

street'n strip...

# street scene!





# streeep!

**streeep** n. or v. (Orig. from Lincoln-Mercury) Of or pertaining to street/strip. Esp. dragsters and drivers. Also, "in" happenings of performance enthusiasts. (1) The special essence found in a particular breed of automobile denoting: a) the look of speed, b) the feel of power, c) the thrill of performance, d) the excitement of winning; i.e., a super quick street/strip car. (2) A big shooter; i.e., a take-home-the-big-bucks driver. (3) A groovy experience.

**streeper** n. (1) One who pilots a streeep machine, or somehow controls streeep. (2) A streeepmate.

**streeeping** n. (1) The act of eliminating notables to the pits and trailers. (2) Streeep-talk; i.e., rapping.

**streeped** adv. Subjected to a streeeping, usually without consent.

**streeep sweeper** n. Beating all comers in a showdown; i.e., "King of the Hill."

**streeep sleeper** n. Doesn't look like it can, but it will.

**sweet streeper** n. Unbeatable streeep machine, a strong runner, beautiful streeper.

**streeep scene** n. Place of the streeepers; i.e., L-M Showroom, Strip, Pomona, Daytona, Riverside, etc. (Span: Plaza del Streeepos; Ital: Piazza di Streeepi; German: Streeepen Platz; French: Place de Streeep; Japan: Streeep-San)



## Mercury's winning streep

"Flat out. That's the only way to drive," says Cale Yarborough. Must be. Because he has barreled to three straight wins on Daytona's high bank speedway. A first. Cale won the 1967 Firecracker "400"; qualified for the '68 Daytona "500" at 189.222 mph, a world record for a closed circuit track . . . then took the checkered flag just one second ahead of Mercury teammate LeeRoy Yarbrough (no relation); and again won the Firecracker "400" in '68, setting a record of 167.247 mph, with LeeRoy a close second. Cale's "unreal" performance marks his Montego Mauler as the car to beat in NASCAR Grand National stock car racing.

Cale and LeeRoy know to "move and groove" in Atlanta too. Cale took the '67 Atlanta 500, and repeated as winner of the Atlanta 500 in '68, with LeeRoy running second. LeeRoy finally got his Montego Cyclone out front in the '68 Dixie 500.

