

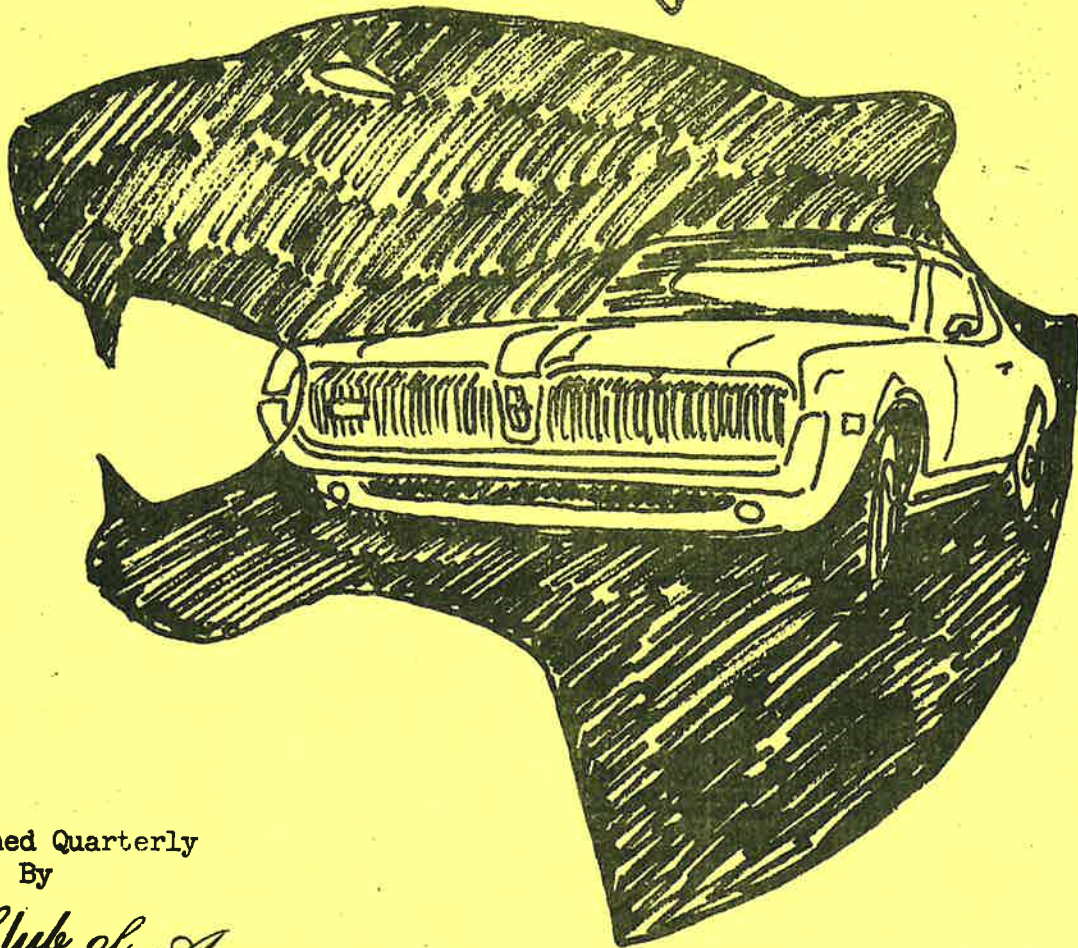
AT THE SIGN OF THE CAT



JAN/FEB/MAR '83 Vol. 4 No.1

DEDICATED TO THE PRESERVATION
OF THE

67-73 Cougar



Published Quarterly
By

Cougar Club of America
1526 Edison Place
Bronx N.Y. 10461

Top Cat

BY TOM JACOBELLIS

We finished off 1982 with 740 members as of the November '82 mailing. We've had several setbacks in the past two years, with several staff changes, but so far, we've been able to recover from these and continue on. So far, we've been able to keep dues down to \$12.00 for U.S. members, but this will have to go up this year as postage has risen the past two years. Also, we've been hit with increases in printing costs. The cost of patches and decals has also risen dramatically this year. Therefore, we have to increase dues to \$15.00 a year for U.S. members. Those of you who do not renew membership in the first quarter (Jan. to March) of 1983 will be hit with the dues increase. Foreign and Canadian dues will stay at \$20.00 a year.

