

# FIRST LOOK: '67 CHEVY CAMARO

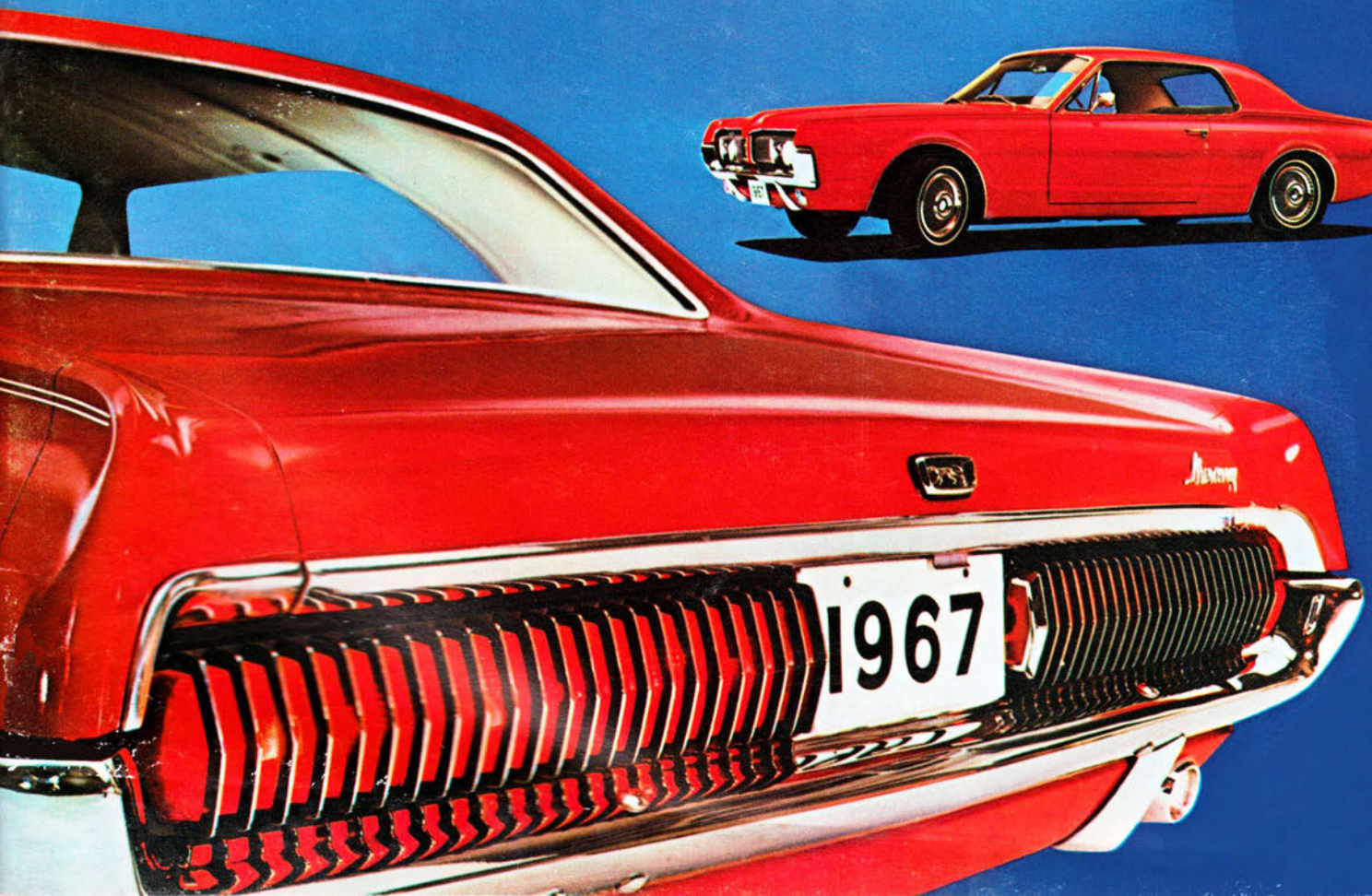
OCTOBER 1966 60¢ IN CANADA FIFTY CENTS

# CAR LIFE



## COUGAR

Hot New Mercury  
for the Ponycar Market





# Mercury unleashes **Cougar**...untamed elegance!



Untamed elegance! That's Cougar—an entirely new kind of road animal from Mercury. With a European flair to its styling. With standard features found until now only in expensive cars. Examples: concealed headlamps, *standard!* Sequential rear turn signals, *standard!* A 289 cu. in. V-8, *standard!* Bucket seats, *standard!* Walnut-grained steering wheel, *standard!* Stick shift, full-width rear seat, *standard!* The newest safety features, including dual braking system, all *standard!* Above all, Cougar is a lithe, contemporary car, with the kind of excitement that runs through the entire '67 Mercury line. The price? People at previews have overguessed it by \$1,000! We believe Cougar is the best equipped luxury sports car you can buy for the money. See your Mercury dealer. See if you don't agree.



Cougar excitement runs through the whole Mercury line!



LINCOLN-MERCURY DIVISION

# Ride with the winner... Plymouth

**DAYTONA "500"** Richard Petty pushes his Hemi-powered Plymouth Belvedere to victory at Daytona, Fla., on Feb. 27, 1966.

**ROCKINGHAM "500"** Paul Goldsmith rocks home to win in his Hemi-powered Belvedere at Rockingham, N.C., on Mar. 13, 1966.

**ATLANTA "500"** Jim Hurtubise roars into victory lane to take first place with his Plymouth Belvedere at Atlanta, Ga., Mar. 27, 1966.

**DARLINGTON "400"** Petty again passes the pack to prove Hemi-power in his Plymouth Belvedere at Darlington, S.C., on Apr. 30, 1966.

**YANKEE "300"** Norm Nelson drives his Plymouth Belvedere across the line to win this USAC classic at Indianapolis, May 1, 1966.

**CHARLOTTE "600"** In this toughest and longest NASCAR stock car race, Marvin Panch (with relief driver Richard Petty) takes his Belvedere into first place at Charlotte, N.C., May 22, 1966.