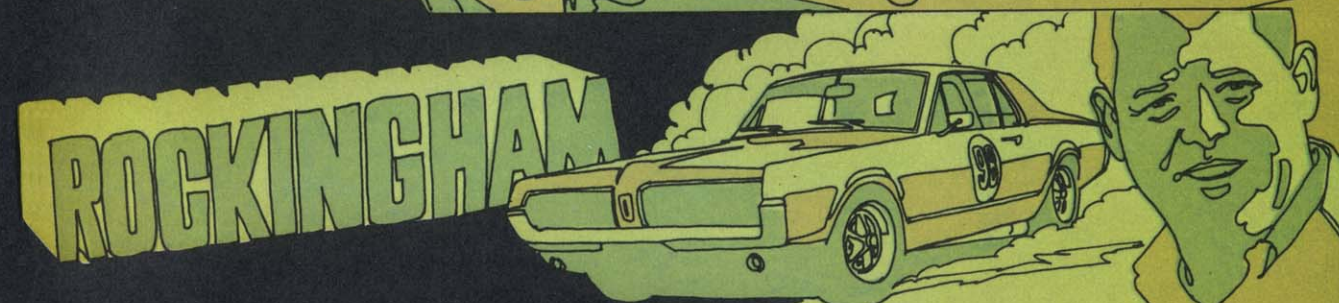
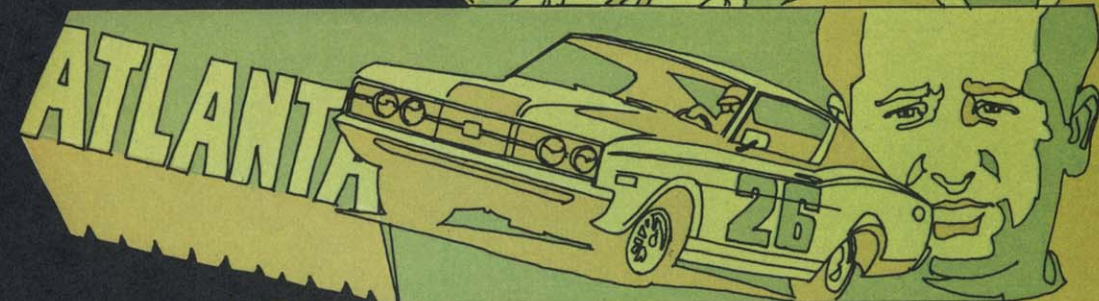
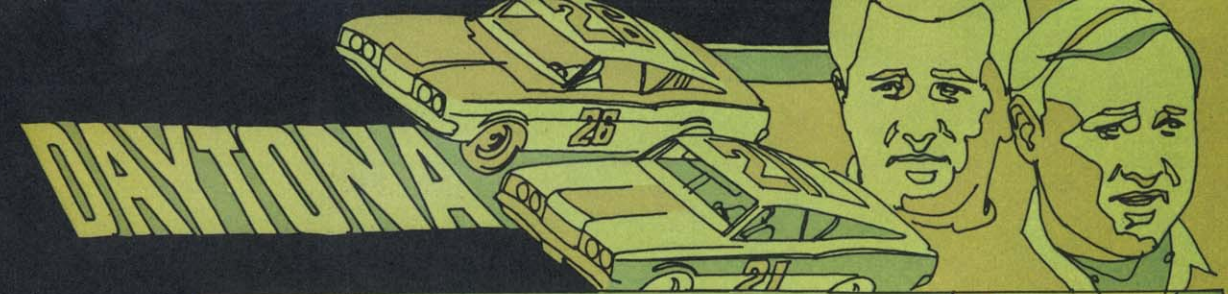
The '68 Southern 500 turned into one of the most tenacious battles in stock car racing history. Five times Cale Yarborough came off the Darlington wall. The last time surviving a scrape with his closest competitor. But once again, Cale stormed past everybody to win by half a car length. Yarborough's victory in his rugged, reliable Mercury Montego Cyclone made him the first driver to ever win four races in one season on the superspeedways.

Mercury took on the best in the 1967 SCCA Trans-American road races for small V-8 sedans. Many were all Cougar shows. Dan Gurney and Parnelli Jones made the Green Valley, Texas 500 a real Team Cougar win. They flashed across the finish line side by side . . . Parnelli one hubcap behind. Peter Revson and David Pearson won similar victories at Lime Rock, Conn.; Bryar Motorsports Park, N. H., and Riverside, California.

Cougar's with small bore, hard working V-8's really come on in big time oval track racing too. Lloyd Ruby won the 1968 Paul Revere 250 "night race" at Daytona. Tiny Lund and others continue to keep the Cougar's claws sharp with wins in the NASCAR Grand Touring Division at Rockingham, Hickory, Greenville, Macon, Jefco Speedway, Summerville, and Smokey Mountain . . . no wonder burly, ex-fisherman Tiny Lund has that, "I know what streep means" smile.

Nobody, but nobody dominates the drags like "Dyna" Don Nicholson. His fantastic 97% win record, against all comers, in match races have won him many titles and awards. But then, Boss performance has been a long time thing with Nicholson. His Mercury Comet "Eliminator I" was the first stock bodied car to enter "twilight zone times" under 8-seconds. Dyno's latest flip top funny car, Mercury Cougar "Eliminator," is powered by a supercharged Mercury 427 SOHC, developing over 1,500 horsepower on nitro-methane. Nicholson recently scorched the 1320 in world record time of 7.39 seconds, as he blitzed through the eyes over 190 mph. Trying to put Mercury Cougar on the trailer is strictly for comic streeps.

Each of the racing cars described above was specially engineered, modified and prepared for its competitive event.





# Mercury has the word for a new performance scene.

It's streep\*. From street 'n strip. A new word, for a new breed of performers. Bred from the bold, brash bombers of Cale, LeeRoy, Gurney and "Dyna" Don. They move. They groove. They corner and haul it. They're StreepCars. Maxi-performance machines for Mini-E.T.'s, crisp cornering, startling speed. StreepCars make every scene. The big oval. 1320 Smoke Outs. Roadcourses. StreepCars do it all. Give 'em the good eye. See what's happening. Why streep is . . . some car . . . some scene.