Please support the club by purchasing the items available from it. Also, when sending in a classified ad, please include your payment for the ad. Classified ad information is on the front cover. Also, when writing or renewing your membership, remember to include your membership number.

Now, to a more cheery note. I'm proud to announce the birth of a new club member (my son), Jonathan Rau Jacobellis, on October 23, 1982, weighing 7 lbs., 6-1/2 oz. Mother and baby are doing very well.

Greg Young, Mem # 20 located in Pennsylvania, has hosted several Cougar Picnics in his area for local and club members to get together. I think this is a good idea. If you want to do this in your area, just send your name and phone number to Rod LaBahn and Mike Berry, along with the date and location that you want to have the picnic, and we'll gladly print it in the newsletter so that those members who wish to attend can call you for further details. Don't hesitate on this as we only come out with the newsletter every January, April, July and October, so you have to get the information to us well in advance of these lead in months. This type of activity will help promote the formation of LOCAL clubs.

As I have stated before, there will be one 2nd Annual Meet and two mini meets this year in all three parts of the country. Information on these will be under the National Directors column. We feel that moving the annual meet to a different location every year and having two mini-meets hosted by local Cougar Clubs will enable members who cannot travel far to still get a chance to meet other members in their parts of the country at these mini-meets and local picnics.

As you know, we publish the newsletter quarterly. If you do not receive a newsletter or a reply to a written inquiry within a reasonable amount of time, write again, do not wait several months before writing back. Also, send in your changes of address right away, as the Post Office does not forward 3rd Class mail, and does not return it, so if you move, we have no way of knowing. Hopefully, we'll be back on schedule for the January mailing, but with the holidays, this might not be possible. We should be back on track with the April 1983 mailing.

I'd also like to apologize if there has been an undue delay in my response to letters of inquiry, as it has been pretty hectic with the newborn baby. So please, bear with me on this. Also, show some support to our Newsletter and our new Editor, Mike Berry (who is doing a great job), by sending him in stories or articles. Please don't write me asking if this story or that will be good enough, just send them to Mike and he can always rewrite for you. All stories will be considered for the newsletter. The more we have to choose from, the better the newsletter will be. As for the members who so far have done the most to get new members, they are Greg Young # 20 and Terry Ingram #1310. Both have been sent Lil Chauncey hand puppets (Cougar Cat) that were originally given out by the Mercury dealers in 1967, as a promotional item with the introduction of the new Cougars.

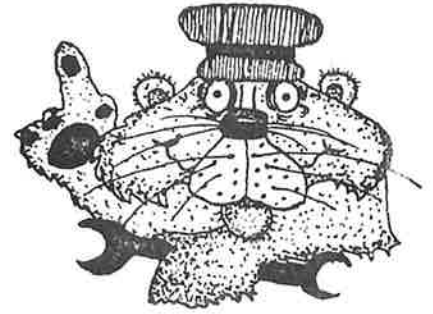
Remember, if you give out a registration form to someone, write your membership number on the top left-hand corner so that we will be able to see how many new members you have signed up for 1983.

In a recent conversation with John Paradise of Super Ford Magazine, he mentioned that he is starting a Cougar Connection for parts, and is also contemplating duplicating the front and rear spoilers for the Eliminators, and the aluminum oil pans for the Group Two Cougars. Kevin Marti has successfully gotten the 3M company to reproduce the 69-70 Eliminator stripe kits. This was the original company who made them. Kevin is also looking into getting the hood stripes (351 and 428) duplicated by them. Hopefully, this will only be the beginning of parts reproduction for the Cougars. Those of you who wish to show your interest in the reproduction of the spoilers can write to John Paradise, 110 Ovid Street, Seneca Falls, N.Y. Also, John puts out an excellent Ford-Mercury oriented magazine, which has highlighted Cougars in the past, and hopefully, many more in the future.

Wishing all of you a happy, healthy, and prosperous year in 1983.

