TODAY IS THE DAY OF THE CAT.

SEE ALL THE NEW 73's AT YOUR LINCOLN-MERCURY DEALER.

Starting today, there's a complete line of smart, new, better built cars at the sign of the cat.

Not shown: Mercury Monterey, the medium-priced car that's built better to ride better. And Capri, the sexy European.

See the whole new family of wagons, too, the kind only Mercury could build.

It all happens today.

"The Day of the Cat."

Mercury Marquis
Completely restyled. Steel-belted radials standard. Tests show that the average driver can expect 40,000 miles of tread wear from these tires under normal driving conditions.
Shown: Marquis Brougham.

Mercury Montego
Personal size, but with the luxurious ride of a big car. Uses same type suspension system as Lincoln-Mercury's most expensive cars.
Shown: Montego MX Brougham.

Mercury Cougar
The cat is not like anybody else's car. Cougar's built better to give you more luxury and sportiness than any car near its price.
Shown: Cougar XR-7.

Mercury Comet
One tough little car, now available with fine car options usually found only in expensive cars.
Comet. Built better to last longer.

Continental Mark IV
In 1973, the Mark IV continues its tradition of offering as standard equipment many luxury features, including Sure-Track anti-skid braking, and 6-way 'win Comfort Lounge Seats.

Lincoln Continental
Designed to ride and handle even better than our '72s. Which, in a test, rode and handled even better than the other make of luxury car.
It is a very good year.

MERCURY
LINCOLN

LMDA All Mercurys illustrated with optional whitewalls and bumper rub strip. Lincoln Continental shown with optional wheel covers and vinyl roof. 1973 cars must meet Federal emissions standards before sale.

THE AFRO-AMERICAN, SEPTEMBER 30, 1972

THE '73 FORDS ARE HERE.

The airborne glider. 82 decibels at 60 mph.

At 60 mph a '73 Ford LTD rode quieter than an airborne glider.

On July 27, 1972, General Radio Co. tested a '73 LTD against an airborne glider. Both at 60 mph and with identical sound level meters. The result: the Ford was quieter. But the new LTD is more than just quiet. It is well made from its power front disc brakes, power steering and automatic transmission, standard equipment, to its luxurious, comfortable, roomy interior. There are 16 new Ford models to choose from and each will convince you that quiet is the sound of a well-made car.

The '73 Ford LTD.
65 decibels at 60 mph. Quiet is the sound of a well-made car.

THE QUIET 1973 FORD LTD BROUGHAM
(shown with optional Deluxe Bumper Group, Convenience Group, deluxe wheel covers, front cornering lamps and whitewall tires).

High wire artist Bill Couch balancing on a '73 Torino riding over a road of 2x4's.

A '73 Torino rode so smooth, a high wire artist kept balance on a road of 2x4's.

Chances are you won't try to balance yourself on top of your new Torino. But, when you're riding inside, you'll still appreciate Torino's refined suspension—because it helps to cushion bumps, absorb road vibrations and reduce body sway. You feel solidly in control while you ride in comfort and luxury.

The solid mid-size Torino. Smooth riding, strong and quiet.

THE SOLID 1973 FORD TORINO BROUGHAM
(shown with optional front bumper guards, deluxe wheel covers and whitewall tires).

'73 Pinto: When you get back to basics, you get back to Ford.

Ford, the company that built the first basic, solid, reliable car seventy years ago—has built today's basic, solid reliable car: Pinto. It's become America's top selling economy car for more reasons than economy. Here are some of those reasons: A 1600 cc. engine developed and perfected in over 10 years of actual driving. Rack-and-pinion steering. Solid welded body, electrocoated to fight corrosion. 4-speed transmission—lubed for life. Everything we've learned in seventy years of car making—all the basics—we build into every Pinto Wagon, Runabout and Sedan. When you get back to basics, you get back to Pinto.

A 1973 Pinto on the Michigan Testing Facility. The cables connecting the Pinto to the Van enable us to monitor Pinto's performance.

THE 1973 PINTO WAGON
(shown with Squire Option, luggage rack, Deluxe Bumper Group and whitewall tires).

There are 39 new models to choose from.

And every 1973 Ford, Thunderbird, Torino, Mustang, Maverick and Pinto—comes equipped with new energy-absorbing bumpers and steel guard rails in all side doors. Steel-belted radial ply tires and AM/FM stereo radios are options available on all models. Test-drive these new Fords at your Ford Dealer's now.

FORD
FORD DIVISION

All 1973 cars must meet Federal Emissions Standards before sale. See your Ford Dealer for details.

See your local Ford Dealer for what's new in '73.