\*Streep is pronounced . . . in the staging lanes, by slipping your tranny in low, stomping the loud pedal, and laying down the long black stuff to clean your tires.

## scene stealer—Marauder X-100

This beauty comes with most everything standard on its big 121-inch wheelbase: 360 hp/429 cid engine, 4-V carb, Select-Shift, dual exhausts, WSW H70x15 belted traction tires, styled aluminum wheels, fender skirts, two tone paint, 3-spoke rim-blow steering wheel, leather w/vinyl bench seat or all vinyl bucket seats with console or twin comfort lounge seats, clock & unique ornamentation. Suggested options: competition handling pkg, P/B (front disc/rear drum), 2.80 or 3.35 power transfer axle, remote L/H mirror "solid state" cruise control, & tilt steering wheel.

## streep sweeper—Cyclone C.J.

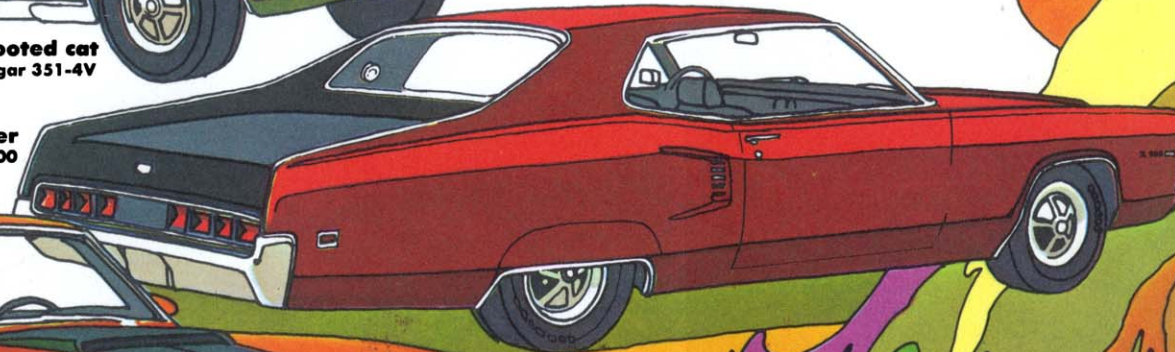
Sweep the strip clean with a Cyclone CJ va-room bristling with CJ 335 hp/428 cid "Ram Air" (Includes: engine dress-up, 4-V carb w/flapper door air cleaner, hood scoop, striping, bench seats, black-out grille, dual exhausts, extra cooling, comp hand pkg, BSW F70x14 belted traction tires w/"raised" white lettering on 6" rims, 4-speed close ratio box & 3.50 conv axle). Optional: Select-Shift transmission, hood lock pins, Traction-Lok axle (3.50, 3.91, 4.30), P/B (front disc/rear drum), tach & styled steel wheels. Also may want sports appearance options: bucket seats, L/H remote racing mirror, turbine wheel covers & 3-spoke rim-blow steering wheel.

## the prowler—Cougar C.J. 428

Before "looking," stuff this Cougar with CJ 335 hp/428 cid "Ram Air" (Includes: engine dress-up, 4-V carb w/flapper door air cleaner, hood scoop, striping, dual exhausts, extra cooling, comp hand pkg, BSW F70x14 belted traction tires w/"raised" white lettering on 6" rims & 3.50 conv axle). Avail only w/4-speed close ratio box or Select-Shift transmission. Optional: hood lock pins, Traction-Lok axle (3.50, 3.91, 4.30) styled steel wheels, P/B (front disc/rear drum). This equipment also available on Cougar XR-7.