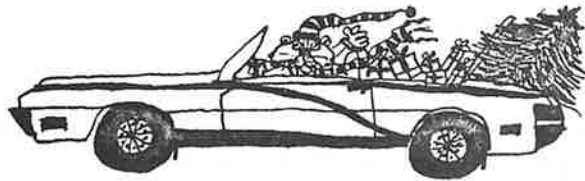
Coug's Corner

Hello again, Cougar lovers! As we go to press with this, my second edition as editor, we are featuring some articles highlighting individual members and their cars. Remember, all contributions are appreciated, and we'll try to use all that we can.



"COUG"

We're also featuring an article highlighting a Cougar picnic hosted by John Stepp of Tucker, Georgia, in order to show the fun and comeraderie possible for members at such events. As Tom mentioned in "Top Cat", these picnics can serve to build strong local Cougar groups, so please give us dates and locations for publication in the upcoming spring or summer newsletters.



Dear Fellow Cougar Fans -

I'm really enjoying your publication and thought you might enjoy this cat story:

How about a '69 Cougar for \$45.00? Well, here in Texas, if you dig around, you can find some real treasures. As a senior in high school back in 1979, I had noticed a red '69 Cougar sitting for three months at the local GM dealer. I traced the license plate and discovered that the owner couldn't pay his bill to repair a dropped transmission. The cost - a magical, affordable \$45.00. I quickly called him and told him I'd trade \$45.00 for the title. He agreed and I was the new owner of a '69 Cougar, complete with transmission in the trunk, and other assorted parts in the back seat and glove compartment. A quick look at the 351W revealed a Holley 650 double pumper carb, assorted Mopar parts, and an exhaust system that ended where it started - at the engine. The Cat, though, was bought as a parts car for my other '69 Cougar, which was taking abuse from my lead foot and too much exposure to the popular movie at the time, "Smokey and the Bandit".



I couldn't, though, bear to take anything away from the new Cougar - its disheveled state had found a soft spot in my heart and any engine parts were, let's say, inadequate. I eventually sold it (trans still in trunk) for \$500.00 after cleaning it up. I'm happy to say that today it's purring smoothly.

Since my college days, I've acquired a third Cougar. This car, in its better days when I was in high school, turned heads at the Sonic drive-in, left third gear scratches, and acquired many exhibition of acceleration tickets. But this cat will be for Sundays, complete with a 302 Boss. Those Smokey and the Bandit days may return again after all.....

Thanks for letting me share! Christine Price #984

A ONE OF A KIND COUG!!

While in the market for a late-model Cougar, I happened upon the 1973 XR/7 that had been owned by Edsel B. Ford II. The XR7 is very well optioned with just about every available option for 1973. A 351-4V with C-6 automatic and standard non-locking axle. To lighten the load while on the road, power steering and power disc brakes. In the area of creature comforts, the cat shows it's teeth. Tilt steering convenience group, power seat, console, AM-FM stereo radio and power windows make the interior liveable. To help control the elements, Mr. Ford's Cougar was equipped with air conditioning, tinted glass, electric defroster and interval selector windshield wipers. When conditions are right, a power-operated sun roof lets the outside inside. The addition of protective body side mouldings, appearance protection group, left-hand remote control mirror, bumper protection group and a heavy duty battery rounded out the options on the cat.

The story only starts with the production options. The changes which were made after the Cougar was built make it a truly unique car. The interior received extensive modification. The seats were retrimmed after the bolster area foam was built up. Tan leather with black corduroy inserts were used for seating surfaces. The door panels and rear quarters were covered in black leather. The headliner was also reworked using black leather. The standard carpet was removed and replaced with molded deep-cut pile black Mark IV carpeting. The production seat belts were replaced with 3 inch wide competition lap belts. The AM-FM two-speaker radio was replaced by a four-speaker type with two additional speakers added to the rear package tray. The production steering wheel was replaced by a 14-inch diameter "Grand Prix" steering wheel with black leather rim.

The exterior of this car was painted black with a black full vinyl roof. The roof was accented with Cobra emblems on the sail panels. The body line of the Cougar was highlighted by a silver accent stripe. A Mark IV power antennae was added to the left rear fender. The addition of mini-lite racing wheels and rectangular fog lamps completed the exterior of Mr. Ford's Cougar. The installation of Koni shocks helped in the handling department. The trunk was not to be forgotten. It was completely carpeted, and received a spare tire cover. All this was done in deep cut pile black carpeting.

