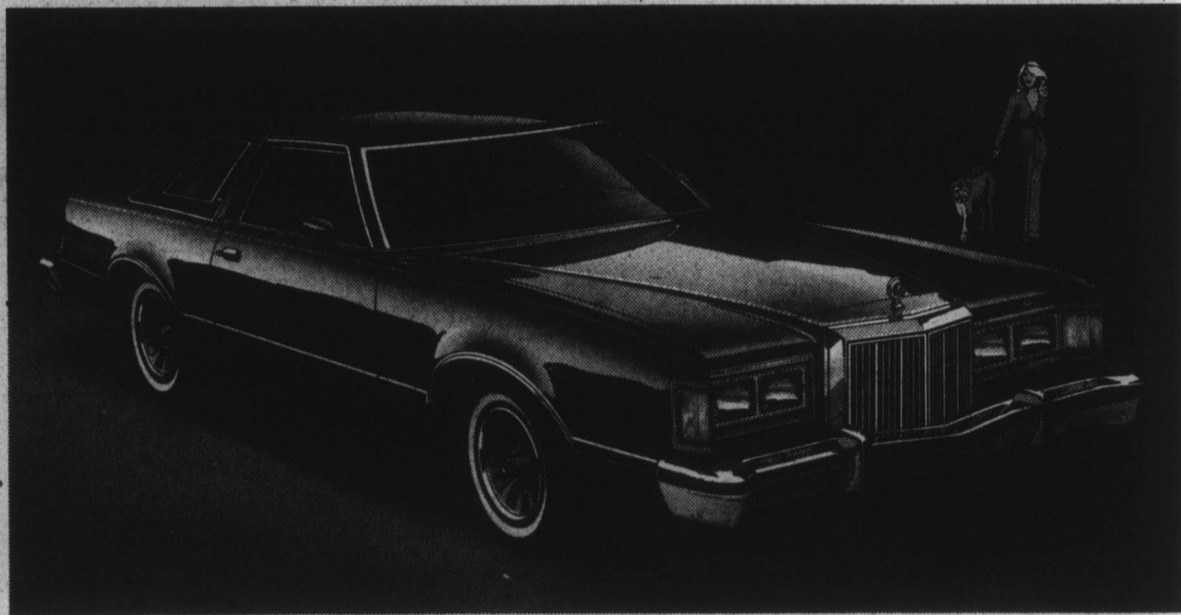


ANNOUNCING

The New MERCURY Line For 1977



COUGAR XR-7

Come see the leader of the pack: our new Cougar XR-7!

Mercury Cougar XR-7. Bold. Aggressive. New. And this year XR-7 unleashes fresh excitement for the Cat Set in a pack of six new Cougar running mates. 2 new sedans. 2 new hardtops. 2 new wagons. Stop by during our Grand Opening and let us show you what a great trade-in allowance we're ready to make on your present car. We'll give you a top deal on any of our great new cars - from our elegant Grand Marquis to our precision size Monarch, tough little Comet or versatile little Bobcat. And - we'll back up the deal with great service. We'll do everything possible to make you a satisfied, happy Mercury owner. At the sign of the cat.

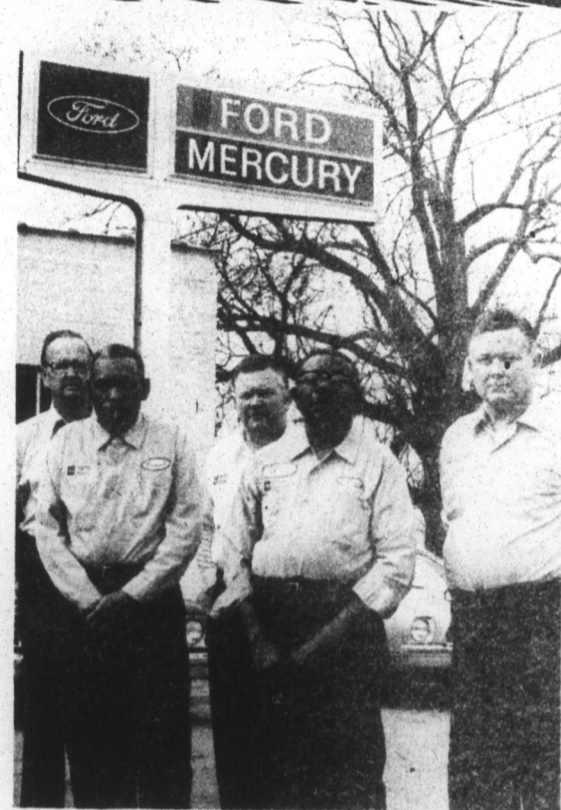


And Don't Forget
The Exciting New Fords
Including GRANADA, One Of America's
Most Popular Mid-Sized Cars

New Car Sales....

New Car Service

Our Service Department has over 200 years combined experience in automotive servicing.



SERVICE DEPARTMENT—Front row, left to right: Russell Raynor, service technician; Milton Nixon, service technician. Back row: Herod Ellis, senior advisor; Wayne Mizelle, service manager; Pruden Forehand, service technician.



PARTS DEPARTMENT—C. J. Stillman, left, parts manager, and Danny King, asst. parts manager.



BODY SHOP-RECONDITIONING—Left to right: Boyce Waterfield, technician; Bill Farmer, technician; James Penwell, manager; and Jackie Leary, reconditioning. Not pictured are Dewey Lee and Oliver Holley.

ALBEMARLE MOTORS

FORD - MERCURY SALES & SERVICE