lyle Rosburg

RESTORATION TIPS

Part 36: Pin Striping

Part 35 of this series "VCCA Members Visit NB Phase & Co." was in the February 2022 G&D
 By Dave Sylvain, VCCA #13153, Andover, Connecticut

MANY PRE-WWII CARS WERE DELIVERED NEW

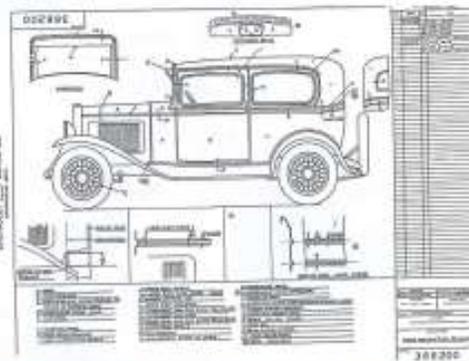
from the manufacturer with painted-on pin striping. These very thin lines were usually done on or near body moldings and were intended to highlight the lines and/or compliment the color of the car. Often, pin stripe colors were the same as the color of the wheels.

The people employed by the factory to apply these stripes were true artists, who painted lines by hand that were only 1/16" to 1/32" wide. They used special brushes made to hold a large amount of paint. Since they didn't want to have to stop in the middle of a line to load their brush with more paint, that was important.

These photos show pin striping being painted onto a 1935 Chevrolet roadster by Larry Hook, an artist from Rhode Island. He is considered by many to be the finest pin striper on the East Coast and has been known to write his name into a 1/16" wide pin stripe and not have it be obvious without magnification! Larry paints the lines free-hand, unlike some who use pin-striping tape and then spray paint over it to achieve the pin stripe lines. If you're interested in having him stripe your car, his shop is in Cumberland, RI and his phone number is 401-726-2756.

When doing concours-quality restorations of early cars, be sure to research whether or not your car came with pin striping. If it did, determine the correct color, width and pattern. Fortunately for us Chevy lovers, The Filling Station has made available copies of the original factory Paint Instruction Drawings for many Chevrolet years and models.

If anyone has specific needs or questions, please email me at d.sylvain@comcast.net.



Here's a copy of the original Paint Instruction Drawing for a 1931 Chevrolet Coach. It has not only the color schemes, but also on the width and location of all pin stripes. Most importantly, it shows how and where the pin stripe lines start and stop. These drawings are available from The Filling Station (www.FillingStation.com) for many years and models of Chevrolet.



Larry Hook is beginning to pin stripe this 1935 roadster. He first runs a tape line, pulling it straight across the full length of the body. This line is used to guide his hand as he moves his brush along the body molding. Note the newspaper on the table in the foreground. He uses it as a palette to custom-mix paint to match the medium cream wheels.



These close-up photos show how he uses the green masking tape to assure that he's painting a nearly perfectly straight line across the entire length of the car and across the hood/lowers. Also note the brush he's using, it holds a lot of paint; it's one of his favorites!



Note how he has ended the lines at the edge of the door. Details like this show conclusively that the pin stripe was hand-painted, as done by the factory.



Now that one side is done, he's now concentrating on the other side. He's totally focused on his task and is very meticulous in his work. He also loves doing it!



On this particular model the hood/lowers were also striped right near the edge. Note also how the upper-body molding line curves down to meet the lower line at the front of the hood. Without the factory Paint Instruction Drawing, we'd never know for sure if this was the correct pattern.



Here's what the finished pin striping looks like. Note how it compliments the lines of the car in a subtle way, without being overpowering.



Here's how the factory Paint Instruction Drawing shows the lines ending at the back of the body. These drawings are an invaluable reference when doing an authentic,

concourse-quality restoration. Note also that the taillights have not been installed yet. Pin strippers appreciate anything you can do to make their job easier.



Metal tire covers were pin striped also. Larry prefers to spin anything around that needs to be pin striped, like wheels. That wasn't possible in the case of this tire cover, so he had to use the raised circular molding as a guide. That made it much more difficult, but he still managed to do an excellent job.



MMOCC SHIRTS:

We have T-shirts in gray and white, collared polo-type shirts, and a humorous T-shirt addition. If your shirt looks dingy, time to upgrade! Shirts available at future meetings and events. \$20 for collared shirts. \$15 for t-shirts. \$10 for hats. Contact JIM MARTIN at 573-864-4048.



KUSTUM SIGNS, LLC

We get "U" seen!

www.kustumsigns.com
service@kustumsigns.com
573-533-1294 / 573-533-1304
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VETERAN & WOMAN OWNED/OPERATED



We get "U" seen!

- Window & Door Graphics
- Vehicle Lettering & Wraps
- Stickers & Decals
- Yard Signs & Banners
- Bulk & Large Item Laminating

Kustum Signs' owners: MMOCC Members Tom and Karen Winters

MINUTES FROM 06/23/2022.

MMOCC held its June 2022 meeting at the HyVee-JC Community Room.

38 Members attended.

Birthdays, Anniversaries, and Special Events were mentioned.

Committee reports from Scholarship and Car Show were heard.

Discussion ensued regarding car show trophy ideas.

MMOCC Year Books and member roster were made available.

Meeting topic: Projects and stories of how you got your car. Memories, photos, and documentation was shared.

Meeting adjourned at 7:30pm.

Submitted by Secretary Lyle Rosburg.