When I obtained this special cat, some of the original items had been removed by the previous owner. The Koni shocks and mini-lite wheels were replaced. The power antennae needed to be rebuilt to be operational.



With only 39,000 miles, the cat drives very well. The interior is in excellent condition, which is a tribute to the quality of workmanship and the quality of materials used in the modifications. The cost of the modifications, when they were performed, was in excess of \$5,000. This is on top of the cost of the car. Using the 1973 armchair estimator, the sticker was slightly over \$5,000.

Owning the XR/7, I have had the opportunity to hear various stories relating to this special cat. One story is that the body was pulled from the line just before painting. One of the vendors that supplied paint to Ford hand-carried the black paint for the Cougar into the plant. The XR/7 was then painted by hand (without the aid of any automated equipment). Another story I've been told concerns sound deadening. While at American Sunroof Co. for the addition of the leather trim, the interior was striped. With the interior trim removed, more sound deadener was added. This being in addition to what was installed during assembly in the plant. Today with the windows buttoned up, it is still a very quiet car.

Operating a one-of-a-kind car presents some special problems, two of which are: people looking it over whenever it is parked, and being asked, "Do you want to sell your Cougar?" Of all the cars that I have owned, none has come close to the comments that this cat has generated.

Jerry Ostalecki # 1417

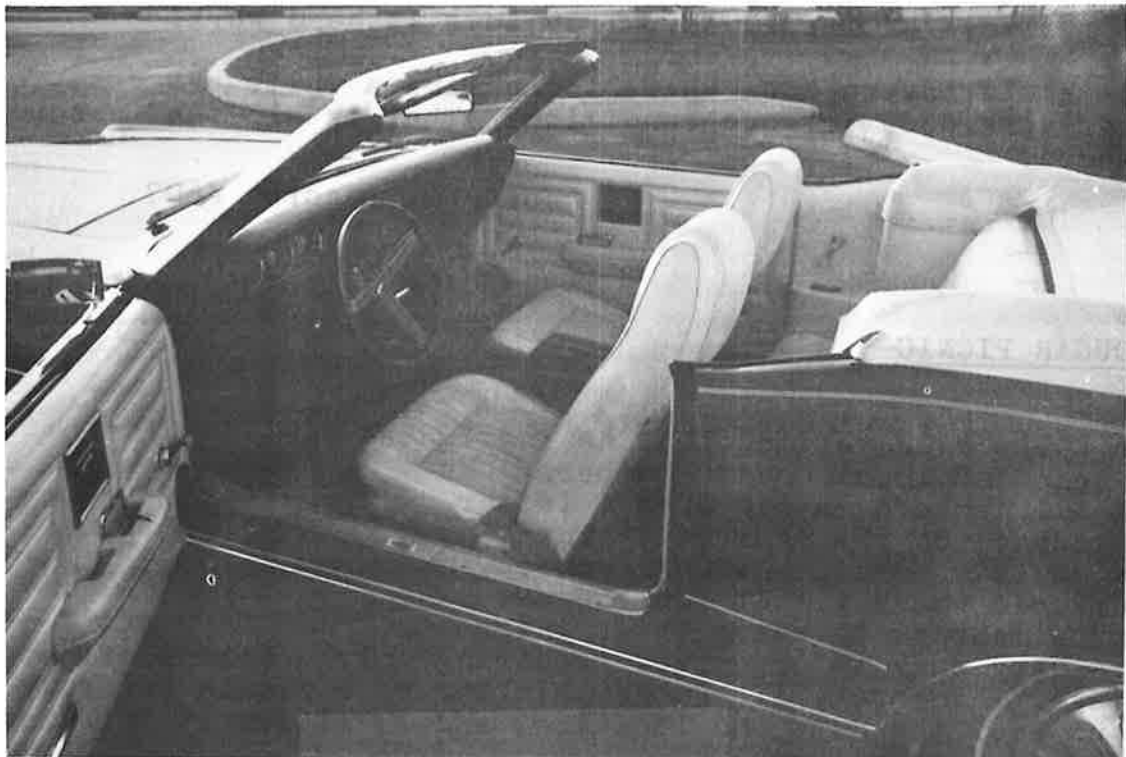
FROM MAPLE LEAF COUNTRY

When I first set out on the project of restoring 'Miss Camille' to the beauty she originally was, I had no idea of what I was facing. I have withstood a valve job, steering, brakes, shocks, cooling system, roof, paint and body work, chrome and grille and marker light work, and so on, and so on. With all the work concentrating on the exterior - her interior was showing its age badly, as convertibles get much more dirt inside. I had to restore it.