Finishing first in nearly every major stock car race this year, Plymouth proves its durability and reliability! On different tracks and with different drivers, Hemi-powered Plymouth Belvederes show they have what it takes to make winners . . . in races as long as 600 grueling miles.

You couldn't buy one of these cars (specially modified for stock car racing) even if you wanted to. But you can buy a Plymouth designed and built with the engineering excellence that helped make such a record of performance, durability and reliability. Fury, Belvedere, Valiant and Barracuda.

See your Plymouth Dealer today . . . and take a winner for a test drive!



# Plymouth

PLYMOUTH DIVISION



CHRYSLER  
MOTORS CORPORATION

# Introducing Mercury Cyclone '67



Mercury Cyclone with optional GT Performance Group

## A man's kind of action from Mercury, the Man's Car!

The Man's Car for men who like their action big! You sense this the moment you take the wheel. It's hefty. Wood-grained. Gives a man that "in charge" feeling. The bucket seats are man-sized. With GT options, this Mercury Cyclone offers every feature a performance man looks for: ■ 4-carb 390 cubic inch V-8 ■ Dual exhausts ■ Heavy-duty running gear—shocks, springs, stabilizer bar, the works! Other options include: ■

fade-resistant power disc brakes and ■ His-and-Her Select-Shift Merc-O-Matic (lets a man run it through the gears, lets his wife leave it in automatic). And, remember, this is the Man's Car with a heritage of performance! Cyclone! Come drive one now!



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# CAR LIFE

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COVER: Lincoln-Mercury's brand-new Cougar; by Ford Photographic.



CHAN BUSH

## GRAB YOUR SPURS!

Don't just stand there, saddle in hand. There's a fresh yearling ponycar prancing in the corral. It's called Camaro and it's anxious for a bridle bit. Wheel around to P. 34 for the full ride.