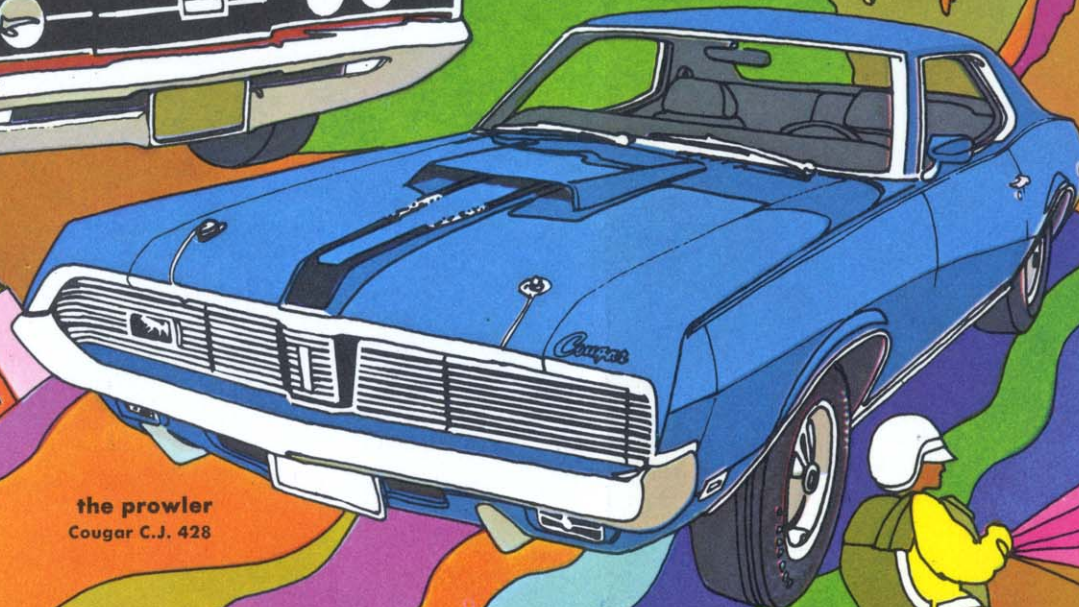
sure footed cat  
Cougar 351-4V



scene stealer  
Marauder X-100



streep sweeper  
Cyclone C.J.



the prowler  
Cougar C.J. 428

# make it with these 1969 "sweet streepers" from Mercury

## sure footed cat—Cougar 351-4V

Sharpen yourself a set of paws for this wild running Cougar XR-7. (Equipment includes: unique wheel covers, L/H remote racing mirror, tach, elapsed-time clock, 3-spoke rim-blow steering wheel & leather w/vinyl bucket seats). Add 4-V carb, 290 hp/351 cid perf group (comp hand pkg, dual exhausts & striping). Optional: Traction-Lok axle, F70x14 belted traction tires on 6" rims, close ratio 4-speed or Select-Shift transmission & P/B (front disc/rear drum)