I removed the entire interior and brought it home while the car was in winter storage. First I concentrated on the back seat side panels. I took them apart, banged out any dents, and cleaned and spray painted (with a light coat) the metal parts around the window cranks. The vinyl panel which houses the roof hydraulics were cleaned with a product called 'Luster Sheen' - an all purpose cleaner made by KIWI. Its the stuff mechanics use to clean their hands. Then I removed the vinyl covers from all the seats. They were held in place with little metal rings which were easily twisted off with pointed wire cutters. I tried to remember where they all were to replace the covers and ~~regain~~ all of the original contours in the seats. The covers were then smeared with 'Luster Sheen' and allowed to sit



overnight. Then, three concentrated scrubblings on all areas were necessary to remove twelve years of baked on dirt. To scrub, I used a fingernail brush or two, and the dirt just poured off. This Luster Sheen also contains lanolin, which restores the suppleness to the vinyl. Any cracks or rips in the vinyl, especially around the base of the buckets, were repaired from behind by gluing a piece of vinyl. This also gives added strength



and a virtually unnoticeable repair.

I stretched all of the springs back to shape, as they were poorly made and had sagged over the years. I covered them with 1" foam for extra firmness and support. I stretched and sewed (in place of using the metal rings) the covers for the back seat, using nylon cord. The buckets were taken to a car upholstery shop where I paid \$30 to have the seats re-covered, as I could not reach in all the nooks and crannies of the buckets to sew it properly.

The carpets were hosed and scrubbed down, using a brush and Mr. Clean. The dirt just streamed out. Then I rubbed the carpets with a sponge and black dye and let this dry. Then I soaked the carpets in a bathtub of water and fabric softener.

Before replacing the carpets, I traced and cut underpad, which I glued to the metal flooring using a spray adhesive from the art store. The underpad made the carpet last longer, and made the interior more lush, and deadened the road noises.

All the removable plastic dash parts and console were cleaned with Mr. Clean, and then blackened, using a very thin finishing enamel; either flat black on the metal parts as was original (this is also good for the exterior chrome detail trim), or a mixture of 1/2 flat - 1/2 gloss for all the plastic parts. This gives a very realistic 'new' plastic look and returns the black to the greyed plastic. On the vinyl, I used the black shoe polish.

When I put her all back together, I found that she was the beauty that I always knew she was. True love is hard work!

P.S. Would anyone know where I can find a white arm rest for the drivers door in good condition? That is all that needs replaced.

John Wm. Lazorek #607

A COUGAR PICNIC

John Stepp #412, writes that he instigated a picnic for local Cougar members. He sent all members in his area a letter (reproduced on the next page) inviting them to this event. As John writes, the picnic was a lot of fun because it allowed members to share their interest.

It is very easy to organize, requiring only a little effort and postage. Remember, if you're thinking of a picnic for your area, let us know the date and location, and we'll run it in either the spring or summer issue!



COUGAR LEADS THE FIELD IN SUPERCAR SHOWDOWN!!!

The December '82 issue of Car Craft Magazine had a article on SUPERCAR SHOWDOWN NUMBER III. The following was pieced together from that article. As you'll see the Underrated Cougar is no match for any of those other so-called "Super Cars":

<u>Manufacturer:</u>	<u>No. of Cars:</u>
General Motors	18
Chrysler	11
Ford	9
American Motors	4
Studebaker	2

There were 44 cars present; 39 were listed as owned by men, three by women, and two by a husband and wife. The average age of all car owners at SS III was 33-1/2 and the median was 31-1/2. There were 19 different motors represented, broken down as follows:

<u>Engine Size:</u>	<u>No. of Cars:</u>
289ci - 350ci	10
351ci - 400ci	17
401ci +	17

There were seven 400ci motors, five 440ci Chrysler motors and four 302's. The largest motor was Pontiac's SD-455 and the smallest was Ford's 289. There were three 427's, two 428's, two 429's, one 426 Max Wedge and a factory-blown Studebaker Lark! Lastly, we added up every single run of the day. There were over 175, and we found that the average musclecar at Supercar Showdown III ran a 15.57 elapsed time and a top speed of 91.73 miles per hour.