1967 Mercury Cougar
Tom and Karen Winters



1951 Ford Tudor Custom
Tom and Karen Winters



Upcoming Events that MMOCC Plans to Attend

A. July MMOCC Meeting.

- Thursday, July 28 at 6pm.
- HyVee-JC Community Room. Meeting room available as early as 5pm, so get your meal and come on up! Eat with your fellow MMOCC Members.

B. Monthly Capital Mall (JC) Cruise In.

- Last Saturday of each month from April to September. 4-8pm.
- July 30, August 27, September 24.

C. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 13 at 11am.

D. Monthly Ice Cream 4 Ice Cream Cruise In.

- 11800 Farm View Road / Eugene, MO (off 54).
- Select Fridays from April to October. 4-10pm.
- August 12, September 9, October 14.

E. August MMOCC Meeting – The Wes Scott SWAP!

- The Wes Scott Swap!
- Thursday, August 25.
- Wes and Betty Scott's – 7311 Old Bass Road / Eugene. 573-694-9221.
- Swapping starts at early at 4pm with meal at 5:30pm. Meeting at 6pm.
- Bring a chair, items to sell, and money to make purchases.

F. Callaway Heritage Day 2022 – Tractor, Car, and Truck Show.

- Saturday, August 27, 2022 from 10am to 2pm. Class awards. \$10 in advance or \$15 day of.
- Callaway Electric Cooperative / 1313 Cooperative Drive / Fulton, MO 65251.
- <https://www.callawaymohistory.org/callaway-heritage-day> for registration.

G. Cruisin to Folk.

- 8th Annual Classic Car Cruise-in in conjunction with the Folk Fall Supper.
- Sunday, September 11, 2022 from 11:00am to 6:30pm.
- Cars/Motorcycles at Folk Fire Station and meal at the Church (Folk is not that big, you will see both).
- Hosted by Dennis and Laura Even at 573-455-2948.

H. Ozark Ham and Turkey Festival.

- Downtown / Fairgrounds California, Missouri.
- Saturday, September 17. 9-4.
- “Cars and More” Show (Cars, Tractors, etc.) and small-town Parade (optional).
- Trophy to the CAR CLUB with the most participants.

I. All Ford Car Show (39th annual).

- Sunday, September 18. Registration 9-12. Judging 12-1.
- Capital Mall.
- www.centralmomustang.org

J. September MMOCC Meeting.

- Thursday, September 22, 2022 at 6pm.
- HyVee-JC Community Room. Get your meal as early as 5pm and come on up!
- Car Show related.

K. MMOCC Old Car Round Up and Show.

- 53rd annual.
- Saturday, September 24.
- In conjunction with JC Oktoberfest.

L. Eugene PTO Car, Truck, and Bike Show.

- Cole R-V High School in Eugene.
- Saturday, November ?? from 9am to 2pm. Registration ends 11am.
- \$15 pre-registration. \$20 day of.

M. NO November or December Meetings.

- Attend the Holiday Party and New Year's Day Garage Tour, instead.

N. MMOCC Holiday Party.

- Thursday, December 15, 2022 at 6pm.
- American Legion off Tanner Bridge.

O. 2023 New Year's Day Garage Tour.

- Sunday, January 1, 2023.
- Lunch and Garage Tours.
- Need YOUR GARAGE as a destination.
- Contact Dennis Smith at 573-680-2505.

FUTURE AND UNSCHEDULED EVENTS

P. Bill Bicknell Engines in Rolla.

- MMOCC Member Bill Bicknell has invited us back to his shop in Rolla.
- 410 North Elm Street / Rolla.
- Date and time to be determined.

Q. Tim Petty's Drive In Theater.

- Date to be determined.
- Drive in Theater at the Petty Estate.
- Coordinated by MMOCC Member Tim Petty (573-694-2977).

R. Old School Drive In Theater.

- Date to be determined.
- Newly opened Drive in Theater in Moniteau County.
- 34263 State Highway T near Hwy 87 south of Burghers.
- <https://www.facebook.com/Oldschooldrivein>

S. 2023 – Audrain County Historical Society “Walk Back in Time”.

- September 22-23, 2023.
- Historical Event featuring pre-war cars (1940 or earlier).
- 501 South Muldrow / Mexico, Missouri 65265 / 573-581-3910 – Paul Baum at walkbackachs@gmail.com and <https://www.audrain.org/events>
- More details and times to follow.

OFFICIAL CONVERSION CHART

HOW TO INTERPRET

ANTIQUUE CAR ADS

IF IT SAYS:

IT REALLY MEANS:

Rare model..... Nobody liked them when new either
 Older restoration..... Can't tell it's been restored
 Needs engine work..... It's been frozen for 30 years
 Uses no oil..... Just throws it out
 No rust..... Body and fenders missing
 Rough..... It's too bad to lie about
 One owner..... Never been able to sell
 No time to complete..... Can't find parts anywhere
 Needs interior..... Seats are gone
 Rebuilt engine..... Has new spark plugs
 May run..... But it never has
 Low mileage..... Third time around
 Many new parts..... Keeps breaking down
 29 coats hand-rubbed paint.... Needed that much to cover rust
 Clean..... It sat out in the rain yesterday
 Best offer..... About what I expect to get
 Always driven slowly..... Won't go any faster
 Prize winner..... Hard luck trophy 3 times in a row
 Stored 25 years..... Under a tree
 Real show stopper..... Orange with purple fenders
 Easy restoration..... Parts will come off in your hand
 Ready to show..... Just washed it
 Top good..... Only leaks when it rains
 Good investment..... Can't depreciate any more

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