GROOVE



## streep power for big shooters

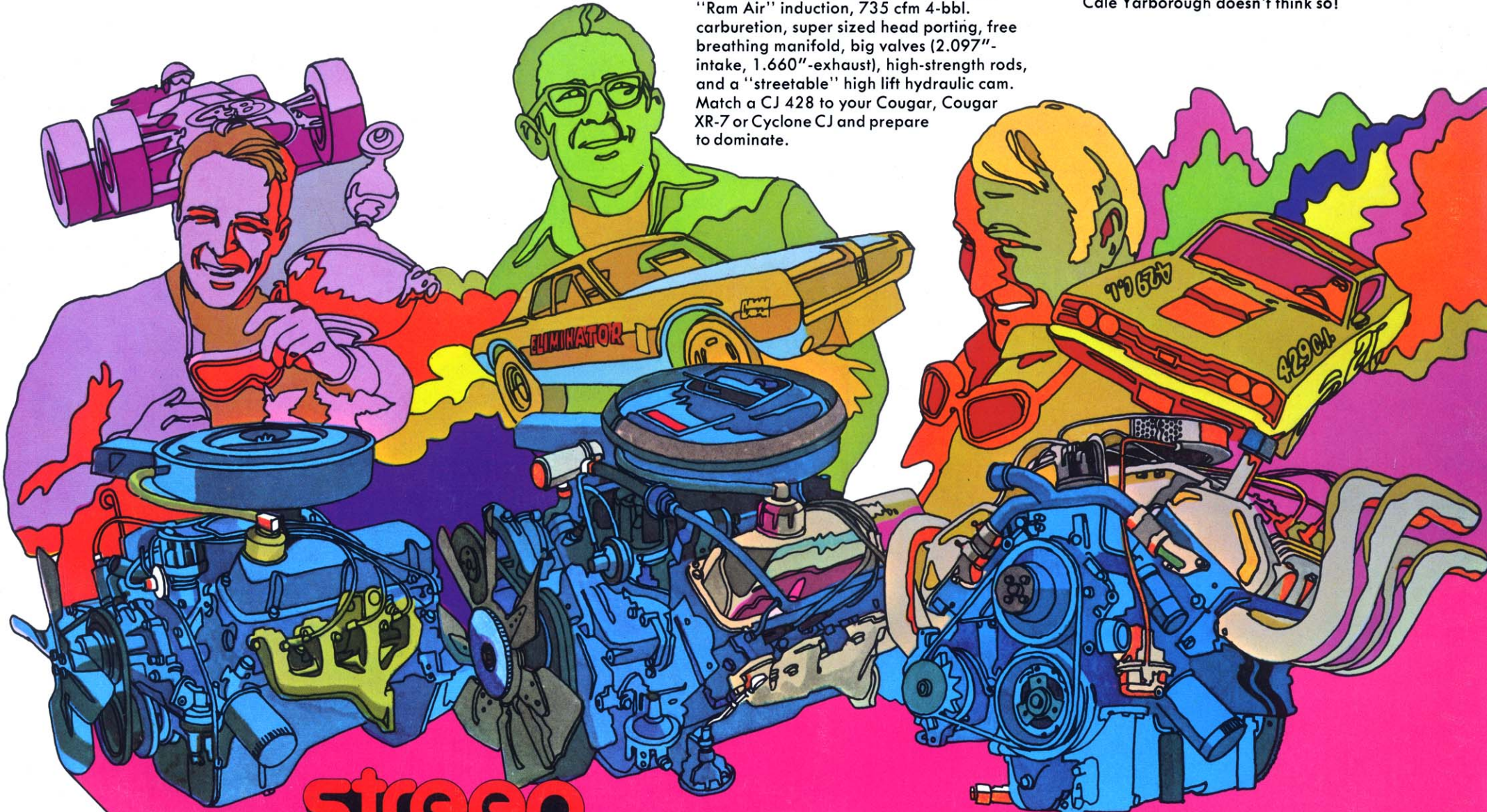
With the "big bucs" up for grabs, big shooters like Gurney, "Dyno" Don and Cale aim to snatch 'em all up. Winning formulas never vary. Match the man and his type of driving, to machine and engine. That's how we matched engines to our 1969 Streepers . . . like the big shooters.

**Dan Gurney—351 4V** Lightweight, hardworking V-8's are Gurneys kind of engine. They seem unimpressive. What you might call a Streep Sleeper—it doesn't look like it can, but it will. And how. As millions of race fans learned at the '68 Indy "500"—when Gurney drove a push rod, stock block class engine (especially prepared for the "500") to a surprising 2nd place finish. But not unexpected by Gurney and others who know small mills have what it takes. Week after week they work little engines like the 351 blue beauty

to wins in Trans-Am and NASCAR GT division races. If sports car, rally type driving turns you on, match up with a Cougar XR-7 and a 351 4V.

**"Dyno" Don Nicholson—CJ 428 4V** Take it from "Dyno" Don. When you're waiting for the "tree" to Go Green, you know who's got the set of wheels if a "Ram Air" CJ 428 is revving down under. This big breathing, blue brute psyc's opponents. 'Cause the word is out. CJ 428 means I'll huff 'n puff and storm past you to the "big end." Here's what does the job. "Ram Air" induction, 735 cfm 4-bbl. carburetion, super sized head porting, free breathing manifold, big valves (2.097"-intake, 1.660"-exhaust), high-strength rods, and a "streetable" high lift hydraulic cam. Match a CJ 428 to your Cougar, Cougar XR-7 or Cyclone CJ and prepare to dominate.

**Cale Yarborough—429 4V** Meet the new "hi-performance" version of our 429 4V. Its BIG, round intake and exhaust ports breathe, and breathe, and breathe. And to make sure it all goes smooth, we use "canted" valves. They open obliquely to the combustion chamber, in the direction of flow to assure the ports gulp it all up. In 1969 Cale Yarborough will run a similar 429 NASCAR version. With super good stuff, like "twisted" hemispherical combustion chambers. For long distance, high speed driving, could there be a better match? Cale Yarborough doesn't think so!



# streep scene!

presented by  
Lincoln-Mercury  
and Coca Cola



NATIONAL THIRST ELIMINATOR

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