Bill Lee of Dearborn, Michigan, in his 1969 Mercury Cougar Eliminator had the fastest car at Supercar Showdown III. We discovered that he had a Nitrous system on board and we asked him to remove the bottle after his first pass. He did so, and promptly ran faster than the previous run. His 428 motor did have a set of headers, but the stock 4-barrel remains on top of the motor. (13.46/107.91)



* * *
SERVICES:

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#1217, Bill Kennedy, Ga.



#448 Larry Hyman, N.Y.



#951, Jeff Guster, Tx.



#819 Jim & Sharon Bowling, Fla.



#1484 Carl Rohrer, Pa.



Don Rasmussen, Mt.



#990 Robert Bukowczyk, NJ.



New Cougar XR 7-G.

**Mercury's got it.
A Cougar with an electric sunroof.**

Cougar is the first luxury sports car to bring you a power-operated sunroof.

Just flip a switch on the dash or console. And the roof slides back automatically.

The electric sunroof is optional at extra cost on any Cougar. But we toss in the sun and the moon and the stars for nothing. We also give you more

standard equipment than any car in Cougar's class.

Those hidden headlamps that open, catlike, at night are standard. So are the bucket seats and the carpet. The powerful V-8 is standard. The sequential turn signals are a Cougar exclusive in its class.

On the new XR 7-G, above, you get fog lamps, hood-locking pins, simulated air scoop, racing type

rear view mirror, GT exhaust extensions, etc., etc.

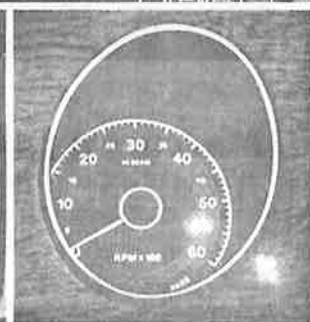
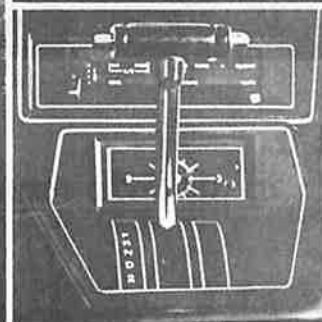
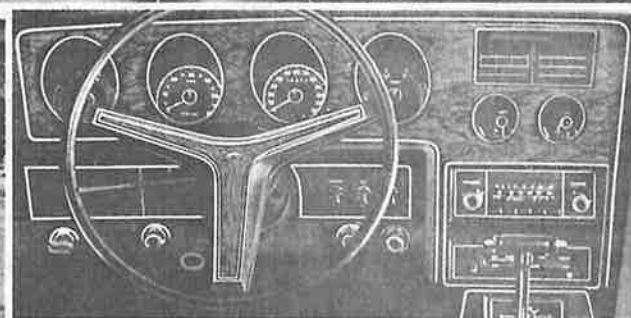
And you don't have to worry about Cougar being well put together. Remember who we work with—the men who make the Lincoln Continental.

That—plus our new electric sunroof—makes it an open-and-shut case for Cougar.

The Fine Car Touch inspired by the Continental.

MERCURY





Mercury Cougar XR-7. No other car in its class can match our standards.

It's the best equipped luxury sports car you can buy—without referring to an option list.

Our deep-padded hi-back bucket seats are surfaced in natural grain leather, glove softened by a special tanning process.

Our instrument cluster includes a tachometer, trip odometer, ammeter, oil gauge, and toggle switches for auxiliary systems.

All set into a panel glistening with a cherry woodgrain look.

Performance standards include the 3-speed floor shift and the 351 cu. in. V-8 engine. Plus sequential rear turn signals and

a remote-controlled racing mirror mounted on the driver's side.

Of course, we offer all the better options shown. Goodies such as air conditioning, radio, console/clock, automatic transmission, and passenger-side racing mirror.

Mercury Cougar XR-7. The luxury sports car that sets the standards for all the others in 1972.

Better ideas make better cars

MERCURY

LINCOLN-MERCURY DIVISION

